

	Page	Table	Title	Base Description	Base
●	1	1	NATIONS. Region	Base = All respondents	3907
●	2	1	NATIONS. Region	Base = All respondents	3907
●	3	2	INTU. In the past week, how many hours have you spent using the internet?	Base = All respondents	3907
●	4	2	INTU. In the past week, how many hours have you spent using the internet?	Base = All respondents	3907
●	5	2	INTU. In the past week, how many hours have you spent using the internet?	Base = All respondents	3907
●	6	2	INTU. In the past week, how many hours have you spent using the internet?	Base = All respondents	3907
●	7	3	Sex. And now, a few questions about you. Are you:	Base = All respondents	3907
●	8	3	Sex. And now, a few questions about you. Are you:	Base = All respondents	3907
●	9	4	Age. How old are you?	Base = All respondents	3907
●	10	4	Age. How old are you?	Base = All respondents	3907
●	11	5	Postcode_TV Region. Which region do you live in?	Base = All respondents	3907
●	12	5	Postcode_TV Region. Which region do you live in?	Base = All respondents	3907
●	13	5	Postcode_TV Region. Which region do you live in?	Base = All respondents	3907
●	14	5	Postcode_TV Region. Which region do you live in?	Base = All respondents	3907
●	15	6	From_Interviewer_information. Which region do you live in?	Base = All F2F Respondents	1906
●	16	6	From_Interviewer_information. Which region do you live in?	Base = All F2F Respondents	2302
●	17	6	From_Interviewer_information. Which region do you live in?	Base = All F2F Respondents	1906
●	18	6	From_Interviewer_information. Which region do you live in?	Base = All F2F Respondents	2302
●	19	7	NATID. How would you describe your national identity?	Base = All respondents	3907
●	20	7	NATID. How would you describe your national identity?	Base = All respondents	3907
●	21	8	ETHNICITY. What is your ethnic group?	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	22	8	ETHNICITY. What is your ethnic group?	Base = All respondents	3907
●	23	8	ETHNICITY. What is your ethnic group?	Base = All respondents	3907
●	24	8	ETHNICITY. What is your ethnic group?	Base = All respondents	3907
●	25	8	ETHNICITY. What is your ethnic group?	Base = All respondents	3907
●	26	8	ETHNICITY. What is your ethnic group?	Base = All respondents	3907
●	27	9	RELIGION. What is your religion?	Base = All respondents	3907
●	28	9	RELIGION. What is your religion?	Base = All respondents	3907
●	29	9	RELIGION. What is your religion?	Base = All respondents	3907
●	30	9	RELIGION. What is your religion?	Base = All respondents	3907
●	31	10	A0. How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household?	Base = All respondents	3907
●	32	10	A0. How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household?	Base = All respondents	3907
●	33	10	A0. How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household?	Base = All respondents	3907
●	34	10	A0. How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household?	Base = All respondents	3907
●	35	11	A0a. Do you have access to the internet at home?	Base = All respondents	3907
●	36	11	A0a. Do you have access to the internet at home?	Base = All respondents	3907
●	37	12	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents with access to the internet at home	3402
●	38	12	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents with access to the internet at home	3366
●	39	12	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents with access to the internet at home	3366
●	40	12	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents with access to the internet at home	3402

	Page	Table	Title	Base Description	Base
●	41	12	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents with access to the internet at home	3366
●	42	12	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents with access to the internet at home	3366
●	43	13	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents	3907
●	44	13	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents	3907
●	45	13	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents	3907
●	46	13	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents	3907
●	47	13	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents	3907
●	48	13	A0b. Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?	Base = All respondents	3907
●	49	14	A1. Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.	Base = All respondents	3907
●	50	14	A1. Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.	Base = All respondents	3907
●	51	14	A1. Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.	Base = All respondents	3907
●	52	14	A1. Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.	Base = All respondents	3907
●	53	15	A1a_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	3244

	Page	Table	Title	Base Description	Base
●	54	15	A1a_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	3244
●	55	16	A1a_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2346
●	56	16	A1a_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2346
●	57	17	A1a_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1160
●	58	17	A1a_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1160
●	59	18	A1a_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2963
●	60	18	A1a_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2963
●	61	19	A1a_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2111
●	62	19	A1a_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2111
●	63	20	A1a_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2580
●	64	20	A1a_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2580



	Page	Table	Title	Base Description	Base
●	65	21	A1a_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1833
●	66	21	A1a_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1833
●	67	22	A1a_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2009
●	68	22	A1a_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	2009
●	69	23	A1a_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1111
●	70	23	A1a_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1111
●	71	24	A1a_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1328
●	72	24	A1a_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1328
●	73	25	A1a_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1236
●	74	25	A1a_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1236
●	75	26	A1a_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	151

	Page	Table	Title	Base Description	Base
●	76	26	A1a_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	151
●	77	27	A1a_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1324
●	78	27	A1a_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	1324
●	79	28	A1a_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	315
●	80	28	A1a_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	315
●	81	29	A1a_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	122
●	82	29	A1a_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	122
●	83	30	A1a_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	345
●	84	30	A1a_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	345
●	85	31	A1a_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	438
●	86	31	A1a_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	438

	Page	Table	Title	Base Description	Base
	87	32	A1a_20. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	19
	88	32	A1a_20. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents who have watched TV in the last 3 months	19
	89	33	A1a1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	90	34	A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	91	34	A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	92	34	A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	93	34	A1a1_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	94	35	A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	95	35	A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	96	35	A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	97	35	A1a1_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	98	36	A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	99	36	A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	100	36	A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	101	36	A1a1_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	102	37	A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	103	37	A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	104	37	A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	105	37	A1a1_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	106	38	A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	107	38	A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	108	38	A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	109	38	A1a1_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	110	39	A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	111	39	A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	112	39	A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	113	39	A1a1_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	114	40	A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	115	40	A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	116	40	A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	117	40	A1a1_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	118	41	A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	119	41	A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	120	41	A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	121	41	A1a1_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	122	42	A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	123	42	A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	124	42	A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	125	42	A1a1_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	126	43	A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	127	43	A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	128	43	A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	129	43	A1a1_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	130	44	A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	131	44	A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	132	44	A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	133	44	A1a1_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	134	45	A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	135	45	A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	136	45	A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	137	45	A1a1_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	138	46	A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	139	46	A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	140	46	A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	141	46	A1a1_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	142	47	A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	143	47	A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	144	47	A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	145	47	A1a1_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	146	48	A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	147	48	A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	148	48	A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	149	48	A1a1_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	150	49	A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	151	49	A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	152	49	A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907



	Page	Table	Title	Base Description	Base
●	153	49	A1a1_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	154	50	A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	155	50	A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	156	50	A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	157	50	A1a1_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	158	51	A1a1_20. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	159	51	A1a1_20. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.	Base = All Respondents	3907
●	160	52	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?	Base = All respondents	3907
●	161	52	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?	Base = All respondents	3907
●	162	52	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?	Base = All respondents	3907
●	163	52	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?	Base = All respondents	3907
●	164	52	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?	Base = All respondents	3907
●	165	52	A2. Which, if any, of these radio stations have you personally listened to in the past 3 months?	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
	166	53	A2a. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	981
●	167	54	A2a_1. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	981
●	168	54	A2a_1. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	981
●	169	55	A2a_3. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	888
●	170	55	A2a_3. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	888
●	171	56	A2a_4. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	204
●	172	56	A2a_4. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	204
●	173	57	A2a_5. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	533
●	174	57	A2a_5. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	533
●	175	58	A2a_7. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	437
●	176	58	A2a_7. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	437

	Page	Table	Title	Base Description	Base
●	177	59	A2a_9. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	171
●	178	59	A2a_9. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	171
●	179	60	A2a_10. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	133
●	180	60	A2a_10. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	133
●	181	61	A2a_11. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	633
●	182	61	A2a_11. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	633
●	183	62	A2a_25. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	161
●	184	62	A2a_25. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	161
●	185	63	A2a_14. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	424
●	186	63	A2a_14. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	424
●	187	64	A2a_15. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	126

	Page	Table	Title	Base Description	Base
●	188	64	A2a_15. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	126
●	189	65	A2a_16. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	551
●	190	65	A2a_16. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	551
●	191	66	A2a_17. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	403
●	192	66	A2a_17. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	403
●	193	67	A2a_18. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	619
●	194	67	A2a_18. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	619
●	195	68	A2a_19. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	806
●	196	68	A2a_19. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	806
●	197	69	A2a_20. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	416
●	198	69	A2a_20. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	416

	Page	Table	Title	Base Description	Base
●	199	70	A2a_21. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	570
●	200	70	A2a_21. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	570
●	201	71	A2a_22. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	509
●	202	71	A2a_22. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	509
●	203	72	A2a_23. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	534
●	204	72	A2a_23. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents who have listened to radio in the last 3 months	534
	205	73	A2a1. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
	206	73	A2a1. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	207	74	A2a1_1. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	208	74	A2a1_1. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	209	74	A2a1_1. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	210	74	A2a1_1. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	211	75	A2a1_3. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	212	75	A2a1_3. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	213	75	A2a1_3. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	214	75	A2a1_3. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	215	76	A2a1_4. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	216	76	A2a1_4. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	217	76	A2a1_4. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	218	76	A2a1_4. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	219	77	A2a1_5. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	220	77	A2a1_5. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	221	77	A2a1_5. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	222	77	A2a1_5. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	223	78	A2a1_7. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	224	78	A2a1_7. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	225	78	A2a1_7. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	226	78	A2a1_7. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	227	79	A2a1_9. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	228	79	A2a1_9. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	229	79	A2a1_9. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	230	79	A2a1_9. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	231	80	A2a1_10. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	232	80	A2a1_10. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	233	80	A2a1_10. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	234	80	A2a1_10. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	235	81	A2a1_11. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	236	81	A2a1_11. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	237	81	A2a1_11. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	238	81	A2a1_11. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	239	82	A2a1_14. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	240	82	A2a1_14. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	241	82	A2a1_14. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	242	82	A2a1_14. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	243	83	A2a1_25. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	244	83	A2a1_25. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	245	83	A2a1_25. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	246	83	A2a1_25. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	247	84	A2a1_15. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	248	84	A2a1_15. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	249	84	A2a1_15. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	250	84	A2a1_15. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	251	85	A2a1_16. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	252	85	A2a1_16. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	253	85	A2a1_16. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	254	85	A2a1_16. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	255	86	A2a1_17. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	256	86	A2a1_17. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907



	Page	Table	Title	Base Description	Base
●	257	86	A2a1_17. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	258	86	A2a1_17. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	259	87	A2a1_18. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	260	87	A2a1_18. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	261	87	A2a1_18. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	262	87	A2a1_18. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	263	88	A2a1_19. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	264	88	A2a1_19. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	265	88	A2a1_19. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	266	88	A2a1_19. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	267	89	A2a1_20. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	268	89	A2a1_20. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	269	89	A2a1_20. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	270	89	A2a1_20. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	271	90	A2a1_21. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	272	90	A2a1_21. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	273	90	A2a1_21. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	274	90	A2a1_21. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	275	91	A2a1_22. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	276	91	A2a1_22. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	277	91	A2a1_22. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	278	91	A2a1_22. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	279	92	A2a1_23. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	280	92	A2a1_23. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	281	92	A2a1_23. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	282	92	A2a1_23. How often in the past 3 months have you listened to these radio stations?	Base = All Respondents	3907
●	283	93	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	3907
●	284	93	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	3907
●	285	93	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	286	93	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	3907
●	287	93	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	3907
●	288	93	A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.	Base = All respondents	3907
	289	94	A3a. How often in the past 3 months have you watched programmes using these services?	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	1586
●	290	95	A3a_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	1586
●	291	95	A3a_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	1586
●	292	96	A3a_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	170
●	293	96	A3a_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	170
●	294	97	A3a_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	142

	Page	Table	Title	Base Description	Base
●	295	97	A3a_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	142
●	296	98	A3a_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	921
●	297	98	A3a_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	921
●	298	99	A3a_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	68
●	299	99	A3a_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	68
	300	100	A3a_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	30
	301	100	A3a_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	30
●	302	101	A3a_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	701
●	303	101	A3a_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	701

	Page	Table	Title	Base Description	Base
●	304	102	A3a_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	411
●	305	102	A3a_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	411
●	306	103	A3a_9. How often in the past 3 months have you watched programmes using these services? - Netflix	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	1491
●	307	103	A3a_9. How often in the past 3 months have you watched programmes using these services? - Netflix	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	1491
●	308	104	A3a_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	865
●	309	104	A3a_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	865
●	310	105	A3a_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	351
●	311	105	A3a_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	351
●	312	106	A3a_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	576

	Page	Table	Title	Base Description	Base
●	313	106	A3a_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	576
●	314	107	A3a_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	192
●	315	107	A3a_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	192
●	316	108	A3a_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	108
●	317	108	A3a_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	108
●	318	109	A3a_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	263
●	319	109	A3a_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	263
●	320	110	A3a_16. How often in the past 3 months have you watched programmes using these services? - Hayu	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	51
●	321	110	A3a_16. How often in the past 3 months have you watched programmes using these services? - Hayu	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	51

	Page	Table	Title	Base Description	Base
●	322	111	A3a_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	231
●	323	111	A3a_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	231
●	324	112	A3a_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	447
●	325	112	A3a_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel	Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months	447
	326	113	A3a1. How often in the past 3 months have you watched programmes using these services?	Base = All Respondents	3907
●	327	114	A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents	3907
●	328	114	A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents	3907
●	329	114	A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents	3907
●	330	114	A3a1_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer	Base = All Respondents	3907
●	331	115	A3a1_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents	3907
●	332	115	A3a1_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	333	115	A3a1_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents	3907
●	334	115	A3a1_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)	Base = All Respondents	3907
●	335	116	A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents	3907
●	336	116	A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents	3907
●	337	116	A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents	3907
●	338	116	A3a1_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids	Base = All Respondents	3907
●	339	117	A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents	3907
●	340	117	A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents	3907
●	341	117	A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents	3907
●	342	117	A3a1_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]	Base = All Respondents	3907
●	343	118	A3a1_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents	3907
●	344	118	A3a1_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents	3907
●	345	118	A3a1_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents	3907



	Page	Table	Title	Base Description	Base
●	346	118	A3a1_5. How often in the past 3 months have you watched programmes using these services? - STV Player	Base = All Respondents	3907
●	347	119	A3a1_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic	Base = All Respondents	3907
●	348	119	A3a1_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic	Base = All Respondents	3907
●	349	120	A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents	3907
●	350	120	A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents	3907
●	351	120	A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents	3907
●	352	120	A3a1_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)	Base = All Respondents	3907
●	353	121	A3a1_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)	Base = All Respondents	3907
●	354	121	A3a1_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)	Base = All Respondents	3907
●	355	121	A3a1_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)	Base = All Respondents	3907
●	356	121	A3a1_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)	Base = All Respondents	3907
●	357	122	A3a1_9. How often in the past 3 months have you watched programmes using these services? - Netflix	Base = All Respondents	3907
●	358	122	A3a1_9. How often in the past 3 months have you watched programmes using these services? - Netflix	Base = All Respondents	3907
●	359	123	A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	360	123	A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents	3907
●	361	123	A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents	3907
●	362	123	A3a1_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video	Base = All Respondents	3907
●	363	124	A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents	3907
●	364	124	A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents	3907
●	365	124	A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents	3907
●	366	124	A3a1_11. How often in the past 3 months have you watched programmes using these services? - Now TV	Base = All Respondents	3907
●	367	125	A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents	3907
●	368	125	A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents	3907
●	369	125	A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents	3907
●	370	125	A3a1_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)	Base = All Respondents	3907
●	371	126	A3a1_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play	Base = All Respondents	3907
●	372	126	A3a1_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play	Base = All Respondents	3907
●	373	126	A3a1_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	374	126	A3a1_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play	Base = All Respondents	3907
●	375	127	A3a1_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents	3907
●	376	127	A3a1_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents	3907
●	377	127	A3a1_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents	3907
●	378	127	A3a1_14. How often in the past 3 months have you watched programmes using these services? - Disney Life	Base = All Respondents	3907
●	379	128	A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents	3907
●	380	128	A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents	3907
●	381	128	A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents	3907
●	382	128	A3a1_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere	Base = All Respondents	3907
●	383	129	A3a1_16. How often in the past 3 months have you watched programmes using these services? - Hayu	Base = All Respondents	3907
●	384	129	A3a1_16. How often in the past 3 months have you watched programmes using these services? - Hayu	Base = All Respondents	3907
●	385	130	A3a1_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel	Base = All Respondents	3907
●	386	130	A3a1_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel	Base = All Respondents	3907
●	387	130	A3a1_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	388	130	A3a1_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel	Base = All Respondents	3907
●	389	131	A3a1_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel	Base = All Respondents	3907
●	390	131	A3a1_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel	Base = All Respondents	3907
●	391	132	A4. Which, if any, of these websites or apps have you used in the past 3 months?	Base = All respondents	3907
●	392	132	A4. Which, if any, of these websites or apps have you used in the past 3 months?	Base = All respondents	3907
●	393	132	A4. Which, if any, of these websites or apps have you used in the past 3 months?	Base = All respondents	3907
●	394	132	A4. Which, if any, of these websites or apps have you used in the past 3 months?	Base = All respondents	3907
	395	133	A4a. How often in the past 3 months have you used these websites and/or apps?	Base = All respondents who have visited websites in the last 3 months	588
●	396	134	A4a_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk	Base = All respondents who have visited websites in the last 3 months	588
●	397	134	A4a_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk	Base = All respondents who have visited websites in the last 3 months	588
●	398	135	A4a_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com	Base = All respondents who have visited websites in the last 3 months	421
●	399	135	A4a_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com	Base = All respondents who have visited websites in the last 3 months	421
●	400	136	A4a_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv	Base = All respondents who have visited websites in the last 3 months	51

	Page	Table	Title	Base Description	Base
●	401	136	A4a_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv	Base = All respondents who have visited websites in the last 3 months	51
	402	137	A4a_4. How often in the past 3 months have you used these websites and/or apps? - S4C	Base = All respondents who have visited websites in the last 3 months	32
	403	137	A4a_4. How often in the past 3 months have you used these websites and/or apps? - S4C	Base = All respondents who have visited websites in the last 3 months	32
●	404	138	A4a_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com	Base = All respondents who have visited websites in the last 3 months	473
●	405	138	A4a_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com	Base = All respondents who have visited websites in the last 3 months	473
●	406	139	A4a_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)	Base = All respondents who have visited websites in the last 3 months	255
●	407	139	A4a_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)	Base = All respondents who have visited websites in the last 3 months	255
●	408	140	A4a_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com	Base = All respondents who have visited websites in the last 3 months	266
●	409	140	A4a_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com	Base = All respondents who have visited websites in the last 3 months	266
●	410	141	A4a_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)	Base = All respondents who have visited websites in the last 3 months	137
●	411	141	A4a_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)	Base = All respondents who have visited websites in the last 3 months	137

	Page	Table	Title	Base Description	Base
●	412	142	A4a_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport	Base = All respondents who have visited websites in the last 3 months	682
●	413	142	A4a_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport	Base = All respondents who have visited websites in the last 3 months	682
●	414	143	A4a_10. How often in the past 3 months have you used these websites and/or apps? - BBC News	Base = All respondents who have visited websites in the last 3 months	1152
●	415	143	A4a_10. How often in the past 3 months have you used these websites and/or apps? - BBC News	Base = All respondents who have visited websites in the last 3 months	1152
●	416	144	A4a_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather	Base = All respondents who have visited websites in the last 3 months	974
●	417	144	A4a_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather	Base = All respondents who have visited websites in the last 3 months	974
●	418	145	A4a_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime	Base = All respondents who have visited websites in the last 3 months	127
●	419	145	A4a_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime	Base = All respondents who have visited websites in the last 3 months	127
●	420	146	A4a_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music	Base = All respondents who have visited websites in the last 3 months	155
●	421	146	A4a_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music	Base = All respondents who have visited websites in the last 3 months	155
●	422	147	A4a_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food	Base = All respondents who have visited websites in the last 3 months	372

	Page	Table	Title	Base Description	Base
●	423	147	A4a_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food	Base = All respondents who have visited websites in the last 3 months	372
	424	148	A4a_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder	Base = All respondents who have visited websites in the last 3 months	46
	425	148	A4a_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder	Base = All respondents who have visited websites in the last 3 months	46
	426	149	A4a_16. How often in the past 3 months have you used these websites and/or apps? - BBC+	Base = All respondents who have visited websites in the last 3 months	67
	427	149	A4a_16. How often in the past 3 months have you used these websites and/or apps? - BBC+	Base = All respondents who have visited websites in the last 3 months	67
●	428	150	A4a_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize	Base = All respondents who have visited websites in the last 3 months	116
●	429	150	A4a_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize	Base = All respondents who have visited websites in the last 3 months	116
●	430	151	A4a_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime	Base = All respondents who have visited websites in the last 3 months	101
●	431	151	A4a_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime	Base = All respondents who have visited websites in the last 3 months	101
	432	152	A4a_20. How often in the past 3 months have you used these websites and/or apps? - BBC Sounds	Base = All respondents who have visited websites in the last 3 months	12
	433	152	A4a_20. How often in the past 3 months have you used these websites and/or apps? - BBC Sounds	Base = All respondents who have visited websites in the last 3 months	12

	Page	Table	Title	Base Description	Base
	434	153	A4a1. How often in the past 3 months have you used these websites and/or apps?	Base = All Respondents	3907
●	435	154	A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk	Base = All Respondents	3907
●	436	154	A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk	Base = All Respondents	3907
●	437	154	A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk	Base = All Respondents	3907
●	438	154	A4a1_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk	Base = All Respondents	3907
●	439	155	A4a1_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com	Base = All Respondents	3907
●	440	155	A4a1_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com	Base = All Respondents	3907
●	441	155	A4a1_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com	Base = All Respondents	3907
●	442	155	A4a1_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com	Base = All Respondents	3907
●	443	156	A4a1_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv	Base = All Respondents	3907
●	444	156	A4a1_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv	Base = All Respondents	3907
●	445	157	A4a1_4. How often in the past 3 months have you used these websites and/or apps? - S4C	Base = All Respondents	3907
●	446	157	A4a1_4. How often in the past 3 months have you used these websites and/or apps? - S4C	Base = All Respondents	3907
●	447	158	A4a1_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com	Base = All Respondents	3907
●	448	158	A4a1_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com	Base = All Respondents	3907



	Page	Table	Title	Base Description	Base
●	449	158	A4a1_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com	Base = All Respondents	3907
●	450	158	A4a1_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com	Base = All Respondents	3907
●	451	159	A4a1_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)	Base = All Respondents	3907
●	452	159	A4a1_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)	Base = All Respondents	3907
●	453	159	A4a1_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)	Base = All Respondents	3907
●	454	159	A4a1_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)	Base = All Respondents	3907
●	455	160	A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com	Base = All Respondents	3907
●	456	160	A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com	Base = All Respondents	3907
●	457	160	A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com	Base = All Respondents	3907
●	458	160	A4a1_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com	Base = All Respondents	3907
●	459	161	A4a1_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)	Base = All Respondents	3907
●	460	161	A4a1_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)	Base = All Respondents	3907
●	461	161	A4a1_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)	Base = All Respondents	3907
●	462	161	A4a1_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)	Base = All Respondents	3907
●	463	162	A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	464	162	A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport	Base = All Respondents	3907
●	465	162	A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport	Base = All Respondents	3907
●	466	162	A4a1_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport	Base = All Respondents	3907
●	467	163	A4a1_10. How often in the past 3 months have you used these websites and/or apps? - BBC News	Base = All Respondents	3907
●	468	163	A4a1_10. How often in the past 3 months have you used these websites and/or apps? - BBC News	Base = All Respondents	3907
●	469	163	A4a1_10. How often in the past 3 months have you used these websites and/or apps? - BBC News	Base = All Respondents	3907
●	470	163	A4a1_10. How often in the past 3 months have you used these websites and/or apps? - BBC News	Base = All Respondents	3907
●	471	164	A4a1_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather	Base = All Respondents	3907
●	472	164	A4a1_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather	Base = All Respondents	3907
●	473	165	A4a1_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime	Base = All Respondents	3907
●	474	165	A4a1_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime	Base = All Respondents	3907
●	475	166	A4a1_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music	Base = All Respondents	3907
●	476	166	A4a1_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music	Base = All Respondents	3907
●	477	166	A4a1_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music	Base = All Respondents	3907
●	478	166	A4a1_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	479	167	A4a1_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food	Base = All Respondents	3907
●	480	167	A4a1_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food	Base = All Respondents	3907
●	481	167	A4a1_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food	Base = All Respondents	3907
●	482	167	A4a1_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food	Base = All Respondents	3907
●	483	168	A4a1_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder	Base = All Respondents	3907
●	484	168	A4a1_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder	Base = All Respondents	3907
●	485	169	A4a1_16. How often in the past 3 months have you used these websites and/or apps? - BBC+	Base = All Respondents	3907
●	486	169	A4a1_16. How often in the past 3 months have you used these websites and/or apps? - BBC+	Base = All Respondents	3907
●	487	170	A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize	Base = All Respondents	3907
●	488	170	A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize	Base = All Respondents	3907
●	489	170	A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize	Base = All Respondents	3907
●	490	170	A4a1_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize	Base = All Respondents	3907
●	491	171	A4a1_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime	Base = All Respondents	3907
●	492	171	A4a1_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime	Base = All Respondents	3907
●	493	171	A4a1_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime	Base = All Respondents	3907

	Page	Table	Title	Base Description	Base
●	494	171	A4a1_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime	Base = All Respondents	3907
●	495	172	A4a1_20. How often in the past 3 months have you used these websites and/or apps? - BBC Sounds	Base = All Respondents	3907
●	496	172	A4a1_20. How often in the past 3 months have you used these websites and/or apps? - BBC Sounds	Base = All Respondents	3907
	497	173	Section A summary. Cross-Media Consumption	Base = All Respondents	3907
	498	174	B1TV. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3411
	499	174	B1TV. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3409
●	500	175	B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3411
●	501	175	B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3409
●	502	175	B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3411
●	503	175	B1TV_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3409
●	504	176	B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3090
●	505	176	B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3081
●	506	176	B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3090
●	507	176	B1TV_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	3081
●	508	177	B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	2765

	Page	Table	Title	Base Description	Base
●	509	177	B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	2725
●	510	177	B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	2765
●	511	177	B1TV_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	2725
●	512	178	B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	2153
●	513	178	B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	2091
●	514	178	B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	2153
●	515	178	B1TV_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	2091
●	516	179	B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	151
●	517	179	B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	104
●	518	179	B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	151
●	519	179	B1TV_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	104
●	520	180	B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	1305
●	521	180	B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	1246
●	522	180	B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	1305
●	523	180	B1TV_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	1246

	Page	Table	Title	Base Description	Base
●	524	181	B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	1491
●	525	181	B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	1426
●	526	181	B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	1491
●	527	181	B1TV_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	1426
●	528	182	B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	865
●	529	182	B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	807
●	530	182	B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	865
●	531	182	B1TV_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	807
●	532	183	B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	351
●	533	183	B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	324
●	534	183	B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	351
●	535	183	B1TV_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each platform in the past 3 months	324
	536	184	B2Radio. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	2309
	537	184	B2Radio. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	2242
●	538	185	B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	2309

	Page	Table	Title	Base Description	Base
●	539	185	B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	2242
●	540	185	B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	2309
●	541	185	B2Radio_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	2242
●	542	186	B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	403
●	543	186	B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	373
●	544	186	B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	403
●	545	186	B2Radio_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	373
●	546	187	B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	551
●	547	187	B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	505
●	548	187	B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	551
●	549	187	B2Radio_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	505
●	550	188	B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	806
●	551	188	B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	807
●	552	188	B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	806
●	553	188	B2Radio_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	807

	Page	Table	Title	Base Description	Base
●	554	189	B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	619
●	555	189	B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	568
●	556	189	B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	619
●	557	189	B2Radio_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	568
●	558	190	B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	416
●	559	190	B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	411
●	560	190	B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	416
●	561	190	B2Radio_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	411
●	562	191	B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	481
●	563	191	B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	440
●	564	191	B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	481
●	565	191	B2Radio_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	440
●	566	192	B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	570
●	567	192	B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	518
●	568	192	B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	570



	Page	Table	Title	Base Description	Base
●	569	192	B2Radio_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	518
●	570	193	B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	509
●	571	193	B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	447
●	572	193	B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	509
●	573	193	B2Radio_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,	Base = Users of each radio station in the past 3 months	447
	574	194	B3MEAPP. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	1915
	575	194	B3MEAPP. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	1785
●	576	195	B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	1915
●	577	195	B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	1785
●	578	195	B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	1915
●	579	195	B3MEAPP_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	1785
●	580	196	B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	407
●	581	196	B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	341
●	582	196	B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	407
●	583	196	B3MEAPP_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	341

	Page	Table	Title	Base Description	Base
●	584	197	B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	546
●	585	197	B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	488
●	586	197	B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	546
●	587	197	B3MEAPP_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	488
●	588	198	B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	263
●	589	198	B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	213
●	590	198	B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	263
●	591	198	B3MEAPP_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	213
●	592	199	B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	137
●	593	199	B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	100
●	594	199	B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	137
●	595	199	B3MEAPP_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	100
	596	200	B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	51
	597	200	B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	37
	598	200	B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	51

	Page	Table	Title	Base Description	Base
	599	200	B3MEAPP_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	37
	600	201	B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	32
	601	201	B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	22
	602	201	B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	32
	603	201	B3MEAPP_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and	Base = Users of each website/app in the past 3 months	22
●	604	202	C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is	Base = All respondents	3907
●	605	202	C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is	Base = All respondents	3907
●	606	202	C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is	Base = All respondents	3907
●	607	202	C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is	Base = All respondents	3907
	608	203	C2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides:	Base = All respondents	3907
	609	203	C2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides:	Base = All respondents	3907
●	610	204	C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	611	204	C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	612	204	C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	613	204	C2_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	614	205	C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	615	205	C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	616	205	C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	617	205	C2_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	618	206	C2_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	619	206	C2_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	620	206	C2_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	621	206	C2_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	622	207	C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	623	207	C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	624	207	C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
●	625	207	C2_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,	Base = All respondents	3907
	626	208	C3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
	627	208	C3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	628	209	C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	629	209	C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	630	209	C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	631	209	C3_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	632	210	C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	633	210	C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	634	210	C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	635	210	C3_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	636	211	C3_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	637	211	C3_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	638	211	C3_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	639	211	C3_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	640	212	C3_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	641	212	C3_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	642	212	C3_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
●	643	212	C3_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:	Base = All respondents	3907
	644	213	C4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
	645	213	C4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	646	214	C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	647	214	C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	648	214	C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	649	214	C4_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	650	215	C4_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	651	215	C4_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	652	215	C4_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	653	215	C4_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	654	216	C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	655	216	C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	656	216	C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	657	216	C4_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	658	217	C4_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	659	217	C4_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	660	217	C4_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	661	217	C4_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:	Base = All respondents	3907
●	662	218	Summary Table. Summary of Purpose - Impartial news and information to help people understand and engage with the world around them. (7-10)	Base = All respondents	3907
●	663	218	Summary Table. Summary of Purpose - Impartial news and information to help people understand and engage with the world around them. (7-10)	Base = All respondents	3907
●	664	219	Summary Table. Summary of Purpose - Informative and educational content, which is inspiring and challenging, and that supports learning for all ages. (7-10)	Base = All respondents	3907
●	665	219	Summary Table. Summary of Purpose - Informative and educational content, which is inspiring and challenging, and that supports learning for all ages. (7-10)	Base = All respondents	3907
●	666	220	Summary Table. Summary of Purpose - A range of high quality, distinctive and creative content that is different to that of other providers. (7-10)	Base = All respondents	3907
●	667	220	Summary Table. Summary of Purpose - A range of high quality, distinctive and creative content that is different to that of other providers. (7-10)	Base = All respondents	3907
●	668	221	Summary Table. Summary of Purpose - Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK. (7-10)	Base = All respondents	3907
●	669	221	Summary Table. Summary of Purpose - Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK. (7-10)	Base = All respondents	3907
	670	222	C6. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907



	Page	Table	Title	Base Description	Base
	671	222	C6. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	672	223	C6_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	673	223	C6_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	674	223	C6_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	675	223	C6_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	676	224	C6_2. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	677	224	C6_2. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	678	224	C6_2. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	679	224	C6_2. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	680	225	C6_3. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	681	225	C6_3. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	682	225	C6_3. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	683	225	C6_3. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	684	226	C6_sum. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
●	685	226	C6_sum. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.	Base = All respondents	3907
	686	227	C7. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
	687	227	C7. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	688	228	C7_1. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	689	228	C7_1. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	690	228	C7_1. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	691	228	C7_1. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	692	229	C7_2. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	693	229	C7_2. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	694	229	C7_2. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	695	229	C7_2. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	696	230	C7_3. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	697	230	C7_3. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	698	230	C7_3. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	699	230	C7_3. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	700	231	C7_4. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	701	231	C7_4. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	702	231	C7_4. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	703	231	C7_4. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	704	232	C7_5. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	705	232	C7_5. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	706	232	C7_5. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	707	232	C7_5. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	708	233	C7_sum. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
●	709	233	C7_sum. This set of statements are about the BBC supporting learning for people of all ages.	Base = All respondents	3907
	710	234	C8. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
	711	234	C8. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	712	235	C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	713	235	C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	714	235	C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	715	235	C8_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	716	236	C8_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	717	236	C8_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	718	236	C8_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	719	236	C8_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	720	237	C8_3. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	721	237	C8_3. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	722	237	C8_3. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	723	237	C8_3. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	724	238	C8_4. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	725	238	C8_4. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	726	238	C8_4. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	727	238	C8_4. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	728	239	C8_5. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	729	239	C8_5. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	730	239	C8_5. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	731	239	C8_5. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	732	240	C8_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	733	240	C8_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	734	240	C8_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	735	240	C8_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	736	241	C8_sum. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
●	737	241	C8_sum. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.	Base = All respondents	3907
	738	242	C9. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
	739	242	C9. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	740	243	C9_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	741	243	C9_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	742	243	C9_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	743	243	C9_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	744	244	C9_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	745	244	C9_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	746	244	C9_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	747	244	C9_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	748	245	C9_3. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	749	245	C9_3. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	750	245	C9_3. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	751	245	C9_3. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	752	246	C9_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	753	246	C9_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	754	246	C9_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	755	246	C9_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	756	247	C9_5. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	757	247	C9_5. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	758	247	C9_5. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	759	247	C9_5. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	760	248	C9_sum. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
●	761	248	C9_sum. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.	Base = All respondents	3907
	762	249	D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
	763	249	D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
	764	250	D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
	765	250	D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431



	Page	Table	Title	Base Description	Base
●	766	251	D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	767	251	D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	768	251	D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	769	251	D1_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	770	252	D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	771	252	D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	772	252	D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	773	252	D1_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	774	253	D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	775	253	D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	776	253	D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	777	253	D1_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	778	254	D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	779	254	D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	780	254	D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	781	254	D1_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	782	255	D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	783	255	D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	784	255	D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	785	255	D1_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	786	256	D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	787	256	D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	788	256	D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	789	256	D1_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All respondents	3907
●	790	257	D1_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	791	257	D1_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	792	257	D1_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	793	257	D1_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	794	258	D1_14. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	795	258	D1_14. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	796	258	D1_14. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	797	258	D1_14. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	798	259	D1_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440

	Page	Table	Title	Base Description	Base
●	799	259	D1_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	800	259	D1_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	801	259	D1_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	802	259	D1_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	803	259	D1_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	804	260	D1_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	805	260	D1_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	806	260	D1_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	807	260	D1_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	808	261	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	809	261	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431

	Page	Table	Title	Base Description	Base
●	810	261	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	811	261	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	812	261	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	813	261	D1_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	814	262	D1_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	815	262	D1_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	816	262	D1_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	817	262	D1_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services,	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	818	263	D1_sum. Competitive delivery for BBC vs. other TV providers (by users) (7-10)	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	819	263	D1_sum. Competitive delivery for BBC vs. other TV providers (by users) (7-10)	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
	820	264	D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
	821	264	D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
	822	265	D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
	823	265	D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	824	266	D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	825	266	D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	826	266	D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	827	266	D1a_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	828	267	D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	829	267	D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	830	267	D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	831	267	D1a_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	832	268	D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	833	268	D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	834	268	D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	835	268	D1a_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	836	269	D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	837	269	D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	838	269	D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	839	269	D1a_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	840	270	D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	841	270	D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	842	270	D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	843	270	D1a_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	844	271	D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	845	271	D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	846	271	D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	847	271	D1a_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All respondents	3907
●	848	272	D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	849	272	D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	850	272	D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	851	272	D1a_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	852	273	D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	853	273	D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431



	Page	Table	Title	Base Description	Base
●	854	273	D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	855	273	D1a_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	856	274	D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	857	274	D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	858	274	D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	859	274	D1a_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	860	275	D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	861	275	D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	862	275	D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	863	275	D1a_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	864	276	D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440

	Page	Table	Title	Base Description	Base
●	865	276	D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	866	276	D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	867	276	D1a_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	868	277	D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	869	277	D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	870	277	D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3440
●	871	277	D1a_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...	Base = All who have watched BBC TV or BBC on demand in the past 3 months	3431
●	872	278	D1a_sum. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)	Base = All respondents	3907
●	873	278	D1a_sum. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)	Base = All respondents	3907
●	874	279	D1a_sum_rebase. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)	Base = Those who have watched BBC TV	3440
●	875	279	D1a_sum_rebase. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)	Base = Those who have watched BBC TV	3440

	Page	Table	Title	Base Description	Base
	876	280	D1b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	3244
	877	280	D1b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	3246
●	878	281	D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	3244
●	879	281	D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	3246
●	880	281	D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	3244
●	881	281	D1b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	3246
●	882	282	D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	2346
●	883	282	D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	2327
●	884	282	D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	2346
●	885	282	D1b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	2327
●	886	283	D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1160

	Page	Table	Title	Base Description	Base
●	887	283	D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1145
●	888	283	D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1160
●	889	283	D1b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1145
●	890	284	D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1324
●	891	284	D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1276
●	892	284	D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1324
●	893	284	D1b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1276
●	894	285	D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	315
●	895	285	D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	299
●	896	285	D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	315
●	897	285	D1b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	299

	Page	Table	Title	Base Description	Base
●	898	286	D1b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	122
●	899	286	D1b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	106
●	900	286	D1b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	122
●	901	286	D1b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	106
●	902	287	D1b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	345
●	903	287	D1b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	293
●	904	287	D1b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	345
●	905	287	D1b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	293
●	906	288	D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	438
●	907	288	D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	411
●	908	288	D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	438

	Page	Table	Title	Base Description	Base
●	909	288	D1b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	411
	910	289	D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	19
	911	289	D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	16
	912	289	D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	19
	913	289	D1b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	16
●	914	290	D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1249
●	915	290	D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1073
●	916	290	D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1249
●	917	290	D1b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	1073
●	918	291	D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	170
●	919	291	D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	130

	Page	Table	Title	Base Description	Base
●	920	291	D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	170
●	921	291	D1b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	130
●	922	292	D1b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	142
●	923	292	D1b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	113
●	924	292	D1b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	142
●	925	292	D1b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC channel/service in the last 3 months	113
	926	293	D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
	927	293	D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
	928	294	D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
	929	294	D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	930	295	D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	931	295	D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	932	295	D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	933	295	D2_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	934	296	D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	935	296	D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	936	296	D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	937	296	D2_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	938	297	D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	939	297	D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	940	297	D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	941	297	D2_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	942	298	D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	943	298	D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	944	298	D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	945	298	D2_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	946	299	D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	947	299	D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907



	Page	Table	Title	Base Description	Base
●	948	299	D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	949	299	D2_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	950	300	D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	951	300	D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	952	300	D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	953	300	D2_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All respondents	3907
●	954	301	D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	955	301	D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	956	301	D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	957	301	D2_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	958	302	D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	959	302	D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	960	302	D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	961	302	D2_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	962	303	D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287

	Page	Table	Title	Base Description	Base
●	963	303	D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	964	303	D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	965	303	D2_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	966	304	D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	967	304	D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	968	304	D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	969	304	D2_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	970	305	D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	971	305	D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	972	305	D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	973	305	D2_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	974	306	D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	975	306	D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	976	306	D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	977	306	D2_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225

	Page	Table	Title	Base Description	Base
●	978	307	D2_sum. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... (7-10)	Base = All who have listened to BBC radio in the past 3 months	2287
●	979	307	D2_sum. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... (7-10)	Base = All who have listened to BBC radio in the past 3 months	2287
	980	308	D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
	981	308	D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
	982	309	D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
	983	309	D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	984	310	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	985	310	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	986	310	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	987	310	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	988	311	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	989	311	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	990	311	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	991	311	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	992	312	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	993	312	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	994	312	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	995	312	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	996	313	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	997	313	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	998	313	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	999	313	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	1000	314	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1001	314	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	1002	314	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	1003	314	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	1004	315	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	1005	315	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	1006	315	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	1007	315	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All respondents	3907
●	1008	316	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1009	316	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1010	316	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1011	316	D2a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225

	Page	Table	Title	Base Description	Base
●	1012	317	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1013	317	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1014	317	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1015	317	D2a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1016	318	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1017	318	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1018	318	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1019	318	D2a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1020	319	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1021	319	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1022	319	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287

	Page	Table	Title	Base Description	Base
●	1023	319	D2a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1024	320	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1025	320	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1026	320	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1027	320	D2a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1028	321	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1029	321	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1030	321	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2287
●	1031	321	D2a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...	Base = All who have listened to BBC radio in the past 3 months	2225
●	1032	322	D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)	Base = All respondents	3907
●	1033	322	D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1034	323	D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)	Base = All who have listened to BBC radio in the past 3 months	2287
●	1035	323	D2a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)	Base = All who have listened to BBC radio in the past 3 months	2287
	1036	324	D2b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	981
	1037	324	D2b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	890
●	1038	325	D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	981
●	1039	325	D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	890
●	1040	325	D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	981
●	1041	325	D2b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	890
●	1042	326	D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	888
●	1043	326	D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	867
●	1044	326	D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	888



	Page	Table	Title	Base Description	Base
●	1045	326	D2b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	867
●	1046	327	D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	204
●	1047	327	D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	177
●	1048	327	D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	204
●	1049	327	D2b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	177
●	1050	328	D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	533
●	1051	328	D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	552
●	1052	328	D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	533
	1053	328	D2b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	552
●	1054	329	D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	437
●	1055	329	D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	391

	Page	Table	Title	Base Description	Base
●	1056	329	D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	437
●	1057	329	D2b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	391
●	1058	330	D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	171
●	1059	330	D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	159
●	1060	330	D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	171
●	1061	330	D2b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	159
	1062	331	D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	133
●	1063	331	D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	75
	1064	331	D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	133
●	1065	331	D2b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	75
●	1066	332	D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	633

	Page	Table	Title	Base Description	Base
●	1067	332	D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	591
●	1068	332	D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	633
●	1069	332	D2b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	591
●	1070	333	D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	161
●	1071	333	D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	133
●	1072	333	D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	161
●	1073	333	D2b_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have listened to BBC radio in the past 3 months	133
	1074	334	D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
	1075	334	D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
	1076	335	D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
	1077	335	D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1078	336	D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1079	336	D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1080	336	D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1081	336	D3_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1082	337	D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1083	337	D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1084	337	D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1085	337	D3_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1086	338	D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1087	338	D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1088	338	D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1089	338	D3_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1090	339	D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1091	339	D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1092	339	D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1093	339	D3_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1094	340	D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1095	340	D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1096	340	D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1097	340	D3_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1098	341	D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1099	341	D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1100	341	D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1101	341	D3_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All respondents	3907
●	1102	342	D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1103	342	D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1104	342	D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1105	342	D3_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1106	343	D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906

	Page	Table	Title	Base Description	Base
●	1107	343	D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1108	343	D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1109	343	D3_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1110	344	D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1111	344	D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1112	344	D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1113	344	D3_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1114	345	D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1115	345	D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1116	345	D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1117	345	D3_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777

	Page	Table	Title	Base Description	Base
●	1118	346	D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1119	346	D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1120	346	D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1121	346	D3_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1122	347	D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1123	347	D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1124	347	D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1125	347	D3_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1126	348	D3_sum. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... (7-10)	Base = All who have used BBC online services in the past 3 months	1906
●	1127	348	D3_sum. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... (7-10)	Base = All who have used BBC online services in the past 3 months	1906
	1128	349	D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
	1129	349	D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
	1130	350	D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
	1131	350	D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1132	351	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1133	351	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1134	351	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1135	351	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1136	352	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1137	352	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1138	352	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1139	352	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907



	Page	Table	Title	Base Description	Base
●	1140	353	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1141	353	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1142	353	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1143	353	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1144	354	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1145	354	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1146	354	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1147	354	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1148	355	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1149	355	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1150	355	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1151	355	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1152	356	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1153	356	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1154	356	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1155	356	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All respondents	3907
●	1156	357	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1157	357	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1158	357	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1159	357	D3a_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1160	358	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1161	358	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777

	Page	Table	Title	Base Description	Base
●	1162	358	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1163	358	D3a_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1164	359	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1165	359	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1166	359	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1167	359	D3a_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1168	360	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1169	360	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1170	360	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1171	360	D3a_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1172	361	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906

	Page	Table	Title	Base Description	Base
●	1173	361	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1174	361	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1175	361	D3a_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1176	362	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1177	362	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1178	362	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1906
●	1179	362	D3a_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...	Base = All who have used BBC online services in the past 3 months	1777
●	1180	363	D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)	Base = All respondents	3907
●	1181	363	D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)	Base = All respondents	3907
●	1182	364	D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)	Base = All who have used BBC online services in the past 3 months	1906
●	1183	364	D3a_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)	Base = All who have used BBC online services in the past 3 months	1906

	Page	Table	Title	Base Description	Base
	1184	365	D3b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	588
	1185	365	D3b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	505
●	1186	366	D3b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	588
●	1187	366	D3b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	505
●	1188	366	D3b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	588
●	1189	366	D3b_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	505
●	1190	367	D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	682
●	1191	367	D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	607
●	1192	367	D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	682
●	1193	367	D3b_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	607
●	1194	368	D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	1152

	Page	Table	Title	Base Description	Base
●	1195	368	D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	1047
●	1196	368	D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	1152
●	1197	368	D3b_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	1047
●	1198	369	D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	974
●	1199	369	D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	897
●	1200	369	D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	974
●	1201	369	D3b_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	897
●	1202	370	D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	127
●	1203	370	D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	101
●	1204	370	D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	127
●	1205	370	D3b_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	101

	Page	Table	Title	Base Description	Base
●	1206	371	D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	155
●	1207	371	D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	128
●	1208	371	D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	155
●	1209	371	D3b_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	128
●	1210	372	D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	372
●	1211	372	D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	331
●	1212	372	D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	372
●	1213	372	D3b_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	331
	1214	373	D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	46
	1215	373	D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	35
	1216	373	D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	46

	Page	Table	Title	Base Description	Base
	1217	373	D3b_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	35
●	1218	374	D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	67
●	1219	374	D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	48
●	1220	374	D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	67
	1221	374	D3b_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	48
●	1222	375	D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	116
	1223	375	D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	85
●	1224	375	D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	116
	1225	375	D3b_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	85
●	1226	376	D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	101
●	1227	376	D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	76



	Page	Table	Title	Base Description	Base
●	1228	376	D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	101
	1229	376	D3b_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	76
	1230	377	D3b_20. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	12
	1231	377	D3b_20. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	14
	1232	377	D3b_20. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	12
	1233	377	D3b_20. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?	Base = All who have used BBC websites/apps in the last 3 months	14
	1234	378	E2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
●	1235	379	E2_1. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
●	1236	379	E2_1. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
●	1237	380	E2_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
	1238	380	E2_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1239	380	E2_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
	1240	380	E2_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
●	1241	381	E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
	1242	381	E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
●	1243	381	E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
	1244	381	E2_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
●	1245	382	E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
	1246	382	E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
●	1247	382	E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
	1248	382	E2_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?	Base = All respondents	3907
●	1249	383	F1. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?	Base = All respondents	3907
●	1250	383	F1. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1251	384	F2. To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'?	Base = All respondents	3907
●	1252	384	F2. To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'?	Base = All respondents	3907
●	1253	385	NU1. Typically, how frequently do you access news? By news, we mean national, international,	Base = All respondents	3907
●	1254	385	NU1. Typically, how frequently do you access news? By news, we mean national, international,	Base = All respondents	3907
●	1255	385	NU1. Typically, how frequently do you access news? By news, we mean national, international,	Base = All respondents	3907
●	1256	385	NU1. Typically, how frequently do you access news? By news, we mean national, international,	Base = All respondents	3907
●	1257	386	QIA1. In which of the following locations have you accessed the internet in the past 3 months?	Base = All respondents	3907
●	1258	386	QIA1. In which of the following locations have you accessed the internet in the past 3 months?	Base = All respondents	3907
●	1259	387	DC01. How many people live in your house, including yourself?	Base = All respondents	3907
●	1260	387	DC01. How many people live in your house, including yourself?	Base = All respondents	3907
●	1261	388	DC02. Do you have any children living in your household? By children, we mean children under 16 living at home.	Base = All respondents	3907
●	1262	388	DC02. Do you have any children living in your household? By children, we mean children under 16 living at home.	Base = All respondents	3907
●	1263	389	DC03. Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.	Base = All who have children living in their household	1206
●	1264	389	DC03. Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.	Base = All who have children living in their household	1206
●	1265	390	DC04. Are you responsible for the children under 16 in your household? Are you their parent or guardian?	Base = All who have children living in their household	1206

	Page	Table	Title	Base Description	Base
●	1266	390	DC04. Are you responsible for the children under 16 in your household? Are you their parent or guardian?	Base = All who have children living in their household	1206
●	1267	391	DC05. Are you a carer for someone over the age of 16?	Base = All respondents	3907
●	1268	391	DC05. Are you a carer for someone over the age of 16?	Base = All respondents	3907
●	1269	392	DC06. Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.	Base = All respondents	3907
●	1270	392	DC06. Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.	Base = All respondents	3907
●	1271	393	DC07. In which of the following income bands does your gross annual household income fall?	Base = All respondents	3907
●	1272	393	DC07. In which of the following income bands does your gross annual household income fall?	Base = All respondents	3907
●	1273	394	DC08. What is your current working status?	Base = All respondents	3907
●	1274	394	DC08. What is your current working status?	Base = All respondents	3907
●	1275	394	DC08. What is your current working status?	Base = All respondents	3907
●	1276	394	DC08. What is your current working status?	Base = All respondents	3907
●	1277	395	SOCIAL GRADE. Social grade	Base = All respondents	3907
●	1278	395	SOCIAL GRADE. Social grade	Base = All respondents	3907
●	1279	395	SOCIAL GRADE. Social grade	Base = All respondents	3907
●	1280	395	SOCIAL GRADE. Social grade	Base = All respondents	3907
●	1281	396	DC13. Ofcom wants to ensure that it talks to as representative a sample of people as possible.	Base = All respondents	3907
●	1282	396	DC13. Ofcom wants to ensure that it talks to as representative a sample of people as possible.	Base = All respondents	3907
●	1283	397	DC14. Have you gone through any part of a process (including thoughts or actions) to change from the sex you were	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1284	397	DC14. Have you gone through any part of a process (including thoughts or actions) to change from the sex you were	Base = All respondents	3907
●	1285	398	DC15. Which of these, if any, limit your daily activities or the work you can do?	Base = All respondents	3907
●	1286	398	DC15. Which of these, if any, limit your daily activities or the work you can do?	Base = All respondents	3907
●	1287	398	DC15. Which of these, if any, limit your daily activities or the work you can do?	Base = All respondents	3907
●	1288	398	DC15. Which of these, if any, limit your daily activities or the work you can do?	Base = All respondents	3907
	1289	399	DC17. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	3907
●	1290	400	DC17_1. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	3907
●	1291	400	DC17_1. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	3907
●	1292	401	DC17_2. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	3907
●	1293	401	DC17_2. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	3907
●	1294	402	DC17_3. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	3907
●	1295	402	DC17_3. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1296	403	DC17_4. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	3907
●	1297	403	DC17_4. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.	Base = All respondents	3907
●	1298	404	BAN1. Banner 1	Base = All respondents	3907
●	1299	404	BAN1. Banner 1	Base = All respondents	3907
●	1300	404	BAN1. Banner 1	Base = All respondents	3907
●	1301	404	BAN1. Banner 1	Base = All respondents	3907
●	1302	404	BAN1. Banner 1	Base = All respondents	3907
●	1303	404	BAN1. Banner 1	Base = All respondents	3907
●	1304	404	BAN1. Banner 1	Base = All respondents	3907
●	1305	404	BAN1. Banner 1	Base = All respondents	3907
●	1306	404	BAN1. Banner 1	Base = All respondents	3907
●	1307	404	BAN1. Banner 1	Base = All respondents	3907
●	1308	405	BAN2. Banner 2	Base = All respondents	3907
●	1309	405	BAN2. Banner 2	Base = All respondents	3907
●	1310	405	BAN2. Banner 2	Base = All respondents	3907
●	1311	405	BAN2. Banner 2	Base = All respondents	3907
●	1312	405	BAN2. Banner 2	Base = All respondents	3907
●	1313	405	BAN2. Banner 2	Base = All respondents	3907
●	1314	405	BAN2. Banner 2	Base = All respondents	3907
●	1315	405	BAN2. Banner 2	Base = All respondents	3907
●	1316	406	BAN3. Banner 3	Base = All respondents	3907

	Page	Table	Title	Base Description	Base
●	1317	406	BAN3. Banner 3	Base = All respondents	3907
●	1318	406	BAN3. Banner 3	Base = All respondents	3907
●	1319	406	BAN3. Banner 3	Base = All respondents	3907
●	1320	406	BAN3. Banner 3	Base = All respondents	3907
●	1321	406	BAN3. Banner 3	Base = All respondents	3907
●	1322	407	BAN4. Banner 4	Base = All respondents	3907
●	1323	407	BAN4. Banner 4	Base = All respondents	3907
●	1324	407	BAN4. Banner 4	Base = All respondents	3907
●	1325	407	BAN4. Banner 4	Base = All respondents	3907
●	1326	407	BAN4. Banner 4	Base = All respondents	3907
●	1327	407	BAN4. Banner 4	Base = All respondents	3907
●	1328	407	BAN4. Banner 4	Base = All respondents	3907
●	1329	407	BAN4. Banner 4	Base = All respondents	3907
●	1330	407	BAN4. Banner 4	Base = All respondents	3907
●	1331	407	BAN4. Banner 4	Base = All respondents	3907

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 1  
**NATIONS. Region**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
England	3258 83%FNQR g	1588 83%	1668 83%	487 89%zDEF	542 84%	1070 84%	1159 81%	956 85%	2263 83%	901 85%N	828 83%	740 84%	790 81%	2035 84%	1141 82%
Scotland	332 8%CIOQRS TUVWXYha bc	172 9%	160 8%	32 6%	52 8%	109 9%	139 10%C	75 7%	253 9%zI	77 7%	81 8%	68 8%	105 11%zK	206 8%	116 8%
Wales	194 5%COPRST UVWXYhbc f	85 4%	109 5%	12 2%	26 4%	56 4%	100 7%zCDE	48 4%	144 5%	52 5%	54 5%	45 5%	43 4%	112 5%	80 6%
Northern Ireland	123 3%OPQSTV WXYc	61 3%	62 3%	13 2%	29 4%	41 3%	40 3%	42 4%	80 3%	27 3%	32 3%	22 3%	42 4%	73 3%	46 3%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 1  
**NATIONS. Region**  
**Base = All respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
England	3258	3258	-	-	-	377	730	166	374	164	426	187	181	91	191	372	2673	264
	83%FN PQ	100%zPQR	-	-	-	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	85%zg	72%
Scotland	332	-	332	-	-	-	-	-	-	-	-	-	-	-	-	-	258	42
	8%CIOQRS	100%zOQR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	12%
	TUVWXYha																	
	bc																	
Wales	194	-	-	194	-	-	-	-	-	-	-	-	-	-	-	-	134	39
	5%CO PRST	-	-	100%zOPR	-	-	-	-	-	-	-	-	-	-	-	-	4%	10%zf
	UVWXYhbc																	
	f																	
Northern Ireland	123	-	-	-	123	-	-	-	-	-	-	-	-	-	-	-	91	22
	3%OPQSTV	-	-	-	100%zOPQ	-	-	-	-	-	-	-	-	-	-	-	3%	6%zf
	WXYZc																	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 2

INTU. In the past week, how many hours have you spent using the internet?

This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
30+ hours	651	342	308	194	164	224	69	233	411	233	204	115	99	524	121
	17%FmMNe bg	18%	15%	36%zDEF	25%zEF	18%F	5%	21%zm	15%	22%zMN	21%zMN	13%	10%	22%ze	9%
20 - 29 hours	356	188	168	63	72	142	80	116	239	123	120	64	50	291	62
	9%FNeT	10%	8%	12%F	11%F	11%zF	6%	10%	9%	12%zMN	12%zMN	7%	5%	12%ze	4%
15 - 19 hours	255	136	118	66	47	88	55	95	157	95	88	38	34	203	50
	7%FmMNeF	7%	6%	12%zDEF	7%F	7%F	4%	8%zm	6%	9%zMN	9%zMN	4%	3%	8%ze	4%
11 - 14 hours	428	214	214	75	96	160	96	150	272	137	116	83	93	301	115
	11%FmeP	11%	11%	14%zF	15%zF	13%F	7%	13%zm	10%	13%zMN	12%	9%	9%	12%ze	8%
8 - 10 hours	473	227	246	63	107	179	124	156	317	120	132	108	113	345	117
	12%FeQW	12%	12%	12%	17%zCF	14%zF	9%	14%	12%	11%	13%	12%	11%	14%ze	8%
6 - 7 hours	642	304	339	58	86	249	250	178	450	198	147	130	167	381	236
	16%CDRW	16%	17%	11%	13%	20%zCD	17%CD	16%	16%	19%zL	15%	15%	17%	16%	17%
3 - 5 hours	379	184	195	11	56	132	180	113	262	73	80	126	100	218	151
	10%CKVa	10%	10%	2%	9%C	10%C	13%zCD	10%	10%	7%	8%	14%zKLN	10%K	9%	11%
1 - 2 hours	214	78	136	7	8	62	137	44	164	31	45	67	71	74	126
	5%ACDIKd OTa	4%	7%zA	1%	1%	5%CD	10%zCDE	4%	6%l	3%	5%	8%zKL	7%zKL	3%	9%zd
Less than 1 hour	51	25	27	*	4	9	38	8	43	7	11	15	17	10	38
	1%CeDT	1%	1%	*	1%	1%	3%zCDE	1%	2%	1%	1%	2%	2%	*	3%zd
None	456	209	248	8	7	32	410	28	427	40	51	129	236	79	368
	12%CDEIK LdTY	11%	12%	1%	1%	2%	28%zCDE	3%	16%zl	4%	5%	15%zKL	24%zKLM	3%	27%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 2

INTU. In the past week, how many hours have you spent using the internet?

This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than an hour and none (Net)	508	233	274	9	11	41	447	36	470	47	62	145	254	89	406
	13% CDEIK LdTY	12%	14%	2%	2%	3%	31% zCDE	3%	17% zl	4%	6%	17% zKL	26% zKLM	4%	29% zd
Light use (Net)	593	262	331	18	64	194	317	158	425	104	125	193	171	292	277
	15% ACDKL dOVYa	14%	17% zA	3%	10% C	15% CD	22% zCDE	14%	16%	10%	13%	22% zKLN	17% KL	12%	20% zd
Medium use (Net)	1799	881	917	261	337	675	525	579	1196	549	483	360	406	1230	518
	46% FmMNe PRWX	46%	46%	48% F	52% zF	53% zF	37%	52% zm	44%	52% zMN	49% MN	41%	41%	51% ze	37%
Heavy use (Net)	1008	530	476	257	236	366	149	348	650	356	325	179	148	815	183
	26% BFmMN eg	28% zB	24%	47% zDEF	36% zEF	29% zF	10%	31% zm	24%	34% zMN	33% zMN	20% N	15%	34% ze	13%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 2

INTU. In the past week, how many hours have you spent using the internet?

This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.

Base = All respondents

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
30+ hours	651	537	55	38	21	51	117	22	64	33	76	46	27	24	17	60	524	34
	17%FmNebg	16%	17%	20%	17%	14%	16%	13%	17%b	20%b	18%b	25%zSTUBc	15%	26%zSTUB	9%	16%	17%g	9%
20 - 29 hours	356	292	29	15	20	25	48	23	29	14	44	27	24	15	19	22	289	33
	9%FNeT	9%	9%	8%	16%zOPQ	7%	7%	14%STc	8%	9%	10%	15%zSTVc	13%STc	17%zSTVc	10%	6%	9%	9%
15 - 19 hours	255	214	15	16	10	28	49	9	27	14	23	17	9	5	13	18	190	32
	7%FmMNeF	7%	5%	8%	8%	8%	7%	5%	7%	9%	5%	9%	5%	6%	7%	5%	6%	9%
11 - 14 hours	428	369	21	22	16	34	81	24	42	22	38	23	18	10	19	57	354	35
	11%FmeP	11%P	6%	11%P	13%P	9%	11%	14%	11%	14%	9%	12%	10%	11%	10%	15%zSX	11%	9%
8 - 10 hours	473	403	41	16	13	39	123	13	44	8	40	31	25	14	20	46	377	37
	12%FeQW	12%Q	12%	8%	11%	10%	17%zSUWX	8%	12%W	5%	9%	17%WX	14%W	15%W	11%	12%W	12%	10%
6 - 7 hours	642	564	45	27	6	92	165	33	47	15	62	20	26	13	46	47	552	56
	16%CDRW	17%zR	14%R	14%R	5%	24%zVWXYhc	23%zVWXYhc	20%W	13%	9%	14%	11%	14%	14%	24%zVWXYc	13%	17%z	15%
3 - 5 hours	379	305	47	16	11	37	69	13	17	10	70	11	26	2	15	34	302	50
	10%CKVa	9%	14%zOQ	8%	9%	10%V	10%V	8%	5%	6%	16%zSTUVWYabc	6%	14%VWYa	3%	8%	9%V	10%	14%zf
1 - 2 hours	214	163	34	10	8	24	21	5	20	12	19	6	8	-	20	29	173	25
	5%ACDIKdOTa	5%	10%zOQ	5%	6%	6%Ta	3%	3%	5%	7%Ta	4%	3%	4%	-	10%zTUXYa	8%Ta	5%	7%
Less than 1 hour	51	38	9	4	1	2	2	3	7	11	1	-	6	1	4	-	40	6
	1%CDt	1%	3%zO	2%	1%	*	*	2%c	2%Tc	7%zSTVXYc	*	-	3%STXYc	1%	2%Tc	-	1%	2%
None	456	373	35	32	17	45	54	21	75	25	54	5	13	7	17	59	353	60
	12%CDElKLdTY	11%	10%	16%zOP	14%	12%Y	7%	13%Y	20%zSTXYhab	15%TYh	13%TY	3%	7%	7%	9%Y	16%zTYh	11%	16%zf

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 2

INTU. In the past week, how many hours have you spent using the internet?

This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.

Base = All respondents

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Less than an hour and none (Net)	508	411	44	35	17	47	57	24	81	36	55	5	19	8	21	59	394	66	
	13% LdTY	13% CDEIK	13% zO	18% O	14% R	12% Y	8% Y	14% TY	22% zSTXY hab	22% zSTXY hab	13% TY	3% Y	10% Y	9% a	11% Y	16% TY	12% f	18% zf	
Light use (Net)	593	468	81	26	19	61	90	18	38	21	89	17	34	2	35	64	475	75	
	15% dOVYa	14% ACDKL	24% zOQR	13% Q	15% R	16% a	12% a	11% U	10% V	13% a	21% zTUVYa	9% Y	19% VYa	3% a	18% VYa	17% VYa	15% f	20% zf	
Medium use (Net)	1799	1550	122	80	46	193	419	79	161	60	162	92	78	41	99	168	1474	159	
	46% PRWX	FmMNe	48% zPR	37% Q	41% R	51% WX	57% zVWXh c	47% U	43% V	36% W	38% X	49% WX	43% h	46% a	52% WX	45% c	47% f	43% g	
Heavy use (Net)	1008	830	85	53	41	77	165	45	94	47	120	73	51	39	37	82	813	66	
	26% eg	BfMmN	25% MN	26% P	27% Q	33% zOP	20% S	23% T	27% U	25% V	29% W	28% S	39% zSTVX bc	28% h	43% zSTUV WXhbc	19% b	22% c	26% g	18% g

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 3

Sex. And now, a few questions about you. Are you:

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Male	1906	1906	-	291	311	625	679	503	1378	557	423	486	439	1264	600
	49% <b>BILN</b> eh	100% <b>zB</b>	-	53% <b>zF</b>	48%	49%	47%	45%	50% <b>zl</b>	53% <b>zLN</b>	43%	55% <b>zLN</b>	45%	52% <b>ze</b>	43%
Female	1998	-	1998	252	336	651	759	616	1363	499	570	390	539	1161	782
	51% <b>ACmKMd</b>	-	100% <b>zA</b>	46%	52%	51%	53% <b>C</b>	55% <b>zm</b>	50%	47%	57% <b>zKM</b>	45%	55% <b>zKM</b>	48%	56% <b>zd</b>
Other	2	-	-	1	1	-	-	2	-	-	1	-	1	1	1
	*	-	-	*	*	-	-	*	-	-	*	-	*	*	*
Prefer not to say	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1
	*	-	-	*	-	-	-	-	-	-	*	-	-	-	*
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 3

Sex. And now, a few questions about you. Are you:

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Male	1906	1588	172	85	61	184	373	90	192	77	208	86	68	42	82	186	1570	162
	49% <b>h</b>	49% <b>h</b>	52%	44%	50%	49%	51% <b>h</b>	55% <b>h</b>	51% <b>h</b>	47%	49% <b>h</b>	46%	38%	46%	43%	50% <b>h</b>	50% <b>z</b>	44%
Female	1998	1668	160	109	62	193	357	75	182	87	218	101	113	49	108	186	1585	205
	51% <b>d</b>	51% <b>AcMk</b>	48%	56%	50%	51%	49%	45%	49%	53%	51%	54%	62% <b>zTUVX</b>	54%	56%	50%	50%	56%
Other	2	2	-	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-
	*	*	-	-	-	-	-	-	-	1% <b>z</b>	-	-	-	-	1%	-	*	-
Prefer not to say	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 4

Age. How old are you?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
16-24	545 14% <b>BDEFN</b> PQfg	291 15% <b>B</b>	252 13%	545 100% <b>zDEF</b>	-	-	-	166 15%	360 13%	154 15%	167 17% <b>zN</b>	115 13%	110 11%	344 14%	187 13%
25-34	648 17% <b>CEFMN</b> ecg	311 16%	336 17%	-	648 100% <b>zCEF</b>	-	-	321 29% <b>zm</b>	325 12%	213 20% <b>zLN</b>	155 16%	146 17%	134 14%	542 22% <b>ze</b>	96 7%
35-44	607 16% <b>CDFme</b> h	285 15%	321 16%	-	-	607 48% <b>zCDF</b>	-	353 32% <b>zm</b>	246 9%	190 18% <b>zMN</b>	166 17%	115 13%	135 14%	508 21% <b>ze</b>	79 6%
45-54	669 17% <b>CDFme</b>	340 18%	330 16%	-	-	669 52% <b>zCDF</b>	-	223 20% <b>zm</b>	441 16%	185 18%	181 18%	129 15%	174 18%	548 23% <b>ze</b>	101 7%
55-64	596 15% <b>CDEIK</b> eO	285 15%	312 16%	-	-	-	596 41% <b>zCDE</b>	42 4%	548 20% <b>zl</b>	137 13%	149 15%	129 15%	182 19% <b>zK</b>	382 16%	189 14%
65-74	489 13% <b>CDEIK</b> dT	227 12%	262 13%	-	-	-	489 34% <b>zCDE</b>	11 1%	477 17% <b>zl</b>	111 11%	109 11%	134 15% <b>zKL</b>	136 14%	89 4%	394 28% <b>zd</b>
75+	352 9% <b>CDEIKL</b> dRY	166 9%	186 9%	-	-	-	352 24% <b>zCDE</b>	5 *	345 13% <b>zl</b>	66 6%	68 7%	109 12% <b>zKL</b>	109 11% <b>zKL</b>	13 1%	338 24% <b>zd</b>
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 4

Age. How old are you?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
16-24	545	487	32	12	13	56	107	34	58	19	51	22	23	15	26	76	419	32
	14%BDEFN	15%zPQR	10%	6%	11%	15%	15%	21%zX	16%	12%	12%	12%	13%	17%	14%	20%zTWXY	13%g	9%
25-34	648	542	52	26	29	58	133	27	53	40	74	39	31	10	34	42	526	44
	17%CEfMNe	17%	16%	13%	23%zOPQ	15%	18%c	16%	14%	24%zSVac	17%c	21%c	17%	11%	18%	11%	17%	12%
35-44	607	499	58	30	20	51	139	33	55	21	63	30	16	14	24	52	506	44
	16%CDfme	15%	17%	15%	16%	14%	19%zh	20%h	15%	13%	15%	16%	9%	15%	13%	14%	16%	12%
45-54	669	571	51	26	21	51	132	24	68	25	61	46	40	21	33	69	549	72
	17%CDfme	18%	16%	13%	17%	13%	18%	14%	18%	15%	14%	25%zSUX	22%	24%S	17%	19%	17%	19%
55-64	596	471	58	45	22	53	102	22	53	25	78	32	28	7	27	46	500	59
	15%CDEIK	14%	18%	23%zO	18%	14%	14%	13%	14%	15%	18%a	17%	15%	8%	14%	12%	16%	16%
65-74	489	390	54	32	13	53	65	16	46	18	62	14	20	16	29	51	386	62
	13%CDEIK	12%	16%O	16%zO	11%	14%T	9%	10%	12%	11%	15%TY	8%	11%	18%TY	15%	14%T	12%	17%zf
75+	352	298	26	23	5	55	52	10	41	16	36	3	23	7	18	37	269	55
	9%CDEIKL	9%R	8%	12%R	4%	15%zTUXY	7%Y	6%	11%Y	10%Y	8%Y	1%	12%Y	8%Y	10%Y	10%Y	9%	15%zf
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 5

Postcode\_TV Region. Which region do you live in?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
East of England	377 10%ENPQR TUVWXYha bcf	184 10%	193 10%	56 10%	58 9%	102 8%	161 11%zE	92 8%	281 10%	109 10%	80 8%	115 13%zLN	74 8%	239 10%	131 9%
London	730 19%FNePQ RSUVWXYh abcg	373 20%	357 18%	107 20%F	133 21%F	272 21%zF	219 15%	230 20%	489 18%	250 24%zLMN	190 19%	141 16%	150 15%	488 20%ze	216 16%
Midlands East	166 4%PQRSTV WXYhbcg	90 5%	75 4%	34 6%zF	27 4%	57 4%	47 3%	40 4%	125 5%	37 3%	44 4%	37 4%	47 5%	108 4%	56 4%
Midlands West	374 10%PQRST UWXYhabc	192 10%	182 9%	58 11%	53 8%	123 10%	139 10%	120 11%	250 9%	102 10%	84 8%	93 11%	94 10%	227 9%	141 10%
North East and Cumbria	164 4%KdPQRS TUVXYhbc	77 4%	87 4%	19 4%	40 6%zE	46 4%	59 4%	57 5%	107 4%	28 3%	35 3%	33 4%	68 7%zKLM	82 3%	76 6%zd
North West	426 11%PQRST UVWYhabc g	208 11%	218 11%	51 9%	74 11%	125 10%	177 12%	124 11%	288 11%	114 11%	112 11%	97 11%	103 10%	260 11%	148 11%
Scotland	332 8%ClOQRS TUVWXYha bc	172 9%	160 8%	32 6%	52 8%	109 9%	139 10%C	75 7%	253 9%zl	77 7%	81 8%	68 8%	105 11%zK	206 8%	116 8%
South	187 5%FNePQR STUVWXhbc	86 4%	101 5%	22 4%	39 6%F	76 6%F	49 3%	50 4%	136 5%	58 5%N	60 6%N	40 5%	28 3%	147 6%ze	37 3%
South East	181 5%ANPQRS TUVWXYhbc f	68 4%	113 6%zA	23 4%	31 5%	56 4%	70 5%	49 4%	131 5%	47 4%	62 6%zN	43 5%	30 3%	123 5%	58 4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 5

Postcode\_TV Region. Which region do you live in?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
South West	91	42	49	15	10	35	30	31	58	32	18	16	25	56	31
	2%PQRSTV Xcf	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%	2%
Ulster	123	61	62	13	29	41	40	42	80	27	32	22	42	73	46
	3%OPQSTV WXYc	3%	3%	2%	4%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%
Wales	194	85	109	12	26	56	100	48	144	52	54	45	43	112	80
	5%COPRST UVWXYhbc f	4%	5%	2%	4%	4%	7%zCDE	4%	5%	5%	5%	5%	4%	5%	6%
West	191	82	108	26	34	57	74	55	136	39	46	49	57	113	75
	5%PQRSTU VWXYhc	4%	5%	5%	5%	4%	5%	5%	5%	4%	5%	6%	6%	5%	5%
Yorkshire and Lincolnshire	372	186	186	76	42	121	134	107	263	85	97	76	114	192	172
	10%ddPQR STUVWXYh ab	10%	9%	14%zDEF	6%	9%	9%	10%	10%	8%	10%	9%	12%zK	8%	12%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 5

Postcode\_TV Region. Which region do you live in?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
East of England	377	377	-	-	-	377	-	-	-	-	-	-	-	-	-	-	240	105
		10%ENPQR	12%zPQR	-	-	100%zTUVWX	-	-	-	-	-	-	-	-	-	-	8%	29%zf
		TUVWXYha				Yhabc												
		bcf																
London	730	730	-	-	-	-	730	-	-	-	-	-	-	-	-	-	634	5
		19%FNpPQ	22%zPQR	-	-	-	100%zSUVWX	-	-	-	-	-	-	-	-	-	20%zg	1%
		RSUVWXYh				Yhabc												
		abcg																
Midlands East	166	166	-	-	-	-	-	166	-	-	-	-	-	-	-	-	152	5
		4%PQRSTV	5%zPQR	-	-	-	-	100%zSTVWX	-	-	-	-	-	-	-	-	5%zg	1%
		WXYhbcg						Yhabc										
Midlands West	374	374	-	-	-	-	-	-	374	-	-	-	-	-	-	-	311	37
		10%PQRST	11%zPQR	-	-	-	-	-	100%zSTUWX	-	-	-	-	-	-	-	10%	10%
		UWXYhabc						Yhabc										
North East and Cumbria	164	164	-	-	-	-	-	-	-	164	-	-	-	-	-	-	133	22
		4%KdPQRS	5%zPQR	-	-	-	-	-	-	100%zSTUVX	-	-	-	-	-	-	4%	6%
		TUVXYhbc						Yhabc										
North West	426	426	-	-	-	-	-	-	-	-	426	-	-	-	-	-	380	17
		11%PQRST	13%zPQR	-	-	-	-	-	-	-	100%zSTUVW	-	-	-	-	-	12%zg	5%
		UVWYhabc									Yhabc							
		g																
Scotland	332	-	332	-	-	-	-	-	-	-	-	-	-	-	-	-	258	42
		8%ClOQRS	100%zOQR	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	12%
		TUVWXYha																
		bc																
South	187	187	-	-	-	-	-	-	-	-	-	187	-	-	-	-	159	14
		5%FNpPQR	6%zPQR	-	-	-	-	-	-	-	-	100%zSTUVW	-	-	-	-	5%	4%
		STUVWXhb									Yhabc							
		c																
South East	181	181	-	-	-	-	-	-	-	-	-	-	181	-	-	-	130	12
		5%ANPQRS	6%zPQR	-	-	-	-	-	-	-	-	-	100%zSTUVW	-	-	-	4%	3%
		TUVWXYbc									XYabc							
		f																

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 5

Postcode\_TV Region. Which region do you live in?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
South West	91 2%PQRSTV Xcf	91	-	-	-	-	-	-	-	-	-	-	-	91 100%zSTUVW XYhbc	-	-	62	13
Ulster	123 3%OPQSTV WXYZc	-	-	-	123 100%zOPQ	-	-	-	-	-	-	-	-	-	-	-	91	22
Wales	194 5%COPRST UVWXYhbc f	-	-	194 100%zOPR	-	-	-	-	-	-	-	-	-	-	-	-	134	39
West	191 5%PQRSTU VWXYZhc	191	-	-	-	-	-	-	-	-	-	-	-	-	191 100%zSTUVW XYhac	-	170	9
Yorkshire and Lincolnshire	372 10%DdPQR STUVWXYh ab	372	-	-	-	-	-	-	-	-	-	-	-	-	-	372 100%zSTUV WXYZhab	303	26
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/WX/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 6

From Interviewer information. Which region do you live in?

Base = All F2F Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	880	1026	155	248	536	967	479	1401	384	373	462	687	740	1087
WeightedBase	2302	1073	1229	167*	288	676	1171	555	1715	488	475	600	738	1130	1095
EffectiveBase	1342	618	724	98	166	357	727	306	1020	272	266	337	472	541	808
North East	220	81	139	17	31	67	106	62	158	44	51	44	81	108	103
	10%AQRTVh c	8%	11%zA	10%	11%	10%	9%	11%	9%	9%	11%	7%	11%	10%	9%
North West	517	246	271	37	67	143	270	143	361	113	84	153	168	243	256
	22%mlPQR TVYhb	23%	22%	22%	23%	21%	23%	26%	21%	23%	18%	25%L	23%	22%	23%
Yorks and Humber	400	191	209	36	40	114	211	90	309	66	88	115	131	183	206
	17%PRTUW XY	18%	17%	22%	14%	17%	18%	16%	18%	13%	19%	19%	18%	16%	19%
East Midlands	141	74	68	15	16	38	72	22	119	34	38	35	35	73	67
	6%QTXb	7%	6%	9%	6%	6%	6%	4%	7%z	7%	8%	6%	5%	6%	6%
West Midlands	133	63	70	14	9	37	73	37	93	32	20	29	52	58	70
	6%PQRSTX bc	6%	6%	8%	3%	5%	6%	7%	5%	7%	4%	5%	7%	5%	6%
Eastern	144	68	76	5	9	53	77	33	108	41	21	54	28	78	62
	6%NPQRVX bc	6%	6%	3%	3%	8%D	7%	6%	6%	8%N	4%	9%zLN	4%	7%	6%
London	219	96	123	16	42	70	91	53	159	57	52	37	73	117	84
	10%FMePQR SUVWXhbcg	9%	10%	9%	14%zF	10%	8%	10%	9%	12%M	11%M	6%	10%	10%	8%
South East	181	84	98	12	25	56	88	38	143	45	54	46	36	107	73
	8%NePQRU VWXbc	8%	8%	7%	9%	8%	7%	7%	8%	9%N	11%zN	8%	5%	9%	7%
South West	104	50	54	1	13	31	59	26	77	21	23	30	30	47	54
	5%PQRSTV Xc	5%	4%	1%	4%	5%	5%	5%	5%	4%	5%	5%	4%	4%	5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 6

From Interviewer information. Which region do you live in?

Base = All F2F Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2302	1073	1229	167*	288	676	1171	555	1715	488	475	600	738	1130	1095
EffectiveBase	1342	618	724	98	166	357	727	306	1020	272	266	337	472	541	808
Wales	65	28	37	3	6	19	37	16	48	16	16	16	17	35	29
	3%ORTXcf	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%
Scotland	134	73	62	9	22	36	68	23	108	17	21	33	64	60	68
	6%KQQRST VXbc	7%	5%	5%	8%	5%	6%	4%	6%	3%	4%	5%	9%zKL	5%	6%
Northern Ireland	44	21	23	3	8	14	19	11	32	3	7	8	25	20	23
	2%OT	2%	2%	2%	3%	2%	2%	2%	2%	1%	1%	1%	3%zK	2%	2%
Total mentions	2302	1073	1229	167	288	676	1171	555	1715	488	475	600	738	1130	1095
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 6

From Interviewer information. Which region do you live in?

Base = All F2F Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1420	173	149	164	154	379	79	150	69	186	42	71	25	84	181	1557	202
WeightedBase	2302	1925	207	109	61	240	453	99*	215	89*	252	63*	107*	33**	131*	243	1890	235
EffectiveBase	1342	1059	131	119	144	122	256	54	118	54	145	32	56	20	68	137	1094	141
North East	220	202	18	-	-	49	27	16	-	61	27	-	-	10	11	-	192	19
	10%AQRTVhc	10%zQR	9%QR	-	-	21%zTVXyhbc	6%Vc	17%TVYhc	-	68%zSTUVXYhbc	11%Vhc	-	-	31%	8%Vhc	-	10%	8%
North West	517	472	22	15	9	64	60	13	32	25	202	-	-	11	10	55	444	53
	22%mlPQR TVYhb	25%PQR	10%	14%	14%	27%TUVYhb	13%Yh	13%Yh	15%Yh	28%TVYhb	80%zSTUVWYhbc	-	-	32%	8%h	22%TYhb	23%	23%
Yorks and Humber	400	345	21	29	5	31	33	-	33	3	23	-	41	-	25	155	318	37
	17%PRTUWXY	18%PR	10%	27%zOPR	8%	13%UY	7%U	-	15%TUWY	4%	9%U	-	39%zSTUVWXYb	-	19%TUWXY	64%zSTUVWXYhb	17%	16%
East Midlands	141	126	12	-	4	6	-	70	17	-	-	-	-	-	-	34	123	17
	6%QTXb	7%Q	6%Q	-	6%Q	2%T	-	70%zSTVWX Yhbc	8%STWXhb	-	-	-	-	-	-	14%zSTWXYhb	6%	7%
West Midlands	133	133	-	-	-	-	-	-	133	-	-	-	-	-	-	-	114	15
	6%PQRSTXbc	7%zPQR	-	-	-	-	-	-	62%zSTUWX Yhbc	-	-	-	-	-	-	-	6%	6%
Eastern	144	144	-	-	-	78	66	-	-	-	-	-	-	-	-	-	107	24
	6%NPQRVXbc	7%zPQR	-	-	-	33%zTUVWXYhbc	15%zUVWXYhbc	-	-	-	-	-	-	-	-	-	6%	10%fg
London	219	219	-	-	-	-	219	-	-	-	-	-	-	-	-	-	174	-
	10%FMePQRSUVWXhbcg	11%zPQR	-	-	-	-	48%zSUVWX Yhbc	-	-	-	-	-	-	-	-	-	9%g	-
South East	181	181	-	-	-	12	48	-	-	-	-	56	65	-	-	-	143	25
	8%NePQRUVWXhbc	9%zPQR	-	-	-	5%VXc	11%UVWXhbc	-	-	-	-	89%zSTUVWXhbc	61%zSTUVWXYb	-	-	-	8%	11%
South West	104	104	-	-	-	-	-	-	-	-	-	7	-	12	85	-	97	4
	5%PQRSTVXc	5%zPQR	-	-	-	-	-	-	-	-	-	11%STUVWXhbc	-	36%	65%zSTUVWXYhbc	-	5%z	2%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 6

From Interviewer information. Which region do you live in?

Base = All F2F Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	2302	1925	207	109	61	240	453	99*	215	89*	252	63*	107*	33**	131*	243	1890	235
EffectiveBase	1342	1059	131	119	144	122	256	54	118	54	145	32	56	20	68	137	1094	141
Wales	65	-	-	65	-	-	-	-	-	-	-	-	-	-	-	-	39	16
	3%ORTXcf	-	-	60%zOPR	-	-	-	-	-	-	-	-	-	-	-	-	2%	7%zf
Scotland	134	-	134	-	-	-	-	-	-	-	-	-	-	-	-	-	105	19
	6%KOQRST VXbc	-	65%zOQR	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	8%
Northern Ireland	44	-	-	44	-	-	-	-	-	-	-	-	-	-	-	-	34	6
	2%OT	-	-	72%zOPQ	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%
Total mentions	2302	1925	207	109	61	240	453	99	215	89	252	63	107	33	131	243	1890	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 7

NATID. How would you describe your national identity?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
English	2434	1199	1233	369	378	774	913	681	1729	639	627	577	591	1537	850
	62%PQRT	63%	62%	68%zDE	58%	61%	63%	61%	63%	60%	63%	66%zKN	60%	63%	61%
Welsh	140	62	78	14	14	39	73	37	102	42	34	30	36	73	65
	4%OPRSTV XYhc	3%	4%	3%	2%	3%	5%zCDE	3%	4%	4%	3%	3%	4%	3%	5%zd
Scottish	275	147	128	23	44	88	120	62	210	69	65	56	85	164	102
	7%CIOQRS TUVWXYha bcf	8%	6%	4%	7%	7%	8%C	6%	8%l	7%	7%	6%	9%	7%	7%
Northern Irish	71	35	36	10	16	22	23	26	44	17	24	11	19	43	25
	2%OSTVXc	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
British	758	383	374	92	122	258	286	212	533	240	200	148	169	464	271
	19%PVWab g	20%	19%	17%	19%	20%	20%	19%	19%	23%zMN	20%	17%	17%	19%	20%
Other	335	142	193	65	96	129	44	132	198	88	72	74	101	217	102
	9%AFmQWX g	7%	10%zA	12%zF	15%zEF	10%F	3%	12%zm	7%	8%	7%	8%	10%L	9%	7%
Total mentions	4012	1968	2041	574	670	1310	1458	1150	2816	1095	1022	896	1000	2499	1415
	103%	103%	102%	105%	103%	103%	101%	103%	103%	104%	103%	102%	102%	103%	102%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 7

NATID. How would you describe your national identity?

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
English	2434	2361	23	43	8	267	390	134	315	154	293	133	145	83	162	286	1971	231
	62%PQRT	72%zPQR	7%	22%PR	6%	71%zT	53%	81%zTX	84%zSTXYc	94%zSTUVXYhbc	69%zT	71%zT	80%zTX	91%zSTXYhc	85%zSTXY	77%zTX	62%	63%
Welsh	140	22	-	118	*	-	9	1	2	1	5	-	*	-	1	2	104	23
	4%OPRSTVXYhc	1%	-	61%zOPR	*	-	1%	1%	1%	*	1%	-	*	-	1%	1%	3%	6%zf
Scottish	275	18	255	2	*	1	-	-	7	1	5	1	1	-	-	1	206	40
	7%ClOQRS TUVWXYhabc	1%	77%zOQR	1%	*	*	-	-	2%T	*	1%T	1%	1%	-	-	*	7%	11%zf
Northern Irish	71	3	3	1	64	-	1	1	1	-	-	-	-	-	-	-	52	13
	2%OSTVXc	*	1%O	*	52%zOPQ	-	*	1%	*	-	-	-	-	-	-	-	2%	4%zf
British	758	656	39	33	29	87	246	21	32	8	112	41	29	6	16	59	617	50
	19%PVWabg	20%P	12%	17%	24%zPQ	23%UVWab	34%zSUVWXYhabc	13%W	9%	5%	26%zUVWhabc	22%VWab	16%VW	6%	8%	16%VW	20%g	14%
Other	335	286	19	4	26	34	101	12	26	2	23	20	8	3	17	40	288	16
	9%AFmQWXg	9%Q	6%	2%	21%zOPQ	9%W	14%zVWXha	7%W	7%W	1%	5%	11%W	5%	4%	9%W	11%WX	9%zg	4%
Total mentions	4012	3346	338	201	128	389	746	169	384	165	438	195	184	92	196	389	3239	374
	103%	103%	102%	104%	104%	103%	102%	102%	103%	100%	103%	104%	102%	101%	103%	104%	103%	102%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 8

ETHNICITY. What is your ethnic group?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
English / Welsh / Scottish / Northern Irish / British	3152 81% <b>CDEIO</b> RTf	1530 80%	1621 81%	388 71%	469 72%	990 78% <b>CD</b>	1305 91% <b>zCDE</b>	828 74%	2298 84% <b>zl</b>	833 79%	803 81%	736 84% <b>zKN</b>	780 80%	1941 80%	1145 83% <b>z</b>
Irish	44 1% <b>O</b>	16 1%	28 1%	2 *	9 1%	15 1%	18 1%	11 1%	33 1%	9 1%	13 1%	10 1%	12 1%	23 1%	20 1%
Gypsy or Irish traveller	4 *f	1 *	3 *	- -	1 *	4 *	- -	3 *	1 *	1 *	- -	- -	4 *	4 *	1 *
Other White background	195 5% <b>AFmeQW</b> g	75 4%	120 6% <b>zA</b>	31 6% <b>F</b>	60 9% <b>zCEF</b>	78 6% <b>F</b>	26 2%	74 7% <b>zm</b>	119 4%	58 6%	39 4%	49 6%	49 5%	152 6% <b>ze</b>	33 2%
White and Black Caribbean	29 1%	18 1%	11 1%	5 1%	11 2% <b>zF</b>	8 1%	6 *	10 1%	17 1%	12 1%	6 1%	5 1%	6 1%	20 1%	9 1%
White and Black African	12 *	9 *	3 *	6 1% <b>zEF</b>	4 1% <b>F</b>	2 *	- -	5 *	7 *	1 *	6 1%	1 *	4 *	8 *	4 *
White and Asian	23 1% <b>FNf</b>	9 *	13 1%	10 2% <b>zF</b>	3 1% <b>F</b>	9 1% <b>F</b>	- -	8 1%	14 1%	12 1% <b>zN</b>	7 1%	3 *	1 *	15 1%	8 1%
Other mixed heritage background	28 1% <b>FmM</b>	15 1%	12 1%	9 2% <b>zEF</b>	12 2% <b>zEF</b>	5 *	3 *	15 1% <b>zm</b>	13 *	14 1% <b>zM</b>	4 *	- -	10 1% <b>M</b>	22 1%	6 *
Indian	83 2% <b>FmQRg</b>	48 3%	35 2%	10 2%	19 3% <b>F</b>	37 3% <b>F</b>	17 1%	39 3% <b>zm</b>	44 2%	24 2%	13 1%	17 2%	28 3% <b>L</b>	52 2%	29 2%
Pakistani	41 1% <b>Fm</b>	19 1%	22 1%	7 1% <b>F</b>	11 2% <b>F</b>	17 1% <b>F</b>	5 *	26 2% <b>zm</b>	14 1%	10 1%	7 1%	4 *	20 2% <b>zLM</b>	23 1%	15 1%
Bangladeshi	11 *m	5 *	6 *	4 1% <b>F</b>	3 *	2 *	1 *	7 1% <b>m</b>	3 *	5 *	3 *	* *	3 *	8 *	3 *

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 8

**ETHNICITY. What is your ethnic group?**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Chinese	54	29	25	24	9	20	1	5	45	28	24	-	2	23	30
	1%FIMNd	1%	1%	4%zDEF	1%F	2%F	*	*	2%l	3%zMN	2%zMN	-	*	1%	2%zd
Other Asian background	40	21	20	9	6	19	6	21	16	9	13	13	6	22	11
	1%Fm	1%	1%	2%F	1%	2%F	*	2%zm	1%	1%	1%	1%	1%	1%	1%
African	61	37	24	17	12	21	11	32	28	18	19	4	20	45	15
	2%FmMRg	2%	1%	3%zF	2%	2%	1%	3%zm	1%	2%M	2%M	*	2%M	2%	1%
Caribbean	62	34	28	7	7	23	25	11	50	11	19	19	14	30	29
	2%QRg	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%
Any other Black / African / Caribbean background	11	5	6	3	1	7	-	5	6	1	6	-	5	7	3
	*f	*	*	1%F	*	1%F	-	*	*	*	1%	-	*	*	*
Arab	20	8	12	6	4	7	4	8	10	8	2	3	7	11	8
	1%	*	1%	1%F	1%	1%	*	1%	*	1%	*	*	1%	*	1%
Other ethnic background	26	20	6	4	6	8	8	12	13	4	7	7	7	16	7
	1%B	1%zB	*	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%
Prefer not to say	10	6	3	4	2	2	2	*	7	-	4	4	2	2	8
	*d	*	*	1%	*	*	*	*	*	-	*	*	*	*	1%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White (Net)	3396	1623	1772	421	539	1087	1348	916	2452	902	855	795	845	2120	1199
	87%ACDIO TU	85%	89%zA	77%	83%C	85%C	94%zCDE	82%	89%zl	85%	86%	91%zKLN	86%	87%	87%
Mixed/multiple ethnic group (Net)	92	51	40	29	30	24	9	39	52	38	23	10	21	65	27
	2%FmM	3%	2%	5%zEF	5%zEF	2%F	1%	3%zm	2%	4%zM	2%	1%	2%	3%	2%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 8

ETHNICITY. What is your ethnic group?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Asian/Asian British (Net)	229	121	108	55	48	96	30	98	123	75	60	35	59	128	88
	6%FmMPQR Whabg	6%	5%	10%zF	7%F	8%zF	2%	9%zm	4%	7%M	6%	4%	6%	5%	6%
Black/African/ Caribbean/Black British (Net)	135	76	58	26	20	52	36	48	85	29	45	23	38	82	48
	3%FPQRWY g	4%	3%	5%F	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%	3%
Other ethnic group (Net)	45	28	18	10	10	15	11	20	23	12	9	10	15	27	15
	1% <b>m</b>	1%	1%	2%	1%	1%	1%	2% <b>m</b>	1%	1%	1%	1%	1%	1%	1%
BAME (Net)	501	277	223	120	107	187	87	205	282	155	137	77	133	303	178
	13%BFmMP QRWYhag	15%zB	11%	22%zDEF	17%zF	15%F	6%	18%zm	10%	15%M	14%M	9%	14%M	12%	13%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 8

**ETHNICITY. What is your ethnic group?**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
English / Welsh / Scottish / Northern Irish / British	3152	2574	302	187	89	305	433	129	322	158	351	154	166	86	170	302	2516	347	
		81% <b>CDEIO</b>	79% <b>R</b>	91% <b>zOR</b>	96% <b>zOPR</b>	72%	81% <b>T</b>	59%	78% <b>T</b>	86% <b>zT</b>	96% <b>zSTUV</b>	82% <b>T</b>	82% <b>T</b>	92% <b>zSTUX</b>	95% <b>zSTUX</b>	89% <b>zTU</b>	81% <b>T</b>	80%	94% <b>zf</b>
Irish	44	21	*	1	22	*	12	1	4	1	-	-	1	1	-	-	34	7	
	1% <b>O</b>	1%	*	*	18% <b>zOPQ</b>	*	2% <b>Xc</b>	1%	1%	1%	-	-	1%	2% <b>Xc</b>	-	-	1%	1%	2%
Gypsy or Irish traveller	4	4	-	-	-	1	-	-	-	1	-	-	-	-	-	-	3	1	
	* <b>f</b>	*	-	-	-	*	-	-	-	*	-	-	-	-	-	-	1% <b>zT</b>	*	-
Other White background	195	176	11	2	7	27	65	2	11	2	18	19	8	1	7	14	173	3	
	5% <b>AFmeQW</b>	5% <b>Q</b>	3%	1%	5% <b>Q</b>	7% <b>UVW</b>	9% <b>zUVWXA</b>	1%	3%	1%	4%	10% <b>zUVWXA</b>	5%	2%	4%	4%	5% <b>zg</b>	1%	
White and Black Caribbean	29	29	-	*	-	6	10	*	1	*	6	-	*	1	1	3	26	-	
	1%	1%	-	*	-	2%	1%	*	*	*	1%	-	*	1%	1%	1%	1%	-	
White and Black African	12	11	*	-	*	1	1	-	1	-	6	-	-	-	1	-	11	-	
	*	*	*	-	*	*	*	-	*	-	1% <b>zT</b>	-	-	-	1%	-	*	-	
White and Asian	23	19	3	1	*	-	6	3	1	1	1	1	2	1	-	1	13	3	
	1% <b>FNf</b>	1%	1%	*	*	-	1%	2% <b>S</b>	*	1%	*	1%	1%	1%	-	*	*	1%	
Other mixed heritage background	28	25	3	1	1	3	2	-	3	-	1	3	-	-	8	3	22	1	
	1% <b>FmM</b>	1%	1%	*	*	1%	*	-	1%	-	*	2%	-	-	4% <b>zSTUVW</b>	1%	1%	*	
															<b>Xhc</b>				
Indian	83	79	3	*	*	8	35	19	8	-	5	1	-	-	-	5	78	*	
	2% <b>FmQRg</b>	2% <b>zQR</b>	1%	*	*	2%	5% <b>zWXYh</b>	11% <b>zSTVWX</b>	2%	-	1%	*	-	-	-	1%	2% <b>zg</b>	*	
							<b>bc</b>	<b>Yhabc</b>											
Pakistani	41	40	*	*	*	1	11	*	4	*	9	1	-	-	-	13	37	-	
	1% <b>Fm</b>	1%	*	*	*	*	1%	*	1%	*	2%	1%	-	-	-	3% <b>zShb</b>	1%	-	
Bangladeshi	11	11	-	*	-	1	6	-	1	-	3	-	-	-	-	-	8	-	
	* <b>m</b>	*	-	*	-	*	1% <b>z</b>	-	*	-	1%	-	-	-	-	-	*	-	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 8

ETHNICITY. What is your ethnic group?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Chinese	54	53	*	-	*	7	11	3	1	-	8	2	-	-	3	17	43	3
	1%FIMNd	2%zQ	*	-	*	2%	2%	2%	*	-	2%	1%	-	-	2%	5%zTVWh	1%	1%
Other Asian background	40	39	1	-	*	2	23	5	-	-	2	4	2	-	-	2	35	2
	1%Fm	1%	*	-	*	*	3%zSVXc	3%zVX	-	-	*	2%V	1%	-	-	1%	1%	1%
African	61	57	3	1	-	2	42	-	7	-	2	1	1	-	*	2	47	-
	2%FmMRg	2%R	1%	*	-	1%	6%zSUVWX	-	2%	-	*	*	*	-	*	1%	1%g	-
Caribbean	62	61	1	-	-	8	40	1	3	-	5	-	-	-	-	3	59	-
	2%QRg	2%zQR	*	-	-	2%	6%zSUVWX	1%	1%	-	1%	-	-	-	-	1%	2%zg	-
Any other Black / African / Caribbean background	11	10	-	-	2	-	8	1	1	-	-	-	-	-	-	-	4	-
	*f	*	-	-	1%zOPQ	-	1%z	*	*	-	-	-	-	-	-	-	*	-
Arab	20	16	2	1	1	-	12	-	2	1	-	-	-	-	-	1	15	*
	1%	*	1%	1%	1%	-	2%zX	-	1%	*	-	-	-	-	-	*	*	*
Other ethnic background	26	23	3	-	*	3	7	-	3	-	8	*	-	-	-	1	25	-
	1%B	1%	1%	-	*	1%	1%	-	1%	-	2%z	*	-	-	-	*	1%	-
Prefer not to say	10	10	-	-	*	1	6	1	-	-	1	1	-	-	-	*	7	*
	*d	*	-	-	*	*	1%z	*	-	-	*	1%	-	-	-	*	*	*
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White (Net)	3396	2776	314	189	117	334	509	132	337	161	369	172	176	89	177	319	2724	357
	87%ACDIO	85%	95%zO	98%zO	95%zO	88%TU	70%	80%T	90%TU	98%zSTUV	87%T	92%TU	97%zSTUV	98%zSTUV	93%TU	86%T	86%	97%zf
	TU									XYbc			Xc	Xc				
Mixed/multiple ethnic group (Net)	92	84	6	2	1	10	20	4	7	2	15	4	2	2	11	7	72	4
	2%FmM	3%	2%	1%	1%	3%	3%	2%	2%	1%	4%	2%	1%	2%	6%z	2%	2%	1%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

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

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Asian/Asian British (Net)	229	223	4	1	1	19	86	27	14	*	26	7	2	-	3	37	202	6	
		6%FmMPQR	7%zPQR	1%	*	1%	5%W	12%zSVWX	16%zSVWXY	4%	*	6%Wha	4%	1%	-	2%	10%zSVWYh	6%zg	2%
		Whabg					Yhab	hab								ab			
Black/African/ Caribbean/Black British (Net)	135	128	4	1	2	10	91	2	11	-	7	1	1	-	*	6	110	-	
		3%FPQRWY	4%zPQR	1%	*	1%	3%	12%zSUVWX	1%	3%	-	2%	*	*	-	*	1%	4%g	-
		g					Yhabc												
Other ethnic group (Net)	45	38	4	1	1	3	18	-	5	1	8	*	-	-	-	3	40	*	
		1% <i>m</i>	1%	1%	1%	1%	2%z	-	1%	*	2%	*	-	-	-	1%	1%	*	
BAME (Net)	501	473	18	5	5	43	215	33	37	3	56	13	5	2	14	53	424	10	
		13%BFmMP	15%zPQR	5%	2%	4%	11%Wha	29%zSUVW	20%zSVWY	10%Wha	2%	13%Wha	7%W	3%	2%	7%W	14%WYha	13%g	3%
		QRWYhag					XYhabc	hab											

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 9

## RELIGION. What is your religion?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
No religion	2027	1080	945	395	368	704	559	595	1402	542	548	433	504	1384	593
	52%BFERT X	57%zB	47%	73%zDEF	57%zF	55%zF	39%	53%	51%	51%	55%zM	49%	51%	57%ze	43%
Catholic	393	196	197	38	87	128	140	144	249	111	92	98	92	268	112
	10%CmeQU g	10%	10%	7%	13%zCF	10%	10%	13%zm	9%	10%	9%	11%	9%	11%e	8%
Church of England/ Scotland/Ireland	918	371	547	35	72	239	571	167	746	232	206	253	227	430	472
	24%ACDEI LdRTUf	19%	27%zA	6%	11%C	19%CD	40%zCDE	15%	27%zl	22%	21%	29%zKLN	23%	18%	34%zd
Other Christian	304	139	165	37	54	108	105	96	206	92	89	44	78	180	115
	8%MOUWac	7%	8%	7%	8%	8%	7%	9%	8%	9%M	9%M	5%	8%M	7%	8%
Buddhist	12	7	5	2	2	5	2	4	7	4	3	2	3	7	4
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Hindu	50	26	24	5	14	21	11	29	20	17	9	10	14	36	13
	1% <b>m</b>	1%	1%	1%	2% <b>F</b>	2%	1%	3% <b>zm</b>	1%	2%	1%	1%	1%	2%	1%
Jewish	39	16	22	5	8	12	14	16	21	17	9	8	4	26	10
	1% <b>N</b>	1%	1%	1%	1%	1%	1%	1%	1%	2% <b>zN</b>	1%	1%	*	1%	1%
Muslim	89	37	52	17	28	33	11	51	36	28	20	9	33	54	31
	2% <b>FmMPg</b>	2%	3%	3% <b>F</b>	4% <b>zF</b>	3% <b>F</b>	1%	5% <b>zm</b>	1%	3% <b>M</b>	2%	1%	3% <b>zM</b>	2%	2%
Sikh	37	22	13	5	10	14	7	16	21	6	7	9	15	22	13
	1%	1%	1%	1%	2% <b>F</b>	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Any other religion	23	7	16	2	3	8	11	4	19	6	5	6	6	12	10
	1%	*	1%	*	*	1%	1%	*	1%	1%	*	1%	1%	*	1%
Prefer not to say	25	11	12	6	4	6	8	5	17	7	8	5	4	12	11
	1% <b>f</b>	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 9

### RELIGION. What is your religion?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3915	1913	1999	547	650	1279	1439	1127	2743	1062	996	877	980	2432	1385
	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Christian (Net)	1609	700	909	109	211	473	817	401	1200	429	387	396	397	872	700
	41%ACDEI	37%	46%zA	20%	33%C	37%C	57%zCDE	36%	44%zI	41%	39%	45%zL	41%	36%	51%zd
Non-Christian (Net)	2274	1196	1077	430	433	797	615	715	1525	620	600	476	578	1541	674
	58%BfMme	63%zB	54%	79%zDEF	67%zF	62%zF	43%	64%zm	56%	59%	60%M	54%	59%	64%ze	49%
	Rg														

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 9

## RELIGION. What is your religion?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
No religion	2027	1717	175	108	27	190	316	70%zSTVX 43% hb	194	99	192	121	100	61	103	226	1640	171	
		52%BFERT	53%R	53%R	56%R	22%	50%		52%T	61%TX	45%	65%zSTVX	56%T	67%zSTVX	54%T	61%zSTVX	52%	47%	
Catholic	393	310	35	10	39	43	87	7	30	15	60	10	11	5	17	25	343	17	
		10%CmeQU	10%Q	10%Q	5%	31%zOPQ	12%U	12%UYc	4%	8%	9%	14%zUVYha	5%	6%	5%	9%	7%	11%zg	5%
Church of England/ Scotland/Ireland	918	766	88	43	21	110	131	20	98	41	108	36	59	23	55	85	691	145	
		24%ACDEI	24%R	27%R	22%	29%zTUY	18%	12%	26%TU	25%U	25%TU	19%	33%zTUYc	26%U	29%TU	23%U	22%	40%zf	
Other Christian	304	225	23	25	30	20	87	4	28	4	31	14	6	1	13	15	253	27	
		8%MOUWac	7%	7%	13%zOP	24%zOPQ	5%	12%zSUWXh	3%	8%	2%	7%	8%	3%	1%	7%	4%	8%	7%
Buddhist	12	10	*	1	1	*	2	*	1	*	1	1	1	-	1	2	9	2	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	
Hindu	50	47	3	-	-	2	19	16	2	1	1	4	1	-	-	1	45	2	
	1% m	1% R	1%	-	-	1%	3%zVXc	9%zSTVWX Yhabc	*	*	*	2%	1%	-	-	*	1%	1%	
Jewish	39	38	*	1	-	2	15	*	1	2	16	*	1	-	-	1	36	1	
	1% N	1%	*	*	-	*	2%zV	*	*	1%	4%zSVYbc	*	*	-	-	*	1%	*	
Muslim	89	85	1	2	1	3	37	1	10	1	15	1	1	*	*	15	78	1	
		2%FmMPg	3%zP	*	1%	1%	5%zSUWYh	1%	3%	1%	3%	1%	*	*	*	4% Sb	2% g	*	
Sikh	37	36	*	*	-	2	23	1	7	*	2	-	-	-	1	1	33	*	
	1%	1%	*	*	-	*	3%zSKYc	1%	2%	*	*	-	-	-	1%	*	1%	*	
Any other religion	23	16	1	4	1	2	7	*	2	1	2	1	1	-	-	1	19	1	
	1%	*	*	2%zO	1%	*	1%	*	*	1%	*	*	*	-	-	*	1%	*	
Prefer not to say	25	16	4	*	4	2	6	1	1	1	1	1	1	-	-	2	15	1	
	1% f	*	1%	*	3%zOPQ	*	1%	1%	*	*	*	1%	-	-	*	*	*	*	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 9

## RELIGION. What is your religion?

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3915	3266	332	194	123	377	731	166	374	166	428	188	182	91	191	373	3161	368
	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Christian (Net)	1609	1295	146	79	89	174	304	30	157	59	199	59	75	29	85	124	1282	188
	41%ACDEI dOUYc	40%	44%	41%	73%zOPQ	46%UYac	42%UYc	18%	42%Uc	36%U	47%zUWYa	32%U	41%U	32%U	45%UYc	33%U	41%	51%zf
Non-Christian (Net)	2274	1948	181	115	30	201	420	134	216	105	228	127	105	61	106	246	1860	178
	58%BFmMe Rg	60%zR	55%R	59%R	24%	53%	57%	81%zSTVW XYhabc	58%	64%	53%	68%zSTXb	58%	68%SX	55%	66%zSTXb	59%g	49%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 10

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

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Freeview - free TV via an aerial and set-top box or built into the TV set	1834 47%BCDEI dQf	935 49%zB	898 45%	223 41%	256 40%	550 43%	804 56%zCDE	425 38%	1394 51%zI	477 45%	440 44%	386 44%	530 54%zKLM	1011 42%	780 56%zd
Cable - Virgin Media	630 16%BFmNe PQRg	337 18%zB	292 15%	127 23%zDEF	110 17%F	207 16%F	187 13%	204 18%	417 15%	200 19%zN	180 18%N	142 16%N	108 11%	456 19%ze	162 12%
Satellite - from Sky for a monthly subscription	1246 32%CFmNe O	607 32%	637 32%	139 26%	220 34%CF	484 38%zCF	403 28%	455 41%zm	781 29%	375 35%zN	316 32%N	294 34%N	262 27%	849 35%ze	368 27%
Freesat satellite TV - via a satellite dish but with no subscription	228 6%e	125 7%	103 5%	31 6%	42 6%	77 6%	78 5%	78 7%	150 5%	76 7%N	58 6%	48 5%	46 5%	162 7%ze	62 5%
Satellite - from someone other than Sky	128 3%BFme	77 4%zB	50 2%	24 4%F	34 5%zF	49 4%F	21 1%	66 6%zm	60 2%	48 5%zN	28 3%	27 3%	24 2%	100 4%ze	28 2%
BT TV (formerly BT Vision)	203 5%Ne	107 6%	96 5%	37 7%F	49 8%zEF	57 4%	60 4%	68 6%	132 5%	86 8%zLN	47 5%N	49 6%N	21 2%	144 6%e	56 4%
TalkTalk TV	110 3%F	46 2%	64 3%	18 3%	33 5%zEF	31 2%	29 2%	42 4%	68 2%	41 4%z	22 2%	25 3%	22 2%	78 3%	30 2%
EE TV	41 1%FmNe	25 1%	16 1%	6 1%	18 3%zEF	12 1%	6 *	26 2%zm	15 1%	18 2%N	12 1%N	9 1%	3 *	40 2%ze	1 *
NOW TV	214 5%FmNe	111 6%	102 5%	55 10%zEF	61 9%zEF	73 6%F	25 2%	99 9%zm	109 4%	79 8%zMN	56 6%	40 5%	38 4%	181 7%ze	30 2%
YouView	61 2%FmNe	36 2%	25 1%	16 3%zF	18 3%zF	19 2%F	8 1%	30 3%zm	31 1%	30 3%zMN	17 2%N	8 1%	5 1%	54 2%ze	7 1%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 10

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

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
No TV in household	165	78	87	48	58	47	13	43	119	33	49	25	59	102	56
	4%FQ	4%	4%	9%zEF	9%zEF	4%F	1%	4%	4%	3%	5%	3%	6%zKLM	4%	4%
Don't know	43	14	29	14	10	7	12	12	30	18	12	5	8	28	11
	1%E	1%	1%	3%zEF	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Total mentions	4903	2499	2398	736	908	1613	1646	1548	3306	1481	1238	1058	1126	3204	1591
	125%	131%	120%	135%	140%	126%	114%	138%	121%	140%	124%	121%	115%	132%	115%
Pay TV (Net)	2304	1150	1151	348	421	825	710	788	1489	685	609	555	455	1605	652
	59%FmNeRcg	60%	58%	64%zF	65%zF	65%zF	49%	70%zm	54%	65%zN	61%N	63%zN	46%	66%ze	47%
Non Pay TV (Net)	1976	1005	970	239	283	600	854	475	1486	521	476	420	559	1112	818
	51%BCDEIdQf	53%zB	49%	44%	44%	47%	59%zCDE	42%	54%zl	49%	48%	48%	57%zKLM	46%	59%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 10

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

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Freeview - free TV via an aerial and set-top box or built into the TV set	1834	1549	153	68	64	178	316	65	179	76	245	86	82	37	82	203	1447	205	
		47%BCDEI	48%Q	46%Q	35%	52%Q	47%	43%	39%	48%	46%	57%zSTUV	46%	45%	41%	43%	54%zTUab	46%	56%zf
Cable - Virgin Media	630	562	38	15	15	46	143	41	78	24	76	28	26	18	34	48	557	6	
		16%BfMNe	17%zPQR	12%	8%	12%	12%	20%zSc	25%zSc	21%zSc	15%	18%	15%	14%	20%	18%	13%	18%zg	2%
Satellite - from Sky for a monthly subscription	1246	1008	110	92	37	127	211	50	114	70	129	61	57	27	55	107	986	142	
		32%CFmNe	31%	33%	47%zOPR	30%	34%	29%	30%	30%	43%zTVXb	30%	33%	31%	29%	29%	29%	31%	39%zf
Freesat satellite TV - via a satellite dish but with no subscription	228	187	17	16	7	21	46	10	25	6	16	13	19	4	9	18	182	23	
		6%e	6%	5%	8%	6%	6%	6%	7%	4%	4%	7%	11%zWxc	4%	5%	5%	6%	6%	
Satellite - from someone other than Sky	128	109	9	5	4	16	43	5	10	5	9	2	-	1	6	12	104	10	
		3%BfMe	3%	3%	3%	3%	4%h	6%zXYh	3%	3%	2%	1%	-	1%	3%	3%	3%	3%	
BT TV (formerly BT Vision)	203	166	18	13	6	22	35	2	17	9	29	6	19	7	10	10	155	27	
		5%Ne	5%	6%	7%	6%	5%	1%	4%	6%	7%Uc	3%	11%zTUVyc	7%U	5%	3%	5%	7%	
TalkTalk TV	110	99	6	2	2	5	35	3	10	9	22	3	4	1	4	4	93	4	
		3%F	3%	2%	1%	1%	5%zSc	2%	3%	5%Sc	5%zSc	2%	2%	1%	2%	1%	3%	1%	
EE TV	41	38	1	2	1	2	15	2	8	2	3	3	-	2	-	-	32	6	
		1%FmNe	1%	*	1%	1%	2%zc	1%	2%c	1%	1%	1%	-	3%c	-	-	1%	2%	
NOW TV	214	182	12	13	7	18	30	6	33	14	22	8	15	5	15	17	171	16	
		5%FmNe	6%	4%	7%	5%	4%	4%	9%zT	9%T	5%	4%	8%	5%	8%	5%	5%	4%	
YouView	61	52	5	2	2	1	14	4	5	4	13	2	*	5	*	3	50	4	
		2%FmNe	2%	2%	1%	*	2%	2%	1%	2%	3%zS	1%	*	5%zShbc	*	1%	2%	1%	

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 10

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

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
No TV in household	165	141	13	3	9	13	43	8	10	2	19	10	5	1	9	21	134	10
	4%FQ	4%Q	4%	1%	7%zOQ	3%	6%W	5%	3%	1%	4%	5%	3%	1%	5%	6%W	4%	3%
Don't know	43	39	1	1	2	12	16	1	1	-	*	5	-	-	1	3	33	4
	1%E	1%	*	*	1%	3%zVX	2%zX	*	*	-	*	3%zVX	-	-	*	1%	1%	1%
Total mentions	4903	4130	385	232	156	459	947	197	492	220	582	227	226	107	226	446	3944	456
	125%	127%	116%	120%	127%	122%	130%	119%	131%	134%	137%	121%	125%	118%	118%	120%	125%	124%
Pay TV (Net)	2304	1922	185	132	65	214	420	107	219	114	265	107	110	63	119	185	1880	195
	59%FmNeRcg	59%	56%	68%zOPR	53%	57%	58%c	65%c	59%c	69%zSTVYc	62%c	57%	61%c	69%c	62%c	50%	60%g	53%
Non Pay TV (Net)	1976	1660	164	83	69	189	343	72	194	79	252	94	96	39	87	216	1561	219
	51%BCDEIdQf	51%Q	50%	43%	56%zQ	50%	47%	43%	52%	48%	59%zSTUWab	50%	53%	43%	45%	58%zTUab	49%	60%zfb

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 11

**A0a. Do you have access to the internet at home?**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Yes	3509	1713	1793	531	635	1241	1103	1093	2372	1027	951	774	757	2358	1069
	90%FmNeRcg	90%	90%	97%zF	98%zF	97%zF	77%	98%zm	87%	97%zMN	96%zMN	88%N	77%	97%ze	77%
No	392	191	201	10	13	34	334	26	365	29	44	99	220	65	314
	10%CDEIKLdTY	10%	10%	2%	2%	3%	23%zCDE	2%	13%zl	3%	4%	11%KL	22%zKLM	3%	23%zd
Don't know	6	2	4	4	-	1	1	2	4	1	-	3	3	3	2
	*	*	*	1%zEF	-	*	*	*	*	*	-	*	*	*	*
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 11

**A0a. Do you have access to the internet at home?**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Yes	3509	2937	295	172	105	344	680	147	327	140	382	183	162	79	176	316	2852	316	
		90%FmNeR	90%R	89%	89%	86%	91%cg	93%zVWc	89%	88%	85%	90%	98%zSTUV	90%	87%	92%	85%	90%zg	86%
No	392	315	37	22	18	30	50	18	46	24	44	4	17	12	14	56	299	51	
		10%CDIEK	10%	11%	11%	14%zO	8%Y	7%Y	11%Y	12%TY	15%STY	10%Y	2%	9%Y	13%Y	8%	15%zSTY	9%	14%zf
Don't know	6	6	-	-	-	3	-	-	1	-	-	-	2	-	-	-	4	-	
	*	*	-	-	-	1%z	-	-	*	-	-	-	1%zT	-	-	-	*	-	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 12

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

**Base = All respondents with access to the internet at home**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3402	1635	1764	531	628	1187	1056	1138	2227	1033	909	689	771	2065	1245
WeightedBase	3366	1644	1718	486	582	1201	1097	1061	2265	998	904	751	713	2265	1024
EffectiveBase	2348	1136	1209	387	432	801	738	755	1571	712	638	486	516	1455	872
Smart TV (i.e. a TV with built-in video streaming apps)	1171 35%FmNe	596 36%	574 33%	192 40%zF	258 44%zF	468 39%zF	253 23%	484 46%zm	676 30%	421 42%zLMN	322 36%N	246 33%N	182 26%	901 40%ze	241 24%
Apple TV	179 5%BFmNeQX	108 7%zB	71 4%	41 9%zF	39 7%F	79 7%F	19 2%	87 8%zm	87 4%	96 10%zLMN	35 4%	31 4%	16 2%	138 6%ze	33 3%
Amazon Fire	494 15%FmMNeUg	250 15%	244 14%	86 18%F	128 22%zEF	190 16%F	90 8%	208 20%zm	277 12%	201 20%zMN	145 16%MN	82 11%	66 9%	384 17%ze	98 10%
Google Chromecast	241 7%BFmNeg	136 8%zB	105 6%	49 10%zEF	80 14%zEF	82 7%F	30 3%	112 11%zm	127 6%	103 10%zMN	72 8%N	40 5%	26 4%	191 8%ze	47 5%
Games console	542 16%BEFmNePg	340 21%zB	202 12%	175 36%zDEF	162 28%zEF	168 14%F	37 3%	267 25%zm	267 12%	196 20%zMN	153 17%N	113 15%	80 11%	433 19%ze	99 10%
Freeview - free TV via an aerial and set-top box or built into the TV set	615 18%QT	309 19%	305 18%	83 17%	113 19%	221 18%	197 18%	174 16%	439 19%z	186 19%	160 18%	136 18%	132 18%	417 18%	189 18%
Cable - Virgin Media	357 11%BNeQg	204 12%zB	152 9%	64 13%F	71 12%	124 10%	98 9%	127 12%	226 10%	139 14%zLN	89 10%N	84 11%N	44 6%	274 12%ze	76 7%
Satellite - from Sky for a monthly subscription	677 20%CFmeOTf	332 20%	346 20%	73 15%	147 25%zCF	291 24%zCF	166 15%	275 26%zm	398 18%	234 23%zLN	167 18%	152 20%	124 17%	517 23%ze	144 14%
Freesat satellite TV - via a satellite dish but with no subscription	82 2%me	48 3%	34 2%	9 2%	14 2%	33 3%	25 2%	37 3%zm	45 2%	38 4%zMN	20 2%	11 1%	12 2%	64 3%	17 2%
Satellite - from someone other than Sky	43 1%BFme	29 2%B	14 1%	6 1%F	15 3%zF	22 2%F	1 *	31 3%zm	12 1%	20 2%zL	6 1%	11 1%	6 1%	40 2%ze	4 *

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 12

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

Base = All respondents with access to the internet at home

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3366	1644	1718	486	582	1201	1097	1061	2265	998	904	751	713	2265	1024
EffectiveBase	2348	1136	1209	387	432	801	738	755	1571	712	638	486	516	1455	872
BT TV (formerly BT Vision)	121 4%Nec	65 4%	56 3%	19 4%	32 5%zEF	37 3%	34 3%	47 4%	75 3%	55 6%zLN	30 3%N	27 4%N	10 1%	95 4%e	24 2%
TalkTalk TV	68 2%e	30 2%	38 2%	10 2%	19 3%zF	24 2%	14 1%	29 3%	39 2%	27 3%	12 1%	16 2%	12 2%	58 3%ze	9 1%
EE TV	20 1%Fme	12 1%	7 *	3 1%F	11 2%zEF	6 *	- -	18 2%zm	2 *	9 1%	8 1%	1 *	2 *	19 1%ze	* *
NOW TV	168 5%FmNeP	83 5%	83 5%	46 9%zEF	45 8%zEF	59 5%F	17 2%	81 8%zm	83 4%	63 6%N	48 5%	33 4%	23 3%	147 6%ze	20 2%
YouView	36 1%e	21 1%	16 1%	9 2%F	9 2%	13 1%	6 1%	17 2%	19 1%	18 2%zN	7 1%	8 1%	3 *	31 1%	6 1%
Laptop, netbook, tablet or smartphone	1433 43%FmMNePQT	707 43%	724 42%	287 59%zDEF	264 45%F	550 46%zF	332 30%	525 50%zm	887 39%	492 49%zLMN	376 42%	290 39%	276 39%	1013 45%ze	397 39%
Other device connected to the TV	67 2%	41 2%	26 2%	10 2%	9 2%	29 2%	19 2%	17 2%	50 2%	26 3%	22 2%	8 1%	10 1%	45 2%	19 2%
None of these	561 17%CDEIKdRU	263 16%	298 17%	33 7%	59 10%	158 13%C	312 28%zCDE	111 10%	445 20%zI	109 11%	140 16%K	148 20%zK	165 23%zKL	286 13%	262 26%zd
Don't know	29 1%d	14 1%	15 1%	6 1%	1 *	9 1%	13 1%	7 1%	22 1%	9 1%	7 1%	4 1%	9 1%	10 *	19 2%zd
Total mentions	6904 205%	3587 218%	3310 193%	1202 248%	1475 253%	2563 213%	1663 152%	2654 250%	4176 184%	2443 245%	1820 201%	1443 192%	1198 168%	5063 224%	1702 166%
Connected TV Viewing (Net)	2775 82%FmNeT	1367 83%	1405 82%	446 92%zEF	522 90%zF	1034 86%zF	773 70%	944 89%zm	1798 79%	881 88%zLMN	756 84%N	598 80%	540 76%	1968 87%ze	744 73%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 12

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

**Base = All respondents with access to the internet at home**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3366	1644	1718	486	582	1201	1097	1061	2265	998	904	751	713	2265	1024
EffectiveBase	2348	1136	1209	387	432	801	738	755	1571	712	638	486	516	1455	872
Non-connected TV Viewing (Net)	561 17% <b>CDEIK</b> dRU	263 16%	298 17%	33 7%	59 10%	158 13% <b>C</b>	312 28% <b>zCDE</b>	111 10%	445 20% <b>zl</b>	109 11%	140 16% <b>K</b>	148 20% <b>zK</b>	165 23% <b>zKL</b>	286 13%	262 26% <b>zd</b>

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 12

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

Base = All respondents with access to the internet at home

	Nation					England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3402	2537	298	292	275	260	623	125	292	135	335	155	130	70	128	284	2748	320	
WeightedBase	3366	2815	283	169	99	331	642	141*	321	138	367	173	157	78*	170	297	2738	306	
EffectiveBase	2348	1848	214	228	248	193	421	89	214	105	250	122	100	58	102	202	1890	217	
Smart TV (i.e. a TV with built-in video streaming apps)	1171	1004	84	50	34	110	221	36	135	54	122	83	66	37	54	86	954	109	
		35%FmNe	36%	30%	29%	34%			42%zUc	39%U	33%	48%zSTUXbc	42%Uc	48%zSTUXbc	32%	29%	35%	36%	
Apple TV	179	158	13	4	3	12	64	5	22	10	10	3	10	5	5	12	150	11	
		5%BFmNeQX	6%Q	5%	2%	3%			10%zSXYbc	4%	7%XY	7%XY	3%	2%	6%	6%	3%	4%	
Amazon Fire	494	413	38	26	18	49	90	8	53	29	62	24	20	17	27	34	420	30	
		15%FmMNeUg	15%	13%	15%	18%			15%U	14%U	6%	16%U	21%Uc	17%U	14%	13%	22%Uc	16%U	11%
Google Chromecast	241	203	14	9	15	24	57	4	35	8	26	12	6	5	10	16	200	11	
		7%BFmNeg	7%	5%	5%	15%zOPQ	7%	9%	3%	11%zUhc	6%	7%	4%	7%	6%	5%	7%g	4%	
Games console	542	474	23	25	20	53	87	20	67	25	64	27	39	13	22	58	446	31	
		16%BEFmNePg	17%P	8%	15%P	20%P	16%	14%	14%	21%T	18%	17%	16%	25%zTb	17%	13%	19%	16%g	10%
Freeview - free TV via an aerial and set-top box or built into the TV set	615	496	63	23	32	65	88	16	47	21	90	41	38	16	22	50	483	77	
		18%QT	18%	22%Q	13%	32%zOPQ	20%	14%	11%	15%	15%	25%zTUVbc	24%TUVb	24%TUVb	21%	13%	17%	18%	25%zf
Cable - Virgin Media	357	304	32	9	12	24	76	15	49	17	40	17	12	10	21	23	315	3	
		11%BFmNeQg	11%Q	11%Q	5%	12%Q	7%	12%	10%	15%zSc	12%	11%	10%	7%	13%	12%	8%	11%zg	1%
Satellite - from Sky for a monthly subscription	677	534	66	49	27	76	102	17	52	34	65	38	39	19	32	60	528	84	
		20%CFmNeOTf	19%	23%	29%zO	27%zO	23%TU	16%	12%	16%	25%TU	18%	22%	25%TU	24%	19%	20%	19%	28%zf
Freesat satellite TV - via a satellite dish but with no subscription	82	67	8	4	3	12	19	1	8	4	5	4	5	-	4	3	71	5	
		2%me	2%	3%	2%	3%	4%	3%	1%	3%	3%	1%	2%	3%	-	3%	3%	2%	
Satellite - from someone other than Sky	43	39	2	1	2	9	14	5	5	2	1	-	-	-	1	3	33	5	
		1%BFme	1%	1%	*	2%	3%X	2%	3%X	1%	1%	*	-	-	1%	1%	1%	2%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 12

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

Base = All respondents with access to the internet at home

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3366	2815	283	169	99	331	642	141*	321	138	367	173	157	78*	170	297	2738	306
EffectiveBase	2348	1848	214	228	248	193	421	89	214	105	250	122	100	58	102	202	1890	217
BT TV (formerly BT Vision)	121	99	8	9	5	13	25	-	12	4	20	3	10	5	4	2	94	13
	4%Nec	4%	3%	5%	5%	4%	4% <b>c</b>	-	4%	3%	6% <b>Uc</b>	2%	7% <b>Uc</b>	6% <b>Uc</b>	-	1%	3%	4%
TalkTalk TV	68	61	4	2	2	3	21	1	6	6	15	3	4	1	1	1	54	4
	2% <b>e</b>	2%	1%	1%	2%	1%	3% <b>c</b>	1%	2%	4% <b>Sc</b>	4% <b>zSc</b>	2%	2%	1%	1%	*	2%	1%
EE TV	20	18	1	-	1	2	6	-	5	-	3	-	-	2	-	-	16	3
	1% <b>Fme</b>	1%	*	-	1%	1%	1%	-	1%	-	1%	-	-	3% <b>zc</b>	-	-	1%	1%
NOW TV	168	147	5	9	6	14	22	5	28	12	19	8	12	3	10	14	134	13
	5% <b>FmNeP</b>	5% <b>P</b>	2%	5% <b>P</b>	6% <b>P</b>	4%	3%	4%	9% <b>zT</b>	9% <b>T</b>	5%	4%	8%	4%	6%	5%	5%	4%
YouView	36	31	1	2	2	1	8	2	5	2	10	2	*	1	*	1	29	2
	1% <b>e</b>	1%	*	1%	2%	*	1%	1%	2%	1%	3% <b>zSc</b>	1%	*	2%	*	*	1%	1%
Laptop, netbook, tablet or smartphone	1433	1238	98	56	42	133	230	100	140	60	198	71	64	32	68	142	1176	119
	43% <b>FmMNe</b>	44% <b>zPQ</b>	35%	33%	42% <b>Q</b>	40%	36%	71% <b>zSTVW</b>	44%	43%	54% <b>zSTVY</b>	41%	40%	41%	40%	48% <b>T</b>	43%	39%
	<b>PQT</b>							<b>XYhbc</b>			<b>hb</b>							
Other device connected to the TV	67	57	5	2	2	6	12	7	10	-	8	4	1	1	3	6	57	6
	2%	2%	2%	1%	2%	2%	2%	5% <b>W</b>	3%	-	2%	2%	1%	2%	2%	2%	2%	2%
None of these	561	484	38	34	5	57	154	7	66	16	60	20	22	7	29	46	469	53
	17% <b>CDEIK</b>	17% <b>R</b>	13% <b>R</b>	20% <b>R</b>	6%	17% <b>U</b>	24% <b>zUWXVh</b>	5%	20% <b>UWY</b>	11%	16% <b>U</b>	12%	14% <b>U</b>	9%	17% <b>U</b>	16% <b>U</b>	17%	17%
	<b>dRU</b>						<b>ac</b>											
Don't know	29	27	-	2	1	3	11	-	1	1	3	1	3	-	-	4	27	*
	1% <b>d</b>	1%	-	1%	1%	1%	2%	-	*	*	1%	1%	2%	-	-	1%	1%	*
Total mentions	6904	5856	502	316	230	666	1307	249	745	303	820	362	352	176	314	562	5654	581
	205%	208%	178%	187%	232%	201%	204%	177%	232%	220%	223%	210%	224%	226%	184%	189%	206%	190%
Connected TV Viewing (Net)	2775	2304	245	134	93	271	477	133	255	122	305	151	132	71	142	247	2243	253
	82% <b>FmNeT</b>	82%	87% <b>Q</b>	79%	94% <b>zOPQ</b>	82% <b>T</b>	74%	95% <b>zSTVX</b>	79%	88% <b>T</b>	83% <b>T</b>	87% <b>T</b>	84% <b>T</b>	91% <b>TV</b>	83%	83% <b>T</b>	82%	83%
								<b>hbc</b>										

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 12

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

Base = All respondents with access to the internet at home

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3366	2815	283	169	99	331	642	141*	321	138	367	173	157	78*	170	297	2738	306
EffectiveBase	2348	1848	214	228	248	193	421	89	214	105	250	122	100	58	102	202	1890	217
Non-connected TV Viewing (Net)	561	484	38	34	5	57	154	7	66	16	60	20	22	7	29	46	469	53
	17% dRU	17% CDEIK	13% R	20% R	6%	17% U	24% zUWXYh	5%	20% UWYa	11%	16% U	12%	14% U	9%	17% U	16% U	17%	17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 13

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

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Smart TV (i.e. a TV with built-in video streaming apps)	1171	596	574	192	258	468	253	484	676	421	322	246	182	901	241
	30%FmNec	31%	29%	35%zF	40%zF	37%zF	18%	43%zm	25%	40%zLMN	32%N	28%N	19%	37%ze	17%
Apple TV	179	108	71	41	39	79	19	87	87	96	35	31	16	138	33
	5%BFmNeQX	6%zB	4%	8%zF	6%F	6%zF	1%	8%zm	3%	9%zLMN	4%N	4%N	2%	6%ze	2%
Amazon Fire	494	250	244	86	128	190	90	208	277	201	145	82	66	384	98
	13%FmMNeUg	13%	12%	16%zF	20%zEF	15%zF	6%	19%zm	10%	19%zLMN	15%MN	9%	7%	16%ze	7%
Google Chromecast	241	136	105	49	80	82	30	112	127	103	72	40	26	191	47
	6%BFmNePg	7%zB	5%	9%zF	12%zEF	6%F	2%	10%zm	5%	10%zMN	7%N	5%	3%	8%ze	3%
Games console	542	340	202	175	162	168	37	267	267	196	153	113	80	433	99
	14%BFmNePg	18%zB	10%	32%zDEF	25%zEF	13%F	3%	24%zm	10%	19%zMN	15%N	13%N	8%	18%ze	7%
Freeview - free TV via an aerial and set-top box or built into the TV set	615	309	305	83	113	221	197	174	439	186	160	136	132	417	189
	16%FeT	16%	15%	15%	17%	17%F	14%	16%	16%	18%N	16%	16%	13%	17%ze	14%
Cable - Virgin Media	357	204	152	64	71	124	98	127	226	139	89	84	44	274	76
	9%BFmNeQg	11%zB	8%	12%zF	11%F	10%F	7%	11%zm	8%	13%zLMN	9%N	10%N	5%	11%ze	6%
Satellite - from Sky for a monthly subscription	677	332	346	73	147	291	166	275	398	234	167	152	124	517	144
	17%CFmNeOTU	17%	17%	13%	23%zCF	23%zCF	12%	25%zm	15%	22%zLMN	17%N	17%N	13%	21%ze	10%
Freesat satellite TV - via a satellite dish but with no subscription	82	48	34	9	14	33	25	37	45	38	20	11	12	64	17
	2%me	2%	2%	2%	2%	3%	2%	3%zm	2%	4%zMN	2%	1%	1%	3%ze	1%
Satellite - from someone other than Sky	43	29	14	6	15	22	1	31	12	20	6	11	6	40	4
	1%BFme	2%B	1%	1%F	2%zF	2%F	*	3%zm	*	2%zLN	1%	1%	1%	2%ze	*

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 13

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

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
BT TV (formerly BT Vision)	121 3%Nec	65 3%	56 3%	19 3%	32 5%zF	37 3%	34 2%	47 4%z	75 3%	55 5%zLMN	30 3%N	27 3%N	10 1%	95 4%ze	24 2%
TalkTalk TV	68 2%Fme	30 2%	38 2%	10 2%	19 3%zF	24 2%	14 1%	29 3%zm	39 1%	27 3%z	12 1%	16 2%	12 1%	58 2%ze	9 1%
EE TV	20 1%Fme	12 1%	7 *	3 1%F	11 2%zEF	6 *F	- -	18 2%zm	2 *	9 1%	8 1%	1 *	2 *	19 1%ze	* *
NOW TV	168 4%FmNeP	83 4%	83 4%	46 8%zEF	45 7%zF	59 5%F	17 1%	81 7%zm	83 3%	63 6%zN	48 5%N	33 4%	23 2%	147 6%ze	20 1%
YouView	36 1%FNe	21 1%	16 1%	9 2%F	9 1%F	13 1%	6 *	17 2%m	19 1%	18 2%zN	7 1%	8 1%	3 *	31 1%ze	6 *
Laptop, netbook, tablet or smartphone	1433 37%FmMNePQT	707 37%	724 36%	287 53%zDEF	264 41%zF	550 43%zF	332 23%	525 47%zm	887 32%	492 47%zLMN	376 38%N	290 33%	276 28%	1013 42%ze	397 29%
Other device connected to the TV	67 2%	41 2%	26 1%	10 2%	9 1%	29 2%	19 1%	17 2%	50 2%	26 2%MN	22 2%	8 1%	10 1%	45 2%	19 1%
None of these	561 14%CDEIKdRU	263 14%	298 15%	33 6%	59 9%	158 12%C	312 22%zCDE	111 10%	445 16%zl	109 10%	140 14%K	148 17%K	165 17%zK	286 12%	262 19%zd
Don't know	29 1%d	14 1%	15 1%	6 1%	1 *	9 1%	13 1%	7 1%	22 1%	9 1%	7 1%	4 *	9 1%	10 *	19 1%zd
No internet (A0a)	392 10%CDEIKLdTY	191 10%	201 10%	10 2%	13 2%	34 3%	334 23%zCDE	26 2%	365 13%zl	29 3%	44 4%	99 11%KL	220 22%zKLM	65 3%	314 23%zd
Don't know if have internet (A0a)	6 *	2 *	4 *	4 1%zEF	- -	1 *	1 *	2 *	4 *	1 *	- -	3 *	3 *	3 *	2 *

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 13

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

Base = All respondents

Total (z)	Gender		Age				Children in household		Social Group				Working	
	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase 3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase 2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
No TV in household (A0) 165 4%FQ	78 4%	87 4%	48 9%zEF	58 9%zEF	47 4%F	13 1%	43 4%	119 4%	33 3%	49 5%	25 3%	59 6%zKM	102 4%	56 4%
Total mentions 7467 191%	3859 202%	3601 180%	1264 232%	1546 239%	2645 207%	2011 140%	2724 243%	4664 170%	2505 237%	1913 192%	1569 179%	1479 151%	5232 216%	2073 150%
Connected TV Viewing (Net) 2775 71%FmNet	1367 72%	1405 70%	446 82%zF	522 81%zF	1034 81%zF	773 54%	944 84%zm	1798 66%	881 83%zLMN	756 76%zMN	598 68%N	540 55%	1968 81%ze	744 54%
Non-connected TV Viewing (Net) 1097 28%CDEIK LdUY	522 27%	574 29%	88 16%	125 19%	232 18%	651 45%zCDE	169 15%	917 33%zl	166 16%	231 23%K	270 31%KL	428 44%zKLM	444 18%	620 45%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 13

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

Base = All respondents

	Nation					England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Smart TV (i.e. a TV with built-in video streaming apps)	1171	1004	84	50	34	110	221	36	135	54	122	83	66	37	54	86	954	109	
		30%FmNec	31%	25%	26%	27%	29%	30%c	21%	36%zUc	33%c	29%	45%zSTUXbc	37%Uc	41%zUXc	28%	23%	30%	30%
Apple TV	179	158	13	4	3	12	64	5	22	10	10	3	10	5	5	12	150	11	
		5%BFmNeQ	5%Q	4%	2%	3%	9%zSXYbc	3%	6%XY	6%	2%	2%	6%	5%	3%	3%	5%	3%	
Amazon Fire	494	413	38	26	18	49	90	8	53	29	62	24	20	17	27	34	420	30	
		13%FmMNe	13%	11%	13%	14%	13%U	12%U	5%	14%U	17%Uc	13%U	11%	19%Uc	14%U	9%	13%zg	8%	
Google Chromecast	241	203	14	9	15	24	57	4	35	8	26	12	6	5	10	16	200	11	
		6%BFmNeg	6%	4%	5%	12%zOPQ	6%	8%	3%	9%zUhc	5%	6%	3%	6%	5%	4%	6%	3%	
Games console	542	474	23	25	20	53	87	20	67	25	64	27	39	13	22	58	446	31	
		14%BFmNe	15%P	7%	13%P	16%P	14%	12%	12%	18%T	15%	15%	22%zTb	15%	11%	15%	14%g	8%	
Freeview - free TV via an aerial and set-top box or built into the TV set	615	496	63	23	32	65	88	16	47	21	90	41	38	16	22	50	483	77	
		16%FeT	15%	19%Q	12%	26%zOPQ	17%	12%	10%	13%	13%	21%zTUVbc	22%zTUVbc	21%TUV	18%	12%	13%	15%	21%zf
Cable - Virgin Media	357	304	32	9	12	24	76	15	49	17	40	17	12	10	21	23	315	3	
		9%BFmNeQ	9%Q	10%Q	5%	10%Q	6%	10%	9%	13%zSc	10%	9%	7%	11%	11%	6%	10%zg	1%	
Satellite - from Sky for a monthly subscription	677	534	66	49	27	76	102	17	52	34	65	38	39	19	32	60	528	84	
		17%CFmNe	16%	20%	25%zO	22%zO	20%TU	14%	10%	14%	21%U	15%	20%U	21%U	21%	17%	16%	17%	23%zf
Freesat satellite TV - via a satellite dish but with no subscription	82	67	8	4	3	12	19	1	8	4	5	4	5	-	4	3	71	5	
		2%me	2%	2%	2%	3%	3%	1%	2%	2%	1%	2%	3%	-	2%	1%	2%	1%	
Satellite - from someone other than Sky	43	39	2	1	2	9	14	5	5	2	1	-	-	-	1	3	33	5	
		1%BFme	1%	*	*	1%	2%X	2%	3%X	1%	1%	*	-	-	1%	1%	1%	1%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 13

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

Base = All respondents

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
BT TV (formerly BT Vision)	121	99	8	9	5	13	25	-	12	4	20	3	10	5	4	2	94	13
	3%Nec	3%	3%	5%	4%	3%c	3%c	-	3%c	3%	5%Uc	2%	6%Uc	5%Uc	2%	1%	3%	4%
TalkTalk TV	68	61	4	2	2	3	21	1	6	6	15	3	4	1	1	1	54	4
	2%Fme	2%	1%	1%	1%	1%	3%c	1%	2%	3%Sc	3%zSc	2%	2%	1%	1%	*	2%	1%
EE TV	20	18	1	-	1	2	6	-	5	-	3	-	-	2	-	-	16	3
	1%Fme	1%	*	-	1%	1%	1%	-	1%	-	1%	-	-	3%zc	-	-	1%	1%
NOW TV	168	147	5	9	6	14	22	5	28	12	19	8	12	3	10	14	134	13
	4%FmNeP	5%P	1%	5%P	5%P	4%	3%	3%	8%zT	7%T	5%	4%	7%	4%	5%	4%	4%	4%
YouView	36	31	1	2	2	1	8	2	5	2	10	2	*	1	*	1	29	2
	1%FNe	1%	*	1%	1%	*	1%	1%	1%	1%	2%zSc	1%	*	1%	*	*	1%	*
Laptop, netbook, tablet or smartphone	1433	1238	98	56	42	133	230	100	140	60	198	71	64	32	68	142	1176	119
	37%FmMNe	38%zPQ	30%	29%	34%	35%	32%	61%zSTVW	38%	37%	46%zSTVh	38%	35%	35%	36%	38%	37%	32%
	PQT							XYhabc										
Other device connected to the TV	67	57	5	2	2	6	12	7	10	-	8	4	1	1	3	6	57	6
	2%	2%	2%	1%	2%	2%	2%	4%W	3%	-	2%	2%	1%	1%	1%	2%	2%	2%
None of these	561	484	38	34	5	57	154	7	66	16	60	20	22	7	29	46	469	53
	14%CDEIK	15%R	11%R	17%R	4%	15%U	21%zUWXYh	4%	18%UWa	10%	14%U	11%	12%U	8%	15%U	12%U	15%	14%
	dRU						ac											
Don't know	29	27	-	2	1	3	11	-	1	1	3	1	3	-	-	4	27	*
	1%d	1%	-	1%	1%	1%	1%	-	*	*	1%	1%	2%	-	-	1%	1%	*
No internet (A0a)	392	315	37	22	18	30	50	18	46	24	44	4	17	12	14	56	299	51
	10%CDEIK	10%	11%	11%	14%zO	8%Y	7%Y	11%Y	12%TY	15%STY	10%Y	2%	9%Y	13%Y	8%	15%zSTY	9%	14%zf
	LdTY																	
Don't know if have internet (A0a)	6	6	-	-	-	3	-	-	1	-	-	-	2	-	-	-	4	-
	*	*	-	-	-	1%z	-	-	*	-	-	-	1%zT	-	-	-	*	-

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

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Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
No TV in household (A0)	165	141	13	3	9	13	43	8	10	2	19	10	5	1	9	21	134	10
	4%FQ	4%Q	4%	1%	7%zOQ	3%	6%W	5%	3%	1%	4%	5%	3%	1%	5%	6%W	4%	3%
Total mentions	7467	6319	551	340	256	712	1400	275	802	329	883	376	375	189	338	639	6091	642
	191%	194%	166%	176%	208%	189%	192%	166%	215%	201%	207%	201%	208%	208%	177%	172%	193%	175%
Connected TV Viewing (Net)	2775	2304	245	134	93	271	477	133	255	122	305	151	132	71	142	247	2243	253
	71%FmNeT	71%	74%	69%	76%	72%	65%	80%zTVc	68%	74%	71%	81%zTVXc	73%	78%T	74%	66%	71%	69%
Non-connected TV Viewing (Net)	1097	922	87	58	29	100	243	32	117	42	119	34	44	20	49	122	882	114
	28%CDK	28%	26%	30%	24%	26%	33%zUY	20%	31%UY	26%	28%Y	18%	24%	22%	26%	33%UY	28%	31%
	LdUY																	

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 14

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

**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
BBC One	3246	1586	1657	396	475	1056	1318	884	2331	907	860	731	747	1993	1188
	83%CDINP RTc	83%	83%	73%	73%	83%CD	92%zCDE	79%	85%zl	86%zN	86%zN	83%N	76%	82%	86%zd
BBC Two	2327	1187	1138	224	291	737	1075	560	1749	711	610	519	487	1384	903
	60%BCDIN dRTc	62%zB	57%	41%	45%	58%CD	75%zCDE	50%	64%zl	67%zLMN	61%N	59%N	50%	57%	65%zd
BBC Four	1145	621	524	111	138	351	544	269	866	401	295	241	207	700	428
	29%BCDIN Rc	33%zB	26%	20%	21%	28%CD	38%zCDE	24%	32%zl	38%zLMN	30%N	28%N	21%	29%	31%
ITV	2960	1424	1534	364	417	971	1208	826	2106	794	772	665	729	1804	1092
	76%CDT	75%	77%	67%	64%	76%CD	84%zCDE	74%	77%z	75%	78%	76%	74%	74%	79%zd
Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	2041	971	1068	283	308	688	762	605	1416	555	532	482	473	1303	691
	52%DNePT Uc	51%	53%	52%	48%	54%D	53%	54%	52%	53%	53%	55%N	48%	54%	50%
Channel 4	2530	1207	1321	301	379	829	1021	697	1807	740	669	564	557	1584	891
	65%CDNPT c	63%	66%	55%	59%	65%CD	71%zCDE	62%	66%	70%zLMN	67%N	64%N	57%	65%	64%
Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	1754	826	926	240	297	619	598	535	1203	504	488	390	372	1201	517
	45%FNePT c	43%	46%	44%	46%	48%zF	42%	48%	44%	48%N	49%zN	45%N	38%	50%ze	37%
Channel 5	1948	935	1011	179	234	690	844	521	1407	513	523	454	457	1198	701
	50%CDIOT Uc	49%	51%	33%	36%	54%zCD	59%zCDE	46%	51%zl	49%	53%N	52%	47%	49%	51%
Any other Channel 5 channel (e.g. 5USA, 5Star)	1055	488	567	105	149	405	395	319	730	293	274	246	242	697	333
	27%CDeTc	26%	28%	19%	23%	32%zCDF	27%CD	28%	27%	28%	28%	28%	25%	29%ze	24%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1260	639	621	136	159	449	516	315	937	340	346	282	292	809	421
	32%CDITU c	34%	31%	25%	25%	35%zCD	36%zCD	28%	34%zl	32%	35%N	32%	30%	33%	30%
Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	1189	621	567	138	202	477	372	406	772	390	309	272	218	828	335
	30%BCFmN eOT	33%zB	28%	25%	31%F	37%zCDF	26%	36%zm	28%	37%zLMN	31%N	31%N	22%	34%ze	24%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 14

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

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
S4C	104	65	39	10	22	30	42	38	66	45	22	17	20	68	35
	3%BOSc	3%zB	2%	2%	3%	2%	3%	3%	2%	4%zLMN	2%	2%	2%	3%	3%
BBC News Channel	1276	699	578	129	187	425	536	355	913	438	320	271	247	787	468
	33%BCNPR	37%zB	29%	24%	29%	33%C	37%zCD	32%	33%	42%zLMN	32%N	31%N	25%	32%	34%
BBC Parliament	299	192	107	27	36	85	151	73	226	129	74	58	38	177	119
	8%BCDN	10%zB	5%	5%	5%	7%	11%zCDE	7%	8%	12%zLMN	7%N	7%N	4%	7%	9%
BBC Alba	106	60	46	11	17	31	48	35	71	48	25	15	17	76	28
	3%OQX	3%	2%	2%	3%	2%	3%	3%	3%	5%zLMN	3%	2%	2%	3%	2%
CBBC	293	122	170	60	79	118	36	212	78	103	75	58	57	215	71
	8%AFmNeP	6%	9%zA	11%zF	12%zF	9%zF	3%	19%zm	3%	10%zMN	8%	7%	6%	9%ze	5%
CBeebies	411	137	273	56	142	154	59	313	95	147	95	86	83	298	100
	11%AFmNeP	7%	14%zA	10%F	22%zCEF	12%F	4%	28%zm	3%	14%zLMN	10%	10%	8%	12%ze	7%
BBC Scotland	16	7	8	1	4	6	6	4	12	3	1	5	7	7	8
	*Of	*	*	*	1%	*	*	*	*	*	*	1%	1%	*	1%
Other	81	39	42	4	15	28	33	19	62	18	17	14	31	43	36
	2%C	2%	2%	1%	2%C	2%	2%C	2%	2%	2%	2%	2%	3%z	2%	3%
None of these	235	106	129	47	75	83	31	87	142	46	53	44	93	156	62
	6%FmKeQW	6%	6%	9%zF	12%zEF	6%F	2%	8%zm	5%	4%	5%	5%	9%zKLM	6%e	4%
Total mentions	24278	11933	12327	2823	3628	8230	9596	7073	16989	7127	6361	5416	5374	15328	8426
	621%	626%	617%	518%	560%	645%	667%	631%	620%	675%	639%	618%	549%	632%	609%
Any BBC channels (Net)	3409	1672	1735	434	528	1103	1344	957	2416	947	893	784	786	2100	1240
	87%CDNPRc	88%	87%	80%	82%	86%CD	93%zCDE	85%	88%zI	90%zN	90%zN	90%N	80%	87%	90%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 14

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

Base = All respondents

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
BBC One	3246	2722	249	178	96	331	572	143	319	128	373	155	160	83	168	291	2637	318
	83%CDINP RTc	84%PR	75%	92%zOPR	78%	88%zTWc	78%	86%	85%Tc	78%	87%zTWc	83%	88%TWc	92%TWc	88%TWc	78%	84%	87%
BBC Two	2327	1939	193	132	62	213	405	115	216	85	288	111	107	68	146	187	1892	223
	60%BCDIN dRTc	60%R	58%	68%zOPR	51%	56%	55%	69%zSTVW c	58%	52%	68%zSTVW c	59%	59%	Yhc	76%zSTVW Yhc	50%	60%	61%
BBC Four	1145	967	84	65	29	118	220	43	101	40	148	59	62	38	66	70	916	117
	29%BCDIN Rc	30%R	25%	33%PR	24%	31%c	30%c	26%	27%c	24%	35%zWc	32%c	34%c	42%zTUVW c	34%c	19%	29%	32%
ITV	2960	2462	240	159	98	293	485	125	288	136	356	146	140	76	154	265	2396	292
	76%CDT Uc	76%	72%	82%zOP	80%P	78%T	66%	75%	77%T	83%Tc	83%zTc	78%T	77%T	84%Tc	81%T	71%	76%	79%
Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	2041	1707	136	123	76	214	349	64	219	81	264	102	94	55	116	148	1622	217
	52%DNepT Uc	52%P	41%	63%zOP	62%zOP	57%TUc	48%c	39%	59%zTUc	50%	62%zTUWc	55%Uc	52%c	61%TUc	61%TUc	40%	51%	59%zf
Channel 4	2530	2120	195	131	84	253	439	102	247	99	309	129	120	73	142	207	2039	250
	65%CDNPT c	65%P	59%	68%P	68%P	67%c	60%	62%	66%c	60%	73%zTUWc	69%c	67%	80%zSTUV Wc	75%zTUWc	56%	65%	68%
Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	1754	1465	128	94	68	178	294	77	173	65	209	99	76	61	116	117	1394	180
	45%FNePT c	45%P	38%	48%P	55%zOP	47%c	40%c	47%c	46%c	39%	49%Tc	53%TWc	42%c	67%zSTUV WXhc	61%zSTUV WXhc	31%	44%	49%
Channel 5	1948	1584	174	122	68	182	309	65	191	88	258	97	78	63	109	144	1601	178
	50%CDIOT Uc	49%	52%	63%zOP	56%zO	48%c	42%	39%	51%TUc	54%TUc	60%zSTUV hc	52%c	43%	70%zSTUV WYhc	57%TUhc	39%	51%	49%
Any other Channel 5 channel (e.g. 5USA, 5Star)	1055	852	88	68	47	109	144	37	98	44	117	54	49	46	91	62	838	126
	27%CDeTc c	26%	26%	35%zOP	38%zOP	29%Tc	20%	22%	26%Tc	27%c	27%Tc	29%Tc	27%c	51%zSTUV WXYhc	48%zSTUV WXYhc	17%	27%	34%zf
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1260	1056	92	68	44	144	182	37	111	51	157	85	67	47	97	78	1005	142
	32%CDITU c	32%	28%	35%	36%P	38%TUc	25%	22%	30%c	31%c	37%TUc	45%zTUVW c	37%TUc	52%zSTUV WXhc	51%zSTUV WXhc	21%	32%	39%zf
Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	1189	959	105	87	39	122	191	37	112	53	141	55	62	31	60	96	936	136
	30%BCFmN eOT	29%	32%	45%zOPR	31%	32%	26%	22%	30%	32%	33%TU	29%	34%U	34%	31%	26%	30%	37%zf

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 14

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

Base = All respondents

	Nation					England Regions											Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
S4C	104	55	7	42	1	2	16	2	11	2	6	2	-	11	2	2	77	20
	3%BOSc	2%	2%	21%zOPR	1%	1%	2%	1%	3%c	1%	1%	1%	-	12%zSTUVW	1%	*	2%	5%zf
BBC News Channel	1276	1095	85	70	26	155	276	47	119	41	168	55	52	32	49	102	1051	122
	33%BCNPR	34%zPR	25%	36%PR	21%	41%zUVWY	38%zWbc	28%	32%	25%	39%zUWYb	29%	29%	35%	26%	27%	33%	33%
BBC Parliament	299	257	20	17	6	37	84	14	24	6	26	13	14	4	12	23	238	25
	8%BCDN	8%	6%	9%	5%	10%W	11%zVWXc	9%	6%	3%	6%	7%	8%	5%	6%	6%	8%	7%
BBC Alba	106	56	48	1	2	7	17	4	8	2	3	1	2	2	3	7	87	10
	3%OQX	2%	15%zOQR	*	1%	2%	2%	3%	2%	1%	1%	*	1%	2%	1%	2%	3%	3%
CBBC	293	259	11	14	9	21	58	13	36	8	34	12	12	7	20	39	229	26
	8%AFmNeP	8%P	3%	7%P	7%P	6%	8%	8%	10%	5%	8%	7%	7%	8%	11%	10%	7%	7%
CBeebies	411	360	23	16	13	33	60	18	53	17	59	19	19	10	36	37	329	41
	11%AFmNeP	11%P	7%	8%	10%	9%	8%	11%	14%T	11%	14%zT	10%	10%	11%	19%zSTc	10%	10%	11%
BBC Scotland	16	5	10	-	-	2	1	-	-	-	1	-	-	-	-	1	8	5
	*Of	*	3%zOQR	-	-	1%	*	-	-	-	*	-	-	-	-	*	*	1%zf
Other	81	62	13	4	1	8	17	*	3	4	3	8	9	2	-	7	70	7
	2%C	2%	4%zO	2%	1%	2%	2%	*	1%	3%	1%	4%UVXb	5%zUVXb	2%	-	2%	2%	2%
None of these	235	184	32	6	13	19	60	10	15	2	22	12	6	1	13	25	191	15
	6%FmKeQW	6%	10%zOQ	3%	11%zOQ	5%	8%zVWa	6%W	4%	1%	5%	6%W	3%	1%	7%W	7%W	6%	4%
Total mentions	24278	20166	1933	1395	784	2439	4179	952	2345	952	2942	1213	1129	711	1398	1906	19558	2449
	621%	619%	582%	720%	637%	647%	572%	575%	627%	580%	690%	650%	624%	785%	732%	512%	620%	667%
Any BBC channels (Net)	3409	2865	266	180	98	344	619	150	340	139	383	164	165	84	172	306	2760	327
	87%CDNPR	88%zPR	80%	93%zOPR	80%	91%Tc	85%	91%c	91%Tc	85%	90%Tc	88%	91%c	93%c	90%	82%	87%	89%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 15

**A1a\_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC One**

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3244	1564	1677	431	508	1061	1244	956	2262	933	862	665	784	1820	1344
WeightedBase	3246	1586	1657	396	475	1056	1318	884	2331	907	860	731	747	1993	1188
EffectiveBase	2276	1106	1168	318	356	715	895	637	1625	648	609	479	543	1287	967
A few times a day	607 19%CDdOU	304 19%	304 18%	38 10%	56 12%	205 19%CD	308 23%zCD	162 18%	438 19%	172 19%	158 18%	124 17%	152 20%	338 17%	251 21%zd
At least once every day	1260 39%CDdT	622 39%	638 38%	111 28%	139 29%	386 37%CD	624 47%zCDE	324 37%	931 40%	350 39%	312 36%	299 41%	299 40%	699 35%	545 46%zd
About two or three times a week	728 22%FeR	357 23%	370 22%	99 25%F	137 29%zF	251 24%F	242 18%	200 23%	518 22%	190 21%	204 24%	171 23%	163 22%	491 25%ze	217 18%
At least once a week	426 13%Fe	210 13%	216 13%	84 21%zEF	99 21%zEF	143 14%F	100 8%	125 14%	297 13%	128 14%	123 14%	94 13%	82 11%	311 16%ze	108 9%
At least once a month	129 4%F	54 3%	75 5%	31 8%zEF	29 6%zEF	35 3%	33 3%	39 4%	90 4%	38 4%	32 4%	27 4%	32 4%	91 5%	38 3%
At least once in the last three months	75 2%FeQ	34 2%	41 2%	29 7%zDEF	12 3%F	30 3%F	4 *	26 3%	46 2%	24 3%	27 3%	10 1%	14 2%	52 3%	19 2%
Don't know/can't remember	21 1%	7 *	13 1%	5 1%	3 1%	6 1%	7 1%	8 1%	12 1%	6 1%	4 *	5 1%	6 1%	11 1%	10 1%
Total mentions	3246 100%	1586 100%	1657 100%	396 100%	475 100%	1056 100%	1318 100%	884 100%	2331 100%	907 100%	860 100%	731 100%	747 100%	1993 100%	1188 100%
Daily (Net)	1867 58%CDdOS TU	925 58%	941 57%	149 38%	195 41%	591 56%CD	931 71%zCDE	486 55%	1369 59%	523 58%	471 55%	423 58%	451 60%	1037 52%	796 67%zd
Weekly (Net)	3021 93%Ccg	1492 94%	1528 92%	332 84%	431 91%C	985 93%C	1274 97%zCDE	811 92%	2183 94%	840 93%	798 93%	688 94%	696 93%	1839 92%	1121 94%zd
Monthly (Net)	3150 97%CT	1546 97%	1603 97%	363 92%	461 97%C	1020 97%C	1307 99%zCDE	850 96%	2274 98%z	878 97%	829 96%	715 98%	728 97%	1930 97%	1159 98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 15

**A1a\_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC One**

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3244	2394	280	300	270	260	546	126	280	125	327	137	127	73	127	266	2608	331
WeightedBase	3246	2722	249	178	96	331	572	143*	319	128	373	155	160*	83*	168	291	2637	318
EffectiveBase	2276	1781	209	239	247	196	381	90	210	100	249	108	98	62	103	191	1825	231
A few times a day	607	472	68	44	24	50	90	12	82	35	64	18	20	14	33	54	502	55
	19% <b>CDdOU</b>	17%	27% <b>zO</b>	25% <b>zO</b>	24% <b>zO</b>	15%	16%	8%	26% <b>zSTUX</b>	27% <b>zSTUX</b>	17% <b>U</b>	12%	13%	17%	19% <b>U</b>	19% <b>U</b>	19%	17%
									Yh	Yh								
At least once every day	1260	1051	94	75	39	114	180	50	123	46	167	71	72	38	67	122	1039	110
	39% <b>CDdT</b>	39%	38%	43%	41%	34%	32%	35%	38%	36%	45% <b>zST</b>	46% <b>ST</b>	45% <b>T</b>	46% <b>T</b>	40%	42% <b>T</b>	39%	35%
About two or three times a week	728	630	46	35	17	86	166	43	57	24	79	31	39	19	33	52	590	67
	22% <b>FeR</b>	23% <b>R</b>	18%	20%	17%	26% <b>V</b>	29% <b>zVWxc</b>	30% <b>Vc</b>	18%	19%	21%	20%	25%	23%	20%	18%	22%	21%
At least once a week	426	375	23	17	11	53	88	29	38	14	46	22	15	8	30	32	337	45
	13% <b>Fe</b>	14%	9%	10%	11%	16%	15%	21% <b>zVhc</b>	12%	11%	12%	14%	9%	10%	18%	11%	13%	14%
At least once a month	129	110	12	5	2	17	22	9	10	5	11	6	8	2	2	19	96	27
	4% <b>F</b>	4%	5%	3%	3%	5%	4%	6%	3%	4%	3%	4%	5%	2%	1%	6% <b>b</b>	4%	8% <b>zf</b>
At least once in the last three months	75	65	7	*	3	9	18	-	6	4	5	6	4	1	3	8	58	10
	2% <b>FeQ</b>	2% <b>Q</b>	3% <b>Q</b>	*	3% <b>Q</b>	3%	3%	-	2%	3%	1%	4%	3%	1%	2%	3%	2%	3%
Don't know/can't remember	21	20	-	-	1	1	8	-	3	1	1	-	1	-	-	5	15	3
	1%	1%	-	-	1%	*	1%	-	1%	1%	*	-	1%	-	-	2%	1%	1%
Total mentions	3246	2722	249	178	96	331	572	143	319	128	373	155	160	83	168	291	2637	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	1867	1523	162	119	63	164	270	62	205	81	231	89	92	53	99	176	1541	165
	58% <b>CDdOS</b>	56%	65% <b>zO</b>	67% <b>zO</b>	65% <b>zO</b>	50%	47%	43%	64% <b>zSTU</b>	63% <b>STU</b>	62% <b>STU</b>	58% <b>U</b>	58% <b>U</b>	63% <b>TU</b>	59% <b>TU</b>	61% <b>STU</b>	58%	52%
	TU																	
Weekly (Net)	3021	2528	231	172	91	303	525	134	299	118	357	142	147	80	163	260	2467	277
	93% <b>Ccg</b>	93%	93%	97% <b>zOP</b>	94%	92%	92%	94%	94%	93%	96% <b>Tc</b>	92%	92%	97%	97% <b>c</b>	89%	94% <b>g</b>	87%
Monthly (Net)	3150	2637	242	177	93	320	546	143	310	123	367	148	154	82	165	279	2564	304
	97% <b>CT</b>	97%	97%	100% <b>zOPR</b>	97%	97%	95%	100% <b>Tc</b>	97%	96%	98% <b>T</b>	96%	97%	99%	98%	96%	97%	96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 16

**A1a\_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC Two**

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2346	1190	1154	244	325	746	1031	615	1717	736	614	473	523	1278	1017
WeightedBase	2327	1187	1138	224	291	737	1075	560	1749	711	610	519	487	1384	903
EffectiveBase	1656	845	810	185	235	509	736	416	1231	514	434	345	366	905	738
A few times a day	142	85	57	10	17	43	73	38	104	47	35	36	24	75	61
	6% <b>S</b>	7%	5%	4%	6%	6%	7%	7%	6%	7%	6%	7%	5%	5%	7%
At least once every day	573	309	263	23	64	148	338	120	448	184	133	127	128	281	290
	25% <b>C</b> E <b>d</b>	26%	23%	10%	22% <b>C</b>	20% <b>C</b>	31% <b>z</b> C <b>D</b> E	21%	26%	26%	22%	25%	26%	20%	32% <b>z</b> d
About two or three times a week	808	433	376	72	95	264	377	185	618	253	210	188	158	519	277
	35% <b>e</b> Q <b>b</b>	36%	33%	32%	33%	36%	35%	33%	35%	36%	34%	36%	32%	38% <b>z</b> e	31%
At least once a week	517	233	284	72	74	177	194	138	376	147	157	107	106	341	167
	22% <b>A</b> F <b>e</b>	20%	25% <b>z</b> A	32% <b>z</b> E <b>F</b>	26% <b>F</b>	24% <b>F</b>	18%	25%	21%	21%	26% <b>z</b>	21%	22%	25% <b>z</b> e	18%
At least once a month	193	89	104	33	29	69	62	57	133	53	46	42	51	114	75
	8% <b>F</b>	7%	9%	15% <b>z</b> F	10% <b>F</b>	9% <b>F</b>	6%	10%	8%	8%	8%	8%	11%	8%	8%
At least once in the last three months	76	32	44	15	10	29	22	21	56	23	26	14	14	48	25
	3% <b>F</b>	3%	4%	7% <b>z</b> F	3%	4% <b>F</b>	2%	4%	3%	3%	4%	3%	3%	3%	3%
Don't know/can't remember	17	6	11	*	2	6	9	3	13	2	4	4	6	6	9
	1%	1%	1%	*	1%	1%	1%	*	1%	*	1%	1%	1%	*	1%
Total mentions	2327	1187	1138	224	291	737	1075	560	1749	711	610	519	487	1384	903
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	715	394	320	33	81	191	410	158	553	232	168	163	152	355	350
	31% <b>B</b> C <b>E</b> d	33% <b>z</b> B	28%	15%	28% <b>C</b>	26% <b>C</b>	38% <b>z</b> C <b>D</b> E	28%	32%	33%	27%	31%	31%	26%	39% <b>z</b> d
Weekly (Net)	2041	1060	980	176	251	632	981	480	1547	632	535	458	416	1216	794
	88% <b>C</b>	89% <b>z</b> B	86%	79%	86% <b>C</b>	86% <b>C</b>	91% <b>z</b> C <b>D</b> E	86%	88%	89%	88%	88%	85%	88%	88%
Monthly (Net)	2234	1149	1084	209	280	702	1043	537	1680	685	581	500	467	1330	869
	96% <b>C</b>	97%	95%	93%	96%	95%	97% <b>z</b> C	96%	96%	96%	95%	96%	96%	96%	96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 16

A1a\_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

## BBC Two

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2346	1718	225	227	176	178	374	101	196	85	246	99	88	58	109	184	1886	248
WeightedBase	2327	1939	193	132	62	213	405	115*	216	85*	288	111*	107*	68*	146*	187	1892	223
EffectiveBase	1656	1286	167	180	162	134	264	73	148	67	191	78	67	48	88	131	1322	180
A few times a day	142 6% <b>S</b>	111 6%	16 8%	10 8%	4 7%	4 2%	34 8% <b>S</b>	5 5%	10 5%	4 5%	18 6%	5 4%	11 10% <b>Sc</b>	4 6%	11 7% <b>S</b>	6 3%	121 6%	9 4%
At least once every day	573 25% <b>CEd</b>	475 25%	40 21%	40 31% <b>P</b>	17 28%	58 27%	91 22%	29 25%	51 23%	20 23%	73 26%	26 24%	28 26%	13 18%	38 26%	50 27%	479 25%	51 23%
About two or three times a week	808 35% <b>eQb</b>	678 35% <b>Q</b>	74 38% <b>Q</b>	36 27%	21 34%	78 37% <b>b</b>	149 37% <b>b</b>	34 30%	74 34%	30 35%	110 38% <b>b</b>	45 40% <b>b</b>	36 34%	25 37%	34 24%	62 33%	665 35%	66 30%
At least once a week	517 22% <b>AFe</b>	438 23%	33 17%	32 24%	14 22%	46 21%	88 22%	32 27%	50 23%	19 22%	59 21%	28 26%	20 19%	19 27%	38 26%	40 21%	407 22%	61 28%
At least once a month	193 8% <b>F</b>	161 8%	18 9%	9 7%	4 7%	21 10%	28 7%	12 11%	22 10%	8 9%	19 7%	7 6%	9 8%	3 4%	13 9%	19 10%	150 8%	22 10%
At least once in the last three months	76 3% <b>F</b>	60 3%	12 6% <b>zOR</b>	4 3%	1 1%	5 2%	10 2%	1 1%	7 3%	5 5% <b>Y</b>	6 2%	- -	2 2%	5 7% <b>Y</b>	12 8% <b>zSTUXY</b>	7 4%	58 3%	12 5%
Don't know/can't remember	17 1%	16 1%	-	-	1 2% <b>PQ</b>	2 1%	6 1%	1 1%	1 1%	* 1%	1 1%	-	-	-	-	4 2%	13 1%	1 1%
Total mentions	2327	1939	193	132	62	213	405	115	216	85	288	111	107	68	146	187	1892	223
Daily (Net)	715 31% <b>BCEd</b>	587 30%	56 29%	51 38% <b>zO</b>	22 35%	61 29%	125 31%	34 30%	61 28%	24 28%	91 32%	31 28%	39 36%	16 24%	48 33%	56 30%	599 32%	60 27%
Weekly (Net)	2041 88% <b>C</b>	1703 88%	163 84%	119 90%	57 91%	185 87%	361 89%	100 87%	185 86%	72 85%	261 91%	104 94% <b>bc</b>	95 89%	60 89%	121 83%	157 84%	1672 88%	187 84%
Monthly (Net)	2234 96% <b>C</b>	1864 96%	181 94%	128 97%	61 97%	206 97%	389 96%	112 98%	208 96%	80 94%	280 97% <b>b</b>	111 100% <b>Wabc</b>	104 98%	63 93%	134 92%	177 94%	1822 96%	209 94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 17

**A1a\_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

## BBC Four

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1160	648	512	118	162	371	509	316	836	426	296	223	215	666	469
WeightedBase	1145	621	524	111*	138	351	544	269	866	401	295	241	207	700	428
EffectiveBase	812	455	359	90	119	248	362	212	599	291	206	164	152	464	338
A few times a day	43	27	16	11	10	10	12	21	19	19	6	11	8	29	14
4%FmO	4%	3%	10%zEF	7%F	3%	2%	8%zm	2%	5%	2%	5%	4%	4%	3%	
At least once every day	156	87	70	19	28	37	73	47	107	56	42	30	28	91	63
14%	14%	13%	17%	20%zE	11%	13%	17%	12%	14%	14%	12%	14%	13%	15%	
About two or three times a week	324	201	122	25	39	106	154	64	258	114	80	69	59	197	122
28%BQ	32%zB	23%	22%	28%	30%	28%	24%	30%	29%	27%	29%	29%	28%	28%	
At least once a week	347	173	173	23	33	113	177	73	270	128	94	58	67	221	124
30%CM	28%	33%	21%	24%	32%C	33%C	27%	31%	32%	32%	24%	32%	32%	29%	
At least once a month	185	97	88	23	21	58	84	44	141	62	51	47	25	111	68
16%	16%	17%	21%	15%	16%	15%	16%	16%	16%	17%	19%	12%	16%	16%	
At least once in the last three months	60	28	32	9	7	16	28	14	45	15	18	16	10	35	22
5%	4%	6%	8%	5%	5%	5%	5%	5%	5%	4%	6%	6%	5%	5%	5%
Don't know/can't remember	31	8	23	2	*	11	17	6	25	6	4	11	10	15	15
3%A	1%	4%zA	2%	*	3%	3%	2%	3%	2%	3%	1%	4%	5%KL	2%	4%
Total mentions	1145	621	524	111	138	351	544	269	866	401	295	241	207	700	428
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	200	114	86	30	37	47	85	68	127	75	47	41	37	120	77
17%EmYb	18%	16%	27%zEF	27%zEF	13%	16%	25%zm	15%	19%	16%	17%	18%	17%	18%	
Weekly (Net)	870	489	381	78	110	267	416	205	655	317	222	168	163	538	322
76%MQ	79%zB	73%	70%	80%	76%	76%	76%	76%	76%	79%M	75%	70%	78%	77%	75%
Monthly (Net)	1055	586	469	100	131	324	499	249	796	380	273	215	187	649	391
92%B	94%zB	90%	90%	95%	92%	92%	93%	92%	95%zM	92%	89%	90%	93%	91%	

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 17

A1a\_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

## BBC Four

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1160	864	101	113	82	97	209	40	96	43	127	51	50	32	48	71	929	124
WeightedBase	1145	967	84*	65*	29*	118*	220	43*	101*	40**	148	59*	62*	38**	66*	70*	916	117*
EffectiveBase	812	641	72	92	78	73	146	31	69	30	100	41	39	28	38	48	643	88
A few times a day	43	27	9	5	2	4	6	1	1	1	10	-	1	1	-	1	34	4
	4%FmO	3%	11%zO	8%zO	8%zO	3%	3%	3%	1%	3%	7%	-	2%	2%	-	2%	4%	3%
At least once every day	156	134	11	7	5	12	37	10	18	5	25	4	15	3	3	4	127	19
	14%	14%	13%	10%	17%	10%	17%	22%Ybc	17%	11%	17%	6%	23%Ybc	7%	5%	6%	14%	16%
About two or three times a week	324	290	18	9	7	34	72	12	30	15	34	24	15	14	25	15	257	32
	28%BQ	30%zQ	21%	14%	25%	29%	33%	27%	30%	37%	23%	41%X	24%	36%	38%	22%	28%	28%
At least once a week	347	292	25	22	8	43	59	9	28	12	41	19	17	10	22	31	287	29
	30%CM	30%	29%	34%	28%	37%	27%	22%	28%	31%	27%	33%	28%	25%	33%	43%zT	31%	25%
At least once a month	185	150	14	15	6	20	31	8	15	5	26	10	6	9	7	13	139	28
	16%	15%	17%	23%	21%	17%	14%	18%	15%	13%	18%	17%	10%	23%	11%	19%	15%	24%zf
At least once in the last three months	60	51	3	5	*	4	9	2	4	2	6	2	5	2	9	6	50	3
	5%	5%	4%	8%	1%	3%	4%	5%	4%	5%	4%	4%	8%	5%	13%zT	9%	5%	3%
Don't know/can't remember	31	24	4	3	-	1	6	1	5	-	6	-	4	1	-	-	21	2
	3%A	2%	5%	4%	-	1%	3%	3%	5%	-	4%	-	6%	3%	-	-	2%	2%
Total mentions	1145	967	84	65	29	118	220	43	101	40	148	59	62	38	66	70	916	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	200	161	20	11	7	16	43	11	19	6	35	4	16	3	3	5	161	23
	17%EmYb	17%	23%	18%	25%	14%	20%Ybc	25%Ybc	18%	14%	24%Ybc	6%	26%Ybc	9%	5%	7%	18%	19%
Weekly (Net)	870	742	62	42	23	94	175	32	77	33	109	47	48	27	50	51	705	84
	76%MQ	77%Q	74%	66%	78%	79%	79%	74%	76%	82%	74%	79%	77%	70%	76%	72%	77%	72%
Monthly (Net)	1055	892	77	57	29	113	205	40	92	38	136	57	54	35	57	64	844	112
	92%B	92%	91%	88%	99%zOQ	96%	93%	92%	91%	95%	92%	96%	87%	92%	87%	91%	92%	96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 18  
**A1a\_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

## ITV

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2963	1399	1562	390	446	977	1150	880	2061	831	770	609	753	1648	1240
WeightedBase	2960	1424	1534	364	417	971	1208	826	2106	794	772	665	729	1804	1092
EffectiveBase	2081	987	1093	286	313	656	833	591	1480	582	544	436	523	1164	897
A few times a day	493	217	276	34	54	157	248	127	362	110	123	117	142	275	201
	17%CKdOS TUa	15%	18%	9%	13%	16% <b>C</b>	21% <b>zCDE</b>	15%	17%	14%	16%	18%	19% <b>zK</b>	15%	18%
At least once every day	1059	483	575	100	129	329	501	305	748	230	258	271	300	603	440
	36%CDKdT U	34%	37%	28%	31%	34%	41% <b>zCDE</b>	37%	36%	29%	33%	41% <b>zKL</b>	41% <b>zKL</b>	33%	40% <b>zd</b>
About two or three times a week	721	385	336	107	115	240	259	215	495	217	196	158	149	471	234
	24%BFNe	27% <b>zB</b>	22%	29% <b>zF</b>	27% <b>F</b>	25%	21%	26%	23%	27% <b>zN</b>	25%	24%	20%	26% <b>ze</b>	21%
At least once a week	421	213	208	69	71	156	125	111	304	150	121	78	72	293	118
	14%FNePR V	15%	14%	19% <b>zF</b>	17% <b>F</b>	16% <b>F</b>	10%	13%	14%	19% <b>zMN</b>	16% <b>N</b>	12%	10%	16% <b>ze</b>	11%
At least once a month	188	89	98	38	41	56	53	50	138	64	54	26	44	121	66
	6%FMP	6%	6%	11% <b>zEF</b>	10% <b>zEF</b>	6%	4%	6%	7%	8% <b>M</b>	7% <b>M</b>	4%	6%	7%	6%
At least once in the last three months	50	25	24	11	5	20	14	12	38	15	14	5	16	27	20
	2%	2%	2%	3% <b>F</b>	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%
Don't know/can't remember	29	12	17	5	3	13	8	6	22	7	6	9	7	14	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Total mentions	2960	1424	1534	364	417	971	1208	826	2106	794	772	665	729	1804	1092
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	1552	700	851	134	183	486	750	432	1110	340	381	389	442	878	641
	52%ACDKd OSTUY	49%	55% <b>zA</b>	37%	44%	50% <b>C</b>	62% <b>zCDE</b>	52%	53%	43%	49% <b>K</b>	58% <b>zKL</b>	61% <b>zKL</b>	49%	59% <b>zd</b>
Weekly (Net)	2694	1298	1395	310	368	882	1133	759	1908	708	698	625	663	1642	993
	91%COB	91%	91%	85%	88%	91% <b>C</b>	94% <b>zCDE</b>	92%	91%	89%	90%	94% <b>zKL</b>	91%	91%	91%
Monthly (Net)	2881	1387	1492	348	409	938	1187	809	2046	772	753	651	706	1763	1059
	97% <b>T</b>	97%	97%	96%	98%	97%	98% <b>zCE</b>	98%	97%	97%	97%	98%	97%	98%	97%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 18

A1a\_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

ITV

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2963	2151	269	269	274	233	448	106	255	129	311	130	114	67	117	241	2370	312
WeightedBase	2960	2462	240	159	98	293	485	125*	288	136	356	146	140*	76*	154*	265	2396	292
EffectiveBase	2081	1613	198	211	251	176	320	77	192	101	236	104	88	56	95	174	1667	212
A few times a day	493	357	70	38	27	28	55	8	70	27	52	17	24	5	22	50	397	48
	17%CKdOS TUa	15%	29%zO	24%zO	28%zO	9%	11%	7%	24%zSTUX Ya	20%STUa	15%	11%	17%U	6%	14%	19%STUa	17%	16%
At least once every day	1059	882	87	56	33	89	147	31	111	56	162	44	56	41	58	88	862	96
	36%CDKdT U	36%	36%	35%	34%	30%	30%	25%	38%U	41%TU	45%zSTUY c	30%	40%U	54%zSTUV Ybc	37%	33%	36%	33%
About two or three times a week	721	611	51	36	23	76	164	37	57	32	76	44	31	14	26	54	598	66
	24%BFNe	25%	21%	22%	23%	26%	34%zVXha bc	30%b	20%	24%	21%	30%Vb	23%	18%	17%	21%	25%	23%
At least once a week	421	370	20	21	9	74	63	30	26	11	49	27	19	9	25	38	326	54
	14%FNePR V	15%PR	8%	13%	9%	25%zTVWX hac	13%	24%zTVWX	9%	8%	14%	18%VW	14%	12%	16%	14%	14%	19%
At least once a month	188	173	4	7	4	21	34	17	19	9	13	9	2	7	19	24	146	22
	6%FMP	7%zP	2%	5%	4%	7%	7%	13%zXh	6%	6%	4%	6%	2%	9%h	13%zXh	9%Xh	6%	7%
At least once in the last three months	50	41	7	1	1	3	8	2	2	-	5	4	4	-	3	11	41	4
	2%	2%	3%	1%	1%	1%	2%	1%	1%	-	1%	3%	3%	-	2%	4%zVW	2%	2%
Don't know/can't remember	29	28	1	1	*	3	15	-	4	1	-	2	2	-	1	-	24	2
	1%	1%	*	*	*	1%	3%zXc	-	2%	*	-	1%	2%	-	1%	-	1%	1%
Total mentions	2960	2462	240	159	98	293	485	125	288	136	356	146	140	76	154	265	2396	292
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	1552	1239	157	94	61	116	202	39	181	83	214	61	81	46	80	138	1260	143
	52%ACDKd OSTUY	50%	66%zO	59%zO	62%zO	40%	42%	31%	63%zSTUY c	61%STUY	60%zSTUY	42%	58%STUY	61%STUY	52%U	52%STU	53%	49%
Weekly (Net)	2694	2221	229	151	93	266	429	106	264	126	338	132	131	69	131	230	2184	263
	91%COb	90%	95%zO	95%O	94%O	91%	88%	85%	91%	93%	95%zTUbc	90%	94%	91%	85%	87%	91%	90%
Monthly (Net)	2881	2394	233	158	97	287	463	123	282	135	351	141	133	76	150	254	2330	285
	97%T	97%	97%	99%	98%	98%	95%	99%	98%	100%	99%T	96%	95%	100%	97%	96%	97%	98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 19

**A1a\_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Any other ITV channel (e.g. ITV2, ITV3, ITV Be)**

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2111	1012	1096	319	336	718	738	661	1431	591	545	458	517	1226	828
WeightedBase	2041	971	1068	283	308	688	762	605	1416	555	532	482	473	1303	691
EffectiveBase	1482	709	770	243	237	486	524	449	1022	418	389	328	350	872	593
A few times a day	150 7%	60 6%	89 8%	18 6%	27 9%	57 8%	47 6%	53 9%	96 7%	41 7%	32 6%	30 6%	47 10%zL	90 7%	51 7%
At least once every day	450 22%S	208 21%	241 23%	56 20%	77 25%	141 20%	176 23%	152 25%	296 21%	111 20%	106 20%	118 24%	115 24%	269 21%	172 25%z
About two or three times a week	633 31%Kc	308 32%	324 30%	99 35%	89 29%	213 31%	232 30%	200 33%	426 30%	146 26%	173 33%	162 34%K	152 32%	430 33%z	195 28%
At least once a week	476 23%leRb	225 23%	250 23%	66 23%	63 21%	172 25%	174 23%	121 20%	352 25%zI	164 29%zLMN	121 23%	98 20%	93 20%	323 25%	141 20%
At least once a month	230 11%R	122 13%	107 10%	34 12%	39 13%	75 11%	82 11%	56 9%	169 12%	61 11%	77 14%zM	43 9%	49 10%	139 11%	83 12%
At least once in the last three months	67 3%d	31 3%	36 3%	8 3%	10 3%	22 3%	27 4%	18 3%	47 3%	20 4%	16 3%	19 4%	12 2%	32 2%	33 5%zd
Don't know/can't remember	37 2%I	16 2%	20 2%	1 *	3 1%	8 1%	24 3%zCE	5 1%	30 2%	11 2%	9 2%	12 3%	4 1%	20 2%	17 2%
Total mentions	2041 100%	971 100%	1068 100%	283 100%	308 100%	688 100%	762 100%	605 100%	1416 100%	555 100%	532 100%	482 100%	473 100%	1303 100%	691 100%
Daily (Net)	599 29%ms	268 28%	330 31%	74 26%	104 34%	198 29%	224 29%	205 34%zm	391 28%	152 27%	138 26%	148 31%	162 34%zKL	359 28%	223 32%z
Weekly (Net)	1708 84%eS	801 83%	905 85%	239 84%	256 83%	583 85%	630 83%	526 87%zm	1170 83%	462 83%	431 81%	408 85%	407 86%	1112 85%ze	559 81%
Monthly (Net)	1938 95%eS	924 95%	1012 95%	274 97%	295 96%	658 96%	712 93%	581 96%	1339 95%	523 94%	508 95%	451 93%	456 97%	1250 96%ze	642 93%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 19

**A1a\_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Any other ITV channel (e.g. ITV2, ITV3, ITV Be)**

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2111	1529	163	202	217	175	320	57	199	83	225	95	79	49	91	156	1668	232
WeightedBase	2041	1707	136	123	76	214	349	64*	219	81*	264	102*	94*	55*	116*	148	1622	217
EffectiveBase	1482	1146	124	161	200	130	231	43	148	71	170	77	61	40	74	111	1167	160
A few times a day	150 7%	116 7%	18 13% <b>zO</b>	8 7%	8 10%	10 5%	19 5%	4 6%	19 9%	7 9%	18 7%	5 5%	2 2%	1 1%	8 7%	22 15% <b>zSTXyh</b> <b>a</b>	128 8%	12 5%
At least once every day	450 22% <b>S</b>	371 22%	29 21%	23 19%	27 36% <b>zOPQ</b>	22 10%	77 22% <b>S</b>	13 21%	52 24% <b>S</b>	19 23% <b>S</b>	65 25% <b>S</b>	17 16%	23 25% <b>S</b>	10 18%	35 30% <b>SY</b>	39 26% <b>S</b>	359 22%	39 18%
About two or three times a week	633 31% <b>Kc</b>	539 32%	39 29%	30 25%	25 33%	55 26%	124 36% <b>c</b>	29 45% <b>zSVC</b>	57 26%	25 31%	78 30%	35 34% <b>c</b>	37 40% <b>SVC</b>	29 52% <b>zSVWX</b> <b>c</b>	41 36% <b>c</b>	29 19%	510 31%	57 26%
At least once a week	476 23% <b>leRb</b>	401 23% <b>R</b>	28 21%	35 29% <b>R</b>	11 15%	66 31% <b>zb</b>	81 23%	12 19%	62 28% <b>b</b>	22 27% <b>b</b>	65 25% <b>b</b>	21 21%	16 17%	9 16%	15 13%	31 21%	375 23%	62 29%
At least once a month	230 11% <b>R</b>	192 11% <b>R</b>	15 11%	19 15% <b>R</b>	4 5%	37 17% <b>zTWX</b>	28 8%	5 8%	21 10%	5 6%	23 9%	20 19% <b>zTVWX</b>	11 11%	6 10%	15 13%	22 15%	175 11%	35 16% <b>zf</b>
At least once in the last three months	67 3% <b>d</b>	57 3%	6 4%	3 3%	1 1%	9 4%	11 3%	* 3%	8 4%	2 2%	10 4%	4 4%	4 4%	1 2%	2 2%	5 3%	50 3%	5 2%
Don't know/can't remember	37 2% <b>l</b>	32 2%	1 1%	3 3%	* *	16 7% <b>zTVXyh</b> <b>bc</b>	9 2%	- -	* *	1 2%	5 2%	* *	- -	- -	- -	1 *	24 1%	7 3%
Total mentions	2041 100%	1707 100%	136 100%	123 100%	76 100%	214 100%	349 100%	64 100%	219 100%	81 100%	264 100%	102 100%	94 100%	55 100%	116 100%	148 100%	1622 100%	217 100%
Daily (Net)	599 29% <b>mS</b>	487 29%	46 34%	31 26%	35 46% <b>zOPQ</b>	32 15%	96 27% <b>S</b>	17 27%	71 33% <b>S</b>	26 32% <b>S</b>	83 32% <b>S</b>	21 21%	26 27% <b>S</b>	11 19%	42 36% <b>SY</b>	61 41% <b>zSTYa</b>	487 30%	51 23%
Weekly (Net)	1708 84% <b>eS</b>	1426 84%	114 84%	97 79%	71 93% <b>zOPQ</b>	153 71%	301 86% <b>SY</b>	59 92% <b>SY</b>	190 87% <b>SY</b>	73 90% <b>SY</b>	226 86% <b>S</b>	78 76%	79 84%	48 87% <b>S</b>	99 85% <b>S</b>	121 82%	1373 85% <b>zg</b>	170 78%
Monthly (Net)	1938 95% <b>eS</b>	1618 95%	129 95%	116 95%	75 98% <b>zO</b>	189 88%	329 94% <b>S</b>	64 100% <b>S</b>	211 96% <b>S</b>	78 96%	249 95%	98 95%	90 96%	54 98%	114 98% <b>S</b>	142 96% <b>S</b>	1548 95%	205 95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 20

A1a\_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

## Channel 4

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2580	1221	1357	338	405	852	985	752	1808	774	681	517	608	1471	1044
WeightedBase	2530	1207	1321	301	379	829	1021	697	1807	740	669	564	557	1584	891
EffectiveBase	1806	859	945	249	291	573	700	507	1288	532	475	375	429	1040	748
A few times a day	153 6%B	92 8%zB	62 5%	25 8%F	31 8%F	48 6%	49 5%	51 7%	103 6%	50 7%	39 6%	29 5%	35 6%	102 6%	45 5%
At least once every day	601 24%KsG	284 24%	316 24%	57 19%	103 27%C	192 23%	249 24%	186 27%	413 23%	148 20%	156 23%	147 26%K	150 27%K	376 24%	215 24%
About two or three times a week	760 30%	365 30%	395 30%	89 29%	102 27%	250 30%	318 31%	198 28%	548 30%	216 29%	184 28%	190 34%	169 30%	470 30%	271 30%
At least once a week	698 28%R	328 27%	369 28%	82 27%	96 25%	237 29%	283 28%	183 26%	509 28%	217 29%	204 31%M	137 24%	139 25%	443 28%	240 27%
At least once a month	227 9%R	104 9%	122 9%	36 12%	36 9%	66 8%	89 9%	53 8%	172 10%	77 10%	60 9%	47 8%	43 8%	138 9%	87 10%
At least once in the last three months	53 2%Fm	26 2%	26 2%	7 2%	6 2%	27 3%zF	13 1%	21 3%	30 2%	17 2%	16 2%	9 2%	10 2%	36 2%	14 2%
Don't know/can't remember	39 2%A	7 1%	32 2%zA	4 1%	6 2%	9 1%	20 2%	7 1%	32 2%	15 2%	9 1%	5 1%	10 2%	19 1%	20 2%
Total mentions	2530 100%	1207 100%	1321 100%	301 100%	379 100%	829 100%	1021 100%	697 100%	1807 100%	740 100%	669 100%	564 100%	557 100%	1584 100%	891 100%
Daily (Net)	754 30%Qg	376 31%	377 29%	83 27%	134 35%z	240 29%	298 29%	236 34%zm	516 29%	198 27%	195 29%	175 31%	186 33%K	478 30%	260 29%
Weekly (Net)	2212 87%	1069 89%	1141 86%	253 84%	332 87%	727 88%	900 88%	617 88%	1573 87%	631 85%	584 87%	503 89%	494 89%	1392 88%	770 86%
Monthly (Net)	2439 96%c	1174 97%	1263 96%	289 96%	367 97%	794 96%	989 97%	669 96%	1745 97%	709 96%	644 96%	549 97%	537 96%	1530 97%	857 96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 20

A1a\_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

## Channel 4

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2580	1880	235	231	234	201	410	87	220	97	274	117	101	63	110	200	2060	271
WeightedBase	2530	2120	195	131	84	253	439	102*	247	99*	309	129*	120*	73*	142*	207	2039	250
EffectiveBase	1806	1403	175	188	215	152	283	65	164	78	209	94	78	52	89	144	1438	189
A few times a day	153 6%B	123 6%	18 9%	5 4%	8 9%zOQ	16 6%	28 6%	6 6%	20 8%b	4 4%	18 6%	4 3%	11 9%b	1 2%	3 2%	13 6%	122 6%	10 4%
At least once every day	601 24%Ksg	513 24%	35 18%	24 18%	29 34%zOPQ	43 17%	90 21%	21 21%	56 23%	37 37%zSTUV Yc	92 30%zST	27 21%	36 30%S	24 32%S	38 26%	49 24%	504 25%g	43 17%
About two or three times a week	760 30%	644 30%	55 28%	33 25%	27 32%	77 30%	149 34%	31 30%	80 32%	25 26%	89 29%	38 30%	35 29%	20 28%	42 30%	56 27%	615 30%	66 26%
At least once a week	698 28%R	576 27%R	60 31%R	48 37%zOR	14 17%	87 34%TVh	108 25%	35 34%	59 24%	22 22%	83 27%	45 35%h	25 21%	20 27%	39 27%	54 26%	552 27%	92 37%zf
At least once a month	227 9%R	186 9%	19 10%	17 13%zR	4 5%	21 8%	41 9%	9 9%	25 10%	9 9%	18 6%	11 8%	12 10%	7 10%	14 10%	20 10%	172 8%	29 12%
At least once in the last three months	53 2%Fm	47 2%	3 1%	2 1%	1 1%	6 2%	8 2%	* *	7 3%	2 2%	7 2%	3 2%	- -	- -	8 5%zh	6 3%	44 2%	7 3%
Don't know/can't remember	39 2%A	32 2%	4 2%	2 2%	* *	4 2%	15 3%zVX	1 1%	* *	- -	1 *	1 1%	1 1%	- -	- -	9 4%zVxb	30 1%	4 2%
Total mentions	2530 100%	2120 100%	195 100%	131 100%	84 100%	253 100%	439 100%	102 100%	247 100%	99 100%	309 100%	129 100%	120 100%	73 100%	142 100%	207 100%	2039 100%	250 100%
Daily (Net)	754 30%Qg	636 30%Q	53 27%	29 22%	37 44%zOPQ	59 23%	118 27%	27 26%	76 31%	41 41%zSTY	110 35%ST	31 24%	47 39%STY	25 34%	40 28%	62 30%	626 31%g	52 21%
Weekly (Net)	2212 87%	1855 88%	168 86%	110 84%	78 93%zOPQ	223 88%	375 86%	93 90%	215 87%	88 89%	282 91%c	115 89%	107 89%	65 90%	121 85%	172 83%	1793 88%	210 84%
Monthly (Net)	2439 96%c	2041 96%	188 96%	127 97%	82 98%	243 96%	416 95%	101 99%	239 97%	97 98%	300 97%	125 97%	119 99%c	73 100%c	135 95%	192 93%	1965 96%	239 95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 21

**A1a\_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Any other 4 channel (e.g. E4, Film4, More4, 4Seven)**

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1833	879	952	274	318	650	591	583	1234	538	516	364	415	1152	633
WeightedBase	1754	826	926	240	297	619	598	535	1203	504	488	390	372	1201	517
EffectiveBase	1281	616	664	204	226	449	409	402	870	365	372	264	285	819	448
A few times a day	96	51	45	24	21	34	16	36	58	25	27	19	24	71	18
	5%Feb	6%	5%	10%zEF	7%F	6%F	3%	7%	5%	5%	6%	5%	6%	6%	3%
At least once every day	278	132	146	33	60	100	85	107	171	72	67	61	78	179	96
	16% <b>mY</b>	16%	16%	14%	20%	16%	14%	20% <b>zm</b>	14%	14%	14%	16%	21% <b>zKL</b>	15%	19%
About two or three times a week	497	254	242	67	89	180	162	150	342	133	132	124	108	358	131
	28%	31%	26%	28%	30%	29%	27%	28%	28%	26%	27%	32%	29%	30%	25%
At least once a week	509	225	284	59	93	179	177	143	362	163	136	108	102	354	147
	29%	27%	31%	25%	31%	29%	30%	27%	30%	32%	28%	28%	27%	30%	28%
At least once a month	259	112	147	41	25	81	112	66	188	71	89	51	48	172	82
	15% <b>DRa</b>	14%	16%	17% <b>D</b>	8%	13%	19% <b>zDE</b>	12%	16%	14%	18% <b>z</b>	13%	13%	14%	16%
At least once in the last three months	74	37	38	11	6	34	23	27	48	26	26	17	6	44	23
	4% <b>N</b>	4%	4%	5%	2%	5% <b>D</b>	4%	5%	4%	5% <b>N</b>	5% <b>N</b>	4%	2%	4%	5%
Don't know/can't remember	42	17	25	5	3	10	24	7	34	14	12	11	6	23	19
	2%	2%	3%	2%	1%	2%	4% <b>zDE</b>	1%	3%	3%	2%	3%	2%	2%	4% <b>z</b>
Total mentions	1754	826	926	240	297	619	598	535	1203	504	488	390	372	1201	517
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	374	183	191	57	81	135	101	143	229	98	94	80	102	250	114
	21% <b>FmY</b>	22%	21%	24% <b>F</b>	27% <b>zF</b>	22%	17%	27% <b>zm</b>	19%	19%	19%	21%	27% <b>zKL</b>	21%	22%
Weekly (Net)	1379	661	717	183	263	494	440	436	933	394	362	312	312	962	392
	79% <b>FLb</b>	80%	77%	76%	88% <b>zCEF</b>	80% <b>F</b>	74%	81%	78%	78%	74%	80%	84% <b>zL</b>	80%	76%
Monthly (Net)	1638	773	864	224	288	575	552	502	1121	465	451	363	360	1134	475
	93% <b>bc</b>	94%	93%	93%	97% <b>zEF</b>	93%	92%	94%	93%	92%	92%	93%	97% <b>zKLM</b>	94% <b>z</b>	92%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 21

**A1a\_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Any other 4 channel (e.g. E4, Film4, More4, 4Seven)**

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1833	1328	158	158	189	146	281	66	160	64	188	89	64	52	91	127	1447	195
WeightedBase	1754	1465	128	94	68	178	294	77*	173	65*	209	99*	76*	61*	116*	117*	1394	180
EffectiveBase	1281	991	117	126	173	105	194	50	121	53	143	72	49	43	73	94	1008	133
A few times a day	96 5%Feb	79 5%	6 5%	5 5%	5 7%	11 6%b	20 7%b	5 7%b	12 7%b	2 4%	11 5%b	5 5%b	7 9%b	* *	- -	5 4%	76 5%	5 3%
At least once every day	278 16% <b>mY</b>	223 15%	26 20% <b>Q</b>	10 10%	20 29% <b>zOQ</b>	24 13%	41 14%	13 16%	33 19% <b>Y</b>	11 18%	40 19% <b>Y</b>	7 7%	11 15%	8 13%	16 14%	19 17%	227 16%	24 14%
About two or three times a week	497 28%	424 29%	29 23%	23 24%	21 30%	45 26%	88 30%	32 41% <b>zVXc</b>	44 25%	20 32%	51 24%	31 31%	24 31%	27 45% <b>zSVXc</b>	34 29%	28 24%	404 29%	38 21%
At least once a week	509 29%	428 29%	33 26%	31 34%	16 23%	55 31%	85 29%	21 27%	53 31%	19 29%	58 28%	30 30%	25 32%	24 40%	26 23%	32 28%	399 29%	62 35%
At least once a month	259 15% <b>DRa</b>	216 15% <b>R</b>	22 18% <b>R</b>	16 17% <b>R</b>	4 6%	32 18% <b>a</b>	41 14% <b>a</b>	7 9%	20 12%	10 16% <b>a</b>	35 17% <b>a</b>	21 22% <b>a</b>	8 10%	1 2%	21 18% <b>a</b>	19 16% <b>a</b>	198 14%	39 22% <b>zf</b>
At least once in the last three months	74 4% <b>N</b>	61 4%	6 5%	5 6%	2 3%	4 2%	10 3%	- -	7 4%	1 2%	7 3%	3 3%	1 1%	- -	18 16% <b>zSTUVWXYha</b>	9 8% <b>U</b>	58 4%	8 4%
Don't know/can't remember	42 2%	33 2%	5 4%	3 4%	1 1%	6 3%	10 3%	- -	4 2%	- -	7 3%	1 1%	1 1%	- -	- -	5 4%	32 2%	3 2%
Total mentions	1754 100%	1465 100%	128 100%	94 100%	68 100%	178 100%	294 100%	77 100%	173 100%	65 100%	209 100%	99 100%	76 100%	61 100%	116 100%	117 100%	1394 100%	180 100%
Daily (Net)	374 21% <b>FmY</b>	302 21%	32 25%	15 16%	25 37% <b>zOPQ</b>	35 20%	60 21%	18 23%	45 26% <b>Yb</b>	14 21%	51 24% <b>Y</b>	12 12%	18 24%	8 13%	16 14%	24 21%	303 22%	29 16%
Weekly (Net)	1379 79% <b>FLb</b>	1154 79%	94 74%	69 74%	61 90% <b>zOPQ</b>	136 76%	233 79% <b>b</b>	70 91% <b>zSXyb</b>	142 82% <b>b</b>	53 82%	160 77%	73 74%	67 87% <b>bc</b>	59 98% <b>zSTVWXYbc</b>	76 66%	85 72%	1106 79%	130 72%
Monthly (Net)	1638 93% <b>bc</b>	1371 94%	117 92%	85 91%	65 96%	168 95% <b>b</b>	274 93% <b>b</b>	77 100% <b>bc</b>	163 94% <b>b</b>	63 98% <b>bc</b>	195 93% <b>b</b>	94 95% <b>b</b>	75 98% <b>bc</b>	61 100% <b>bc</b>	98 84%	103 88%	1304 94%	169 94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 22

**A1a\_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Channel 5**

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2009	955	1053	210	264	712	823	580	1413	568	527	432	482	1131	820
WeightedBase	1948	935	1011	179	234	690	844	521	1407	513	523	454	457	1198	701
EffectiveBase	1408	668	739	156	190	483	587	391	1010	396	368	312	335	797	593
A few times a day	102 5%	56 6%	46 5%	9 5%	17 7%	34 5%	42 5%	37 7%	65 5%	25 5%	25 5%	21 5%	31 7%	52 4%	48 7%zd
At least once every day	403 21%AFmS	171 18%	230 23%zA	33 19%	58 25%F	159 23%F	152 18%	136 26%zm	267 19%	101 20%	101 19%	85 19%	115 25%zM	248 21%	145 21%
About two or three times a week	501 26%L	248 27%	253 25%	39 22%	58 25%	185 27%	219 26%	120 23%	374 27%	126 24%	110 21%	145 32%zKL	121 26%	303 25%	183 26%
At least once a week	591 30%R	283 30%	308 30%	61 34%	58 25%	203 29%	268 32%	141 27%	443 31%	160 31%	177 34%N	134 30%	120 26%	383 32%	194 28%
At least once a month	250 13%	128 14%	121 12%	26 15%	32 14%	78 11%	113 13%	72 14%	175 12%	71 14%	71 14%	51 11%	56 12%	150 13%	92 13%
At least once in the last three months	67 3%M	36 4%	31 3%	8 4%	11 4%	22 3%	26 3%	11 2%	53 4%	23 5%M	27 5%MN	8 2%	9 2%	42 4%	23 3%
Don't know/can't remember	35 2%	13 1%	22 2%	3 2%	- -	9 1%	23 3%zD	5 1%	30 2%	7 1%	13 2%	10 2%	6 1%	19 2%	16 2%
Total mentions	1948 100%	935 100%	1011 100%	179 100%	234 100%	690 100%	844 100%	521 100%	1407 100%	513 100%	523 100%	454 100%	457 100%	1198 100%	701 100%
Daily (Net)	505 26%FmQS	227 24%	276 27%	42 24%	75 32%zF	193 28%	195 23%	173 33%zm	332 24%	127 25%	126 24%	106 23%	146 32%zKLM	300 25%	193 28%
Weekly (Net)	1596 82%h	758 81%	837 83%	143 80%	191 82%	580 84%	682 81%	433 83%	1149 82%	412 80%	412 79%	386 85%L	386 84%	986 82%	570 81%
Monthly (Net)	1846 95%LTc	887 95%	959 95%	169 94%	224 96%	659 95%	795 94%	505 97%zm	1324 94%	483 94%	484 92%	437 96%L	443 97%L	1137 95%	662 95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 22

A1a\_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

**Channel 5**

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2009	1426	194	197	192	151	291	59	176	84	226	88	71	55	81	144	1625	202
WeightedBase	1948	1584	174	122	68	182	309	65*	191	88*	258	97*	78*	63*	109*	144*	1601	178
EffectiveBase	1408	1062	143	155	174	114	202	45	132	67	173	72	52	46	65	100	1138	142
A few times a day	102 5%	79 5%	14 8%Q	3 3%	5 8%Q	3 2%	18 6%	3 4%	11 6%	9 11%SYb	12 5%	2 2%	6 7%	1 2%	2 2%	13 9%S	85 5%	10 5%
At least once every day	403 21%AFmS	335 21%	27 15%	20 17%	21 30%zOPQ	22 12%	63 20%	13 21%	47 24%S	20 23%	60 23%S	24 25%S	16 21%	18 28%S	22 20%	30 21%	342 21%	26 15%
About two or three times a week	501 26%L	397 25%	53 31%	33 27%	19 27%	48 26%	88 28%Y	18 28%	49 26%	24 27%	58 22%	16 16%	15 19%	20 31%	33 30%	29 20%	410 26%	42 23%
At least once a week	591 30%R	482 30%	54 31%	39 32%	16 40%zTWhc	72 25%	76 25%	19 29%	55 29%	21 24%	98 38%zTWh	35 36%	17 22%	18 29%	32 29%	38 27%	480 30%	65 36%
At least once a month	250 13%	207 13%	17 10%	19 15%	7 10%	27 15%	39 13%	11 17%	26 14%	9 10%	23 9%	15 16%	6 21%X	14 9%	19 13%	19 13%	197 12%	31 17%
At least once in the last three months	67 3%M	55 3%	5 3%	6 5%R	1 1%	8 4%	11 4%	* *	1 1%	3 3%	8 3%	5 5%V	6 7%V	- -	6 5%V	8 6%V	57 4%	2 1%
Don't know/can't remember	35 2%	29 2%	3 2%	2 2%	* *	1 1%	15 5%zX	1 1%	2 1%	2 2%	- -	- 3%X	2 -	- -	- -	7 5%zX	31 2%	3 2%
Total mentions	1948	1584	174	122	68	182	309	65	191	88	258	97	78	63	109	144	1601	178
Daily (Net)	505 26%FmQS	414 26%	41 24%	24 19%	26 38%zOPQ	25 14%	80 26%S	16 25%	57 30%S	30 34%S	71 28%S	26 27%S	22 28%S	19 30%S	24 22%	43 30%S	427 27%	36 20%
Weekly (Net)	1596 82%h	1292 82%	149 86%	95 78%	60 88%zOQ	145 80%	244 79%	53 82%	162 85%h	75 85%h	227 88%zThc	77 79%	54 69%	57 91%hc	89 82%	110 76%	1317 82%	142 80%
Monthly (Net)	1846 95%Ltc	1499 95%	166 96%	113 93%	67 99%zOQ	173 95%	283 92%	64 99%	188 98%zThc	84 95%	250 97%Thc	92 95%	70 90%	63 100%Thc	103 95%	129 90%	1514 95%	173 97%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 23

**A1a\_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Any other Channel 5 channel (e.g. 5USA, 5Star)**

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1111	518	593	121	176	426	388	349	756	303	292	242	274	679	397
WeightedBase	1055	488	567	105*	149	405	395	319	730	293	274	246	242	697	333
EffectiveBase	778	361	418	90	122	294	276	238	536	212	207	170	191	479	287
A few times a day	57	30	27	9	12	24	13	24	32	20	13	8	17	38	15
	5%Fg	6%	5%	9%F	8%F	6%	3%	8%	4%	7%	5%	3%	7%	5%	4%
At least once every day	159	75	84	14	27	57	61	53	104	40	33	34	51	93	63
	15%S	15%	15%	13%	18%	14%	15%	17%	14%	14%	12%	14%	21%zKL	13%	19%zd
About two or three times a week	282	143	139	31	36	97	118	81	199	64	65	83	70	180	95
	27%	29%	24%	29%	24%	24%	30%	25%	27%	22%	24%	34%zKL	29%	26%	28%
At least once a week	283	116	167	30	37	135	81	88	194	84	81	60	58	210	69
	27%FeTc	24%	29%	28%	25%	33%zF	21%	28%	27%	29%	29%	24%	24%	30%ze	21%
At least once a month	161	77	84	18	22	56	64	46	115	47	50	38	26	115	42
	15%N	16%	15%	17%	15%	14%	16%	15%	16%	16%	18%N	16%	11%	17%	13%
At least once in the last three months	56	20	36	4	11	18	24	21	36	20	18	10	9	34	20
	5%X	4%	6%	3%	7%	4%	6%	6%	5%	7%	7%	4%	4%	5%	6%
Don't know/can't remember	57	26	30	*	5	18	34	6	51	19	14	12	11	26	29
	5%ClDR	5%	5%	*	3%	4%	9%zCDE	2%	7%zl	6%	5%	5%	5%	4%	9%zd
Total mentions	1055	488	567	105	149	405	395	319	730	293	274	246	242	697	333
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	216	105	111	23	39	81	73	78	136	60	45	42	69	131	78
	21%Sb	22%	20%	22%	26%	20%	19%	24%	19%	20%	17%	17%	28%zLM	19%	23%
Weekly (Net)	781	364	417	83	112	313	273	246	529	208	191	186	196	522	242
	74%Fb	75%	74%	79%	75%	77%F	69%	77%	72%	71%	70%	75%	81%zKL	75%	73%
Monthly (Net)	942	442	500	102	133	369	337	292	643	255	241	224	222	637	284
	89%FeQ	90%	88%	96%zF	90%	91%F	85%	92%	88%	87%	88%	91%	92%	91%ze	85%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 23

**A1a\_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Any other Channel 5 channel (e.g. 5USA, 5Star)**

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1111	775	97	109	130	90	143	36	93	43	103	47	41	39	67	73	884	130
WeightedBase	1055	852	88*	68*	47	109*	144*	37**	98*	44*	117*	54*	49**	46*	91*	62*	838	126*
EffectiveBase	778	580	74	84	116	69	98	28	69	36	79	40	28	31	55	52	619	91
A few times a day	57 5%Fg	44 5%	8 9%	1 2%	4 8%Q	3 3%	16 11%zb	1 2%	7 7%b	3 7%b	6 5%	1 1%	3 7%	-	-	4 7%b	49 6%	2 1%
At least once every day	159 15%S	120 14%	14 16%	11 17%	14 29%zOPQ	8 7%	20 14%	5 14%	17 18%	11 25%Sb	22 19%S	7 13%	5 11%	5 11%	7 8%	12 18%	132 16%	19 15%
About two or three times a week	282 27%	231 27%	24 27%	17 25%	10 21%	26 23%	53 37%zVY	10 28%	18 19%	13 30%	30 25%	10 18%	11 21%	19 41%VY	23 26%	18 29%	225 27%	32 25%
At least once a week	283 27%FeTc	230 27%	24 27%	18 26%	10 22%	40 37%Tc	24 17%	15 40%	27 27%	10 23%	35 30%Tc	22 40%Tc	13 26%	12 26%	24 26%	9 14%	216 26%	40 32%
At least once a month	161 15%N	137 16%	10 11%	8 13%	5 11%	21 19%	18 12%	6 17%	18 19%	4 10%	13 12%	10 18%	7 15%	3 6%	24 27%zTXa	12 19%	124 15%	25 20%
At least once in the last three months	56 5%X	38 5%	5 5%	10 15%zOP	3 7%	2 2%	7 5%X	-	4 5%	2 5%X	-	3 6%X	* 1%	6 12%SX	12 13%zSX	2 3%	44 5%	7 5%
Don't know/can't remember	57 5%ClR	51 6%R	4 4%	2 3%	* 1%	10 9%b	6 4%	-	6 6%	-	11 9%b	2 4%	9 19%	1 3%	-	6 9%b	48 6%	2 1%
Total mentions	1055 100%	852 100%	88 100%	68 100%	47 100%	109 100%	144 100%	37 100%	98 100%	44 100%	117 100%	54 100%	49 100%	46 100%	91 100%	62 100%	838 100%	126 100%
Daily (Net)	216 21%Sb	164 19%	22 25%	13 19%	18 37%zOQ	11 10%	35 25%Sb	6 16%	24 25%Sb	14 32%Sab	28 24%Sb	8 14%	9 18%	5 11%	7 8%	16 26%Sb	180 22%	21 17%
Weekly (Net)	781 74%Fb	625 73%	70 79%	48 70%	38 81%	76 70%	113 78%b	31 83%	69 71%	38 86%b	93 79%b	39 72%	32 66%	36 79%	55 60%	43 69%	622 74%	92 73%
Monthly (Net)	942 89%FeQ	763 90%	80 91%	56 83%	44 92%Q	97 89%	131 91%	37 100%	87 90%	42 95%	106 91%	49 90%	40 81%	39 85%	79 87%	55 88%	746 89%	118 93%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 24

A1a\_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1328	675	653	156	182	475	515	359	961	381	359	271	317	787	500
WeightedBase	1260	639	621	136	159	449	516	315	937	340	346	282	292	809	421
EffectiveBase	949	477	472	121	138	334	363	254	691	266	262	197	225	570	360
A few times a day	67	45	22	5	11	29	21	21	44	20	11	13	23	48	17
	5%BL	7%zB	4%	4%	7%	7%	4%	7%	5%	6%	3%	5%	8%L	6%	4%
At least once every day	234	125	110	21	33	77	103	62	170	65	51	50	69	139	90
	19%	20%	18%	16%	20%	17%	20%	20%	18%	19%	15%	18%	24%zL	17%	21%
About two or three times a week	400	213	187	47	44	136	173	103	292	103	99	113	85	267	126
	32%	33%	30%	35%	28%	30%	34%	33%	31%	30%	28%	40%zKLN	29%	33%	30%
At least once a week	335	159	176	32	41	128	135	83	252	81	115	69	70	218	107
	27%R	25%	28%	23%	26%	29%	26%	26%	27%	24%	33%zKMN	25%	24%	27%	25%
At least once a month	181	78	103	22	28	66	65	34	146	61	55	31	34	118	60
	14%R	12%	17%	16%	18%	15%	13%	11%	16%	18%M	16%	11%	12%	15%	14%
At least once in the last three months	36	14	21	9	3	11	14	10	26	8	14	6	7	17	16
	3%	2%	3%	6%zE	2%	2%	3%	3%	3%	2%	4%	2%	2%	2%	4%
Don't know/can't remember	7	4	3	*	-	2	5	1	7	2	1	*	4	2	4
	1% <b>d</b>	1%	*	*	-	*	1%	*	1%	1%	*	*	1%	*	1%
Total mentions	1260	639	621	136	159	449	516	315	937	340	346	282	292	809	421
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	301	170	131	26	44	106	124	83	214	85	62	63	92	186	107
	24%BL	27%	21%	19%	28%	24%	24%	26%	23%	25%L	18%	22%	31%zLM	23%	26%
Weekly (Net)	1037	542	494	105	129	370	432	270	758	270	275	245	247	671	341
	82% <b>Bb</b>	85%zB	80%	77%	81%	83%	84%	86%	81%	79%	80%	87%KL	85%	83%	81%
Monthly (Net)	1217	620	597	128	157	436	497	305	904	330	330	275	281	790	401
	97% <b>b</b>	97%	96%	94%	98% <b>C</b>	97%	96%	97%	97%	97%	95%	98%	96%	98% <b>ze</b>	95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 24  
**A1a\_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)**  
**Base = All Respondents who have watched TV in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1328	967	112	121	128	122	183	35	107	52	145	74	54	42	73	80	1049	155
WeightedBase	1260	1056	92*	68*	44	144*	182	37**	111*	51*	157	85*	67*	47*	97*	78*	1005	142
EffectiveBase	949	740	82	96	122	92	129	30	80	44	116	60	42	36	60	56	745	110
A few times a day	67 5%BL	51 5%	8 9%	4 6%	4 9%	6 4%	13 7%	1 3%	4 4%	5 10%	5 3%	6 7%	1 1%	2 3%	2 2%	6 8%	57 6%	4 3%
At least once every day	234 19%	195 18%	15 16%	13 18%	12 28%zOP	25 18%	29 16%	9 26%	28 25%Ya	9 17%	41 26%zYa	9 10%	11 17%	4 8%	13 13%	17 22%	186 19%	26 19%
About two or three times a week	400 32%	339 32%	28 31%	19 27%	15 33%	52 36%	68 38%c	17 48%	31 28%	14 26%	41 26%	32 38%	25 37%	15 31%	26 27%	18 22%	309 31%	52 37%
At least once a week	335 27%R	281 27%	25 27%	21 31%R	8 18%	39 27%	42 23%	8 22%	24 22%	13 25%	52 33%	16 19%	13 19%	21 45%zTVVh	28 29%	25 32%	271 27%	39 28%
At least once a month	181 14%R	154 15%R	15 16%	8 12%	3 8%	17 12%	25 14%	1 2%	19 17%	8 16%	15 10%	21 24%zXa	17 26%zXa	2 5%	18 19%	11 14%	145 14%	18 13%
At least once in the last three months	36 3%	32 3%	1 1%	2 2%	2 3%	1 1%	4 2%	- 1%	4 3%	3 5%	4 3%	1 2%	- 8%S	4 10%zSTXh	1 2%	1 2%	31 3%	- -
Don't know/can't remember	7 1% <b>d</b>	5 *	* *	2 2%zO	* 1%	3 2%z	* *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	5 1%	2 1%
Total mentions	1260 100%	1056 100%	92 100%	68 100%	44 100%	144 100%	182 100%	37 100%	111 100%	51 100%	157 100%	85 100%	67 100%	47 100%	97 100%	78 100%	1005 100%	142 100%
Daily (Net)	301 24%BL	246 23%	23 25%	16 24%	16 37%zOQ	31 22%	42 23%	10 29%	32 29%a	14 27%	46 29%ab	15 17%	12 18%	5 11%	15 15%	24 30%a	243 24%	30 21%
Weekly (Net)	1037 82%Bb	865 82%	76 83%	56 83%	39 88%	122 85%b	153 84%b	36 98%	87 79%	40 79%	138 88%Vhb	63 74%	50 74%	42 87%	69 71%	66 85%	823 82%	122 86%
Monthly (Net)	1217 97%b	1019 97%	91 99%	65 95%	42 96%	139 97%	178 98%b	37 100%	106 96%	49 95%	153 97%b	83 98%	67 100%b	44 92%	87 90%	77 98%	968 96%	140 99%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 25

A1a\_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1236	643	592	156	213	483	384	436	792	423	316	251	246	788	419
WeightedBase	1189	621	567	138	202	477	372	406	772	390	309	272	218	828	335
EffectiveBase	852	450	401	112	155	324	264	298	551	286	222	181	165	558	289
A few times a day	190 16%BCO	115 18%zB	74 13%	13 9%	33 16%	92 19%zC	53 14%	69 17%	120 16%	68 17%	38 12%	49 18%	35 16%	135 16%	50 15%
At least once every day	316 27%d	173 28%	143 25%	26 19%	41 20%	111 23%	137 37%zCDE	104 26%	210 27%	100 26%	77 25%	77 28%	63 29%	202 24%	102 31%
About two or three times a week	332 28%Ff	165 27%	167 29%	45 32%F	60 30%F	150 31%F	78 21%	124 31%	204 26%	109 28%	85 28%	85 31%	54 25%	247 30%	80 24%
At least once a week	221 19%M	107 17%	114 20%	31 22%	44 22%	81 17%	64 17%	71 18%	149 19%	76 20%M	67 22%M	33 12%	45 21%M	161 19%	59 18%
At least once a month	93 8%g	43 7%	50 9%	16 12%	18 9%	34 7%	25 7%	25 6%	66 8%	33 8%	25 8%	22 8%	12 6%	64 8%	27 8%
At least once in the last three months	20 2%	11 2%	9 2%	6 4%	3 2%	6 1%	5 1%	7 2%	12 2%	5 1%	9 3%	4 2%	2 1%	11 1%	7 2%
Don't know/can't remember	17 1%K	7 1%	10 2%	2 1%	3 1%	3 1%	10 3%E	5 1%	11 1%	- -	8 2%K	3 1%	6 3%K	8 1%	8 3%
Total mentions	1189 100%	621 100%	567 100%	138 100%	202 100%	477 100%	372 100%	406 100%	772 100%	390 100%	309 100%	272 100%	218 100%	828 100%	335 100%
Daily (Net)	506 43%BC	287 46%zB	218 38%	39 28%	74 37%	203 43%C	190 51%zCDE	172 42%	330 43%	168 43%	114 37%	126 46%	98 45%	337 41%	153 46%
Weekly (Net)	1059 89%C	560 90%	498 88%	115 83%	177 88%	434 91%C	332 89%	368 91%	683 88%	352 90%	267 86%	243 89%	197 90%	745 90%	292 87%
Monthly (Net)	1152 97%L	603 97%	548 97%	131 95%	196 97%	469 98%C	357 96%	393 97%	748 97%	385 99%zL	292 95%	265 97%	210 96%	809 98%	319 95%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 25  
**A1a\_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)**  
**Base = All Respondents who have watched TV in the last 3 months**

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1236	872	115	138	111	91	194	31	101	55	127	44	55	26	47	101	977	136
WeightedBase	1189	959	105*	87	39	122*	191	37**	112*	53*	141*	55*	62*	31**	60*	96*	936	136*
EffectiveBase	852	640	80	107	104	67	132	22	71	47	99	34	42	21	40	74	671	91
A few times a day	190	140	25	10	15	19	35	3	17	10	17	5	12	1	4	15	158	19
	16%BCO	15%	24%zOQ	12%	38%zOPQ	16%	18%	8%	15%	20%	12%	10%	20%	3%	7%	16%	17%	14%
At least once every day	316	252	27	28	8	24	42	4	23	14	48	17	20	7	19	35	254	36
	27%d	26%	26%	33%R	20%	20%	22%	10%	21%	27%	34%T	31%	33%	23%	31%	36%STV	27%	26%
About two or three times a week	332	274	31	20	8	41	54	20	43	14	32	18	13	5	15	20	246	48
	28%Ff	29%	29%	22%	20%	33%	28%	55%	38%zXc	27%	23%	32%	22%	15%	26%	21%	26%	36%
At least once a week	221	182	13	18	7	20	37	7	20	10	26	10	7	11	14	19	173	26
	19%M	19%	13%	21%	18%	17%	19%	19%	18%	20%	18%	19%	12%	34%	23%	20%	18%	19%
At least once a month	93	81	5	5	2	15	17	3	6	4	16	4	8	1	6	3	79	4
	8%g	8%	5%	6%	4%	12%c	9%	8%	6%	7%	12%c	7%	12%c	2%	10%	3%	8%	3%
At least once in the last three months	20	16	1	3	-	-	7	-	2	-	-	1	-	2	1	3	13	2
	2%	2%	1%	3%	-	-	4%	-	2%	-	-	1%	-	7%	3%	3%	1%	1%
Don't know/can't remember	17	13	2	2	-	3	*	-	-	-	2	-	1	5	-	1	14	1
	1%K	1%	2%	3%	-	2%	*	-	-	-	2%	-	2%	16%	-	1%	1%	1%
Total mentions	1189	959	105	87	39	122	191	37	112	53	141	55	62	31	60	96	936	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	506	392	53	39	22	43	77	7	41	25	65	22	32	8	23	50	412	55
	43%BC	41%	50%	45%	58%zO	36%	40%	18%	36%	46%	46%	41%	52%	26%	39%	52%	44%	40%
Weekly (Net)	1059	848	97	77	37	104	167	34	104	49	123	50	53	23	52	89	831	130
	89%C	88%	93%	88%	96%zO	86%	87%	92%	93%	93%	87%	92%	86%	75%	88%	93%	89%	95%z
Monthly (Net)	1152	930	102	82	39	119	184	37	110	53	139	54	61	24	58	91	910	133
	97%L	97%	98%	94%	100%Q	98%	96%	100%	98%	100%	98%	99%	98%	77%	97%	95%	97%	98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 26  
A1a\_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

S4C

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	151	92	59	13	36	43	59	59	92	65	29	26	31	94	55
WeightedBase	104	65*	39*	10**	22**	30**	42*	38*	66*	45*	22**	17**	20**	68*	35*
EffectiveBase	107	64	43	10	25	30	42	45	63	42	20	22	25	63	45
A few times a day	7 7% <b>m</b>	5 8%	2 6%	- -	4 20%	1 3%	2 5%	5 14% <b>zm</b>	2 3%	5 10%	1 3%	- -	2 11%	5 7%	3 8%
At least once every day	18 17%	10 15%	8 20%	4 40%	6 27%	3 8%	5 13%	10 27% <b>zm</b>	8 12%	10 22%	3 14%	2 10%	3 15%	12 18%	6 16%
About two or three times a week	22 21%	12 18%	10 25%	1 8%	2 10%	10 32%	9 21%	7 18%	15 22%	9 21%	5 24%	4 26%	3 13%	15 22%	6 18%
At least once a week	25 24%	16 24%	10 25%	1 12%	3 15%	8 27%	13 31%	6 17%	19 29%	9 20%	5 25%	5 27%	6 30%	16 24%	9 25%
At least once a month	12 11%	9 14%	3 7%	2 22%	2 8%	3 10%	5 12%	3 8%	9 14%	5 12%	2 8%	4 22%	1 6%	7 10%	5 15%
At least once in the last three months	8 8%	5 8%	3 8%	2 18%	1 6%	3 11%	2 4%	4 11%	4 6%	3 6%	1 7%	1 8%	2 12%	6 9%	2 5%
Don't know/can't remember	12 11% <b>Q</b>	8 13%	3 9%	- -	3 14%	3 8%	6 15%	2 5%	10 15%	4 9%	4 20%	1 7%	2 12%	7 11%	5 13%
Total mentions	104 100%	65 100%	39 100%	10 100%	22 100%	30 100%	42 100%	38 100%	66 100%	45 100%	22 100%	17 100%	20 100%	68 100%	35 100%
Daily (Net)	25 24% <b>m</b>	15 23%	10 26%	4 40%	10 47%	3 11%	8 18%	15 41% <b>zm</b>	10 15%	15 32%	4 16%	2 10%	5 27%	17 25%	8 24%
Weekly (Net)	72 69%	42 65%	30 76%	6 60%	16 72%	21 70%	29 70%	29 76%	44 66%	33 73%	14 66%	11 63%	14 70%	48 71%	24 66%
Monthly (Net)	84 81%	51 79%	33 83%	8 82%	17 80%	24 80%	34 82%	32 84%	53 79%	38 85%	16 74%	15 85%	15 76%	55 81%	29 82%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 26  
A1a\_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

S4C

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	151	67	7	73	4	3	20	2	15	3	9	2	-	8	2	3	113	26
WeightedBase	104	55*	7**	42*	1**	2**	16**	2**	11**	2**	6**	2**	-.**	11**	2**	2**	77*	20**
EffectiveBase	107	46	6	61	4	2	14	2	10	3	7	2	-	6	2	3	82	18
A few times a day	7 7% <b>m</b>	5 10%	-	2 5%	-	1 34%	2 12%	1 33%	2 15%	-	* 5%	-	-	-	-	-	6 8%	1 6%
At least once every day	18 17%	11 20%	1 9%	6 15%	* 26%	-	5 34%	-	3 32%	-	2 32%	-	-	-	-	-	11 14%	2 12%
About two or three times a week	22 21%	11 20%	2 23%	8 20%	* 25%	1 53%	4 25%	1 67%	1 6%	-	2 43%	-	-	-	-	2 84%	15 20%	5 26%
At least once a week	25 24%	12 21%	* 5%	14 32% <b>z</b>	-	* 13%	2 14%	-	3 28%	* 19%	1 20%	2 100%	-	1 11%	1 74%	* 16%	19 25%	6 29%
At least once a month	12 11%	3 5%	2 28%	7 16%	* 26%	-	1 4%	-	1 11%	1 40%	-	-	-	-	* 26%	-	9 12%	2 8%
At least once in the last three months	8 8%	3 6%	1 14%	4 9%	* 23%	-	2 11%	-	-	1 41%	-	-	-	1 7%	-	-	8 11%	-
Don't know/can't remember	12 11% <b>Q</b>	10 18% <b>Q</b>	1 20%	1 2%	-	-	-	-	1 8%	-	-	-	-	9 82%	-	-	8 11%	4 18%
Total mentions	104 100%	55 100%	7 100%	42 100%	1 100%	2 100%	16 100%	2 100%	11 100%	2 100%	6 100%	2 100%	-	11 100%	2 100%	2 100%	77 100%	20 100%
Daily (Net)	25 24% <b>m</b>	16 29%	1 9%	8 20%	* 26%	1 34%	7 46%	1 33%	5 47%	-	2 38%	-	-	-	-	-	17 22%	4 18%
Weekly (Net)	72 69%	39 71%	3 37%	30 73%	1 50%	2 100%	14 85%	2 100%	9 81%	* 19%	6 100%	2 100%	-	1 11%	1 74%	2 100%	51 66%	14 74%
Monthly (Net)	84 81%	42 76%	4 66%	37 89% <b>z</b>	1 77%	2 100%	14 89%	2 100%	10 92%	1 59%	6 100%	2 100%	-	1 11%	2 100%	2 100%	61 79%	16 82%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 27  
**A1a\_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC News Channel**

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1324	723	601	145	210	455	514	419	894	463	334	268	259	770	517
WeightedBase	1276	699	578	129	187	425	536	355	913	438	320	271	247	787	468
EffectiveBase	917	509	408	103	141	308	368	275	638	313	234	194	176	527	376
A few times a day	160 13%B	111 16%zB	49 8%	10 8%	33 18%zC	51 12%	65 12%	57 16%zm	103 11%	64 15%	35 11%	35 13%	26 10%	105 13%	52 11%
At least once every day	411 32%ADdSg	204 29%	207 36%zA	40 31%	39 21%	135 32%D	197 37%zD	114 32%	292 32%	142 32%	101 32%	94 35%	74 30%	229 29%	175 37%zd
About two or three times a week	280 22%FKe	159 23%	121 21%	32 25%	56 30%zF	97 23%	96 18%	86 24%	192 21%	80 18%	77 24%	59 22%	64 26%K	189 24%e	86 18%
At least once a week	236 19%	121 17%	115 20%	27 21%	41 22%	66 16%	103 19%	58 16%	177 19%	82 19%	57 18%	45 17%	51 21%	148 19%	85 18%
At least once a month	124 10%T	66 9%	58 10%	12 10%	16 9%	52 12%	43 8%	28 8%	96 11%	52 12%	30 9%	20 7%	22 9%	82 10%	40 8%
At least once in the last three months	48 4%Dl	26 4%	22 4%	8 6%D	2 1%	19 4%	20 4%	7 2%	41 5%	12 3%	16 5%	13 5%	7 3%	28 4%	19 4%
Don't know/can't remember	17 1%	11 2%	6 1%	-	-	5 1%	12 2%	5 2%	12 1%	7 2%	3 1%	5 2%	2 1%	7 1%	11 2%
Total mentions	1276 100%	699 100%	578 100%	129 100%	187 100%	425 100%	536 100%	355 100%	913 100%	438 100%	320 100%	271 100%	247 100%	787 100%	468 100%
Daily (Net)	571 45%Sg	315 45%	255 44%	50 39%	72 39%	186 44%	262 49%zD	171 48%	395 43%	206 47%	136 43%	129 47%	100 40%	334 42%	227 49%
Weekly (Net)	1087 85%Sg	595 85%	492 85%	109 84%	169 90%E	348 82%	461 86%	315 89%z	764 84%	368 84%	271 85%	233 86%	215 87%	671 85%	398 85%
Monthly (Net)	1211 95%S	661 95%	549 95%	121 94%	185 99%zCEF	401 94%	504 94%	343 97%	859 94%	420 96%	301 94%	253 93%	237 96%	753 96%	437 94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 27

A1a\_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

**BBC News Channel**

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1324	1027	99	125	73	116	289	42	111	38	150	56	45	28	40	112	1086	127
WeightedBase	1276	1095	85*	70	26*	155*	276	47**	119*	41*	168	55*	52*	32**	49*	102*	1051	122*
EffectiveBase	917	743	69	102	69	86	195	29	86	31	112	45	35	22	34	75	743	93
A few times a day	160	139	6	10	6	21	37	8	14	7	16	6	7	3	6	13	133	11
	13%B	13%	7%	14%	21%zOP	13%	14%	18%	12%	17%	10%	11%	14%	9%	11%	13%	13%	9%
At least once every day	411	350	28	25	7	28	74	8	49	18	78	12	21	4	20	38	358	23
	32%AddSg	32%	33%	36%	27%	18%	27%	17%	41%STY	45%STY	47%zSTY	22%	41%S	12%	40%S	37%S	34%zg	19%
About two or three times a week	280	246	14	14	6	35	92	6	20	9	28	17	11	5	6	18	230	22
	22%FKe	22%	17%	20%	23%	23%	33%zVXbc	13%	16%	23%	17%	31%	21%	16%	12%	17%	22%	18%
At least once a week	236	201	20	11	4	28	49	8	21	5	32	13	10	8	7	18	184	33
	19%	18%	23%	16%	17%	18%	18%	18%	17%	12%	19%	24%	20%	26%	15%	18%	17%	27%zf
At least once a month	124	109	9	4	2	27	16	11	11	1	9	5	1	8	9	11	93	23
	10%T	10%	11%	6%	7%	17%zTXh	6%	23%	9%	3%	5%	10%	2%	26%	18%TXh	10%	9%	19%zf
At least once in the last three months	48	39	5	3	1	13	5	5	4	-	3	1	-	3	2	4	37	9
	4%DI	4%	6%	5%	4%	8%zTX	2%	10%	3%	-	2%	2%	-	10%	4%	4%	4%	7%
Don't know/can't remember	17	12	4	2	*	3	3	1	2	-	2	-	1	-	-	-	16	1
	1%	1%	4%zO	2%	1%	2%	1%	1%	1%	-	1%	-	3%	-	-	-	2%	1%
Total mentions	1276	1095	85	70	26	155	276	47	119	41	168	55	52	32	49	102	1051	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	571	489	34	35	13	48	112	17	63	25	94	18	28	7	25	52	491	34
	45%Sg	45%	40%	50%	48%	31%	40%	35%	53%SY	62%zSTY	56%zSTY	33%	54%S	21%	52%S	50%S	47%zg	28%
Weekly (Net)	1087	936	67	61	23	112	252	31	103	40	155	48	50	20	38	88	905	89
	85%Sg	85%	80%	86%	88%	72%	91%zSb	66%	86%S	97%Sb	92%zSb	88%S	95%S	63%	79%	86%S	86%g	73%
Monthly (Net)	1211	1044	76	65	25	139	268	41	114	41	163	54	51	28	47	98	998	113
	95%S	95%	90%	93%	95%	90%	97%S	89%	95%	100%	97%S	98%	97%	90%	96%	96%	95%	92%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 28  
**A1a\_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

## BBC Parliament

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	315	195	120	28	49	95	143	95	219	144	77	54	40	181	128
WeightedBase	299	192	107*	27**	36*	85*	151*	73*	226	129*	74*	58*	38**	177	119*
EffectiveBase	212	135	77	21	33	64	98	66	150	93	50	41	28	119	91
A few times a day	34 11%	22 11%	12 11%	4 16%	7 19%	10 12%	13 8%	11 15%	23 10%	18 14%	8 11%	7 12%	1 4%	24 14%	10 8%
At least once every day	41 14% <b>m</b>	21 11%	20 18%	1 3%	8 22%	17 20%	15 10%	17 23% <b>zm</b>	24 11%	23 18%	7 10%	8 13%	3 9%	28 16%	12 11%
About two or three times a week	69 23%	42 22%	26 25%	9 33%	5 14%	20 24%	34 22%	18 24%	51 22%	26 20%	20 26%	15 26%	8 21%	33 19%	34 28%
At least once a week	82 27%	58 30%	24 22%	5 17%	12 33%	20 23%	46 30%	14 20%	67 30%	27 21%	22 30%	18 31%	15 39%	48 27%	33 28%
At least once a month	45 15% <b>D</b>	27 14%	18 17%	6 22%	1 4%	14 17%	23 15%	11 15%	34 15%	22 17%	10 14%	5 9%	7 18%	25 14%	20 17%
At least once in the last three months	26 9% <b>f</b>	18 9%	8 7%	2 9%	3 8%	4 4%	17 11%	2 3%	23 10%	11 9%	7 10%	4 7%	3 8%	17 9%	9 7%
Don't know/can't remember	4 1%	4 2%	-	-	-	-	4 3%	-	4 2%	3 2%	-	1 2%	-	2 1%	2 1%
Total mentions	299 100%	192 100%	107 100%	27 100%	36 100%	85 100%	151 100%	73 100%	226 100%	129 100%	74 100%	58 100%	38 100%	177 100%	119 100%
Daily (Net)	75 25% <b>Fm</b>	43 22%	32 30%	5 19%	15 41% <b>zF</b>	27 32%	28 19%	28 38% <b>zm</b>	47 21%	40 31%	15 20%	15 25%	5 13%	52 30%	22 19%
Weekly (Net)	225 75%	143 74%	82 76%	19 69%	31 88%	67 79%	107 71%	60 82%	165 73%	93 72%	57 76%	48 82%	28 73%	133 75%	89 75%
Monthly (Net)	270 90%	170 88%	99 93%	25 91%	33 92%	81 96%	131 86%	71 97% <b>zm</b>	198 88%	115 89%	67 90%	53 91%	35 92%	158 89%	108 91%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 28  
A1a\_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

## BBC Parliament

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	315	239	25	33	18	29	72	14	26	9	30	11	11	4	8	25	250	28
WeightedBase	299	257	20**	17**	6**	37**	84*	14**	24**	6**	26**	13**	14**	4**	12**	23**	238	25**
EffectiveBase	212	169	19	28	17	22	49	11	18	7	22	10	8	4	6	16	166	21
A few times a day	34 11%	31 12%	2 8%	1 5%	1 10%	7 18%	15 18%	1 7%	2 8%	- -	3 11%	- -	1 9%	- -	- -	2 8%	30 13%	3 12%
At least once every day	41 14% <b>m</b>	31 12%	6 32%	2 10%	2 26%	1 2%	5 6%	* 4%	8 33%	* 5%	4 15%	2 19%	1 10%	1 19%	4 31%	5 20%	36 15%	2 8%
About two or three times a week	69 23%	56 22%	4 19%	7 43%	1 22%	5 15%	21 25%	3 23%	3 14%	1 21%	6 24%	8 59%	2 12%	- -	- -	6 28%	53 22%	6 25%
At least once a week	82 27%	71 28%	4 22%	4 26%	1 23%	7 19%	20 24%	5 34%	7 28%	4 63%	12 44%	- -	6 43%	1 26%	6 55%	4 20%	66 28%	4 15%
At least once a month	45 15% <b>D</b>	40 16%	2 11%	2 10%	1 14%	8 21%	12 14%	5 33%	2 9%	1 11%	1 4%	3 23%	4 26%	- -	- -	6 25%	33 14%	5 21%
At least once in the last three months	26 9% <b>lf</b>	24 9%	1 3%	1 6%	* 5%	9 26%	8 10%	- -	2 8%	- -	* 1%	- -	- 55%	- 14%	2 -	- -	16 7%	5 19%
Don't know/can't remember	4 1%	3 1%	1 5%	- -	- -	- -	3 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -
Total mentions	299 100%	257 100%	20 100%	17 100%	6 100%	37 100%	84 100%	14 100%	24 100%	6 100%	26 100%	13 100%	14 100%	4 100%	12 100%	23 100%	238 100%	25 100%
Daily (Net)	75 25% <b>Fm</b>	62 24%	8 40%	3 15%	2 36%	7 20%	20 24%	2 11%	10 41%	* 5%	7 26%	2 19%	3 19%	1 19%	4 31%	6 28%	67 28%	5 20%
Weekly (Net)	225 75%	190 74%	16 81%	14 84%	5 81%	20 53%	61 73%	9 67%	20 83%	5 89%	25 95%	10 77%	10 74%	2 45%	10 86%	17 75%	186 78%	15 61%
Monthly (Net)	270 90%	230 90%	18 92%	16 94%	6 95%	27 74%	73 87%	14 100%	22 92%	6 100%	26 99%	13 100%	14 100%	2 45%	10 86%	23 100%	219 92%	20 81%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 29  
A1a\_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

**BBC Alba**

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	122	67	55	11	26	38	47	53	69	63	23	16	20	87	31
WeightedBase	106*	60*	46*	11**	17**	31**	48*	35*	71*	48*	25**	15**	17**	76*	28**
EffectiveBase	89	50	39	9	20	25	37	40	53	44	16	14	16	61	25
A few times a day	13	8	5	1	4	6	2	9	5	10	-	1	1	13	-
	12%Fm	14%	10%	12%	24%	20%	3%	25%zm	6%	21%z	-	10%	9%	17%	-
At least once every day	13	7	6	2	6	3	2	9	5	9	2	1	*	11	2
	12%Fm	12%	12%	17%	36%	11%	4%	25%zm	6%	19%	9%	9%	2%	14%	7%
About two or three times a week	20	8	12	1	1	7	11	3	17	3	6	6	5	11	7
	18%IK	13%	25%	6%	7%	22%	23%	8%	24%	7%	23%	36%	28%	15%	25%
At least once a week	19	7	12	2	1	10	6	9	10	8	5	1	5	11	8
	18%	12%	25%	19%	7%	31%	13%	26%	14%	16%	20%	10%	29%	15%	27%
At least once a month	32	22	10	4	4	4	20	4	27	15	10	3	4	25	7
	30%IO	36%	22%	38%	25%	12%	41%	13%	38%zl	31%	38%	17%	26%	33%	25%
At least once in the last three months	7	5	1	-	-	1	6	1	6	1	2	3	*	3	4
	6%	9%	3%	-	-	3%	12%	2%	9%	3%	10%	18%	2%	3%	14%
Don't know/can't remember	3	2	1	1	-	-	2	1	2	2	-	-	1	2	1
	2%	3%	2%	8%	-	-	4%	2%	2%	4%	-	-	4%	2%	3%
Total mentions	106	60	46	11	17	31	48	35	71	48	25	15	17	76	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	26	16	10	3	10	10	3	17	9	19	2	3	2	24	2
	25%Fm	27%	23%	28%	60%	31%	7%	49%zm	13%	40%z	9%	19%	11%	32%z	7%
Weekly (Net)	65	31	34	6	13	26	20	29	36	30	13	10	12	47	16
	61%AFmP	52%	73%zA	54%	75%	85%	43%	83%zm	51%	63%	52%	65%	68%	62%	59%
Monthly (Net)	97	53	44	10	17	30	40	33	63	45	23	12	16	71	23
	91%	88%	95%	92%	100%	97%	84%	96%	89%	94%	90%	82%	94%	94%	84%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 29  
A1a\_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

## BBC Alba

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

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	122	66	50	1	5	5	20	5	11	4	7	1	2	2	2	7	101	10
WeightedBase	106*	56*	48*	1**	2**	7**	17**	4**	8**	2**	3**	1**	2**	2**	3**	7**	87*	10**
EffectiveBase	89	49	37	1	5	4	14	5	8	3	6	1	2	2	5	74	7	
A few times a day	13	9	4	-	-	3	3	1	2	*	-	-	-	-	-	-	12	1
	12%Fm	17%	8%	-	-	46%	16%	17%	32%	17%	-	-	-	-	-	-	14%	9%
At least once every day	13	9	4	-	-	-	3	-	3	1	1	-	-	-	-	*	10	2
	12%Fm	16%	9%	-	-	-	16%	-	46%	67%	30%	-	-	-	-	6%	12%	17%
About two or three times a week	20	10	8	1	*	3	1	1	-	*	1	-	-	-	1	3	14	5
	18%K	19%	17%	100%	20%	40%	7%	29%	-	17%	20%	-	-	-	53%	42%	16%	50%
At least once a week	19	13	6	-	-	-	3	2	-	-	1	1	2	2	-	3	15	1
	18%	23%	13%	-	-	-	15%	38%	-	-	26%	100%	100%	-	41%	18%	6%	
At least once a month	32	9	22	-	*	-	5	1	1	-	1	-	-	-	1	1	26	2
	30%IO	17%	46%zO	-	20%	-	29%	17%	11%	-	24%	-	-	-	47%	11%	30%	18%
At least once in the last three months	7	2	4	-	1	-	2	-	-	-	-	-	-	-	-	-	7	-
	6%	4%	8%	-	61%	-	12%	-	-	-	-	-	-	-	-	-	8%	-
Don't know/can't remember	3	3	-	-	-	1	1	-	1	-	-	-	-	-	-	-	3	-
	2%	5%	-	-	-	14%	4%	-	11%	-	-	-	-	-	-	-	3%	-
Total mentions	106	56	48	1	2	7	17	4	8	2	3	1	2	2	3	7	87	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	26	18	8	-	-	3	6	1	6	2	1	-	-	-	-	*	23	3
	25%Fm	33%	17%	-	-	46%	33%	17%	78%	83%	30%	-	-	-	-	6%	26%	26%
Weekly (Net)	65	42	22	1	*	6	10	3	6	2	3	1	2	2	1	6	52	8
	61%AFmP	75%zP	47%	100%	20%	86%	55%	83%	78%	100%	76%	100%	100%	100%	53%	89%	59%	82%
Monthly (Net)	97	51	45	1	1	6	15	4	7	2	3	1	2	2	3	7	78	10
	91%	92%	92%	100%	39%	86%	83%	100%	89%	100%	100%	100%	100%	100%	100%	100%	89%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 30  
A1a\_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

CBBC

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	345	146	198	69	106	131	39	245	97	133	84	55	73	239	95
WeightedBase	293	122	170	60*	79*	118*	36**	212	78*	103*	75*	58*	57*	215	71*
EffectiveBase	232	101	130	51	75	85	25	165	65	87	57	41	48	160	67
A few times a day	57	20	37	6	22	28	1	49	8	19	11	8	18	44	11
	19% <b>CmT</b>	17%	22%	10%	28% <b>zC</b>	24% <b>C</b>	3%	23% <b>zm</b>	10%	19%	15%	14%	32% <b>zL</b>	21%	16%
At least once every day	74	26	48	7	24	34	8	61	13	33	21	11	9	57	15
	25% <b>Cm</b>	21%	28%	12%	31% <b>C</b>	29% <b>C</b>	22%	29% <b>zm</b>	16%	32% <b>N</b>	28%	18%	16%	27%	22%
About two or three times a week	65	31	34	13	15	27	10	47	16	23	17	10	15	47	16
	22%	25%	20%	22%	19%	23%	28%	22%	21%	22%	23%	17%	27%	22%	23%
At least once a week	50	21	28	16	8	16	10	26	22	16	9	19	6	36	13
	17% <b>Dlf</b>	17%	16%	27% <b>zD</b>	10%	14%	27%	12%	28% <b>zl</b>	15%	12%	33% <b>zKLN</b>	10%	17%	18%
At least once a month	26	17	9	6	8	8	4	15	11	10	7	6	3	18	5
	9% <b>B</b>	14% <b>zB</b>	5%	10%	11%	7%	10%	7%	15%	10%	10%	10%	6%	9%	7%
At least once in the last three months	14	7	8	11	-	1	2	7	8	2	6	3	4	7	8
	5% <b>Eld</b>	6%	4%	18% <b>zDE</b>	-	1%	6%	3%	10% <b>l</b>	2%	7%	5%	7%	3%	11% <b>zd</b>
Don't know/can't remember	7	-	7	1	2	3	2	6	1	-	4	2	1	5	2
	2%	-	4% <b>A</b>	1%	2%	3%	4%	3%	1%	-	5% <b>K</b>	3%	3%	2%	3%
Total mentions	293	122	170	60	79	118	36	212	78	103	75	58	57	215	71
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	131	46	85	13	46	62	9	111	20	52	32	19	27	102	27
	45% <b>Cm</b>	38%	50%	22%	58% <b>zC</b>	53% <b>C</b>	25%	52% <b>zm</b>	26%	51%	43%	32%	48%	47%	38%
Weekly (Net)	246	98	147	42	69	105	29	184	59	91	58	48	48	185	56
	84% <b>CmT</b>	80%	86%	71%	87% <b>C</b>	89% <b>C</b>	80%	87% <b>zm</b>	75%	88%	78%	82%	85%	86%	79%
Monthly (Net)	272	115	156	48	78	114	33	199	70	101	65	54	52	204	61
	93% <b>CeT</b>	94%	91%	81%	98% <b>zC</b>	97% <b>C</b>	89%	94%	89%	98% <b>zLN</b>	88%	92%	90%	95% <b>e</b>	86%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 30  
A1a\_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

**CBBC**

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	345	275	21	23	26	16	64	16	37	10	37	14	12	9	18	42	275	26
WeightedBase	293	259	11**	14**	9**	21**	58*	13**	36**	8**	34**	12**	12**	7**	20**	39**	229	26**
EffectiveBase	232	192	17	19	25	12	45	9	23	9	30	12	10	7	15	24	183	19
A few times a day	57	49	3	3	2	3	3	5	10	-	9	-	1	-	7	12	48	3
	19% <b>CmT</b>	19%	25%	19%	24%	12%	6%	40%	28%	-	25%	-	7%	-	34%	32%	21%	12%
At least once every day	74	65	3	2	3	6	18	2	7	1	8	2	1	3	6	11	62	3
	25% <b>Cm</b>	25%	31%	15%	34%	31%	32%	18%	20%	15%	23%	20%	7%	39%	28%	28%	27%	13%
About two or three times a week	65	57	1	5	1	6	13	2	9	3	9	4	4	2	1	4	49	7
	22%	22%	9%	37%	16%	27%	23%	17%	26%	40%	26%	34%	34%	27%	5%	11%	21%	28%
At least once a week	50	46	1	1	2	3	7	2	4	3	8	2	5	2	3	7	32	10
	17% <b>Dif</b>	18%	9%	8%	19%	12%	13%	14%	10%	45%	22%	19%	42%	34%	13%	19%	14%	38%
At least once a month	26	22	1	3	1	3	7	-	3	-	-	2	1	-	2	3	18	2
	9% <b>B</b>	8%	8%	21%	7%	14%	12%	-	8%	-	-	19%	11%	-	12%	8%	8%	6%
At least once in the last three months	14	13	1	-	-	1	6	1	1	-	1	1	-	-	2	*	14	1
	5% <b>Eld</b>	5%	11%	-	-	3%	10%	10%	3%	-	4%	8%	-	-	9%	1%	6%	3%
Don't know/can't remember	7	6	1	-	-	-	4	-	2	-	-	-	-	-	-	1	6	-
	2%	2%	7%	-	-	-	6%	-	5%	-	-	-	-	-	-	2%	3%	-
Total mentions	293	259	11	14	9	21	58	13	36	8	34	12	12	7	20	39	229	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	131	115	6	5	5	9	22	7	17	1	16	2	2	3	12	23	110	6
	45% <b>Cm</b>	44%	56%	34%	58%	43%	37%	58%	48%	15%	48%	20%	13%	39%	61%	60%	48% <b>z</b>	24%
Weekly (Net)	246	218	8	11	8	17	42	11	30	8	33	9	11	7	16	34	191	23
	84% <b>CmT</b>	84%	74%	79%	93%	82%	72%	90%	84%	100%	96%	72%	89%	100%	79%	89%	83%	91%
Monthly (Net)	272	240	9	14	9	20	49	11	33	8	33	11	12	7	19	37	209	25
	93% <b>CeT</b>	93%	82%	100%	100%	97%	84%	90%	92%	100%	96%	92%	100%	100%	91%	97%	91%	97%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 31  
**A1a\_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

## CBeebies

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	438	148	289	59	155	167	57	338	99	153	96	85	104	292	133
WeightedBase	411	137*	273	56*	142	154	59*	313	95*	147*	95*	86*	83*	298	100*
EffectiveBase	290	97	191	44	101	105	40	220	70	97	66	60	68	195	91
A few times a day	85	34	51	10	38	36	1	76	10	29	17	23	17	67	19
	21%FmT	25%	19%	17%F	27%F	24%F	2%	24%zm	10%	20%	18%	26%	20%	22%	19%
At least once every day	142	28	114	21	49	56	16	123	19	55	31	30	26	105	34
	35%Am	21%	42%zA	38%	34%	37%	27%	39%zm	20%	37%	33%	35%	31%	35%	34%
About two or three times a week	78	33	45	9	29	29	11	60	18	24	22	13	20	57	20
	19%X	24%	17%	15%	20%	19%	19%	19%	19%	16%	23%	15%	24%	19%	20%
At least once a week	56	19	37	5	14	19	18	30	23	26	9	11	11	35	16
	14%l	14%	13%	8%	10%	13%	31%zCDE	10%	25%zl	17%	10%	13%	13%	12%	16%
At least once a month	20	10	10	4	7	5	4	12	8	6	7	5	2	14	5
	5%	7%	4%	7%	5%	3%	6%	4%	8%	4%	8%	6%	2%	5%	5%
At least once in the last three months	20	10	10	8	3	4	5	6	13	8	5	3	4	14	5
	5%l	7%	4%	14%zDE	2%	3%	8%	2%	14%zl	5%	5%	3%	5%	5%	5%
Don't know/can't remember	9	3	6	-	2	3	5	6	4	-	4	2	4	6	2
	2%	2%	2%	-	1%	2%	8%z	2%	4%	-	4%K	2%	5%K	2%	2%
Total mentions	411	137	273	56	142	154	59	313	95	147	95	86	83	298	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	227	62	165	31	87	93	17	199	28	84	48	53	43	172	52
	55%AFm	46%	60%zA	55%F	61%F	60%F	29%	64%zm	30%	57%	51%	61%	52%	58%	52%
Weekly (Net)	362	114	247	44	130	141	47	289	70	133	79	77	73	264	88
	88%Cm	83%	90%	79%	92%CF	92%CF	79%	92%zm	74%	91%	83%	89%	88%	89%	88%
Monthly (Net)	382	124	257	48	137	146	50	301	78	139	86	82	75	278	93
	93%Fm	90%	94%	86%	97%CF	95%CF	85%	96%zm	82%	95%	91%	94%	91%	93%	94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 31  
A1a\_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

## CBeebies

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	438	348	31	22	37	26	67	17	50	18	51	17	16	11	29	46	353	44
WeightedBase	411	360	23**	16**	13*	33**	60*	18**	53*	17**	59*	19**	19**	10**	36**	37**	329	41*
EffectiveBase	290	240	20	17	35	20	43	10	33	16	36	14	13	9	24	28	231	31
A few times a day	85	70	8	3	4	7	4	7	17	5	9	*	1	2	7	11	72	7
	21%FmT	20%	34%	19%	32%	21%	6%	38%	32%T	28%	16%	3%	8%	17%	20%	30%	22%	17%
At least once every day	142	124	9	5	4	15	21	6	12	4	27	6	5	5	14	10	110	14
	35%Am	35%	39%	30%	34%	45%	36%	32%	23%	22%	46%	31%	27%	50%	39%	26%	33%	35%
About two or three times a week	78	68	2	5	3	4	17	3	6	6	4	6	6	1	9	5	61	11
	19%X	19%	9%	29%	22%	14%	28%X	19%	12%	32%	6%	32%	35%	12%	27%	15%	19%	27%
At least once a week	56	52	1	3	1	-	10	1	11	1	12	-	4	2	4	7	45	5
	14%l	14%	3%	19%	5%	-	17%	5%	20%	7%	20%	-	23%	21%	10%	19%	14%	13%
At least once a month	20	19	-	*	1	1	3	-	4	1	2	4	1	-	2	2	15	1
	5%	5%	-	2%	5%	2%	5%	-	7%	4%	4%	22%	8%	-	4%	4%	5%	4%
At least once in the last three months	20	17	3	-	*	3	5	1	1	1	1	2	-	-	-	2	17	2
	5%l	5%	11%	-	2%	10%	8%	7%	3%	8%	2%	12%	-	-	-	5%	5%	4%
Don't know/can't remember	9	9	1	-	-	3	-	-	2	-	4	-	-	-	-	-	9	-
	2%	2%	3%	-	-	8%	-	-	4%	-	7%	-	-	-	-	-	3%	-
Total mentions	411	360	23	16	13	33	60	18	53	17	59	19	19	10	36	37	329	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	227	195	17	8	8	22	25	12	29	9	36	6	7	7	21	21	182	21
	55%AFm	54%	74%	49%	66%	66%	42%	70%	55%	49%	61%	34%	35%	67%	59%	57%	55%	52%
Weekly (Net)	362	315	19	16	12	27	52	17	46	15	52	12	17	10	34	33	288	38
	88%Cm	88%	86%	98%	93%	80%	87%	93%	87%	89%	87%	66%	92%	100%	96%	90%	88%	93%
Monthly (Net)	382	334	19	16	12	27	55	17	50	16	54	16	19	10	36	35	303	39
	93%Fm	93%	86%	100%	98%	82%	92%	93%	94%	92%	91%	88%	100%	100%	100%	95%	92%	96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 32  
**A1a\_20. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Scotland**  
**Base = All Respondents who have watched TV in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	19	8	11	1	5	6	7	5	14	3	1	5	10	7	11
WeightedBase	16**	7**	8**	1**	4**	6**	6**	4**	12**	3**	1**	5**	7**	7**	8**
EffectiveBase	17	7	10	1	4	6	6	4	13	3	1	5	9	7	10
A few times a day	1 7%	- -	1 13%	- -	- -	- -	1 20%	- -	1 10%	- -	- -	1 23%	- -	- -	1 15%
At least once every day	5 30%	3 41%	2 20%	- -	* 8%	3 49%	1 27%	- -	5 40%	- -	- -	2 37%	3 42%	2 28%	3 34%
About two or three times a week	4 23%	2 24%	2 22%	- -	1 23%	1 14%	2 36%	1 21%	3 24%	- -	- -	1 20%	3 40%	1 12%	2 26%
At least once a week	5 32%	1 18%	4 45%	1 100%	3 69%	1 16%	1 17%	3 79%	2 16%	3 100%	- -	1 20%	1 19%	3 43%	2 26%
At least once a month	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
At least once in the last three months	1 8%	1 17%	-	-	-	1 21%	-	-	1 10%	-	1 100%	-	-	1 17%	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	16 100%	7 100%	8 100%	1 100%	4 100%	6 100%	6 100%	4 100%	12 100%	3 100%	1 100%	5 100%	7 100%	7 100%	8 100%
Daily (Net)	6 37%	3 41%	3 33%	-	* 8%	3 49%	3 47%	-	6 50%	-	-	3 61%	3 42%	2 28%	4 49%
Weekly (Net)	14 92%	6 83%	8 100%	1 100%	4 100%	5 79%	6 100%	4 100%	10 90%	3 100%	-	5 100%	7 100%	6 83%	8 100%
Monthly (Net)	14 92%	6 83%	8 100%	1 100%	4 100%	5 79%	6 100%	4 100%	10 90%	3 100%	-	5 100%	7 100%	6 83%	8 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 32  
**A1a\_20. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

## BBC Scotland

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	19	5	14	-	-	2	1	-	-	-	1	-	-	-	-	1	10	6
WeightedBase	16**	5**	10**	-.**	-.**	2**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	-.**	1**	8**	5**
EffectiveBase	17	5	13	-	-	2	1	-	-	-	1	-	-	-	-	1	9	6
A few times a day	1 7%	-	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 13%	-
At least once every day	5 30%	1 23%	3 33%	-	-	1 56%	-	-	-	-	-	-	-	-	-	-	2 23%	3 61%
About two or three times a week	4 23%	-	4 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 34%	1 19%
At least once a week	5 32%	3 55%	2 21%	-	-	1 44%	1 100%	-	-	-	-	-	-	-	-	1 100%	1 15%	1 20%
At least once a month	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
At least once in the last three months	1 8%	1 23%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	1 15%	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	16 100%	5 100%	10 100%	-	-	2 100%	1 100%	-	-	-	1 100%	-	-	-	-	1 100%	8 100%	5 100%
Daily (Net)	6 37%	1 23%	5 44%	-	-	1 56%	-	-	-	-	-	-	-	-	-	-	3 36%	3 61%
Weekly (Net)	14 92%	4 77%	10 100%	-	-	2 100%	1 100%	-	-	-	-	-	-	-	-	1 100%	7 85%	5 100%
Monthly (Net)	14 92%	4 77%	10 100%	-	-	2 100%	1 100%	-	-	-	-	-	-	-	-	1 100%	7 85%	5 100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 33

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

Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once in the last three months	Don't know/ can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
<b>Summary Table</b>															
BBC One	3907	3907	2717	607 16%	1260 32%	728 19%	426 11%	129 3%	75 2%	21 1%	661 17%	3907 100%	1867 48%	3021 77%	3150 81%
BBC Two	3907	3907	2717	142 4%	573 15%	808 21%	517 13%	193 5%	76 2%	17 *	1580 40%	3907 100%	715 18%	2041 52%	2234 57%
BBC Four	3907	3907	2717	43 1%	156 4%	324 8%	347 9%	185 5%	60 2%	31 1%	2762 71%	3907 100%	200 5%	870 22%	1055 27%
ITV	3907	3907	2717	493 13%	1059 27%	721 18%	421 11%	188 5%	50 1%	29 1%	947 24%	3907 100%	1552 40%	2694 69%	2881 74%
Any other ITV channel (e.g. ITV2, ITV3, ITV Be)	3907	3907	2717	150 4%	450 12%	633 16%	476 12%	230 6%	67 2%	37 1%	1866 48%	3907 100%	599 15%	1708 44%	1938 50%
Channel 4	3907	3907	2717	153 4%	601 15%	760 19%	698 18%	227 6%	53 1%	39 1%	1377 35%	3907 100%	754 19%	2212 57%	2439 62%
Any other 4 channel (e.g. E4, Film4, More4, 4Seven)	3907	3907	2717	96 2%	278 7%	497 13%	509 13%	259 7%	74 2%	42 1%	2153 55%	3907 100%	374 10%	1379 35%	1638 42%
Channel 5	3907	3907	2717	102 3%	403 10%	501 13%	591 15%	250 6%	67 2%	35 1%	1959 50%	3907 100%	505 13%	1596 41%	1846 47%
Any other Channel 5 channel (e.g. 5USA, 5Star)	3907	3907	2717	57 1%	159 4%	282 7%	283 7%	161 4%	56 1%	57 1%	2852 73%	3907 100%	216 6%	781 20%	942 24%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	3907	3907	2717	67 2%	234 6%	400 10%	335 9%	181 5%	36 1%	7 *	2647 68%	3907 100%	301 8%	1037 27%	1217 31%
Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)	3907	3907	2717	190 5%	316 8%	332 9%	221 6%	93 2%	20 1%	17 *	2718 70%	3907 100%	506 13%	1059 27%	1152 29%
S4C	3907	3907	2717	7 *	18 *	22 1%	25 1%	12 *	8 *	12 *	3803 97%	3907 100%	25 1%	72 2%	84 2%
BBC News Channel	3907	3907	2717	160 4%	411 11%	280 7%	236 6%	124 3%	48 1%	17 *	2631 67%	3907 100%	571 15%	1087 28%	1211 31%
BBC Parliament	3907	3907	2717	34 1%	41 1%	69 2%	82 2%	45 1%	26 1%	4 *	3608 92%	3907 100%	75 2%	225 6%	270 7%
BBC Alba	3907	3907	2717	13 *	13 *	20 *	19 *	32 1%	7 *	3 *	3801 97%	3907 100%	26 1%	65 2%	97 2%
CBBC	3907	3907	2717	57 1%	74 2%	65 2%	50 1%	26 1%	14 *	7 *	3614 92%	3907 100%	131 3%	246 6%	272 7%
CBeebies	3907	3907	2717	85 2%	142 4%	78 2%	56 1%	20 1%	20 1%	9 *	3496 89%	3907 100%	227 6%	362 9%	382 10%
BBC Scotland	3907	3907	2717	1 *	5 *	4 *	5 *	- -	1 *	- -	3891 100%	3907 100%	6 *	14 *	14 *



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 34  
**A1a1\_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC One**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	607	304	304	38	56	205	308	162	438	172	158	124	152	338	251
	16%CDdOTU	16%	15%	7%	9%	16%CD	21%zCDE	14%	16%	16%	16%	14%	16%	14%	18%zd
At least once every day	1260	622	638	111	139	386	624	324	931	350	312	299	299	699	545
	32%CDIdT	33%	32%	20%	21%	30%CD	43%zCDE	29%	34%zl	33%	31%	34%	30%	29%	39%zd
About two or three times a week	728	357	370	99	137	251	242	200	518	190	204	171	163	491	217
	19%ePRc	19%	19%	18%	21%F	20%	17%	18%	19%	18%	21%	20%	17%	20%ze	16%
At least once a week	426	210	216	84	99	143	100	125	297	128	123	94	82	311	108
	11%FNeP	11%	11%	15%zEF	15%zEF	11%F	7%	11%	11%	12%N	12%N	11%	8%	13%ze	8%
At least once a month	129	54	75	31	29	35	33	39	90	38	32	27	32	91	38
	3%F	3%	4%	6%zEF	5%F	3%	2%	3%	3%	4%	3%	3%	3%	4%	3%
At least once in the last three months	75	34	41	29	12	30	4	26	46	24	27	10	14	52	19
	2%FQ	2%	2%	5%zDEF	2%F	2%F	*	2%	2%	2%	3%	1%	1%	2%	1%
Don't know/can't remember	21	7	13	5	3	6	7	8	12	6	4	5	6	11	10
	1%	*	1%	1%	*	*	1%	1%	*	1%	*	1%	1%	*	1%
Never	661	320	342	149	173	220	120	237	409	149	135	145	232	432	196
	17%FmKLeQsX	17%	17%	27%zEF	27%zEF	17%F	8%	21%zm	15%	14%	14%	17%	24%zKLM	18%e	14%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	1867	925	941	149	195	591	931	486	1369	523	471	423	451	1037	796
	48%CDIdOTU	49%	47%	27%	30%	46%CD	65%zCDE	43%	50%zl	49%	47%	48%	46%	43%	57%zd
Weekly (Net)	3021	1492	1528	332	431	985	1274	811	2183	840	798	688	696	1839	1121
	77%CDINDPTc	78%	76%	61%	67%	77%CD	89%zCDE	72%	80%zl	80%N	80%zN	79%N	71%	76%	81%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 34  
**A1a1\_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC One**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	3150	1546	1603	363	461	1020	1307	850	2274	878	829	715	728	1930	1159
	81%CDINP RTc	81%	80%	67%	71%	80%CD	91%zCDE	76%	83%zl	83%zN	83%zN	82%N	74%	80%	84%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 34  
**A1a1\_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC One**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	607	472	68	44	24	50	90	12	82	35	64	18	20	14	33	54	502	55
	16%CDdOTU	14%	20%zO	23%zO	19%O	13%	12%	7%	22%zSTUX	21%TUYh	15%U	10%	11%	16%	17%U	14%	16%	15%
At least once every day	1260	1051	94	75	39	114	180	50	123	46	167	71	72	38	67	122	1039	110
	32%CDIdT	32%	28%	39%zOP	32%	30%	25%	30%	33%T	28%	39%zSTW	38%T	40%T	42%TW	35%T	33%T	33%	30%
About two or three times a week	728	630	46	35	17	86	166	43	57	24	79	31	39	19	33	52	590	67
	19%ePRc	19%PR	14%	18%	14%	23%Vc	23%zVWc	26%VWc	15%	14%	19%	17%	22%	21%	17%	14%	19%	18%
At least once a week	426	375	23	17	11	53	88	29	38	14	46	22	15	8	30	32	337	45
	11%FNeP	12%P	7%	9%	9%	14%	12%	18%zVWhc	10%	9%	11%	12%	8%	9%	16%c	9%	11%	12%
At least once a month	129	110	12	5	2	17	22	9	10	5	11	6	8	2	2	19	96	27
	3%F	3%	3%	3%	2%	5%	3%	5%	3%	3%	2%	3%	4%	2%	1%	5%	3%	7%zf
At least once in the last three months	75	65	7	*	3	9	18	-	6	4	5	6	4	1	3	8	58	10
	2%FQ	2%Q	2%	*	2%Q	3%	3%	-	2%	3%	1%	3%	2%	1%	2%	2%	2%	3%
Don't know/can't remember	21	20	-	-	1	1	8	-	3	1	1	-	1	-	-	5	15	3
	1%	1%	-	-	1%	*	1%	-	1%	*	*	-	1%	-	-	1%	*	1%
Never	661	536	82	16	27	46	158	23	54	36	53	32	21	8	23	81	519	49
	17%FmKLe	16%Q	25%zOQ	8%	22%zOQ	12%	22%zSVXhab	14%	15%	22%zSXhab	13%	17%	12%	8%	12%	22%zSVXhab	16%	13%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	1867	1523	162	119	63	164	270	62	205	81	231	89	92	53	99	176	1541	165
	48%CDIdO	47%	49%	62%zOPR	51%	44%	37%	37%	55%zSTU	49%T	54%zSTU	48%T	51%TU	58%STU	52%TU	47%T	49%z	45%
Weekly (Net)	3021	2528	231	172	91	303	525	134	299	118	357	142	147	80	163	260	2467	277
	77%CDInd	78%P	70%	89%zOPR	74%	80%Tc	72%	81%c	80%Tc	72%	84%zTWc	76%	81%Tc	88%zTWYc	85%zTWc	70%	78%z	75%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 34  
**A1a1\_1. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC One**  
 Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>3907</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	<b>2717</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	<b>3150</b>	2637	242	177	93	320	546	143	310	123	367	148	154	82	165	279	2564	304
<b>RTc</b>	<b>81%CDINP</b>	<b>81%PR</b>	73%	<b>91%zOPR</b>	76%	<b>85%TWc</b>	75%	<b>86%TWc</b>	<b>83%Tc</b>	75%	<b>86%zTWc</b>	80%	<b>85%TWc</b>	<b>91%zTWYc</b>	<b>86%TWc</b>	75%	81%	83%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 35  
**A1a1\_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC Two**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	142	85	57	10	17	43	73	38	104	47	35	36	24	75	61
	4%BCNS	4%zB	3%	2%	3%	3%	5%zCD	3%	4%	4%N	3%	4%	2%	3%	4%
At least once every day	573	309	263	23	64	148	338	120	448	184	133	127	128	281	290
	15%BCDEI	16%zB	13%	4%	10%C	12%C	23%zCDE	11%	16%zl	17%zLN	13%	15%	13%	12%	21%zd
About two or three times a week	808	433	376	72	95	264	377	185	618	253	210	188	158	519	277
	21%BCDIN	23%zB	19%	13%	15%	21%CD	26%zCDE	16%	23%zl	24%zN	21%N	21%N	16%	21%	20%
At least once a week	517	233	284	72	74	177	194	138	376	147	157	107	106	341	167
	13%N	12%	14%	13%	11%	14%	13%	12%	14%	14%	16%zN	12%	11%	14%	12%
At least once a month	193	89	104	33	29	69	62	57	133	53	46	42	51	114	75
	5%	5%	5%	6%	4%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%
At least once in the last three months	76	32	44	15	10	29	22	21	56	23	26	14	14	48	25
	2%R	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%
Don't know/can't remember	17	6	11	*	2	6	9	3	13	2	4	4	6	6	9
	*d	*	1%	*	*	*	1%	*	*	*	*	*	1%	*	1%
Never	1580	719	860	321	357	539	363	561	992	346	385	357	492	1042	482
	40%AFmKe	38%	43%zA	59%zEF	55%zEF	42%F	25%	50%zm	36%	33%	39%K	41%K	50%zKLM	43%ze	35%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	715	394	320	33	81	191	410	158	553	232	168	163	152	355	350
	18%BCDEI	21%zB	16%	6%	13%C	15%C	29%zCDE	14%	20%zl	22%zLN	17%	19%	16%	15%	25%zd
Weekly (Net)	2041	1060	980	176	251	632	981	480	1547	632	535	458	416	1216	794
	52%BCDIN	56%zB	49%	32%	39%C	50%CD	68%zCDE	43%	56%zl	60%zLMN	54%N	52%N	42%	50%	57%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 35  
**A1a1\_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Two**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	2234	1149	1084	209	280	702	1043	537	1680	685	581	500	467	1330	869
	57%BCDIN dRc	60%zB	54%	38%	43%	55%CD	73%zCDE	48%	61%zl	65%zLMN	58%N	57%N	48%	55%	63%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 35  
**A1a1\_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Two**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
A few times a day	142	111	16	10	4	4	34	5	10	4	18	5	11	4	11	6	121	9	
		4%BCNS	3%	5%	3%	1%	5%Sc	3%	3%	3%	4%S	3%	6%Sc	4%	6%Sc	2%	4%	2%	
At least once every day	573	475	40	40	17	58	91	29	51	20	73	26	28	13	38	50	479	51	
		15%BCDEI	15%	12%	21%zOPR	14%	15%	12%	17%	14%	12%	17%	14%	15%	14%	20%T	13%	15%	14%
About two or three times a week	808	678	74	36	21	78	149	34	74	30	110	45	36	25	34	62	665	66	
		21%BCDIN	21%	22%	19%	21%	20%	21%	20%	18%	26%zc	24%	20%	28%c	18%	17%	21%	18%	
At least once a week	517	438	33	32	14	46	88	32	50	19	59	28	20	19	38	40	407	61	
		13%N	13%	10%	16%P	11%	12%	12%	19%c	13%	11%	14%	15%	11%	21%Tc	20%zTc	11%	13%	17%
At least once a month	193	161	18	9	4	21	28	12	22	8	19	7	9	3	13	19	150	22	
		5%	5%	5%	3%	5%	4%	7%	6%	5%	5%	4%	5%	3%	7%	5%	5%	6%	
At least once in the last three months	76	60	12	4	1	5	10	1	7	5	6	-	2	5	12	7	58	12	
		2%R	2%	4%zR	2%	1%	1%	1%	2%	3%	1%	-	1%	5%STY	6%zSTUVX	2%	2%	3%	
Don't know/can't remember	17	16	-	-	1	2	6	1	1	*	1	-	-	-	-	4	13	1	
		*d	*	-	1%P	1%	1%	1%	*	*	*	-	-	-	-	1%	*	*	
Never	1580	1319	139	62	61	165	325	51	158	79	138	76	74	23	45	185	1263	144	
		40%AFmKe	40%Q	42%Q	32%	49%zOQ	44%UXab	45%zUXab	31%	42%UXab	48%UXab	32%	41%ab	41%ab	25%	24%	50%zUXab	40%	39%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Daily (Net)	715	587	56	51	22	61	125	34	61	24	91	31	39	16	48	56	599	60	
		18%BCDEI	18%	17%	26%zOPR	18%	16%	17%	21%	16%	15%	21%	17%	21%	18%	25%zSTVW	15%	19%	16%
Weekly (Net)	2041	1703	163	119	57	185	361	100	185	72	261	104	95	60	121	157	1672	187	
		52%BCDIN	52%R	49%	61%zOPR	46%	49%	49%	60%TWc	50%	44%	61%zSTVW	56%c	53%	67%zSTVW	63%zSTVW	42%	53%	51%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 35  
**A1a1\_2. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Two**  
**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>3907</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	<b>2717</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	<b>2234</b>	1864	181	128	61	206	389	112	208	80	280	111	104	63	134	177	1822	209
<b>dRc</b>	<b>57%BCDIN</b>	<b>57%R</b>	55%	<b>66%zOPR</b>	49%	55%	53%	<b>68%zSTVW</b>	56%	49%	<b>66%zSTVW</b>	<b>59%<sup>c</sup></b>	58%	<b>70%zSTVW</b>	<b>70%zSTVW</b>	47%	58%	57%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 36  
**A1a1\_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Four**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	43 1% <b>mO</b>	27 1%	16 1%	11 2% <b>zEF</b>	10 1%	10 1%	12 1%	21 2% <b>zm</b>	19 1%	19 2% <b>L</b>	6 1%	11 1%	8 1%	29 1%	14 1%
At least once every day	156 4% <b>Ec</b>	87 5%	70 3%	19 3%	28 4%	37 3%	73 5% <b>zE</b>	47 4%	107 4%	56 5% <b>zN</b>	42 4%	30 3%	28 3%	91 4%	63 5%
About two or three times a week	324 8% <b>BCDIN</b> Qc	201 11% <b>zB</b>	122 6%	25 5%	39 6%	106 8% <b>C</b>	154 11% <b>zCD</b>	64 6%	258 9% <b>zI</b>	114 11% <b>zN</b>	80 8%	69 8%	59 6%	197 8%	122 9%
At least once a week	347 9% <b>CDIMN</b>	173 9%	173 9%	23 4%	33 5%	113 9% <b>CD</b>	177 12% <b>zCDE</b>	73 6%	270 10% <b>zI</b>	128 12% <b>zMN</b>	94 9%	58 7%	67 7%	221 9%	124 9%
At least once a month	185 5% <b>N</b>	97 5%	88 4%	23 4%	21 3%	58 5%	84 6% <b>D</b>	44 4%	141 5%	62 6% <b>N</b>	51 5% <b>N</b>	47 5% <b>N</b>	25 3%	111 5%	68 5%
At least once in the last three months	60 2%	28 1%	32 2%	9 2%	7 1%	16 1%	28 2%	14 1%	45 2%	15 1%	18 2%	16 2%	10 1%	35 1%	22 2%
Don't know/can't remember	31 1% <b>AD</b>	8 *	23 1% <b>zA</b>	2 *	* *	11 1%	17 1% <b>D</b>	6 1%	25 1%	6 1%	4 *	11 1%	10 1%	15 1%	15 1%
Never	2762 71% <b>AFmKX</b> a	1285 67%	1474 74% <b>zA</b>	434 80% <b>zEF</b>	510 79% <b>zEF</b>	925 72% <b>F</b>	894 62%	853 76% <b>zm</b>	1875 68%	655 62%	700 70% <b>K</b>	635 72% <b>K</b>	772 79% <b>zKLM</b>	1726 71%	956 69%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	200 5% <b>BENC</b>	114 6% <b>B</b>	86 4%	30 6%	37 6%	47 4%	85 6% <b>E</b>	68 6%	127 5%	75 7% <b>zN</b>	47 5%	41 5%	37 4%	120 5%	77 6%
Weekly (Net)	870 22% <b>BCDIM</b> Nc	489 26% <b>zB</b>	381 19%	78 14%	110 17%	267 21% <b>C</b>	416 29% <b>zCDE</b>	205 18%	655 24% <b>zI</b>	317 30% <b>zLMN</b>	222 22% <b>N</b>	168 19%	163 17%	538 22%	322 23%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 36  
**A1a1\_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Four**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	1055	586	469	100	131	324	499	249	796	380	273	215	187	649	391
	27%BCDIN c	31%zB	23%	18%	20%	25%CD	35%zCDE	22%	29%zl	36%zLMN	27%N	25%N	19%	27%	28%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 36  
**A1a1\_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC Four**  
 Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	43	27	9	5	2	4	6	1	1	1	10	-	1	1	-	1	34	4
	1% <b>mO</b>	1%	3% <b>zO</b>	3% <b>zO</b>	2% <b>O</b>	1%	1%	1%	*	1%	2% <b>zVc</b>	-	1%	1%	-	*	1%	1%
At least once every day	156	134	11	7	5	12	37	10	18	5	25	4	15	3	3	4	127	19
	4% <b>Ec</b>	4%	3%	3%	4%	3%	5% <b>c</b>	6% <b>c</b>	5% <b>c</b>	3%	6% <b>c</b>	2%	8% <b>zYbc</b>	3%	2%	1%	4%	5%
About two or three times a week	324	290	18	9	7	34	72	12	30	15	34	24	15	14	25	15	257	32
	8% <b>BCDINQc</b>	9% <b>zQ</b>	5%	5%	6%	9% <b>c</b>	10% <b>c</b>	7%	8%	9%	8%	13% <b>c</b>	8%	15% <b>zc</b>	13% <b>c</b>	4%	8%	9%
At least once a week	347	292	25	22	8	43	59	9	28	12	41	19	17	10	22	31	287	29
	9% <b>CDIMN</b>	9%	7%	11% <b>R</b>	7%	11%	8%	6%	7%	7%	10%	10%	10%	10%	11%	8%	9%	8%
At least once a month	185	150	14	15	6	20	31	8	15	5	26	10	6	9	7	13	139	28
	5% <b>N</b>	5%	4%	8% <b>zO</b>	5%	5%	4%	5%	4%	3%	6%	5%	3%	10% <b>c</b>	4%	4%	4%	8% <b>zf</b>
At least once in the last three months	60	51	3	5	*	4	9	2	4	2	6	2	5	2	9	6	50	3
	2%	2%	1%	3% <b>R</b>	*	1%	1%	1%	1%	1%	1%	1%	3%	2%	4% <b>zSTV</b>	2%	2%	1%
Don't know/can't remember	31	24	4	3	-	1	6	1	5	-	6	-	4	1	-	-	21	2
	1% <b>AD</b>	1%	1%	1%	-	*	1%	1%	1%	-	1%	-	2% <b>c</b>	1%	-	-	1%	*
Never	2762	2292	247	129	94	259	510	122	272	124	278	127	118	52	125	302	2239	250
	71% <b>AFmKXa</b>	70%	75% <b>Q</b>	67%	76% <b>zOQ</b>	69%	70% <b>a</b>	74% <b>a</b>	73% <b>a</b>	76% <b>Xa</b>	65%	68%	66%	58%	66%	81% <b>zSTVXYhab</b>	71%	68%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	200	161	20	11	7	16	43	11	19	6	35	4	16	3	3	5	161	23
	5% <b>BENC</b>	5%	6%	6%	6%	4%	6% <b>c</b>	7% <b>c</b>	5% <b>c</b>	3%	8% <b>zYbc</b>	2%	9% <b>Ybc</b>	4%	2%	1%	5%	6%
Weekly (Net)	870	742	62	42	23	94	175	32	77	33	109	47	48	27	50	51	705	84
	22% <b>BCDIMNc</b>	23%	19%	22%	18%	25% <b>c</b>	24% <b>c</b>	19%	21% <b>c</b>	20%	26% <b>c</b>	25% <b>c</b>	27% <b>c</b>	29% <b>c</b>	26% <b>c</b>	14%	22%	23%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 36  
**A1a1\_3. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Four**  
**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	1055	892	77	57	29	113	205	40	92	38	136	57	54	35	57	64	844	112
c	27% <b>BCDIN</b>	27%	23%	29%	23%	30% <b>c</b>	28% <b>c</b>	24%	25% <b>c</b>	23%	32% <b>zc</b>	31% <b>c</b>	30% <b>c</b>	39% <b>zUVWc</b>	30% <b>c</b>	17%	27%	31%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 37  
A1a1\_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

ITV

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	493	217	276	34	54	157	248	127	362	110	123	117	142	275	201
	13%CDKdO STU	11%	14%	6%	8%	12%CD	17%zCDE	11%	13%	10%	12%	13%	15%K	11%	15%zd
At least once every day	1059	483	575	100	129	329	501	305	748	230	258	271	300	603	440
	27%ACDKd TU	25%	29%zA	18%	20%	26%CD	35%zCDE	27%	27%	22%	26%	31%zKL	31%zK	25%	32%zd
About two or three times a week	721	385	336	107	115	240	259	215	495	217	196	158	149	471	234
	18%BN	20%zB	17%	20%	18%	19%	18%	19%	18%	21%N	20%N	18%	15%	19%	17%
At least once a week	421	213	208	69	71	156	125	111	304	150	121	78	72	293	118
	11%FNePV	11%	10%	13%F	11%	12%F	9%	10%	11%	14%zMN	12%N	9%	7%	12%ze	9%
At least once a month	188	89	98	38	41	56	53	50	138	64	54	26	44	121	66
	5%FMP	5%	5%	7%zEF	6%F	4%	4%	4%	5%	6%M	5%M	3%	4%	5%	5%
At least once in the last three months	50	25	24	11	5	20	14	12	38	15	14	5	16	27	20
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Don't know/can't remember	29	12	17	5	3	13	8	6	22	7	6	9	7	14	13
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Never	947	482	464	181	231	305	229	295	635	263	222	211	250	621	292
	24%FmeQX	25%	23%	33%zEF	36%zEF	24%F	16%	26%	23%	25%	22%	24%	26%	26%e	21%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	1552	700	851	134	183	486	750	432	1110	340	381	389	442	878	641
	40%ACDKd OSTU	37%	43%zA	25%	28%	38%CD	52%zCDE	39%	40%	32%	38%K	44%zKL	45%zKL	36%	46%zd
Weekly (Net)	2694	1298	1395	310	368	882	1133	759	1908	708	698	625	663	1642	993
	69%CDTc	68%	70%	57%	57%	69%CD	79%zCDE	68%	70%	67%	70%	71%	68%	68%	72%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 37  
**A1a1\_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**ITV**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	2881	1387	1492	348	409	938	1187	809	2046	772	753	651	706	1763	1059
	74%CDTc	73%	75%	64%	63%	73%CD	83%zCDE	72%	75%	73%	76%	74%	72%	73%	77%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 37  
A1a1\_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

ITV  
Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	493 13%CDKdO STU	357 11%	70 21%zO	38 20%zO	27 22%zO	28 7%	55 8%	8 5%	70 19%zSTUX Ya	27 16%STUa	52 12%TU	17 9%	24 13%TU	5 5%	22 12%	50 13%STU	397 13%	48 13%
At least once every day	1059 27%ACDKd TU	882 27%	87 26%	56 29%	33 27%	89 24%	147 20%	31 19%	111 30%TU	56 34%STUc	162 38%zSTUV Yc	44 24%	56 31%TU	41 45%zSTUV Ybc	58 30%T	88 24%	862 27%	96 26%
About two or three times a week	721 18%BN	611 19%	51 15%	36 18%	23 18%	76 20%	164 22%zVbc	37 23%	57 15%	32 20%	76 18%	44 24%Vbc	31 17%	14 15%	26 14%	54 15%	598 19%	66 18%
At least once a week	421 11%FNePV	370 11%PR	20 6%	21 11%	9 8%	74 20%zTVWXh c	63 9%	30 18%zTVWc	26 7%	11 7%	49 11%	27 14%TV	19 11%	9 10%	25 13%	38 10%	326 10%	54 15%zf
At least once a month	188 5%FMP	173 5%zP	4 1%	7 4%P	4 3%P	21 6%	34 5%	17 10%zTXh	19 5%	9 5%	13 3%	9 5%	2 1%	7 8%h	19 10%zTXh	24 6%h	146 5%	22 6%
At least once in the last three months	50 1%	41 1%	7 2%	1 1%	1 1%	3 1%	8 1%	2 1%	2 *	- -	5 1%	4 2%	4 2%	- -	3 1%	11 3%zV	41 1%	4 1%
Don't know/can't remember	29 1%	28 1%	1 *	1 *	* *	3 1%	15 2%zXc	- -	4 1%	1 *	- -	2 1%	2 1%	- -	1 1%	- -	24 1%	2 1%
Never	947 24%FmeQX	796 24%Q	92 28%QR	34 18%	25 20%	84 22%	245 34%zSVWX Yhab	41 25%	86 23%	29 17%	70 17%	41 22%	41 23%	15 16%	37 19%	108 29%WXa	760 24%	75 21%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	1552 40%ACDKd OSTU	1239 38%	157 47%zO	94 49%zO	61 49%zO	116 31%	202 28%	39 24%	181 48%zSTUY c	83 51%zSTUY c	214 50%zSTUY c	61 33%	81 45%STU	46 51%STUYc	80 42%STU	138 37%TU	1260 40%	143 39%
Weekly (Net)	2694 69%CDTc	2221 68%	229 69%	151 78%zOP	93 75%zO	266 70%Tc	429 59%	106 64%	264 71%Tc	126 77%zTUC	338 79%zSTUV bc	132 71%T	131 72%T	69 76%Tc	131 68%	230 62%	2184 69%	263 72%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 37

A1a1\_4. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

ITV

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	2881	2394	233	158	97	287	463	123	282	135	351	141	133	76	150	254	2330	285
	74%CDTc	73%	70%	81%zOP	79%zP	76%T	63%	74%T	75%T	82%zTc	82%zTc	75%T	74%T	84%Tc	79%Tc	68%	74%	78%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 38  
**A1a1\_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other ITV channel (e.g. ITV2, ITV3, ITV Be)**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	150 4%	60 3%	89 4%	18 3%	27 4%	57 4%	47 3%	53 5%	96 3%	41 4%	32 3%	30 3%	47 5%	90 4%	51 4%
At least once every day	450 12% <b>S</b>	208 11%	241 12%	56 10%	77 12%	141 11%	176 12%	152 14% <b>zm</b>	296 11%	111 11%	106 11%	118 13%	115 12%	269 11%	172 12%
About two or three times a week	633 16% <b>KePc</b>	308 16%	324 16%	99 18%	89 14%	213 17%	232 16%	200 18%	426 16%	146 14%	173 17%	162 18% <b>K</b>	152 16%	430 18% <b>ze</b>	195 14%
At least once a week	476 12% <b>Ne</b>	225 12%	250 13%	66 12%	63 10%	172 14% <b>D</b>	174 12%	121 11%	352 13%	164 15% <b>zMN</b>	121 12%	98 11%	93 10%	323 13% <b>ze</b>	141 10%
At least once a month	230 6% <b>RT</b>	122 6%	107 5%	34 6%	39 6%	75 6%	82 6%	56 5%	169 6%	61 6%	77 8% <b>zMN</b>	43 5%	49 5%	139 6%	83 6%
At least once in the last three months	67 2%	31 2%	36 2%	8 2%	10 2%	22 2%	27 2%	18 2%	47 2%	20 2%	16 2%	19 2%	12 1%	32 1%	33 2% <b>zd</b>
Don't know/can't remember	37 1% <b>f</b>	16 1%	20 1%	1 *	3 1%	8 1%	24 2% <b>zCE</b>	5 *	30 1%	11 1%	9 1%	12 1%	4 *	20 1%	17 1%
Never	1866 48% <b>QRVXg</b>	935 49%	930 47%	262 48%	340 52% <b>zE</b>	589 46%	676 47%	517 46%	1325 48%	501 47%	463 47%	394 45%	507 52% <b>zM</b>	1123 46%	693 50% <b>z</b>
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	599 15% <b>mS</b>	268 14%	330 17%	74 14%	104 16%	198 16%	224 16%	205 18% <b>zm</b>	391 14%	152 14%	138 14%	148 17%	162 17%	359 15%	223 16%
Weekly (Net)	1708 44% <b>DePc</b>	801 42%	905 45%	239 44%	256 40%	583 46% <b>D</b>	630 44%	526 47% <b>zm</b>	1170 43%	462 44%	431 43%	408 47%	407 42%	1112 46% <b>ze</b>	559 40%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 38  
**A1a1\_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other ITV channel (e.g. ITV2, ITV3, ITV Be)**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	1938	924	1012	274	295	658	712	581	1339	523	508	451	456	1250	642
	50%ePTUc	48%	51%	50%	46%	52%D	49%	52%	49%	50%	51%	51%	47%	52%ze	46%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 38  
**A1a1\_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other ITV channel (e.g. ITV2, ITV3, ITV Be)**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	150 4%	116 4%	18 5%	8 4%	8 6%zO	10 3%	19 3%	4 2%	19 5%	7 5%	18 4%	5 2%	2 1%	1 4%	8 6%T	22	128 4%	12 3%
At least once every day	450 12%S	371 11%	29 9%	23 12%	27 22%zOPQ	22 6%	77 11%S	13 8%	52 14%S	19 11%	65 15%zS	17 9%	23 13%S	10 11%	35 18%zSTUY c	39 10%	359 11%	39 11%
About two or three times a week	633 16%KePc	539 17%	39 12%	30 16%	25 20%zP	55 15%c	124 17%c	29 17%c	57 15%c	25 15%c	78 18%c	35 19%c	37 21%c	29 32%zSTUY WXYc	41 22%c	29 8%	510 16%	57 16%
At least once a week	476 12%Ne	401 12%	28 9%	35 18%zOPR	11 9%	66 17%zTUhb c	81 11%	12 7%	62 17%zTUbc	22 13%	65 15%Uc	21 11%	16 9%	9 10%	15 8%	31 8%	375 12%	62 17%zf
At least once a month	230 6%RT	192 6%R	15 5%	19 10%zOPR	4 3%	37 10%zTUW	28 4%	5 3%	21 6%	5 3%	23 5%	20 11%zTUW	11 6%	6 8%	15 8%	22 6%	175 6%	35 10%zf
At least once in the last three months	67 2%	57 2%	6 2%	3 2%	1 1%	9 2%	11 2%	* *	8 2%	2 1%	10 2%	4 2%	4 2%	1 1%	2 1%	5 1%	50 2%	5 1%
Don't know/can't remember	37 1%ff	32 1%	1 *	3 2%	* *	16 4%zTUVXY hbc	9 1%	- -	* *	1 1%	5 1%	* *	- -	- -	- -	1 *	24 1%	7 2%
Never	1866 48%QRVXg 48%QR	1552 48%QR	196 59%zOQR	71 37%	47 38%	163 43%	381 52%zSVXa b	102 61%zSVXY ab	155 41%	83 50%X	163 38%	84 45%	87 48%	35 39%	75 39%	225 60%zSTVX Yhab	1534 49%g	150 41%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	599 15%ms	487 15%	46 14%	31 16%	35 28%zOPQ	32 9%	96 13%	17 11%	71 19%STU	26 16%S	83 20%zSTUY	21 11%	26 14%	11 12%	42 22%zSTUY	61 16%S	487 15%	51 14%
Weekly (Net)	1708 44%DePc	1426 44%P	114 34%	97 50%zP	71 58%zOP	153 40%	301 41%c	59 35%	190 51%zSTUc	73 44%c	226 53%zSTUY c	78 42%	79 44%c	48 53%Uc	99 52%STUc	121 32%	1373 44%	170 46%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 38  
**A1a1\_5. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other ITV channel (e.g. ITV2, ITV3, ITV Be)**  
**Base = All Respondents**

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
<b>WeightedBase</b>	<b>3907</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
<b>EffectiveBase</b>	<b>2717</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
<b>Monthly (Net)</b>	<b>1938</b>	1618	129	116	75	189	329	64	211	78	249	98	90	54	114	142	1548	205	
		50%ePTUc	50%P	39%	60%zOP	61%zOP	50%Uc	45%	38%	56%zTUC	47%	58%zTUWc	52%Uc	50%c	60%TUC	60%zTUC	38%	49%	56%zf

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 39  
A1a1\_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

Channel 4  
Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	153 4%B	92 5%zB	62 3%	25 5%	31 5%	48 4%	49 3%	51 5%	103 4%	50 5%	39 4%	29 3%	35 4%	102 4%	45 3%
At least once every day	601 15%CPT	284 15%	316 16%	57 11%	103 16%C	192 15%C	249 17%zC	186 17%	413 15%	148 14%	156 16%	147 17%	150 15%	376 16%	215 16%
About two or three times a week	760 19%D	365 19%	395 20%	89 16%	102 16%	250 20%	318 22%zCD	198 18%	548 20%	216 20%	184 19%	190 22%N	169 17%	470 19%	271 20%
At least once a week	698 18%NRT	328 17%	369 18%	82 15%	96 15%	237 19%	283 20%CD	183 16%	509 19%	217 21%zMN	204 21%zMN	137 16%	139 14%	443 18%	240 17%
At least once a month	227 6%	104 5%	122 6%	36 7%	36 6%	66 5%	89 6%	53 5%	172 6%	77 7%zN	60 6%	47 5%	43 4%	138 6%	87 6%
At least once in the last three months	53 1%	26 1%	26 1%	7 1%	6 1%	27 2%zF	13 1%	21 2%	30 1%	17 2%	16 2%	9 1%	10 1%	36 1%	14 1%
Don't know/can't remember	39 1%A	7 *	32 2%zA	4 1%	6 1%	9 1%	20 1%	7 1%	32 1%	15 1%	9 1%	5 1%	10 1%	19 1%	20 1%
Never	1377 35%FKXab	699 37%	677 34%	244 45%zEF	269 41%zEF	447 35%F	416 29%	424 38%	934 34%	316 30%	326 33%	312 36%K	423 43%zKLM	841 35%	493 36%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	754 19%Cg	376 20%	377 19%	83 15%	134 21%C	240 19%	298 21%C	236 21%	516 19%	198 19%	195 20%	175 20%	186 19%	478 20%	260 19%
Weekly (Net)	2212 57%CDNPT c	1069 56%	1141 57%	253 46%	332 51%	727 57%CD	900 63%zCDE	617 55%	1573 57%	631 60%zN	584 59%N	503 57%N	494 50%	1392 57%	770 56%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 39  
**A1a1\_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Channel 4**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	2439	1174	1263	289	367	794	989	669	1745	709	644	549	537	1530	857
	62%CDNPT c	62%	63%	53%	57%	62% <b>C</b>	69% <b>zCDE</b>	60%	64% <b>z</b>	67% <b>zN</b>	65% <b>N</b>	63% <b>N</b>	55%	63%	62%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 39  
**A1a1\_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Channel 4**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	153 4%B	123 4%	18 5%	5 3%	8 6%zOQ	16 4%	28 4%	6 4%	20 5%	4 3%	18 4%	4 2%	11 6%	1 2%	3 1%	13 3%	122 4%	10 3%
At least once every day	601 15% <b>CPT</b>	513 16% <b>P</b>	35 11%	24 12%	29 23%zOPQ	43 11%	90 12%	21 13%	56 15%	37 22%zSTc	92 22%zSTUV c	27 15%	36 20% <b>ST</b>	24 26%zSTUV c	38 20% <b>ST</b>	49 13%	504 16%	43 12%
About two or three times a week	760 19% <b>D</b>	644 20%	55 17%	33 17%	27 22%	77 20%	149 20%	31 19%	80 21%	25 15%	89 21%	38 21%	35 20%	20 23%	42 22%	56 15%	615 19%	66 18%
At least once a week	698 18% <b>NRT</b>	576 18% <b>R</b>	60 18% <b>R</b>	48 25%zOR	14 12%	87 23%zTVWh c	108 15%	35 21%	59 16%	22 13%	83 20%	45 24%zTVWhc	25 14%	20 22%	39 20%	54 15%	552 17%	92 25% <b>zf</b>
At least once a month	227 6%	186 6%	19 6%	17 9%zOR	4 3%	21 5%	41 6%	9 5%	25 7%	9 5%	18 4%	11 6%	12 6%	7 8%	14 7%	20 5%	172 5%	29 8%
At least once in the last three months	53 1%	47 1%	3 1%	2 1%	1 1%	6 2%	8 1%	* *	7 2%	2 1%	7 2%	3 1%	- -	- -	8 4%zTh	6 2%	44 1%	7 2%
Don't know/can't remember	39 1% <b>A</b>	32 1%	4 1%	2 1%	* *	4 1%	15 2% <b>ZV</b>	1 *	* *	- -	1 *	1 1%	1 1%	- -	- -	9 2% <b>ZX</b>	30 1%	4 1%
Never	1377 35% <b>FKXab</b>	1138 35%	137 41%zOQR	63 32%	39 32%	124 33% <b>a</b>	292 40%zXab	63 38% <b>Xab</b>	127 34% <b>a</b>	65 40% <b>Xab</b>	117 27%	58 31%	61 33%	18 20%	49 25%	166 44%zSVXY ab	1116 35%	117 32%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	754 19% <b>Cg</b>	636 20%	53 16%	29 15%	37 30%zOPQ	59 16%	118 16%	27 16%	76 20%	41 25% <b>ST</b>	110 26%zSTUY c	31 17%	47 26% <b>STc</b>	25 28% <b>STc</b>	40 21%	62 17%	626 20% <b>g</b>	52 14%
Weekly (Net)	2212 57% <b>CDNPT</b> c	1855 57%	168 51%	110 57%	78 64%zOP	223 59% <b>c</b>	375 51%	93 56%	215 57% <b>c</b>	88 54%	282 66%zTVWc	115 61% <b>Tc</b>	107 59% <b>c</b>	65 72%zTUVW c	121 63% <b>Tc</b>	172 46%	1793 57%	210 57%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 39  
**A1a1\_6. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Channel 4**  
**Base = All Respondents**

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Monthly (Net)	2439	2041	188	127	82	243	416	101	239	97	300	125	119	73	135	192	1965	239	
		62% <b>CDNPT</b>	63%	57%	66% <b>P</b>	67% <b>P</b>	64% <b>c</b>	57%	61%	64% <b>c</b>	59%	70% <b>zTWc</b>	67% <b>Tc</b>	66% <b>c</b>	80% <b>zSTUV</b>	71% <b>Tc</b>	52%	62%	65%
															<b>Whc</b>				

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 40  
**A1a1\_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other 4 channel (e.g. E4, Film4, More4, 4Seven)**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	96	51	45	24	21	34	16	36	58	25	27	19	24	71	18
	2%Fe	3%	2%	4%zF	3%F	3%F	1%	3%	2%	2%	3%	2%	2%	3%e	1%
At least once every day	278	132	146	33	60	100	85	107	171	72	67	61	78	179	96
	7% <b>m</b>	7%	7%	6%	9% <b>F</b>	8%	6%	10% <b>zm</b>	6%	7%	7%	7%	8%	7%	7%
About two or three times a week	497	254	242	67	89	180	162	150	342	133	132	124	108	358	131
	13% <b>ePc</b>	13%	12%	12%	14%	14%	11%	13%	12%	13%	13%	14%	11%	15% <b>ze</b>	9%
At least once a week	509	225	284	59	93	179	177	143	362	163	136	108	102	354	147
	13% <b>Nec</b>	12%	14%	11%	14%	14%	12%	13%	13%	15% <b>zN</b>	14%	12%	10%	15% <b>ze</b>	11%
At least once a month	259	112	147	41	25	81	112	66	188	71	89	51	48	172	82
	7% <b>DNR</b>	6%	7%	7% <b>D</b>	4%	6%	8% <b>D</b>	6%	7%	7%	9% <b>zMN</b>	6%	5%	7%	6%
At least once in the last three months	74	37	38	11	6	34	23	27	48	26	26	17	6	44	23
	2% <b>N</b>	2%	2%	2%	1%	3% <b>D</b>	2%	2%	2%	2% <b>N</b>	3% <b>N</b>	2% <b>N</b>	1%	2%	2%
Don't know/can't remember	42	17	25	5	3	10	24	7	34	14	12	11	6	23	19
	1%	1%	1%	1%	*	1%	2% <b>z</b>	1%	1%	1%	1%	1%	1%	1%	1%
Never	2153	1080	1072	305	351	657	839	586	1538	552	507	485	608	1224	867
	55% <b>ELdRab</b>	57%	54%	56%	54%	52%	58% <b>zE</b>	52%	56%	52%	51%	55%	62% <b>zKLM</b>	50%	63% <b>zd</b>
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	374	183	191	57	81	135	101	143	229	98	94	80	102	250	114
	10% <b>Fme</b>	10%	10%	10% <b>F</b>	13% <b>zF</b>	11% <b>F</b>	7%	13% <b>zm</b>	8%	9%	9%	9%	10%	10%	8%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 40

**A1a1\_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Any other 4 channel (e.g. E4, Film4, More4, 4Seven)**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Weekly (Net)	1379	661	717	183	263	494	440	436	933	394	362	312	312	962	392
	35%FmNeP c	35%	36%	34%	41%zCF	39%zF	31%	39%zm	34%	37%N	36%	36%	32%	40%ze	28%
Monthly (Net)	1638	773	864	224	288	575	552	502	1121	465	451	363	360	1134	475
	42%FNePT c	41%	43%	41%	44%F	45%zF	38%	45%	41%	44%N	45%zN	41%	37%	47%ze	34%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 40  
**A1a1\_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other 4 channel (e.g. E4, Film4, More4, 4Seven)**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	96 2%Fe	79 2%	6 2%	5 3%	5 4%	11 3%	20 3%	5 3%	12 3%b	2 1%	11 3%	5 3%	7 4%b	* *	- -	5 1%	76 2%	5 1%
At least once every day	278 7% <b>m</b>	223 7%	26 8%	10 5%	20 16%z <b>OPQ</b>	24 6%	41 6%	13 8%	33 9%	11 7%	40 9% <b>TY</b>	7 4%	11 6%	8 9%	16 8%	19 5%	227 7%	24 7%
About two or three times a week	497 13% <b>ePc</b>	424 13%	29 9%	23 12%	21 17% <b>zP</b>	45 12%	88 12%	32 19% <b>zc</b>	44 12%	20 12%	51 12%	31 17% <b>c</b>	24 13%	27 30% <b>zSTVWXYhc</b>	34 18% <b>c</b>	28 7%	404 13%	38 10%
At least once a week	509 13% <b>Nec</b>	428 13%	33 10%	31 16% <b>P</b>	16 13%	55 15% <b>c</b>	85 12%	21 13%	53 14%	19 11%	58 14%	30 16% <b>c</b>	25 14%	24 27% <b>zSTUVWXhbc</b>	26 14%	32 9%	399 13%	62 17% <b>zf</b>
At least once a month	259 7% <b>DNR</b>	216 7% <b>R</b>	22 7%	16 8% <b>R</b>	4 3%	32 9% <b>a</b>	41 6%	7 4%	20 5%	10 6%	35 8% <b>a</b>	21 11% <b>zTUVha</b>	8 4%	1 1%	21 11% <b>zTac</b>	19 5%	198 6%	39 11% <b>zf</b>
At least once in the last three months	74 2% <b>N</b>	61 2%	6 2%	5 3%	2 1%	4 1%	10 1%	- -	7 2%	1 1%	7 2%	3 2%	1 *	- -	18 10% <b>zSTUVWXYhac</b>	9 2%	58 2%	8 2%
Don't know/can't remember	42 1%	33 1%	5 1%	3 2%	1 1%	6 1%	10 1%	- -	4 1%	- -	7 2%	1 1%	1 1%	- -	- -	5 1%	32 1%	3 1%
Never	2153 55% <b>ELdRa</b> b	1793 55% <b>R</b>	204 62% <b>zOQR</b>	100 52%	55 45%	199 53% <b>ab</b>	436 60% <b>zXYab</b>	88 53% <b>ab</b>	201 54% <b>ab</b>	100 61% <b>Yab</b>	217 51% <b>ab</b>	88 47%	104 58% <b>ab</b>	30 33%	75 39%	255 69% <b>zSTUVXYhab</b>	1761 56%	187 51%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	374 10% <b>Fme</b>	302 9%	32 10%	15 8%	25 20% <b>zOPQ</b>	35 9%	60 8%	18 11%	45 12% <b>c</b>	14 8%	51 12% <b>c</b>	12 6%	18 10%	8 9%	16 8%	24 7%	303 10%	29 8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 40  
**A1a1\_7. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other 4 channel (e.g. E4, Film4, More4, 4Seven)**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Weekly (Net)	1379	1154	94	69	61	136	233	70	142	53	160	73	67	59	76	85	1106	130	
		35%FmNeP	35%P	28%	36%	50%zOPQ	36%c	32%c	43%Tc	38%c	32%	38%c	39%c	37%c	66%zSTUV	40%c	23%	35%	35%
															WXYhbc				
Monthly (Net)	1638	1371	117	85	65	168	274	77	163	63	195	94	75	61	98	103	1304	169	
		42%FNePT	42%P	35%	44%P	53%zOPQ	45%c	38%c	47%c	43%c	38%c	46%Tc	50%zTc	41%c	67%zSTUV	51%zTc	28%	41%	46%
															WXYhbc				

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 41  
**A1a1\_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Channel 5**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	102 3%	56 3%	46 2%	9 2%	17 3%	34 3%	42 3%	37 3%	65 2%	25 2%	25 2%	21 2%	31 3%	52 2%	48 3% <b>zd</b>
At least once every day	403 10% <b>ACS</b>	171 9%	230 12% <b>zA</b>	33 6%	58 9%	159 12% <b>zC</b>	152 11% <b>C</b>	136 12% <b>z</b>	267 10%	101 10%	101 10%	85 10%	115 12%	248 10%	145 11%
About two or three times a week	501 13% <b>CDIOc</b>	248 13%	253 13%	39 7%	58 9%	185 14% <b>CD</b>	219 15% <b>zCD</b>	120 11%	374 14% <b>l</b>	126 12%	110 11%	145 17% <b>zKLN</b>	121 12%	303 13%	183 13%
At least once a week	591 15% <b>CDINTc</b>	283 15%	308 15%	61 11%	58 9%	203 16% <b>CD</b>	268 19% <b>zCD</b>	141 13%	443 16% <b>zl</b>	160 15%	177 18% <b>zN</b>	134 15%	120 12%	383 16%	194 14%
At least once a month	250 6%	128 7%	121 6%	26 5%	32 5%	78 6%	113 8% <b>zCD</b>	72 6%	175 6%	71 7%	71 7%	51 6%	56 6%	150 6%	92 7%
At least once in the last three months	67 2%	36 2%	31 2%	8 1%	11 2%	22 2%	26 2%	11 1%	53 2%	23 2% <b>N</b>	27 3% <b>zMN</b>	8 1%	9 1%	42 2%	23 2%
Don't know/can't remember	35 1% <b>D</b>	13 1%	22 1%	3 1%	- -	9 1%	23 2% <b>zD</b>	5 *	30 1%	7 1%	13 1%	10 1%	6 1%	19 1%	16 1%
Never	1959 50% <b>EFmQRXa</b>	970 51%	987 49%	366 67% <b>zEF</b>	414 64% <b>zEF</b>	586 46% <b>F</b>	594 41%	600 54% <b>zm</b>	1334 49%	544 51%	472 47%	422 48%	522 53% <b>L</b>	1228 51%	683 49%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	505 13% <b>CS</b>	227 12%	276 14%	42 8%	75 12%	193 15% <b>zC</b>	195 14% <b>C</b>	173 15% <b>zm</b>	332 12%	127 12%	126 13%	106 12%	146 15%	300 12%	193 14%
Weekly (Net)	1596 41% <b>CDOThc</b>	758 40%	837 42%	143 26%	191 30%	580 45% <b>zCD</b>	682 47% <b>zCD</b>	433 39%	1149 42%	412 39%	412 41%	386 44%	386 39%	986 41%	570 41%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 41  
**A1a1\_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Channel 5**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	1846	887	959	169	224	659	795	505	1324	483	484	437	443	1137	662
	47%CDOTc	47%	48%	31%	35%	52%zCD	55%zCD	45%	48%	46%	49%	50%	45%	47%	48%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 41  
**A1a1\_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**Channel 5**  
**Base = All Respondents**

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	102 3%	79 2%	14 4%	3 2%	5 4%Q	3 1%	18 2%	3 2%	11 3%	9 6%zSVb	12 3%	2 1%	6 3%	1 1%	2 1%	13 4%	85 3%	10 3%
At least once every day	403 10%ACS	335 10%	27 8%	20 11%	21 17%zOPQ	22 6%	63 9%	13 8%	47 12%S	20 12%S	60 14%zSTc	24 13%S	16 9%	18 20%zSTUhc	22 11%	30 8%	342 11%	26 7%
About two or three times a week	501 13%CDIOc	397 12%	53 16%	33 17%zO	19 15%	48 13%	88 12%	18 11%	49 13%	24 14%c	58 13%c	16 8%	15 8%	20 22%zTYhc	33 17%Yhc	29 8%	410 13%	42 11%
At least once a week	591 15%CDINTc	482 15%	54 16%	39 20%zOR	16 13%	72 19%Thc	76 10%	19 11%	55 15%	21 13%	98 23%zTUVW hc	35 19%Thc	17 9%	18 20%Thc	32 17%	38 10%	480 15%	65 18%
At least once a month	250 6%	207 6%	17 5%	19 10%zOP	7 6%	27 7%	39 5%	11 7%	26 7%	9 6%	23 5%	15 8%	16 9%	6 7%	14 7%	19 5%	197 6%	31 8%
At least once in the last three months	67 2%	55 2%	5 1%	6 3%R	1 1%	8 2%	11 1%	* *	1 *	3 2%	8 2%	5 3%V	6 3%V	- -	6 3%V	8 2%	57 2%	2 1%
Don't know/can't remember	35 1%D	29 1%	3 1%	2 1%	* *	1 *	15 2%zX	1 *	2 1%	2 1%	- -	- -	2 1%	- -	- -	7 2%X	31 1%	3 1%
Never	1959 50%EFmQR Xa	1675 51%zQR	158 48%Q	72 37%	55 44%	195 52%Xa	421 58%zVWXa b	101 61%zVWXa b	183 49%Xa	76 46%a	169 40%	90 48%a	102 57%Xab	27 30%	82 43%	229 61%zSVWXX Yab	1554 49%	189 51%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	505 13%CS	414 13%	41 12%	24 12%	26 21%zOPQ	25 7%	80 11%	16 10%	57 15%S	30 18%ST	71 17%zST	26 14%S	22 12%	19 21%zSTUhc	24 13%	43 11%	427 14%	36 10%
Weekly (Net)	1596 41%CDOTHc	1292 40%	149 45%	95 49%zO	60 49%zO	145 39%c	244 33%	53 32%	162 43%TUhc	75 46%TUhc	227 53%zSTUV Yhc	77 41%c	54 30%	57 63%zSTUV WYhbc	89 47%TUhc	110 30%	1317 42%	142 39%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 41  
**A1a1\_8. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Channel 5**  
**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	1846	1499	166	113	67	173	283	64	188	84	250	92	70	63	103	129	1514	173
	47% <b>CDOTc</b>	46%	50%	59% <b>zO</b>	55% <b>zO</b>	46% <b>c</b>	39%	38%	50% <b>TUhc</b>	51% <b>Tc</b>	59% <b>zSTUhc</b>	49% <b>Tc</b>	39%	70% <b>zSTUV</b>	54% <b>TUhc</b>	35%	48%	47%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 42  
**A1a1\_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other Channel 5 channel (e.g. 5USA, 5Star)**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	57	30	27	9	12	24	13	24	32	20	13	8	17	38	15
	1%Fm	2%	1%	2%	2%	2%	1%	2% <b>m</b>	1%	2%	1%	1%	2%	2%	1%
At least once every day	159	75	84	14	27	57	61	53	104	40	33	34	51	93	63
	4%O	4%	4%	3%	4%	4%	4%	5%	4%	4%	3%	4%	5%	4%	5%
About two or three times a week	282	143	139	31	36	97	118	81	199	64	65	83	70	180	95
	7%	8%	7%	6%	5%	8%	8%	7%	7%	6%	7%	10% <b>zK</b>	7%	7%	7%
At least once a week	283	116	167	30	37	135	81	88	194	84	81	60	58	210	69
	7%AFeTc	6%	8% <b>zA</b>	5%	6%	11% <b>zCDF</b>	6%	8%	7%	8%	8%	7%	6%	9% <b>ze</b>	5%
At least once a month	161	77	84	18	22	56	64	46	115	47	50	38	26	115	42
	4%NeT	4%	4%	3%	3%	4%	4%	4%	4%	4%	5% <b>N</b>	4%	3%	5% <b>e</b>	3%
At least once in the last three months	56	20	36	4	11	18	24	21	36	20	18	10	9	34	20
	1%OX	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	1%
Don't know/can't remember	57	26	30	*	5	18	34	6	51	19	14	12	11	26	29
	1%Cl	1%	2%	*	1%	1% <b>C</b>	2% <b>zCD</b>	1%	2% <b>zl</b>	2%	1%	1%	1%	1%	2% <b>zd</b>
Never	2852	1418	1432	440	499	871	1043	802	2011	763	721	630	738	1729	1051
	73%EdQRa bg	74%	72%	81% <b>zEF</b>	77% <b>zE</b>	68%	73% <b>E</b>	72%	73%	72%	72%	72%	75%	71%	76% <b>zd</b>
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	216	105	111	23	39	81	73	78	136	60	45	42	69	131	78
	6% <b>mO</b>	6%	6%	4%	6%	6%	5%	7% <b>zm</b>	5%	6%	5%	5%	7%	5%	6%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 42  
**A1a1\_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other Channel 5 channel (e.g. 5USA, 5Star)**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Weekly (Net)	781	364	417	83	112	313	273	246	529	208	191	186	196	522	242
	20%CeOTc	19%	21%	15%	17%	25%zCDF	19%	22%	19%	20%	19%	21%	20%	22%ze	17%
Monthly (Net)	942	442	500	102	133	369	337	292	643	255	241	224	222	637	284
	24%CDcTc	23%	25%	19%	21%	29%zCDF	23% <b>C</b>	26%	23%	24%	24%	26%	23%	26%ze	20%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 42  
**A1a1\_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any other Channel 5 channel (e.g. 5USA, 5Star)**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	57 1%Fm	44 1%	8 2%	1 1%	4 3%zOQ	3 1%	16 2%	1 *	7 2%	3 2%	6 1%	1 *	3 2%	-	-	4 1%	49 2%	2 *
At least once every day	159 4%O	120 4%	14 4%	11 6%	14 11%zOPQ	8 2%	20 3%	5 3%	17 5%	11 7%ST	22 5%	7 4%	5 3%	5 6%	7 4%	12 3%	132 4%	19 5%
About two or three times a week	282 7%	231 7%	24 7%	17 9%	10 8%	26 7%	53 7%	10 6%	18 5%	13 8%	30 7%	10 5%	11 6%	19 21%zSTUV WXYhc	23 12%zVc	18 5%	225 7%	32 9%
At least once a week	283 7%AFcTc	230 7%	24 7%	18 9%	10 8%	40 11%zTc	24 3%	15 9%Tc	27 7%Tc	10 6%	35 8%Tc	22 12%Tc	13 7%c	12 13%zTc	24 13%zTc	9 2%	216 7%	40 11%zf
At least once a month	161 4%NeT	137 4%	10 3%	8 4%	5 4%	21 6%T	18 2%	6 4%	18 5%	4 3%	13 3%	10 5%	7 4%	3 3%	24 13%zSTUVW XYhc	12 3%	124 4%	25 7%zf
At least once in the last three months	56 1%OX	38 1%	5 1%	10 5%zOP	3 3%O	2 1%	7 1%	-	4 1%	2 1%X	-	3 2%X	*	6 6%zSTUVX hc	12 6%zSTUVX hc	2 *	44 1%	7 2%
Don't know/can't remember	57 1%CI	51 2%	4 1%	2 1%	*	10 3%	6 1%	-	6 2%	-	11 2%	2 1%	9 5%zTUWb	1 1%	-	6 2%	48 2%	2 *
Never	2852 73%EdQRa bg	2406 74%QR	244 74%QR	126 65%	76 62%	268 71%ab	587 80%zSVXY ab	128 78%ab	276 74%ab	120 73%ab	309 73%ab	132 71%ab	132 73%ab	44 49%	100 52%	310 83%zSVWX Yhab	2318 73%g	241 66%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	216 6%mo	164 5%	22 7%	13 7%	18 14%zOPQ	3 3%	35 5%	6 4%	24 7%	14 9%S	28 7%	8 4%	9 5%	5 6%	7 4%	16 4%	180 6%	21 6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 42

A1a1\_9. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

Any other Channel 5 channel (e.g. 5USA, 5Star)

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Weekly (Net)	781	625	70	48	38	76	113	31	69	38	93	39	32	36	55	43	622	92
	20%CeOTc	19%	21%	25%O	31%zOP	20%c	15%	19%	19%c	23%Tc	22%Tc	21%c	18%	40%zSTUV WXYhc	29%zTVc	12%	20%	25%zf
Monthly (Net)	942	763	80	56	44	97	131	37	87	42	106	49	40	39	79	55	746	118
	24%CDcTc	23%	24%	29%O	35%zOP	26%Tc	18%	22%	23%c	26%c	25%Tc	26%Tc	22%	43%zSTUV WXYhc	41%zSTUV WXYhc	15%	24%	32%zf

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 43  
**A1a1\_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	67 2%B	45 2%zB	22 1%	5 1%	11 2%	29 2%	21 1%	21 2%	44 2%	20 2%	11 1%	13 1%	23 2%	48 2%	17 1%
At least once every day	234 6%CT	125 7%	110 5%	21 4%	33 5%	77 6%	103 7% <b>C</b>	62 6%	170 6%	65 6%	51 5%	50 6%	69 7%	139 6%	90 7%
About two or three times a week	400 10%Dc	213 11%	187 9%	47 9%	44 7%	136 11% <b>D</b>	173 12%z <b>D</b>	103 9%	292 11%	103 10%	99 10%	113 13%z <b>N</b>	85 9%	267 11%	126 9%
At least once a week	335 9% <b>CDT</b>	159 8%	176 9%	32 6%	41 6%	128 10% <b>CD</b>	135 9% <b>CD</b>	83 7%	252 9%	81 8%	115 12%z <b>KMN</b>	69 8%	70 7%	218 9%	107 8%
At least once a month	181 5% <b>IU</b>	78 4%	103 5%	22 4%	28 4%	66 5%	65 4%	34 3%	146 5%z <b>I</b>	61 6% <b>N</b>	55 6%	31 4%	34 3%	118 5%	60 4%
At least once in the last three months	36 1%	14 1%	21 1%	9 2%	3 *	11 1%	14 1%	10 1%	26 1%	8 1%	14 1%	6 1%	7 1%	17 1%	16 1%
Don't know/can't remember	7 *	4 *	3 *	* *	- *	2 *	5 *	1 *	7 *	2 *	1 *	* *	4 *	2 *	4 *
Never	2647 68% <b>EFmYabg</b>	1267 66%	1377 69%	409 75%z <b>EF</b>	489 75%z <b>EF</b>	827 65%	922 64%	807 72%z <b>m</b>	1804 66%	716 68%	649 65%	594 68%	688 70% <b>L</b>	1617 67%	963 70%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	301 8% <b>BC</b>	170 9%z <b>B</b>	131 7%	26 5%	44 7%	106 8% <b>C</b>	124 9% <b>C</b>	83 7%	214 8%	85 8%	62 6%	63 7%	92 9% <b>L</b>	186 8%	107 8%
Weekly (Net)	1037 27% <b>BCDTc</b>	542 28%z <b>B</b>	494 25%	105 19%	129 20%	370 29%z <b>CD</b>	432 30%z <b>CD</b>	270 24%	758 28%z	270 26%	275 28%	245 28%	247 25%	671 28%	341 25%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 43  
**A1a1\_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	1217	620	597	128	157	436	497	305	904	330	330	275	281	790	401
	31%CDleT Uc	33%	30%	23%	24%	34%zCD	35%zCD	27%	33%zl	31%	33%	31%	29%	33%e	29%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 43  
**A1a1\_10. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	67 2%B	51 2%	8 3%	4 2%	4 3%O	6 1%	13 2%	1 1%	4 1%	5 3%	5 1%	6 3%	1 *	2 2%	2 1%	6 2%	57 2%	4 1%
At least once every day	234 6%CT	195 6%	15 4%	13 6%	12 10%zOP	25 7%	29 4%	9 6%	28 7%T	9 5%	41 10%zTc	9 5%	11 6%	4 4%	13 7%	17 5%	186 6%	26 7%
About two or three times a week	400 10%Dc	339 10%	28 9%	19 10%	15 12%	52 14%c	68 9%c	17 11%c	31 8%	14 8%	41 10%c	32 17%zTVWXc	25 14%c	15 16%Vc	26 14%c	18 5%	309 10%	52 14%zf
At least once a week	335 9%CDT	281 9%	25 8%	21 11%	8 7%	39 10%T	42 6%	8 5%	24 6%	13 8%	52 12%zTUVc	16 9%	13 7%	21 24%zSTUVWXYhc	28 15%zTUVc	25 7%	271 9%	39 11%
At least once a month	181 5%U	154 5%	15 4%	8 4%	3 3%	17 5%	25 3%	1 *	19 5%U	8 5%U	15 4%	21 11%zSTUVXac	17 9%zTUXc	2 2%	18 10%zTUXc	11 3%	145 5%	18 5%
At least once in the last three months	36 1%	32 1%	1 *	2 1%	2 1%	1 *	4 1%	- -	4 1%	3 2%	4 1%	1 1%	- -	4 4%zSTUhc	10 5%zSTUVX Yhc	1 *	31 1%	- -
Don't know/can't remember	7 *	5 *	* *	2 1%zO	* *	3 1%z	* *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	5 *	2 1%
Never	2647 68%EFmYabg	2202 68%	240 72%R	126 65%	79 64%	233 62%ab	548 75%zSXYhab	129 78%zSXYhab	263 70%Yab	113 69%Yab	269 63%ab	102 55%	114 63%ab	43 48%	94 49%	294 79%zSVWX Yhab	2151 68%g	225 61%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	301 8%BC	246 8%	23 7%	16 8%	16 13%zOP	31 8%	42 6%	10 6%	32 9%	14 8%	46 11%zT	15 8%	12 7%	5 6%	15 8%	24 6%	243 8%	30 8%
Weekly (Net)	1037 27%BCDTc	865 27%	76 23%	56 29%	39 32%zP	122 32%zTUVc	153 21%	36 22%	87 23%	40 25%	138 32%zTUVc	63 34%TUVc	50 27%c	42 46%zSTUVWXhc	69 36%zTUVc	66 18%	823 26%	122 33%zf

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 43

**A1a1\_10.** How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

**Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)**

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	1217	1019	91	65	42	139	178	37	106	49	153	83	67	44	87	77	968	140
Uc	31%CDleT	31%	27%	33%	34%	37%TUc	24%	22%	28%c	30%	36%TUc	45%zTUVW	37%TUc	48%zTUVW	46%zTUVW	21%	31%	38%zf



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 44  
**A1a1\_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	190	115	74	13	33	92	53	69	120	68	38	49	35	135	50
	5%BCFeO	6%zB	4%	2%	5%C	7%zCF	4%	6%	4%	6%zLN	4%	6%	4%	6%e	4%
At least once every day	316	173	143	26	41	111	137	104	210	100	77	77	63	202	102
	8%CTU	9%	7%	5%	6%	9%C	10%zCD	9%	8%	9%N	8%	9%	6%	8%	7%
About two or three times a week	332	165	167	45	60	150	78	124	204	109	85	85	54	247	80
	9%FmNef	9%	8%	8%F	9%F	12%zF	5%	11%zm	7%	10%zN	9%N	10%N	6%	10%ze	6%
At least once a week	221	107	114	31	44	81	64	71	149	76	67	33	45	161	59
	6%FMe	6%	6%	6%	7%	6%	4%	6%	5%	7%zMN	7%M	4%	5%	7%ze	4%
At least once a month	93	43	50	16	18	34	25	25	66	33	25	22	12	64	27
	2%N	2%	2%	3%	3%	3%	2%	2%	2%	3%N	3%	3%	1%	3%	2%
At least once in the last three months	20	11	9	6	3	6	5	7	12	5	9	4	2	11	7
	1%	1%	*	1%	1%	*	*	1%	*	*	1%	*	*	*	1%
Don't know/can't remember	17	7	10	2	3	3	10	5	11	-	8	3	6	8	8
	*	*	1%	*	*	*	1%	*	*	-	1%K	*	1%K	*	1%
Never	2718	1285	1431	407	446	799	1066	716	1969	667	686	604	762	1597	1049
	70%AEIKd	67%	72%zA	75%zE	69%E	63%	74%zDE	64%	72%zI	63%	69%K	69%K	78%zKLM	66%	76%zd
Qg															
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	506	287	218	39	74	203	190	172	330	168	114	126	98	337	153
	13%BCmNeOU	15%zB	11%	7%	11%C	16%zCD	13%C	15%zm	12%	16%zLN	11%	14%N	10%	14%e	11%
Weekly (Net)	1059	560	498	115	177	434	332	368	683	352	267	243	197	745	292
	27%BCFmNeOT	29%zB	25%	21%	27%C	34%zCDF	23%	33%zm	25%	33%zLMN	27%N	28%N	20%	31%ze	21%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 44  
**A1a1\_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	1152	603	548	131	196	469	357	393	748	385	292	265	210	809	319
	29%BCFmN eOT	32%zB	27%	24%	30%CF	37%zCDF	25%	35%zm	27%	36%zLMN	29%N	30%N	21%	33%ze	23%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 44  
**A1a1\_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	190	140	25	10	15	19	35	3	17	10	17	5	12	1	4	15	158	19
	5%BCFeO	4%	8%zO	5%	12%zOQ	5%	5%	2%	5%	6%	4%	3%	7%	1%	2%	4%	5%	5%
At least once every day	316	252	27	28	8	24	42	4	23	14	48	17	20	7	19	35	254	36
	8%CTU	8%	8%	15%zOPR	6%	6%	6%	2%	6%	9%U	11%zTUV	9%U	11%TU	8%	10%U	9%U	8%	10%
About two or three times a week	332	274	31	20	8	41	54	20	43	14	32	18	13	5	15	20	246	48
	9%FmNef	8%	9%	10%	6%	11%c	7%	12%c	11%c	9%	8%	9%	7%	5%	8%	5%	8%	13%zf
At least once a week	221	182	13	18	7	20	37	7	20	10	26	10	7	11	14	19	173	26
	6%FMe	6%	4%	9%zOP	6%	5%	5%	4%	5%	6%	6%	6%	4%	12%zThc	7%	5%	5%	7%
At least once a month	93	81	5	5	2	15	17	3	6	4	16	4	8	1	6	3	79	4
	2%N	2%	2%	3%	1%	4%c	2%	2%	2%	2%	4%c	2%	4%c	1%	3%	1%	2%	1%
At least once in the last three months	20	16	1	3	-	-	7	-	2	-	-	1	-	2	1	3	13	2
	1%	1%	*	1%	-	-	1%	-	*	-	-	*	-	2%zSX	1%	1%	*	*
Don't know/can't remember	17	13	2	2	-	3	*	-	-	-	2	-	1	5	-	1	14	1
	*	*	1%	1%z	-	1%	*	-	-	-	1%	-	1%	6%zSTUVWXYhbc	-	*	*	*
Never	2718	2299	227	107	84	255	539	129	262	111	285	132	119	59	131	277	2219	231
	70%AEIKd	71%zQ	68%Q	55%	69%Q	68%	74%zX	78%Xh	70%	68%	67%	71%	66%	66%	69%	74%	70%g	63%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	506	392	53	39	22	43	77	7	41	25	65	22	32	8	23	50	412	55
	13%BCmNe	12%	16%	20%zO	18%zO	12%U	10%U	4%	11%U	15%U	15%U	12%U	18%TU	9%	12%U	13%U	13%	15%
Weekly (Net)	1059	848	97	77	37	104	167	34	104	49	123	50	53	23	52	89	831	130
	27%BCFmN	26%	29%	40%zOPR	30%	28%	23%	20%	28%	30%	29%	27%	29%	26%	27%	24%	26%	35%zf
	eOT																	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 44  
**A1a1\_11. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)**  
**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	1152	930	102	82	39	119	184	37	110	53	139	54	61	24	58	91	910	133
eOT	29%BCFmN	29%	31%	42%zOPR	31%	31%	25%	22%	30%	32%	33%TUc	29%	34%	27%	30%	25%	29%	36%zf

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 45  
**A1a1\_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**S4C**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	7 *m	5 *	2 *	- -	4 1%zE	1 *	2 *	5 *m	2 *	5 *	1 *	- -	2 *	5 *	3 *
At least once every day	18 *mO	10 1%	8 *	4 1%	6 1%	3 *	5 *	10 1%zm	8 *	10 1%z	3 *	2 *	3 *	12 1%	6 *
About two or three times a week	22 1%O	12 1%	10 1%	1 *	2 *	10 1%	9 1%	7 1%	15 1%	9 1%	5 1%	4 1%	3 *	15 1%	6 *
At least once a week	25 1%O	16 1%	10 *	1 *	3 1%	8 1%	13 1%	6 1%	19 1%	9 1%	5 1%	5 1%	6 1%	16 1%	9 1%
At least once a month	12 *O	9 *	3 *	2 *	2 *	3 *	5 *	3 *	9 *	5 *	2 *	4 *	1 *	7 *	5 *
At least once in the last three months	8 *O	5 *	3 *	2 *	1 *	3 *	2 *	4 *	4 *	3 *	1 *	1 *	2 *	6 *	2 *
Don't know/can't remember	12 *	8 *	3 *	- -	3 *	3 *	6 *	2 *	10 *	4 *	4 *	1 *	2 *	7 *	5 *
Never	3803 97%AKQag	1841 97%	1959 98%zA	535 98%	626 97%	1246 98%	1396 97%	1083 97%	2675 98%	1012 96%	973 98%K	858 98%K	959 98%K	2357 97%	1349 97%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	25 1%mo	15 1%	10 1%	4 1%	10 2%zEF	3 *	8 1%	15 1%zm	10 *	15 1%zLM	4 *	2 *	5 1%	17 1%	8 1%
Weekly (Net)	72 2%O	42 2%	30 2%	6 1%	16 2%	21 2%	29 2%	29 3%	44 2%	33 3%zLMN	14 1%	11 1%	14 1%	48 2%	24 2%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 45  
**A1a1\_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**S4C**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	84	51	33	8	17	24	34	32	53	38	16	15	15	55	29
	2%BO	3%	2%	2%	3%	2%	2%	3%	2%	4%zLMN	2%	2%	2%	2%	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 45  
**A1a1\_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**S4C**  
**Base = All Respondents**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	7 *m	5	-	2	-	1	2	1	2	-	*	-	-	-	-	-	6	1
		*	-	1%zOP	-	*	*	*	*	-	*	-	-	-	-	-	*	*
At least once every day	18 *mO	11	1	6	*	-	5	-	3	-	2	-	-	-	-	-	11	2
		*	*	3%zOPR	*	-	1%	-	1%	-	*	-	-	-	-	-	*	1%
About two or three times a week	22 1%O	11	2	8	*	1	4	1	1	-	2	-	-	-	-	2	15	5
		*	*	4%zOPR	*	*	1%	1%	*	-	1%	-	-	-	-	*	*	1%
At least once a week	25 1%O	12	*	14	-	*	2	-	3	*	1	2	-	1	1	*	19	6
		*	*	7%zOPR	-	*	*	-	1%	*	*	1%	-	1%	1%	*	1%	2%
At least once a month	12 *O	3	2	7	*	-	1	-	1	1	-	-	-	-	*	-	9	2
		*	1%O	3%zOPR	*	-	*	-	*	*	-	-	-	-	*	-	*	*
At least once in the last three months	8 *O	3	1	4	*	-	2	-	-	1	-	-	-	1	-	-	8	-
		*	*	2%zOP	*	-	*	-	-	*	-	-	-	1%	-	-	*	-
Don't know/can't remember	12 *	10	1	1	-	-	-	-	1	-	-	-	-	9	-	-	8	4
		*	*	*	-	-	-	-	*	-	-	-	-	10%zSTUVW XYhbc	-	-	*	1%
Never	3803 97%AKQag	3204 98%zQ	325 98%Q	152 79%	122 99%Q	375 99%za	714 98%a	164 99%a	363 97%a	163 99%a	420 99%a	185 99%a	181 100%a	80 88%	189 99%a	370 100%zVa	3078 98%g	347 95%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	25 1%mo	16	1	8	*	1	7	1	5	-	2	-	-	-	-	-	17	4
		*	*	4%zOPR	*	*	1%	*	1%	-	1%	-	-	-	-	-	1%	1%
Weekly (Net)	72 2%O	39	3	30	1	2	14	2	9	*	6	2	-	1	1	2	51	14
		1%	1%	16%zOPR	1%	1%	2%	1%	2%	*	1%	1%	-	1%	1%	*	2%	4%zf

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 45  
**A1a1\_12. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**S4C**

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>Total (z)</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
WeightedBase	3907																	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	84	42	4	37	1	2	14	2	10	1	6	2	-	1	2	2	61	16
	2%BO	1%	1%	19%zOPR	1%	1%	2%	1%	3%	1%	1%	1%	-	1%	1%	*	2%	4%zf

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 46  
**A1a1\_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC News Channel**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	160	111	49	10	33	51	65	57	103	64	35	35	26	105	52
	4%BCNP	6%zB	2%	2%	5%C	4%	5%C	5%	4%	6%zLN	4%	4%	3%	4%	4%
At least once every day	411	204	207	40	39	135	197	114	292	142	101	94	74	229	175
	11%CDNdRg	11%	10%	7%	6%	11%D	14%zCDE	10%	11%	13%zN	10%	11%	8%	9%	13%zd
About two or three times a week	280	159	121	32	56	97	96	86	192	80	77	59	64	189	86
	7%B	8%zB	6%	6%	9%	8%	7%	8%	7%	8%	8%	7%	7%	8%	6%
At least once a week	236	121	115	27	41	66	103	58	177	82	57	45	51	148	85
	6%	6%	6%	5%	6%	5%	7%	5%	6%	8%zN	6%	5%	5%	6%	6%
At least once a month	124	66	58	12	16	52	43	28	96	52	30	20	22	82	40
	3%	3%	3%	2%	3%	4%	3%	2%	3%	5%zLMN	3%	2%	2%	3%	3%
At least once in the last three months	48	26	22	8	2	19	20	7	41	12	16	13	7	28	19
	1%DI	1%	1%	1%D	*	1%D	1%D	1%	2%	1%	2%	1%	1%	1%	1%
Don't know/can't remember	17	11	6	-	-	5	12	5	12	7	3	5	2	7	11
	*	1%	*	-	-	*	1%zD	*	*	1%	*	1%	*	*	1%z
Never	2631	1207	1420	416	461	852	902	766	1828	618	675	604	733	1638	917
	67%AFKOSTX	63%	71%zA	76%zEF	71%F	67%	63%	68%	67%	58%	68%K	69%K	75%zKLM	68%	66%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	571	315	255	50	72	186	262	171	395	206	136	129	100	334	227
	15%BCDNPRg	17%zB	13%	9%	11%	15%C	18%zCDE	15%	14%	19%zLMN	14%N	15%N	10%	14%	16%z
Weekly (Net)	1087	595	492	109	169	348	461	315	764	368	271	233	215	671	398
	28%BCNPRU	31%zB	25%	20%	26%C	27%C	32%zCDE	28%	28%	35%zLMN	27%N	27%	22%	28%	29%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 46  
**A1a1\_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC News Channel**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	1211	661	549	121	185	401	504	343	859	420	301	253	237	753	437
	31%BCNPR	35%zB	27%	22%	29%C	31%C	35%zCD	31%	31%	40%zLMN	30%N	29%	24%	31%	32%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 46  
**A1a1\_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC News Channel**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	160	139	6	10	6	21	37	8	14	7	16	6	7	3	6	13	133	11
		4%BCNP	4%P	2%	5%P	5%P	5%	5%	4%	4%	4%	3%	4%	3%	3%	4%	4%	4%
At least once every day	411	350	28	25	7	28	74	8	49	18	78	12	21	4	20	38	358	23
		11%CDNdR	11%R	8%	13%R	6%	7%	10%	5%	13%SUYa	11%	18%zSTUYa	6%	12%	4%	10%	10%	11%zg
About two or three times a week	280	246	14	14	6	35	92	6	20	9	28	17	11	5	6	18	230	22
		7%B	8%	4%	7%	5%	9%b	13%zUVWXh	4%	5%	6%	7%	9%	6%	6%	3%	5%	7%
At least once a week	236	201	20	11	4	28	49	8	21	5	32	13	10	8	7	18	184	33
		6%	6%	6%	6%	4%	8%	7%	5%	6%	3%	8%	7%	6%	9%	4%	5%	6%
At least once a month	124	109	9	4	2	27	16	11	11	1	9	5	1	8	9	11	93	23
		3%	3%	3%	2%	2%	7%zTVWXh	2%	6%TWXh	3%	1%	2%	3%	1%	9%zTVWXY	5%	3%	6%zf
At least once in the last three months	48	39	5	3	1	13	5	5	4	-	3	1	-	3	2	4	37	9
		1%DI	1%	1%	2%	1%	3%zTWX	1%	3%T	1%	-	1%	1%	-	4%TWXh	1%	1%	1%
Don't know/can't remember	17	12	4	2	*	3	3	1	2	-	2	-	1	-	-	-	16	1
		*	*	1%	1%	*	1%	*	*	-	*	-	1%	-	-	-	1%	*
Never	2631	2163	247	123	97	222	454	119	255	123	258	132	128	59	142	270	2104	245
		67%AFKOS	66%	75%zOQ	64%	79%zOQ	59%	62%	72%SX	68%S	75%STX	61%	71%SX	71%S	65%	74%STX	73%STX	67%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	571	489	34	35	13	48	112	34	63	25	94	18	28	7	25	52	491	34
		15%BCDNP	15%PR	10%	18%PR	10%	13%	15%	10%	17%	15%	22%zSTUY	10%	16%	7%	13%	14%	16%zg
Weekly (Net)	1087	936	67	61	23	112	252	31	103	40	155	48	50	20	38	88	905	89
		28%BCNPR	29%zPR	20%	31%PR	19%	30%U	34%zUWab	19%	28%	24%	36%zUVWY	26%	27%	22%	20%	24%	29%z

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 46  
**A1a1\_13. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC News Channel**  
**Base = All Respondents**

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Monthly (Net)	1211	1044	76	65	25	139	268	41	114	41	163	54	51	28	47	98	998	113	
		31%BCNPR	32%zPR	23%	34%PR	20%	37%UWbc	37%zUWbc	25%	30%	25%	38%zUWbc	29%	28%	31%	25%	26%	32%	31%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 47  
**A1a1\_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Parliament**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	34 1%N	22 1%	12 1%	4 1%	7 1%	10 1%	13 1%	11 1%	23 1%	18 2%zN	8 1%	7 1%	1 *	24 1%	10 1%
At least once every day	41 1%CN	21 1%	20 1%	1 *	8 1%	17 1% <b>C</b>	15 1%	17 1%	24 1%	23 2%zLN	7 1%	8 1%	3 *	28 1%	12 1%
About two or three times a week	69 2%N	42 2%	26 1%	9 2%	5 1%	20 2%	34 2% <b>D</b>	18 2%	51 2%	26 2%N	20 2%	15 2%	8 1%	33 1%	34 2% <b>zd</b>
At least once a week	82 2% <b>BC</b>	58 3%zB	24 1%	5 1%	12 2%	20 2%	46 3%zCE	14 1%	67 2%	27 3%	22 2%	18 2%	15 2%	48 2%	33 2%
At least once a month	45 1% <b>D</b>	27 1%	18 1%	6 1%	1 *	14 1%	23 2% <b>D</b>	11 1%	34 1%	22 2%zMN	10 1%	5 1%	7 1%	25 1%	20 1%
At least once in the last three months	26 1% <b>Bif</b>	18 1%	8 *	2 *	3 *	4 *	17 1%zE	2 *	23 1%	11 1%	7 1%	4 *	3 *	17 1%	9 1%
Don't know/can't remember	4 *	4 *	-	-	-	-	4 *	-	4 *	3 *	-	1 *	-	2 *	2 *
Never	3608 92% <b>AFKT</b>	1714 90%	1891 95%zA	518 95%zF	612 95%zF	1191 93% <b>F</b>	1287 89%	1048 93%	2515 92%	927 88%	921 93% <b>K</b>	818 93% <b>K</b>	942 96%zKLM	2248 93%	1265 91%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	75 2% <b>N</b>	43 2%	32 2%	5 1%	15 2%	27 2%	28 2%	28 3%	47 2%	40 4%zLMN	15 2%	15 2% <b>N</b>	5 1%	52 2%	22 2%
Weekly (Net)	225 6% <b>BCN</b>	143 8%zB	82 4%	19 3%	31 5%	67 5%	107 7%zC	60 5%	165 6%	93 9%zLMN	57 6% <b>N</b>	48 5% <b>N</b>	28 3%	133 5%	89 6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 47  
**A1a1\_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Parliament**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	270	170	99	25	33	81	131	71	198	115	67	53	35	158	108
	7%BCN	9%zB	5%	5%	5%	6%	9%zCDE	6%	7%	11%zLMN	7%N	6%N	4%	7%	8%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 47  
**A1a1\_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Parliament**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	34 1%N	31 1%	2 *	1 *	1 1%	7 2%	15 2%z	1 1%	2 1%	- -	3 1%	- -	1 1%	- -	- -	2 *	30 1%	3 1%
At least once every day	41 1%CN	31 1%	6 2%	2 1%	2 1%	1 *	5 1%	* *	8 2%	* *	4 1%	2 1%	1 1%	1 1%	4 2%	5 1%	36 1%	2 1%
About two or three times a week	69 2%N	56 2%	4 1%	7 4%zOP	1 1%	5 1%	21 3%	3 2%	3 1%	1 1%	6 2%	8 4%zVb	2 1%	- -	- -	6 2%	53 2%	6 2%
At least once a week	82 2%BC	71 2%	4 1%	4 2%	1 1%	7 2%	20 3%	5 3%	7 2%	4 2%	12 3%	- -	6 3%Y	1 1%	6 3%Y	4 1%	66 2%	4 1%
At least once a month	45 1%D	40 1%	2 1%	2 1%	1 1%	8 2%	12 2%	5 3%X	2 1%	1 *	1 *	3 2%	4 2%	- -	- -	6 2%	33 1%	5 1%
At least once in the last three months	26 1%BIf	24 1%	1 *	1 1%	* *	9 3%zXc	8 1%	- -	2 1%	- -	* *	- -	- -	2 3%zXc	2 1%	- -	16 *	5 1%
Don't know/can't remember	4 *	3 *	1 *	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	- -
Never	3608 92%AFKT	3002 92%	312 94%	177 91%	117 95%	340 90%	646 89%	151 91%	350 94%T	159 97%ST	400 94%T	173 93%	167 92%	86 95%	179 94%	349 94%T	2917 92%	343 93%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	75 2%N	62 2%	8 2%	3 1%	2 2%	7 2%	20 3%	2 1%	10 3%	* *	7 2%	2 1%	3 1%	1 1%	4 2%	6 2%	67 2%	5 1%
Weekly (Net)	225 6%BCN	190 6%	16 5%	14 7%	5 4%	20 5%	61 8%zW	9 6%	20 5%	5 3%	25 6%	10 6%	10 6%	2 2%	10 5%	17 5%	186 6%	15 4%

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

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Table 47  
**A1a1\_14. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Parliament**  
**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	270	230	18	16	6	27	73	14	22	6	26	13	14	2	10	23	219	20
	7%BCN	7%	5%	8%	5%	7%	10%zWa	9%	6%	3%	6%	7%	8%	2%	5%	6%	7%	5%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 48  
**A1a1\_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC Alba**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	13 *m	8 *	5 *	1 *	4 1%	6 *	2 *	9 1%zm	5 *	10 1%zLN	- *	1 *	1 *	13 1%e	- *
At least once every day	13 *m	7 *	6 *	2 *	6 1%zF	3 *	2 *	9 1%zm	5 *	9 1%zN	2 *	1 *	*	11 *	2 *
About two or three times a week	20 *O	8 *	12 1%	1 *	1 *	7 1%	11 1%	3 *	17 1%	3 *	6 1%	6 1%	5 *	11 *	7 1%
At least once a week	19 *	7 *	12 1%	2 *	1 *	10 1%	6 *	9 1%	10 *	8 1%	5 1%	1 *	5 1%	11 *	8 1%
At least once a month	32 1%BEO	22 1%	10 1%	4 1%	4 1%	4 *	20 1%zE	4 *	27 1%	15 1%zM	10 1%	3 *	4 *	25 1%	7 1%
At least once in the last three months	7 *O	5 *	1 *	- *	- *	1 *	6 *	1 *	6 *	1 *	2 *	3 *	*	3 *	4 *
Don't know/can't remember	3 *	2 *	1 *	1 *	- *	- *	2 *	1 *	2 *	2 *	- *	- *	1 *	2 *	1 *
Never	3801 97%KP	1846 97%	1952 98%	535 98%	631 97%	1245 98%	1390 97%	1086 97%	2670 97%	1008 95%	970 97%K	861 98%K	962 98%K	2350 97%	1356 98%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	26 1%Fme	16 1%	10 1%	3 1%	10 2%zF	10 1%	3 *	17 2%zm	9 *	19 2%zLMN	2 *	3 *	2 *	24 1%ze	2 *
Weekly (Net)	65 2%mOR	31 2%	34 2%	6 1%	13 2%	26 2%	20 1%	29 3%zm	36 1%	30 3%zLMN	13 1%	10 1%	12 1%	47 2%	16 1%

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

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Table 48  
**A1a1\_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Alba**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	97	53	44	10	17	30	40	33	63	45	23	12	16	71	23
	2%eOQRX	3%	2%	2%	3%	2%	3%	3%	2%	4%zLMN	2%	1%	2%	3%e	2%

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Table 48  
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**BBC Alba**  
 Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	13 *m	9 *	4 1%zO	-	-	3 1%	3 *	1 *	2 1%	* *	-	-	-	-	-	-	12 *	1 *
At least once every day	13 *m	9 *	4 1%zO	-	-	-	3 *	-	3 1%	1 1%	1 *	-	-	-	-	-	10 *	2 *
About two or three times a week	20 *O	10 *	8 2%zO	1 *	* *	3 1%	1 *	1 1%	-	* *	1 *	-	-	-	1 1%	3 1%	14 *	5 1%
At least once a week	19 *	13 *	6 2%zO	-	-	-	3 *	2 1%	-	-	1 *	1 *	2 1%	2 2%SV	-	3 1%	15 *	1 *
At least once a month	32 1%BEO	9 *	22 7%zOQR	-	* *	-	5 1%	1 *	1 *	-	1 *	-	-	-	1 1%	1 *	26 1%	2 *
At least once in the last three months	7 *O	2 *	4 1%zO	-	1 1%zO	-	2 *	-	-	-	-	-	-	-	-	-	7 *	-
Don't know/can't remember	3 *	3 *	-	-	-	1 *	1 *	-	1 *	-	-	-	-	-	-	-	3 *	-
Never	3801 97%KP	3203 98%zP	284 85%	193 100%zP	122 99%P	370 98%	713 98%	161 97%	366 98%	162 99%	423 99%z	186 100%	178 99%	89 98%	188 99%	365 98%	3068 97%	357 97%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	26 1%Fme	18 1%	8 2%zOQR	-	-	3 1%	6 1%	1 *	6 2%	2 1%	1 *	-	-	-	-	*	23 1%	3 1%
Weekly (Net)	65 2%mOR	42 1%	22 7%zOQR	1 *	* *	6 2%	10 1%	3 2%	6 2%	2 1%	3 1%	1 *	2 1%	2 2%	1 1%	6 2%	52 2%	8 2%

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

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Table 48  
**A1a1\_15. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Alba**  
**Base = All Respondents**

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
<b>WeightedBase</b>	<b>3907</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
<b>EffectiveBase</b>	<b>2717</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
<b>Monthly (Net)</b>	<b>97</b>	51	45	1	1	6	15	4	7	2	3	1	2	2	3	7	78	10	
	<b>2%eOQRX</b>	2%	<b>13%zOQR</b>	*	*	2%	2%	3%	2%	1%	1%	*	1%	2%	1%	2%	2%	2%	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 49  
**A1a1\_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**CBBC**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	57	20	37	6	22	28	1	49	8	19	11	8	18	44	11
	1%FmeT	1%	2%	1%F	3%zCF	2%zF	*	4%zm	*	2%	1%	1%	2%	2%e	1%
At least once every day	74	26	48	7	24	34	8	61	13	33	21	11	9	57	15
	2%AFmNe	1%	2%A	1%	4%zCF	3%F	1%	5%zm	*	3%zMN	2%	1%	1%	2%ze	1%
About two or three times a week	65	31	34	13	15	27	10	47	16	23	17	10	15	47	16
	2%Fm	2%	2%	2%F	2%F	2%F	1%	4%zm	1%	2%	2%	1%	2%	2%	1%
At least once a week	50	21	28	16	8	16	10	26	22	16	9	19	6	36	13
	1%Fmf	1%	1%	3%zEF	1%	1%	1%	2%zm	1%	1%	1%	2%zN	1%	2%	1%
At least once a month	26	17	9	6	8	8	4	15	11	10	7	6	3	18	5
	1%Fm	1%	*	1%F	1%F	1%	*	1%zm	*	1%	1%	1%	*	1%	*
At least once in the last three months	14	7	8	11	-	1	2	7	8	2	6	3	4	7	8
	*	*	*	2%zDEF	-	*	*	1%	*	*	1%	*	*	*	1%
Don't know/can't remember	7	-	7	1	2	3	2	6	1	-	4	2	1	5	2
	*m	-	*A	*	*	*	*	1%zm	*	-	*	*	*	*	*
Never	3614	1784	1828	486	569	1158	1401	910	2662	953	920	817	922	2211	1313
	92%BCDEI	94%zB	91%	89%	88%	91%	97%zCDE	81%	97%zI	90%	92%	93%K	94%zK	91%	95%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	131	46	85	13	46	62	9	111	20	52	32	19	27	102	27
	3%AFme	2%	4%zA	2%F	7%zCF	5%zCF	1%	10%zm	1%	5%zMN	3%	2%	3%	4%ze	2%
Weekly (Net)	246	98	147	42	69	105	29	184	59	91	58	48	48	185	56
	6%AFmeP	5%	7%zA	8%F	11%zF	8%zF	2%	16%zm	2%	9%zLMN	6%	5%	5%	8%ze	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 49  
**A1a1\_16.** How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.  
**CBBC**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	272	115	156	48	78	114	33	199	70	101	65	54	52	204	61
	7%FmNeP	6%	8%	9%F	12%zF	9%zF	2%	18%zm	3%	10%zLMN	7%	6%	5%	8%ze	4%

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Table 49  
**A1a1\_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**CBBC**

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	57	49	3	3	2	3	3	5	10	-	9	-	1	-	7	12	48	3
	1%FmeT	2%	1%	1%	2%	1%	*	3%T	3%T	-	2%T	-	*	-	4%STWY	3%zSTWY	2%	1%
At least once every day	74	65	3	2	3	6	18	2	7	1	8	2	1	3	6	11	62	3
	2%AFmNe	2%	1%	1%	2%	2%	3%	1%	2%	1%	2%	1%	*	3%	3%	3%	2%	1%
About two or three times a week	65	57	1	5	1	6	13	2	9	3	9	4	4	2	1	4	49	7
	2%Fm	2%	*	3%P	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	*	1%	2%	2%
At least once a week	50	46	1	1	2	3	7	2	4	3	8	2	5	2	3	7	32	10
	1%Fmf	1%	*	1%	1%	1%	1%	1%	1%	2%	2%	1%	3%	3%	1%	2%	1%	3%zf
At least once a month	26	22	1	3	1	3	7	-	3	-	-	2	1	-	2	3	18	2
	1%Fm	1%	*	2%	*	1%	1%	-	1%	-	-	1%	1%	-	1%	1%	1%	*
At least once in the last three months	14	13	1	-	-	1	6	1	1	-	1	1	-	-	2	*	14	1
	*	*	*	-	-	*	1%	1%	*	-	*	1%	-	-	1%	*	*	*
Don't know/can't remember	7	6	1	-	-	-	4	-	2	-	-	-	-	-	-	1	6	-
	*m	*	*	-	-	-	*	-	*	-	-	-	-	-	-	*	*	-
Never	3614	2999	321	180	114	356	672	153	338	156	392	174	169	83	171	334	2927	341
	92%BCDEI	92%	97%zOQR	93%	93%	94%	92%	92%	90%	95%	92%	93%	93%	92%	89%	90%	93%	93%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	131	115	6	5	5	9	22	7	17	1	16	2	2	3	12	23	110	6
	3%AFme	4%	2%	3%	4%	2%	3%	4%	5%	1%	4%	1%	1%	3%	6%WYh	6%zSTWYh	3%	2%
Weekly (Net)	246	218	8	11	8	17	42	11	30	8	33	9	11	7	16	34	191	23
	6%AFmeP	7%P	2%	6%P	7%P	5%	6%	7%	8%	5%	8%	5%	6%	8%	8%	9%zS	6%	6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 49  
**A1a1\_16. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**CBBC**  
**Base = All Respondents**

WeightedBase  
 EffectiveBase  
 Monthly (Net)

Total (z)	Nation				England Regions											Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
272	240	9	14	9	20	49	11	33	8	33	11	12	7	19	37	209	25
	7%FmNeP	7%P	3%	7%P	7%P	5%	7%	7%	9%	5%	8%	6%	7%	8%	10%	7%	7%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 50  
**A1a1\_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**CBeebies**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	85	34	51	10	38	36	1	76	10	29	17	23	17	67	19
	2%FmeT	2%	3%	2%F	6%zCEF	3%F	*	7%zm	*	3%	2%	3%	2%	3%ze	1%
At least once every day	142	28	114	21	49	56	16	123	19	55	31	30	26	105	34
	4%AFme	1%	6%zA	4%F	8%zCEF	4%F	1%	11%zm	1%	5%zLN	3%	3%	3%	4%ze	2%
About two or three times a week	78	33	45	9	29	29	11	60	18	24	22	13	20	57	20
	2%Fm	2%	2%	2%	4%zCEF	2%F	1%	5%zm	1%	2%	2%	1%	2%	2%	1%
At least once a week	56	19	37	5	14	19	18	30	23	26	9	11	11	35	16
	1%Am	1%	2%	1%	2%	2%	1%	3%zm	1%	2%zL	1%	1%	1%	1%	1%
At least once a month	20	10	10	4	7	5	4	12	8	6	7	5	2	14	5
	1% m	1%	1%	1%	1%F	*	*	1%zm	*	1%	1%	1%	*	1%	*
At least once in the last three months	20	10	10	8	3	4	5	6	13	8	5	3	4	14	5
	1%	1%	*	1%zEF	*	*	*	1%	*	1%	1%	*	*	1%	*
Don't know/can't remember	9	3	6	-	2	3	5	6	4	-	4	2	4	6	2
	*	*	*	-	*	*	*	*	*	-	*	*	*	*	*
Never	3496	1769	1725	489	506	1122	1378	808	2646	909	900	790	897	2128	1284
	89%BDIKd	93%zB	86%	90%D	78%	88%D	96%zCDE	72%	97%zI	86%	90%K	90%K	92%zK	88%	93%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	227	62	165	31	87	93	17	199	28	84	48	53	43	172	52
	6%AFmeT	3%	8%zA	6%F	13%zCEF	7%zF	1%	18%zm	1%	8%zLN	5%	6%	4%	7%ze	4%
Weekly (Net)	362	114	247	44	130	141	47	289	70	133	79	77	73	264	88
	9%AFmeP	6%	12%zA	8%F	20%zCEF	11%zF	3%	26%zm	3%	13%zLMN	8%	9%	7%	11%ze	6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 50  
**A1a1\_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**CBeebies**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	382	124	257	48	137	146	50	301	78	139	86	82	75	278	93
	10%AFmNeP	6%	13%zA	9%F	21%zCEF	11%zF	3%	27%zm	3%	13%zLMN	9%	9%	8%	11%ze	7%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 50  
**A1a1\_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**CBeebies**  
**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	85 2%FmeT	70 2%	8 2%	3 2%	4 3%	7 2%	4 1%	7 4%TY	17 5%zTY	5 3%T	9 2%T	* 1%	1 2%	2 4%T	7 3%T	11 3%T	72 2%	7 2%
At least once every day	142 4%AFme	124 4%	9 3%	5 2%	4 3%	15 4%	21 3%	6 3%	12 3%	4 2%	27 6%zTc	6 3%	5 3%	5 6%	14 7%zTc	10 3%	110 3%	14 4%
About two or three times a week	78 2%Fm	68 2%	2 1%	5 2%	3 2%	4 1%	17 2%	3 2%	6 2%	6 3%	4 1%	6 3%	1 4%	9 1%	5 5%zSX	5 1%	61 2%	11 3%
At least once a week	56 1%Am	52 2%	1 *	3 2%	1 *	- -	10 1%	1 *	11 3%S	1 1%	12 3%zS	- -	4 2%S	2 2%S	4 2%S	7 2%S	45 1%	5 1%
At least once a month	20 1%m	19 1%	- -	* *	1 *	1 *	3 *	- -	4 1%	1 *	2 1%	4 2%zST	1 1%	- -	2 1%	2 *	15 *	1 *
At least once in the last three months	20 1%	17 1%	3 1%	- -	* *	3 1%	5 1%	1 1%	1 *	1 1%	1 *	2 1%	- -	- -	- -	2 1%	17 1%	2 *
Don't know/can't remember	9 *	9 *	1 *	- -	- -	3 1%	- -	- -	2 *	- -	4 1%zT	- -	- -	- -	- -	- -	9 *	- -
Never	3496 89%BDIKd Xb	2898 89%	309 93%zO	178 92%	110 90%	344 91%b	671 92%VXb	148 89%	321 86%	147 89%	367 86%	168 90%	162 90%	80 89%	155 81%	336 90%b	2826 90%	326 89%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	227 6%AFmeT	195 6%	17 5%	8 4%	8 7%	22 6%	25 3%	12 8%	29 8%T	9 5%	36 9%zT	6 3%	7 4%	7 7%	21 11%zTYh	21 6%	182 6%	21 6%
Weekly (Net)	362 9%AFmeP	315 10%P	19 6%	16 8%	12 10%	27 7%	52 7%	17 10%	46 12%T	15 9%	52 12%T	12 7%	17 10%	10 11%	34 18%zSTYc	33 9%	288 9%	38 10%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 50  
**A1a1\_17. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**CBeebies**  
**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	382	334	19	16	12	27	55	17	50	16	54	16	19	10	36	35	303	39
P	10%AFmNe	10%P	6%	8%	10%	7%	8%	10%	13%ST	10%	13%ST	9%	10%	11%	19%zSTYc	9%	10%	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 51  
**A1a1\_20. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**  
**BBC Scotland**  
**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	1 *	- *	1 *	- *	- *	- *	1 *	- *	1 *	- *	- *	1 *	- *	- *	1 *
At least once every day	5 *Of	3 *	2 *	- *	* *	3 *	1 *	- *	5 *	- *	- *	2 *	3 *	2 *	3 *
About two or three times a week	4 *	2 *	2 *	- *	1 *	1 *	2 *	1 *	3 *	- *	- *	1 *	3 *	1 *	2 *
At least once a week	5 *f	1 *	4 *	1 *	3 *	1 *	1 *	3 *	2 *	3 *	- *	1 *	1 *	3 *	2 *
At least once a month	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
At least once in the last three months	1 *	1 *	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3891 100%Pg	1899 100%	1990 100%	544 100%	644 99%	1270 100%	1432 100%	1117 100%	2729 100%	1054 100%	994 100%	871 99%	973 99%	2418 100%	1376 99%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	6 *O	3 *	3 *	- *	* *	3 *	3 *	- *	6 *	- *	- *	3 *	3 *	2 *	4 *
Weekly (Net)	14 *Of	6 *	8 *	1 *	4 1%	5 *	6 *	4 *	10 *	3 *	- *	5 1%	7 1%L	6 *	8 1%
Monthly (Net)	14 *Of	6 *	8 *	1 *	4 1%	5 *	6 *	4 *	10 *	3 *	- *	5 1%	7 1%L	6 *	8 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 51  
**A1a1\_20. How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.**

**BBC Scotland**

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	1 *	- -	1 *zO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
At least once every day	5 *Of	1 *	3 1%zO	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	3 1%zf
About two or three times a week	4 *	- -	4 1%zO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	1 *
At least once a week	5 *f	3 *	2 1%zO	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	1 *
At least once a month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
At least once in the last three months	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -
Don't know/can't remember	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Never	3891 100%Pg	3253 100%zP	321 97%	194 100%P	123 100%P	375 99%	729 100%	166 100%	374 100%	164 100%	425 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3147 100%zg	363 99%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	6 *O	1 *	5 1%zO	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	3 1%zf
Weekly (Net)	14 *Of	4 *	10 3%zOQR	- -	- -	2 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	7 *	5 1%zf
Monthly (Net)	14 *Of	4 *	10 3%zOQR	- -	- -	2 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	7 *	5 1%zf

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 52

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
BBC Radio 1	890	438	451	239	242	315	94	386	498	318	239	189	144	710	169
	23%FmNeP Tg	23%	23%	44%zDEF	37%zEF	25%F	7%	34%zm	18%	30%zLMN	24%N	22%N	15%	29%ze	12%
BBC Radio 2	867	474	391	81	89	326	371	232	626	318	238	179	132	592	258
	22%BCDNe ORTW	25%zB	20%	15%	14%	26%zCD	26%zCD	21%	23%	30%zLMN	24%N	20%N	13%	24%ze	19%
BBC Radio 3	177	113	63	21	41	53	63	69	109	86	40	29	23	124	51
	5%BmNY	6%zB	3%	4%	6%z	4%	4%	6%zm	4%	8%zLMN	4%	3%	2%	5%	4%
BBC Radio 4	552	303	248	23	75	186	269	141	408	241	159	89	63	369	176
	14%BCMNR W	16%zB	12%	4%	12%C	15%C	19%zCDE	13%	15%	23%zLMN	16%MN	10%N	6%	15%	13%
BBC Radio 5 live	391	290	100	24	64	169	134	127	261	166	101	63	61	298	90
	10%BCMNe	15%zB	5%	4%	10%C	13%zCF	9%C	11%	10%	16%zLMN	10%N	7%	6%	12%ze	6%
BBC 6 Music	159	85	74	17	36	83	24	61	98	81	38	21	19	127	31
	4%FmMNeV g	4%	4%	3%	5%F	7%zCF	2%	5%zm	4%	8%zLMN	4%N	2%	2%	5%ze	2%
BBC Asian Network	75	37	37	9	29	32	5	54	20	43	12	9	12	65	8
	2%Fmeg	2%	2%	2%F	4%zCF	3%F	*	5%zm	1%	4%zLMN	1%	1%	1%	3%ze	1%
BBC local radio stations	591	323	268	39	91	193	268	172	413	181	145	143	121	364	222
	15%BCNQT	17%zB	13%	7%	14%C	15%C	19%zCDE	15%	15%	17%N	15%	16%N	12%	15%	16%
Any other BBC station (including digital BBC stations)	133	78	56	11	25	54	44	25	106	39	45	29	21	85	45
	3%INO	4%	3%	2%	4%	4%C	3%	2%	4%zI	4%	5%N	3%	2%	3%	3%
TalkSPORT	388	320	66	39	89	159	101	152	232	139	94	81	74	314	70
	10%BCFmN eTc	17%zB	3%	7%	14%zCF	12%zCF	7%	14%zm	8%	13%zLMN	9%	9%	8%	13%ze	5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 52

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
TalkRADIO	102	67	35	12	25	43	22	49	52	49	24	16	13	84	18
	3%BFmNeg	4%zB	2%	2%	4%F	3%F	2%	4%zm	2%	5%zLMN	2%	2%	1%	3%ze	1%
Classic FM	505	270	234	71	94	155	185	159	340	198	137	90	80	327	174
	13%BMN	14%	12%	13%	14%	12%	13%	14%	12%	19%zLMN	14%N	10%	8%	13%	13%
Absolute Radio	373	194	179	62	76	189	46	140	229	162	94	65	51	319	47
	10%FmNeQ	10%	9%	11%F	12%F	15%zF	3%	13%zm	8%	15%zLMN	9%N	7%	5%	13%ze	3%
Any Capital Radio station	568	260	307	155	159	192	61	233	330	182	156	126	104	449	105
	15%FmNeR Sabg	14%	15%	29%zEF	25%zEF	15%F	4%	21%zm	12%	17%zN	16%N	14%N	11%	19%ze	8%
Any Heart Radio station	807	333	473	135	178	328	166	305	488	223	219	191	174	638	155
	21%AFmNe PRTUc	17%	24%zA	25%zF	28%zF	26%zF	12%	27%zm	18%	21%	22%N	22%	18%	26%ze	11%
Any Smooth Radio station	411	185	225	43	67	138	163	114	290	120	93	93	105	271	125
	11%eQRTY abc	10%	11%	8%	10%	11%	11%	10%	11%	11%	9%	11%	11%	11%	9%
Kiss	518	234	283	155	158	168	37	237	276	175	145	114	84	430	82
	13%FmNeR Wf	12%	14%	28%zEF	24%zEF	13%F	3%	21%zm	10%	17%zN	15%N	13%N	9%	18%ze	6%
Magic	447	219	227	72	116	180	79	183	263	157	119	86	85	339	97
	11%FmNeg	12%	11%	13%F	18%zF	14%zF	6%	16%zm	10%	15%zLMN	12%N	10%	9%	14%ze	7%
Other local Radio station (e.g. a local station that has advertising)	484	252	230	49	85	201	149	147	332	121	140	115	107	350	128
	12%CFeOcf	13%	12%	9%	13%C	16%zCF	10%	13%	12%	11%	14%	13%	11%	14%ze	9%
None of these	949	425	521	135	140	269	404	241	694	167	224	191	367	429	482
	24%AEId QSY	22%	26%zA	25%	22%	21%	28%zDE	21%	25%l	16%	22%K	22%K	37%zKLM	18%	35%zd

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 52

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

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	9386	4902	4467	1393	1877	3431	2685	3227	6064	3163	2464	1922	1837	6682	2533
	240%	257%	224%	256%	290%	269%	187%	288%	221%	299%	248%	219%	188%	275%	183%
Not stated	3	*	2	1	-	2	-	2	*	-	2	-	1	-	1
	*m	*	*	*	-	*	-	*	*	-	*	-	*	-	*
BBC Radio (Net)	2242	1190	1051	317	379	739	806	652	1567	745	599	495	403	1517	686
	57%BNc	62%zB	53%	58%	59%	58%	56%	58%	57%	71%zLMN	60%N	56%N	41%	63%ze	50%
BBC National (Net)	2018	1085	932	311	348	695	665	610	1387	707	543	427	341	1415	566
	52%BFNeWc	57%zB	47%	57%zF	54%F	54%zF	46%	54%	51%	67%zLMN	55%MN	49%N	35%	58%ze	41%
BBC local (Net)	591	323	268	39	91	193	268	172	413	181	145	143	121	364	222
	15%BCNQT	17%zB	13%	7%	14%C	15%C	19%zCDE	15%	15%	17%N	15%	16%N	12%	15%	16%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 52

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
BBC Radio 1	890 23%FmNeP Tg	755 23%	59 18%	44 23%	32 26%P	99 26%T	131 18%	43 26%	100 27%T	39 24%	105 25%T	54 29%Tc	41 23%	21 23%	49 26%	73 19%	726 23%g	64 17%
BBC Radio 2	867 22%BCDNe ORTW	691 21%	85 26%R	70 36%zOPR	21 17%	105 28%zTVWh c	123 17%	30 18%	74 20%	24 15%	118 28%zTVWh c	56 30%zTUVW hc	32 18%	17 18%	45 24%	68 18%	683 22%	114 31%zf
BBC Radio 3	177 5%BmNY	156 5%	12 4%	6 3%	3 3%	9 2%	61 8%zSVWYc	5 3%	15 4%	4 3%	21 5%Y	1 1%	7 4%	6 7%Y	9 5%	16 4%	144 5%	11 3%
BBC Radio 4	552 14%BCMNR W	478 15%R	35 11%	31 16%R	9 7%	54 14%	145 20%zUVWX c	17 11%	44 12%	13 8%	59 14%	28 15%	37 20%UVWc	14 15%	26 13%	42 11%	459 15%	44 12%
BBC Radio 5 live	391 10%BCMNe	330 10%	29 9%	19 10%	13 11%	44 12%	71 10%	11 6%	53 14%zUYc	14 9%	46 11%	14 7%	26 15%c	10 11%	17 9%	24 6%	331 11%	29 8%
BBC 6 Music	159 4%FmMNeV g	134 4%	13 4%	7 4%	5 4%	13 3%	50 7%zVW	7 4%	5 1%	3 2%	17 4%	7 4%	6 3%	4 5%	6 3%	16 4%	141 4%zg	4 1%
BBC Asian Network	75 2%Fmeg	67 2%	6 2%	1 *	1 1%	6 2%	24 3%zY	5 3%	11 3%	2 1%	9 2%	- -	- -	* *	1 1%	9 2%	62 2%	1 *
BBC local radio stations	591 15%BCNQT	496 15%Q	48 15%Q	15 8%	31 26%zOPQ	106 28%zTVWXY hbc	42 6%	33 20%TW	56 15%T	17 10%	75 18%T	34 18%T	21 11%T	27 30%zTVWX hbc	24 13%T	62 17%T	469 15%	89 24%zf
Any other BBC station (including digital BBC stations)	133 3%INO	94 3%	12 4%	20 10%zOP	7 6%zO	7 2%	30 4%	3 2%	14 4%	2 1%	12 3%	1 1%	8 5%Y	- -	7 4%	9 2%	106 3%	17 5%
TalkSPORT	388 10%BCFmN eTc	326 10%	31 9%	15 8%	17 13%zQ	38 10%c	54 7%	9 5%	58 15%zTUYc	17 11%c	59 14%zTUYc	13 7%	19 11%c	20 22%zSTUW Yhc	23 12%c	16 4%	322 10%	37 10%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 52

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

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
TalkRADIO	102	78	18	3	4	4	23	1	9	2	12	2	13	-	3	6	89	2
	3%BfMNeQ	2%	5%zOQ	1%	3%	1%	3%	1%	2%	1%	3%	1%	7%zSTUVWXYabc	-	2%	2%	3%g	1%
Classic FM	505	426	40	26	13	58	108	15	47	13	53	26	22	11	26	47	408	42
	13%BMN	13%	12%	14%	11%	15%	15%	9%	13%	8%	12%	14%	12%	12%	14%	13%	13%	12%
Absolute Radio	373	313	37	11	11	30	77	16	46	10	43	27	14	7	11	31	310	24
	10%FmNeQ	10%Q	11%Q	6%	9%	8%	11%	10%	12%	6%	10%	15%zSWb	8%	7%	6%	8%	10%	6%
Any Capital Radio station	568	493	44	22	9	34	147	29	61	39	56	34	17	4	15	57	468	28
	15%FmNeR	15%R	13%R	11%	7%	9%	20%zSXha	18%Sab	16%Sab	24%zSXha	13%a	18%Shab	9%	4%	8%	15%Sa	15%g	8%
Any Heart Radio station	807	700	45	51	11	138	115	21	84	24	87	56	56	24	58	37	636	91
	21%AFmNe	21%zPR	14%	26%zPR	9%	36%zTUWV	16%c	13%	22%TUc	15%	20%c	30%zTUWV	31%zTUWV	26%TUc	30%zTUWV	10%	20%	25%
Any Smooth Radio station	411	341	53	12	5	27	49	22	41	39	104	10	22	2	7	17	341	30
	11%eQRTY	10%QR	16%zOQR	6%	4%	7%	7%	13%TYabc	11%Tabc	24%zSTVY	24%zSTUVY	5%	12%abc	2%	4%	4%	11%	8%
Kiss	518	449	32	26	11	94	128	13	40	11	42	26	18	9	32	34	381	56
	13%FmNeR	14%R	10%	13%	9%	25%zTUWV	18%zUVWXh	8%	11%	7%	10%	14%	10%	10%	17%Wc	9%	12%	15%
Magic	447	377	37	15	18	37	135	9	30	20	42	27	21	7	15	34	363	22
	11%FmNeQ	12%	11%	8%	15%Q	10%	19%zSUVXabc	6%	8%	12%	10%	14%U	12%	8%	8%	9%	11%g	6%
Other local Radio station (e.g. a local station that has advertising)	484	363	60	24	36	57	72	17	42	15	56	39	15	9	13	29	365	76
	12%CFeOc	11%	18%zO	12%	29%zOPQ	15%Tbc	10%	10%	11%	9%	13%c	21%zTUWV	9%	10%	7%	8%	12%	21%zf
None of these	949	799	92	29	28	42	209	45	89	44	96	25	40	19	52	137	785	73
	24%AEIKd	25%Q	28%Q	15%	23%Q	11%	29%zSY	27%SY	24%SY	27%SY	23%SY	13%	22%S	21%S	27%SY	37%zSTVXYha	25%	20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 52

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

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	9386	7866	788	447	285	1004	1794	354	919	353	1113	479	436	210	441	764	7588	854
	240%	241%	237%	231%	232%	266%	246%	214%	246%	215%	261%	256%	241%	232%	231%	205%	240%	233%
Not stated	3	2	-	-	*	-	-	-	2	-	-	-	-	-	-	1	2	1
	*m	*	-	-	*	-	-	-	*z	-	-	-	-	-	-	*	*	*
BBC Radio (Net)	2242	1862	173	135	71	264	370	105	214	73	251	120	106	58	111	190	1796	234
	57%BNeTW	57%	52%	70%zOPR	58%	70%zTVWX	51%	64%TWc	57%W	44%	59%TW	64%TWc	59%W	64%TW	58%W	51%	57%	64%zf
	c					hbc												
BBC National (Net)	2018	1670	158	132	58	215	362	87	192	70	234	109	99	42	102	157	1634	185
	52%BFNeW	51%	48%	68%zOPR	47%	57%Wc	50%	53%	51%c	43%	55%Wc	59%Wc	55%c	46%	53%	42%	52%	50%
	c																	
BBC local (Net)	591	496	48	15	31	106	42	33	56	17	75	34	21	27	24	62	469	89
	15%BCNQT	15%Q	15%Q	8%	26%zOPQ	28%zTVWX	6%	20%TW	15%T	10%	18%T	18%T	11%T	30%zTVWX	13%T	17%T	15%	24%zf
						hbc								hbc				

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 53

**A2a. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).**

**Base = All Respondents who have listened to radio in the last 3 months**

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
<b>Summary Table</b>														
BBC Radio 1	981	890	695	115 13%	260 29%	212 24%	177 20%	86 10%	37 4%	3 *	890 100%	375 42%	764 86%	850 95%
BBC Radio 2	888	867	631	133 15%	296 34%	202 23%	139 16%	68 8%	22 3%	6 1%	867 100%	429 50%	771 89%	839 97%
BBC Radio 3	204	177	138	25 14%	41 23%	42 24%	29 16%	27 15%	11 6%	2 1%	177 100%	65 37%	136 77%	163 92%
BBC Radio 4	533	552	372	132 24%	162 29%	127 23%	96 17%	30 5%	5 1%	-	552 100%	294 53%	517 94%	547 99%
BBC Radio 5 live	437	391	297	49 12%	90 23%	109 28%	103 26%	36 9%	4 1%	1 *	391 100%	139 35%	351 90%	387 99%
BBC 6 Music	171	159	110	21 13%	33 21%	47 29%	40 25%	14 9%	5 3%	-	159 100%	53 33%	140 88%	154 97%
BBC Asian Network	133	75	86	18 24%	21 28%	16 21%	10 14%	4 6%	3 4%	2 3%	75 100%	39 53%	66 88%	70 93%
BBC local radio stations	633	591	438	76 13%	182 31%	123 21%	107 18%	75 13%	18 3%	11 2%	591 100%	258 44%	488 82%	563 95%
Any other BBC station	161	133	113	16 12%	37 28%	27 20%	25 19%	14 10%	7 5%	8 6%	133 100%	53 40%	105 79%	119 89%
TalkSPORT	424	388	287	49 13%	77 20%	93 24%	108 28%	47 12%	10 3%	3 1%	388 100%	126 32%	327 84%	375 97%
TalkRADIO	126	102	85	16 15%	30 29%	18 18%	20 19%	10 10%	6 6%	3 3%	102 100%	45 44%	83 81%	94 92%
Classic FM	551	505	394	61 12%	96 19%	118 23%	116 23%	84 17%	19 4%	11 2%	505 100%	157 31%	391 77%	476 94%
Absolute Radio	403	373	290	43 12%	76 20%	97 26%	88 24%	52 14%	16 4%	1 *	373 100%	119 32%	304 82%	356 96%
Any Capital Radio station	619	568	436	75 13%	144 25%	146 26%	109 19%	69 12%	20 4%	4 1%	568 100%	220 39%	474 84%	544 96%
Any Heart Radio station	806	807	560	97 12%	220 27%	220 27%	144 18%	91 11%	31 4%	4 *	807 100%	317 39%	681 84%	772 96%
Any Smooth Radio station	416	411	298	40 10%	85 21%	122 30%	94 23%	52 13%	14 3%	5 1%	411 100%	125 30%	341 83%	392 96%
Kiss	570	518	392	72 14%	115 22%	155 30%	98 19%	54 10%	18 3%	6 1%	518 100%	187 36%	440 85%	494 95%
Magic	509	447	351	57 13%	97 22%	114 25%	101 22%	53 12%	23 5%	3 1%	447 100%	154 35%	369 82%	421 94%
Other local Radio station (e.g. a local station that has advertising)	534	484	358	56 12%	126 26%	144 30%	100 21%	33 7%	18 4%	7 1%	484 100%	182 38%	425 88%	458 95%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 54

**A2a\_1. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	981	475	505	258	269	343	111	444	530	371	253	189	168	733	229
WeightedBase	890	438	451	239	242	315	94*	386	498	318	239	189	144	710	169
EffectiveBase	695	344	350	194	192	231	80	309	384	264	179	134	121	529	161
A few times a day	115 13%f	65 15%	50 11%	25 10%	37 15%F	47 15%	6 7%	59 15%	56 11%	44 14%	36 15%	23 12%	12 8%	100 14%	15 9%
At least once every day	260 29%L	131 30%	127 28%	58 24%	71 29%	97 31%	34 36%	120 31%	139 28%	96 30%L	51 21%	62 33%L	50 35%L	211 30%	44 26%
About two or three times a week	212 24%	98 22%	114 25%	53 22%	68 28%	73 23%	18 19%	97 25%	111 22%	72 23%	59 25%	48 26%	32 22%	176 25%	35 21%
At least once a week	177 20%D	84 19%	93 21%	58 24%D	35 15%	65 21%	19 20%	65 17%	110 22%	56 18%	58 24%	36 19%	26 18%	136 19%	40 24%
At least once a month	86 10%	45 10%	41 9%	28 12%	19 8%	27 8%	13 13%	30 8%	56 11%	33 10%	26 11%	15 8%	12 9%	61 9%	23 14%
At least once every three months	37 4%	13 3%	24 5%	15 6%E	11 4%	7 2%	5 5%	13 3%	24 5%	16 5%	8 3%	4 2%	9 6%	24 3%	10 6%
Don't know/can't remember	3 *	1 *	2 *	1 1%	1 *	* *	* *	2 *	1 *	1 *	* *	* *	1 1%	1 *	2 1%
Total mentions	890 100%	438 100%	451 100%	239 100%	242 100%	315 100%	94 100%	386 100%	498 100%	318 100%	239 100%	189 100%	144 100%	710 100%	169 100%
Daily (Net)	375 42%Cef	196 45%	178 39%	83 35%	108 45%	144 46%C	40 42%	179 46%z	195 39%	140 44%	87 36%	85 45%	63 43%	311 44%e	59 35%
Weekly (Net)	764 86%e	378 86%	385 85%	195 82%	211 87%	281 89%C	76 81%	341 88%	417 84%	268 84%	205 86%	170 90%	121 84%	623 88%ze	134 79%
Monthly (Net)	850 95%S	423 97%	426 94%	223 93%	230 95%	308 98%zC	89 94%	371 96%	472 95%	301 95%	231 97%	185 98%	134 93%	684 96%z	157 93%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 54

**A2a\_1. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	981	734	76	83	88	87	143	46	99	41	97	52	34	19	43	73	788	74
WeightedBase	890	755	59*	44*	32*	99*	131*	43*	100*	39*	105*	54*	41**	21**	49*	73*	726	64*
EffectiveBase	695	550	57	68	80	65	100	31	70	35	75	45	26	16	38	52	560	51
A few times a day	115 13% <sup>f</sup>	90 12%	12 21%	7 17%	5 17%	14 14%	17 13%	3 8%	14 14%	9 22% <sup>X</sup>	7 7%	6 11%	3 7%	3 13%	6 12%	10 13%	85 12%	15 24% <sup>zf</sup>
At least once every day	260 29% <sup>L</sup>	221 29%	14 24%	15 34%	10 31%	31 31%	40 30%	15 34%	32 32%	10 25%	28 26%	17 32%	16 40%	6 31%	11 23%	14 20%	201 28%	17 27%
About two or three times a week	212 24%	184 24%	14 24%	8 18%	6 19%	20 20%	24 18%	14 32%	27 27%	10 26%	32 30%	15 27%	9 22%	6 28%	14 29%	13 19%	180 25%	13 20%
At least once a week	177 20% <sup>D</sup>	153 20%	9 14%	9 20%	6 19%	19 19%	30 23%	8 18%	17 17%	8 20%	22 21%	9 17%	6 16%	2 10%	13 26%	20 27%	154 21%	10 16%
At least once a month	86 10%	75 10%	6 10%	3 7%	2 7%	6 6%	16 12%	3 7%	7 7%	1 2%	12 11%	6 10%	5 13%	3 15%	3 7%	14 19% <sup>zSW</sup>	75 10%	3 4%
At least once every three months	37 4%	31 4%	4 7%	1 2%	2 5%	10 10% <sup>z</sup>	5 4%	1 2%	3 3%	1 3%	5 5%	1 3%	1 3%	- -	1 3%	2 2%	28 4%	6 10% <sup>zf</sup>
Don't know/can't remember	3 *	2 *	- -	1 2% <sup>O</sup>	* 1%	- -	* *	- -	- -	1 2%	* *	- -	- -	1 3%	- -	- -	3 *	- -
Total mentions	890 100%	755 100%	59 100%	44 100%	32 100%	99 100%	131 100%	43 100%	100 100%	39 100%	105 100%	54 100%	41 100%	21 100%	49 100%	73 100%	726 100%	64 100%
Daily (Net)	375 42% <sup>Cef</sup>	311 41%	26 45%	22 50%	15 49%	45 45%	56 43%	18 41%	46 46%	18 47%	35 33%	23 42%	19 46%	9 44%	17 35%	24 33%	286 39%	32 51%
Weekly (Net)	764 86% <sup>e</sup>	648 86%	49 84%	39 89%	27 87%	84 84%	110 84%	40 91%	90 90%	36 93%	88 84%	47 87%	34 84%	17 82%	44 90%	57 79%	620 85%	55 86%
Monthly (Net)	850 95% <sup>S</sup>	723 96%	55 93%	43 96%	30 94%	89 90%	126 96%	42 98%	97 97%	37 95%	100 95%	53 97%	39 97%	20 97%	48 97%	71 98%	695 96%	58 90%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 55

**A2a\_3. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	888	469	418	88	110	332	358	259	623	333	254	159	142	571	294
WeightedBase	867	474	391	81*	89*	326	371	232	626	318	238	179	132*	592	258
EffectiveBase	631	330	301	69	79	232	256	179	449	233	189	114	98	410	209
A few times a day	133 15%	80 17%	53 14%	14 18%	8 9%	53 16%	57 15%	35 15%	95 15%	58 18%	30 12%	30 17%	15 12%	91 15%	39 15%
At least once every day	296 34%Cc	173 36%	122 31%	16 20%	29 32%	99 31%	152 41%zCE	69 30%	225 36%	106 33%	80 34%	65 36%	46 35%	195 33%	98 38%
About two or three times a week	202 23%cm	107 22%	95 24%	9 11%	23 26%C	84 26%C	85 23%C	72 31%zm	130 21%	72 23%	51 21%	42 24%	37 28%	145 24%	55 21%
At least once a week	139 16%K	65 14%	74 19%	27 33%zDEF	15 16%	49 15%	49 13%	31 13%	106 17%	36 11%	52 22%zK	27 15%	25 19%	91 15%	45 17%
At least once a month	68 8%Q	33 7%	35 9%	8 10%	10 12%	27 8%	23 6%	16 7%	51 8%	31 10%	17 7%	13 7%	7 5%	46 8%	19 7%
At least once every three months	22 3%Fe	13 3%	8 2%	5 6%zF	3 4%F	12 4%F	1 *	9 4%	13 2%	12 4%	6 3%	2 1%	1 1%	21 3%e	1 *
Don't know/can't remember	6 1%	4 1%	2 1%	2 2%	- -	1 *	4 1%	1 1%	5 1%	3 1%	2 1%	- -	1 1%	3 1%	2 1%
Total mentions	867 100%	474 100%	391 100%	81 100%	89 100%	326 100%	371 100%	232 100%	626 100%	318 100%	238 100%	179 100%	132 100%	592 100%	258 100%
Daily (Net)	429 50%BCT	253 53%B	176 45%	31 38%	37 42%	153 47%	209 56%zCDE	104 45%	320 51%	164 52%	110 46%	95 53%	61 46%	286 48%	137 53%
Weekly (Net)	771 89%CK	424 89%	345 88%	66 82%	75 85%	286 88%	343 93%zCD	206 89%	557 89%	272 86%	212 89%	164 92%	122 93%	522 88%	236 91%
Monthly (Net)	839 97%CYf	457 96%	381 97%	74 92%	85 96%	313 96%	366 99%zC	222 96%	607 97%	303 95%	229 96%	178 99%	129 98%	568 96%	256 99%zd

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 55

**A2a\_3. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2**

**Base = All Respondents who have listened to radio in the last 3 months**

	Nation				England Regions												Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
UnweightedBase	888	610	104	117	57	82	115	22	71	25	104	51	29	17	34	60	685	119		
WeightedBase	867	691	85*	70*	21*	105*	123*	30**	74*	24**	118*	56*	32**	17**	45**	68*	683	114*		
EffectiveBase	631	461	77	92	54	61	86	18	52	20	79	40	23	16	28	43	489	80		
A few times a day	133 15%	98 14%	13 15%	16 23%zO	5 26%zO	15 14%	14 12%	6 19%	11 14%	4 18%	13 11%	4 7%	4 12%	6 33%	11 23%	12 17%	107	19	16%	
At least once every day	296 34%Cc	237 34%	26 31%	27 39%	6 27%	43 41%c	33 26%	7 22%	34 46%Tc	8 32%	55 47%zTc	16 29%	14 43%	3 19%	12 27%	13 19%	231	39	34%	34%
About two or three times a week	202 23%cm	162 24%	22 26%	13 18%	5 22%	23 22%	39 32%	5 18%	15 20%	3 13%	25 21%	14 25%	4 13%	5 29%	11 24%	18 27%	154	28	23%	25%
At least once a week	139 16%K	112 16%	12 14%	11 16%	4 20%	15 14%	19 15%	7 24%	7 10%	4 15%	18 15%	11 19%	3 10%	1 7%	9 20%	18 27%zV	115	17	17%	15%
At least once a month	68 8%Q	59 8%Q	8 10%Q	1 1%	1 3%	7 7%	13 11%	4 13%	7 9%	4 16%	6 5%	4 7%	5 15%	1 4%	3 6%	5 7%	47	11	7%	10%
At least once every three months	22 3%Fe	16 2%	3 4%	2 3%	1 3%	1 1%	4 3%	-	-	1 5%	*	6 10%zSVX	-	1 7%	-	1 2%	22	-	3%	-
Don't know/can't remember	6 1%	6 1%	-	-	-	-	1 1%	1 4%	-	-	1 1%	1 1%	2 7%	-	-	-	6	-	1%	-
Total mentions	867 100%	691 100%	85 100%	70 100%	21 100%	105 100%	123 100%	30 100%	74 100%	24 100%	118 100%	56 100%	32 100%	17 100%	45 100%	68 100%	683	114	100%	100%
Daily (Net)	429 50%BCT	336 49%	39 46%	44 62%zOP	11 52%	58 55%T	47 38%	12 41%	44 60%TYc	12 50%	68 58%TYc	20 37%	17 55%	9 52%	23 50%	25 37%	338	57	49%	50%
Weekly (Net)	771 89%CK	611 88%	73 86%	67 96%zOP	19 94%	96 92%	105 85%	25 83%	67 91%	19 79%	110 94%Y	45 81%	25 77%	15 88%	43 94%	62 91%	607	102	89%	90%
Monthly (Net)	839 97%CYf	669 97%	81 96%	68 97%	20 97%	104 99%Y	118 96%	29 96%	74 100%Y	23 95%	116 99%Y	49 88%	29 93%	15 93%	45 100%	67 98%	654	114	96%	100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 56

**A2a\_4. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	204	122	81	23	62	63	56	95	109	104	44	30	26	150	51
WeightedBase	177	113*	63*	21**	41*	53*	63*	69*	109*	86*	40**	29**	23**	124	51*
EffectiveBase	138	89	48	18	46	40	40	67	75	67	29	22	20	102	35
A few times a day	25 14%	15 13%	10 15%	2 10%	9 21%	7 13%	7 11%	13 19%	12 11%	15 17%	2 5%	5 17%	3 13%	19 15%	4 8%
At least once every day	41 23%AE	20 18%	19 31%	6 29%	16 40%zEF	6 12%	12 19%	19 27%	22 20%	27 32%z	9 22%	3 11%	1 6%	32 26%	8 16%
About two or three times a week	42 24%K	23 20%	20 32%	1 7%	7 16%	13 25%	21 34%	15 21%	28 26%	14 17%	11 28%	7 26%	10 43%	27 22%	14 28%
At least once a week	29 16%B	24 21%zB	4 7%	5 22%	5 12%	8 15%	11 18%	12 18%	16 15%	12 15%	10 25%	3 11%	3 14%	19 16%	9 18%
At least once a month	27 15%D	20 18%	7 11%	4 21%	2 4%	13 25%D	8 12%	7 11%	20 18%	14 16%	5 14%	5 18%	3 11%	16 13%	11 21%
At least once every three months	11 6%	9 8%	2 4%	2 10%	3 7%	4 8%	2 4%	3 4%	9 8%	3 3%	3 7%	5 18%	1 3%	9 7%	2 5%
Don't know/can't remember	2 1%d	2 2%	-	-	-	1 2%	1 2%	-	2 2%	-	-	-	2 10%	*	2 4%
Total mentions	177 100%	113 100%	63 100%	21 100%	41 100%	53 100%	63 100%	69 100%	109 100%	86 100%	40 100%	29 100%	23 100%	124 100%	51 100%
Daily (Net)	65 37%	35 31%	29 46%	8 39%	25 61%zEF	13 25%	19 30%	32 46%z	34 31%	42 49%z	11 27%	8 28%	4 19%	51 41%	12 24%
Weekly (Net)	136 77%E	82 72%	54 85%	14 68%	37 89%zE	34 65%	51 82%	59 85%z	78 72%	69 81%	32 79%	18 64%	17 76%	98 79%	36 71%
Monthly (Net)	163 92%	102 90%	60 96%	19 90%	38 93%	47 90%	59 94%	66 96%	97 90%	83 97%z	37 93%	23 82%	20 87%	114 92%	47 92%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 56

A2a\_4. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	204	160	21	13	10	11	61	5	20	7	21	1	7	5	6	16	165	16
WeightedBase	177	156	12**	6**	3**	9**	61*	5**	15**	4**	21**	1**	7**	6**	9**	16**	144	11**
EffectiveBase	138	113	16	12	10	9	39	3	13	4	16	1	6	5	6	12	111	12
A few times a day	25 14%	20 13%	3 27%	1 11%	* 10%	1 9%	13 21%	* 6%	1 9%	* 9%	2 7%	- -	1 17%	- -	- -	2 10%	20 14%	* 3%
At least once every day	41 23% <b>AE</b>	35 22%	3 24%	2 37%	1 18%	1 12%	15 24%	- -	4 25%	1 24%	7 33%	- -	1 18%	- -	2 25%	4 25%	34 24%	1 11%
About two or three times a week	42 24% <b>K</b>	38 24%	2 19%	1 18%	1 40%	1 14%	14 23%	- -	3 21%	- -	5 23%	- -	3 42%	3 45%	1 15%	7 43%	33 23%	4 32%
At least once a week	29 16% <b>B</b>	27 18%	- -	* 8%	1 24%	3 28%	12 20%	1 17%	3 17%	1 22%	3 16%	1 100%	1 17%	- -	1 13%	1 8%	25 18%	1 13%
At least once a month	27 15% <b>D</b>	24 15%	2 13%	1 26%	* 9%	4 38%	6 10%	3 53%	1 8%	2 45%	4 18%	- -	- -	- -	2 25%	2 12%	21 15%	5 42%
At least once every three months	11 6%	11 7%	1 5%	- -	- -	- -	1 2%	1 24%	3 19%	- -	- -	- -	* 6%	3 55%	2 21%	- -	9 6%	- -
Don't know/can't remember	2 1% <b>d</b>	1 1%	1 11%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	* 2%	2 2%	- -
Total mentions	177 100%	156 100%	12 100%	6 100%	3 100%	9 100%	61 100%	5 100%	15 100%	4 100%	21 100%	1 100%	7 100%	6 100%	9 100%	16 100%	144 100%	11 100%
Daily (Net)	65 37%	55 36%	6 51%	3 48%	1 28%	2 21%	28 45%	* 6%	5 35%	1 33%	8 40%	- -	3 35%	- -	2 25%	6 35%	54 37%	2 14%
Weekly (Net)	136 77% <b>E</b>	120 77%	9 71%	4 74%	3 91%	6 62%	54 88% <b>z</b>	1 22%	11 72%	2 55%	16 79%	1 100%	7 94%	3 45%	5 54%	14 86%	112 78%	7 58%
Monthly (Net)	163 92%	144 92%	10 84%	6 100%	3 100%	9 100%	60 98%	4 76%	12 81%	4 100%	20 97%	1 100%	7 94%	3 45%	7 79%	16 98%	133 92%	11 100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 57

A2a\_5. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	533	297	235	31	82	192	228	169	361	247	145	73	68	351	172
WeightedBase	552	303	248	23**	75*	186	269	141	408	241	159	89*	63*	369	176
EffectiveBase	372	204	167	24	59	130	166	116	259	170	103	53	48	243	125
A few times a day	132 24%	65 22%	67 27%	1 3%	15 20%	37 20%	79 30%z	30 21%	102 25%	60 25%	38 24%	16 18%	18 29%	80 22%	52 29%
At least once every day	162 29%	85 28%	77 31%	11 47%	21 28%	47 25%	83 31%	40 28%	122 30%	77 32%	46 29%	25 28%	14 22%	109 30%	49 28%
About two or three times a week	127 23%Q	72 24%	55 22%	4 16%	21 29%	49 26%	53 20%	40 28%	87 21%	52 22%	34 22%	25 28%	15 24%	90 24%	35 20%
At least once a week	96 17%	57 19%	39 16%	4 20%	13 18%	38 20%	40 15%	17 12%	76 19%	37 15%	34 21%	15 17%	11 17%	67 18%	29 16%
At least once a month	30 5%Bf	23 7%B	7 3%	3 14%	4 6%	10 5%	12 5%	12 8%	18 4%	14 6%	4 2%	8 9%	4 6%	18 5%	10 6%
At least once every three months	5 1%	2 1%	3 1%	- -	- -	4 2%	1 *	3 2%	2 1%	- -	4 3%K	- -	1 2%	4 1%	1 1%
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	552 100%	303 100%	248 100%	23 100%	75 100%	186 100%	269 100%	141 100%	408 100%	241 100%	159 100%	89 100%	63 100%	369 100%	176 100%
Daily (Net)	294 53%E	150 49%	144 58%	11 50%	36 48%	85 46%	162 60%zE	70 49%	224 55%	138 57%	83 52%	41 46%	32 51%	189 51%	100 57%
Weekly (Net)	517 94%lg	278 92%	238 96%	19 86%	71 94%	172 92%	256 95%	126 89%	388 95%l	227 94%	151 95%	81 91%	58 92%	347 94%	164 93%
Monthly (Net)	547 99%c	301 99%	245 99%	23 100%	75 100%	182 98%	268 100%	138 98%	405 99%	241 100%L	155 97%	89 100%	62 98%	365 99%	175 99%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 57

A2a\_5. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	533	414	43	52	24	37	123	14	39	15	60	22	28	12	21	43	438	49
WeightedBase	552	478	35**	31*	9**	54**	145*	17**	44**	13**	59*	28**	37**	14**	26**	42*	459	44*
EffectiveBase	372	305	27	40	23	28	85	11	30	12	46	18	23	11	16	31	304	36
A few times a day	132	111	8	11	2	15	40	7	9	3	10	8	11	1	1	7	106	10
	24%	23%	22%	35%	28%	29%	28%	39%	19%	26%	28%	27%	29%	9%	3%	17%	23%	24%
At least once every day	162	137	12	10	3	10	42	2	12	3	26	6	10	4	12	10	138	12
	29%	29%	34%	32%	30%	19%	29%	11%	28%	21%	44%z	21%	28%	29%	46%	24%	30%	29%
About two or three times a week	127	114	8	3	2	11	34	2	8	4	10	7	16	5	8	9	111	8
	23%Q	24%	22%	10%	28%	20%	23%	11%	18%	31%	17%	26%	43%	35%	33%	21%	24%	20%
At least once a week	96	81	7	6	1	13	20	7	7	1	9	5	-	3	5	13	80	6
	17%	17%	21%	20%	11%	24%	14%	40%	16%	8%	16%	17%	-	19%	18%	30%T	17%	13%
At least once a month	30	29	-	1	*	5	5	-	8	2	4	3	-	1	-	1	19	7
	5%Bf	6%	-	3%	3%	9%	4%	-	19%	14%	7%	9%	-	9%	-	2%	4%	15%zf
At least once every three months	5	5	-	-	-	-	3	-	-	-	-	-	-	-	-	2	5	-
	1%	1%	-	-	-	-	2%	-	-	-	-	-	-	-	-	6%z	1%	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	552	478	35	31	9	54	145	17	44	13	59	28	37	14	26	42	459	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	294	248	20	21	5	25	82	9	21	6	36	13	21	5	13	17	244	23
	53%E	52%	57%	67%	58%	48%	57%	49%	47%	46%	60%	48%	57%	38%	49%	42%	53%	53%
Weekly (Net)	517	444	35	30	9	49	136	17	36	11	55	25	37	13	26	39	434	37
	94%lg	93%	100%	97%	97%	91%	94%	100%	81%	86%	93%	91%	100%	91%	100%	93%	95%g	85%
Monthly (Net)	547	472	35	31	9	54	142	17	44	13	59	28	37	14	26	40	453	44
	99%c	99%	100%	100%	100%	100%	98%	100%	100%	100%	100%	100%	100%	100%	100%	94%	99%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 58

**A2a\_7. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	437	309	127	31	78	194	134	163	271	189	118	63	67	318	113
WeightedBase	391	290	100*	24**	64*	169	134*	127	261	166	101*	63*	61*	298	90*
EffectiveBase	297	209	89	23	58	131	89	107	189	123	83	44	48	219	75
A few times a day	49 12%K	37 13%	12 12%	2 7%	8 13%	19 11%	19 14%	18 14%	30 12%	11 7%	17 17%K	9 14%	11 19%K	35 12%	13 15%
At least once every day	90 23%	67 23%	22 22%	5 20%	10 15%	38 22%	37 28%	31 25%	57 22%	44 27%	20 20%	15 23%	11 18%	62 21%	26 29%
About two or three times a week	109 28%Q	74 26%	34 34%	10 39%	14 22%	52 31%	33 25%	34 26%	75 29%	55 33%	22 22%	16 26%	15 25%	87 29%	21 24%
At least once a week	103 26%K	84 29%	20 20%	6 24%	17 27%	45 27%	35 26%	30 24%	72 28%	33 20%	34 33%K	20 32%	17 28%	82 28%	20 23%
At least once a month	36 9%	25 9%	10 10%	2 7%	14 21%zEF	11 7%	9 7%	11 9%	24 9%	21 13%	7 7%	3 5%	4 6%	28 9%	8 9%
At least once every three months	4 1%	2 1%	2 2%	* 1%	* *	3 2%	* *	2 1%	2 1%	1 1%	* *	* 1%	2 3%	2 1%	1 2%
Don't know/can't remember	1 *	* *	* *	* 1%	- *	* *	- *	1 *	- *	* *	- *	- *	* *	1 *	- *
Total mentions	391 100%	290 100%	100 100%	24 100%	64 100%	169 100%	134 100%	127 100%	261 100%	166 100%	101 100%	63 100%	61 100%	298 100%	90 100%
Daily (Net)	139 35%	104 36%	34 34%	7 27%	18 29%	57 34%	57 42%	50 39%	87 33%	55 33%	38 37%	24 37%	22 36%	97 33%	39 44%
Weekly (Net)	351 90%D	262 90%	88 88%	22 91%	50 78%	154 91%D	125 93%D	113 89%	235 90%	143 86%	94 92%	60 94%	55 90%	267 90%	81 90%
Monthly (Net)	387 99%	288 99%	98 98%	24 97%	63 100%	166 98%	134 100%	125 98%	259 99%	164 99%	101 100%	63 99%	59 96%	295 99%	88 98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 58

A2a\_7. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	437	322	41	38	36	37	71	12	50	16	52	13	20	9	14	28	363	37
WeightedBase	391	330	29**	19*	13*	44**	71*	11**	53*	14**	46*	14**	26**	10**	17**	24**	331	29**
EffectiveBase	297	233	27	32	34	27	48	9	35	14	39	10	16	8	11	21	246	26
A few times a day	49 12%K	42 13%	3 10%	3 15%	1 9%	2 4%	8 12%	1 14%	10 19%	2 12%	10 21%	1 6%	6 23%	- -	1 5%	1 6%	42 13%	2 8%
At least once every day	90 23%	75 23%	8 27%	4 24%	3 20%	11 26%	16 22%	2 23%	12 22%	1 8%	13 28%	3 24%	4 16%	2 23%	3 17%	7 29%	77 23%	6 22%
About two or three times a week	109 28%Q	96 29%Q	7 26%	2 10%	4 31%Q	11 25%	26 37%	3 26%	17 32%	5 38%	8 18%	4 33%	7 26%	1 7%	5 28%	8 34%	94 28%	8 26%
At least once a week	103 26%K	84 25%	9 30%	7 36%	4 32%	10 22%	16 23%	4 37%	13 24%	6 40%	12 25%	3 19%	5 19%	6 56%	7 41%	3 14%	84 25%	10 34%
At least once a month	36 9%	30 9%	1 5%	3 15%	1 9%	10 22%	3 5%	- -	2 4%	- -	2 5%	2 17%	4 14%	1 13%	2 9%	4 17%	32 10%	2 8%
At least once every three months	4 1%	3 1%	1 2%	- -	- -	* 1%	* 1%	- -	- -	* 2%	1 3%	- -	1 3%	- -	- -	- -	2 1%	* 1%
Don't know/can't remember	1 *	1 *	- -	- -	- -	- 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Total mentions	391 100%	330 100%	29 100%	19 100%	13 100%	44 100%	71 100%	11 100%	53 100%	14 100%	46 100%	14 100%	26 100%	10 100%	17 100%	24 100%	331 100%	29 100%
Daily (Net)	139 35%	117 35%	11 37%	7 39%	4 29%	13 30%	24 34%	4 37%	21 40%	3 20%	23 49%	4 30%	10 39%	2 23%	4 22%	9 35%	119 36%	9 30%
Weekly (Net)	351 90%D	296 90%	27 93%	16 85%	12 91%	34 77%	66 94%	11 100%	51 96%	14 98%	43 92%	11 83%	22 83%	9 87%	16 91%	20 83%	297 90%	27 91%
Monthly (Net)	387 99%	327 99%	29 98%	19 100%	13 100%	44 99%	70 99%	11 100%	53 100%	14 98%	45 97%	14 100%	26 97%	10 100%	17 100%	24 100%	329 99%	29 99%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 59

**A2a\_9. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	171	89	82	20	46	82	23	81	90	91	40	21	19	136	33
WeightedBase	159	85*	74*	17**	36*	83*	24**	61*	98*	81*	38**	21**	19**	127*	31**
EffectiveBase	110	58	52	14	31	51	17	52	60	58	26	14	12	87	22
A few times a day	21 13%	14 17%	6 8%	2 13%	5 13%	11 13%	3 12%	9 14%	12 12%	12 15%	3 8%	-	6 30%	17 13%	4 12%
At least once every day	33 21%	22 25%	11 15%	4 22%	10 29%	17 21%	1 6%	18 29%z	15 15%	19 24%	4 12%	6 30%	3 14%	28 22%	5 17%
About two or three times a week	47 29%	26 30%	21 29%	4 26%	9 24%	25 30%	9 37%	21 34%	26 26%	24 29%	10 28%	10 46%	3 14%	32 25%	14 45%
At least once a week	40 25%k	15 18%	24 33%	4 24%	7 21%	20 24%	9 36%	10 16%	30 31%	14 17%	16 42%	3 16%	6 33%	33 26%	6 19%
At least once a month	14 9%l	4 5%	10 14%	2 11%	3 9%	7 9%	2 8%	2 3%	12 13%	9 11%	4 11%	* 1%	1 6%	12 9%	2 7%
At least once every three months	5 3%	4 5%	1 1%	1 4%	1 4%	3 4%	-	2 3%	3 3%	3 4%	-	1 6%	* 2%	5 4%	* 1%
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	159 100%	85 100%	74 100%	17 100%	36 100%	83 100%	24 100%	61 100%	98 100%	81 100%	38 100%	21 100%	19 100%	127 100%	31 100%
Daily (Net)	53 33%B	36 42%zB	17 23%	6 35%	15 42%	28 34%	4 18%	27 44%z	26 27%	31 38%	7 19%	6 30%	8 45%	44 35%	9 28%
Weekly (Net)	140 88%	77 90%	63 85%	14 85%	31 87%	73 88%	22 92%	58 94%	82 84%	69 85%	34 89%	20 92%	17 92%	110 87%	29 92%
Monthly (Net)	154 97%	81 95%	73 99%	16 96%	34 96%	80 96%	24 100%	60 97%	94 97%	78 96%	38 100%	20 94%	18 98%	122 96%	31 99%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 59

**A2a\_9. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music**

**Base = All Respondents who have listened to radio in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
UnweightedBase	171	126	20	11	14	9	49	6	9	4	17	7	4	4	6	11	143	9
WeightedBase	159	134*	13**	7**	5**	13**	50*	7**	5**	3**	17**	7**	6**	4**	6**	16**	141*	4**
EffectiveBase	110	87	11	8	13	7	33	4	7	4	12	6	4	4	4	8	94	8
A few times a day	21 13%	14 10%	6 49%	* 5%	* 8%	2 18%	8 16%	* 5%	1 23%	* 14%	1 7%	- -	- -	- -	- -	- -	19 14%	* 7%
At least once every day	33 21%	30 22%	1 7%	1 16%	1 19%	- -	15 30%	- -	2 37%	1 31%	3 16%	1 16%	1 27%	- -	1 20%	5 34%	31 22%	* 7%
About two or three times a week	47 29%	42 32%	3 26%	1 12%	* 6%	1 10%	16 32%	1 10%	1 26%	1 32%	9 55%	4 55%	2 32%	3 71%	2 27%	3 16%	38 27%	2 50%
At least once a week	40 25%K	33 25%	1 10%	3 35%	2 48%	7 55%	7 14%	6 85%	1 15%	- -	- -	- -	1 20%	- -	3 53%	8 50%	35 25%	2 36%
At least once a month	14 9%l	12 9%	1 8%	1 13%	* 6%	1 7%	4 8%	- -	- -	- -	4 22%	2 29%	1 21%	- -	- -	- -	14 10%	- -
At least once every three months	5 3%	3 2%	- -	1 19%	1 12%	1 10%	- -	- -	- -	1 23%	- -	- -	- -	1 29%	- -	- -	5 3%	- -
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	159 100%	134 100%	13 100%	7 100%	5 100%	13 100%	50 100%	7 100%	5 100%	3 100%	17 100%	7 100%	6 100%	4 100%	6 100%	16 100%	141 100%	4 100%
Daily (Net)	53 33%B	43 32%	7 56%	2 21%	1 28%	2 18%	23 46%	* 5%	3 59%	1 44%	4 23%	1 16%	1 27%	- -	1 20%	5 34%	50 36%	1 14%
Weekly (Net)	140 88%	119 89%	12 92%	5 68%	4 82%	11 83%	46 92%	7 100%	5 100%	2 77%	13 78%	5 71%	4 79%	3 71%	6 100%	16 100%	123 87%	4 100%
Monthly (Net)	154 97%	131 98%	13 100%	6 81%	4 88%	12 90%	50 100%	7 100%	5 100%	2 77%	17 100%	7 100%	6 100%	3 71%	6 100%	16 100%	137 97%	4 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 60

A2a\_10. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	133	61	71	19	51	54	9	96	34	68	27	17	21	110	19
WeightedBase	75*	37*	37*	9**	29*	32*	5**	54*	20**	43*	12**	9**	12**	65*	8**
EffectiveBase	86	39	46	14	37	31	8	65	20	42	20	11	18	71	15
A few times a day	18 24%	8 21%	10 28%	1 7%	9 31%	8 24%	1 22%	13 24%	5 24%	12 27%	3 29%	1 16%	2 16%	15 22%	3 40%
At least once every day	21 28%	11 29%	10 26%	2 23%	11 37%	7 23%	1 22%	17 32%	3 16%	12 27%	2 19%	4 22%	4 45%	19 28%	2 31%
About two or three times a week	16 21%	10 27%	6 16%	2 17%	6 21%	8 25%	* 7%	11 20%	5 25%	7 16%	4 32%	3 32%	3 22%	14 21%	2 22%
At least once a week	10 14% <sup>f</sup>	4 11%	6 17%	1 14%	2 7%	5 15%	2 49%	7 12%	4 18%	7 16%	1 11%	- -	2 19%	10 16%	- -
At least once a month	4 6%	3 8%	1 4%	2 20%	* 1%	2 7%	- -	3 5%	2 9%	2 5%	1 5%	* 4%	1 10%	4 6%	* 4%
At least once every three months	3 4%	- -	3 8%	1 7%	- -	2 7%	- -	2 5%	* 2%	2 5%	- -	* 4%	* 3%	2 4%	* 4%
Don't know/can't remember	2 3%	2 5%	1 1%	1 14%	1 3%	- -	- -	1 2%	1 7%	2 4%	* 3%	- -	- -	2 3%	- -
Total mentions	75 100%	37 100%	37 100%	9 100%	29 100%	32 100%	5 100%	54 100%	20 100%	43 100%	12 100%	9 100%	12 100%	65 100%	8 100%
Daily (Net)	39 53%	18 50%	20 54%	3 29%	19 68% <sup>z</sup>	15 47%	2 45%	30 56%	8 40%	23 54%	6 48%	5 61%	5 47%	33 51%	6 71%
Weekly (Net)	66 88%	32 88%	32 87%	6 60%	28 96% <sup>z</sup>	28 86%	5 100%	48 89%	17 83%	37 85%	11 92%	8 93%	10 88%	57 88%	7 92%
Monthly (Net)	70 93%	35 95%	34 91%	7 79%	28 97%	30 93%	5 100%	51 94%	18 92%	39 91%	11 97%	8 96%	11 97%	61 94%	7 96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 60

A2a\_10. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	133	116	12	2	3	10	37	12	21	3	17	-	-	1	1	14	110	3
WeightedBase	75*	67*	6**	1**	1**	6**	24**	5**	11**	2**	9**	..**	..**	***	1**	9**	62*	1**
EffectiveBase	86	75	8	2	3	6	23	10	15	2	11	-	-	1	1	11	71	3
A few times a day	18	15	2	-	1	4	5	-	3	-	2	-	-	-	-	1	17	-
	24%	23%	41%	-	47%	67%	21%	-	24%	-	20%	-	-	-	-	17%	27%	-
At least once every day	21	20	*	*	*	*	8	2	2	*	3	-	-	*	1	3	18	*
	28%	30%	5%	58%	27%	5%	35%	37%	23%	18%	34%	-	-	100%	100%	29%	29%	24%
About two or three times a week	16	14	2	-	-	1	5	1	3	-	1	-	-	-	-	3	13	-
	21%	21%	26%	-	-	14%	20%	27%	29%	-	16%	-	-	-	-	31%	21%	-
At least once a week	10	9	2	-	-	*	3	*	2	*	2	-	-	-	-	1	6	1
	14% <sup>f</sup>	13%	27%	-	-	5%	11%	7%	22%	15%	21%	-	-	-	-	9%	9%	76%
At least once a month	4	4	-	-	*	1	*	1	*	-	-	-	-	-	-	1	4	-
	6%	6%	-	-	27%	9%	2%	29%	3%	-	-	-	-	-	-	15%	6%	-
At least once every three months	3	2	-	*	-	-	2	-	-	-	-	-	-	-	-	-	3	-
	4%	4%	-	42%	-	-	11%	-	-	-	-	-	-	-	-	-	5%	-
Don't know/can't remember	2	2	-	-	-	-	-	-	-	1	1	-	-	-	-	-	2	-
	3%	3%	-	-	-	-	-	-	-	66%	9%	-	-	-	-	-	3%	-
Total mentions	75	67	6	1	1	6	24	5	11	2	9	-	-	*	1	9	62	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%
Daily (Net)	39	35	3	*	1	5	13	2	5	*	5	-	-	*	1	4	35	*
	53%	53%	46%	58%	73%	72%	56%	37%	47%	18%	54%	-	-	100%	100%	46%	56%	24%
Weekly (Net)	66	58	6	*	1	6	21	4	10	1	8	-	-	*	1	8	53	1
	88%	87%	100%	58%	73%	91%	88%	71%	97%	34%	91%	-	-	100%	100%	85%	86%	100%
Monthly (Net)	70	62	6	*	1	6	21	5	11	1	8	-	-	*	1	9	57	1
	93%	93%	100%	58%	100%	100%	89%	100%	100%	34%	91%	-	-	100%	100%	100%	93%	100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 61

**A2a\_11. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	633	343	289	47	92	214	280	189	438	193	159	137	144	365	257
WeightedBase	591	323	268	39*	91*	193	268	172	413	181	145	143*	121	364	222
EffectiveBase	438	236	202	37	64	143	196	128	308	128	112	99	101	252	184
A few times a day	76 13%	47 15%	29 11%	1 3%	8 9%	35 18%zC	32 12%	24 14%	53 13%	22 12%	24 16%	16 11%	15 12%	53 15%	24 11%
At least once every day	182 31%O	105 32%	77 29%	8 22%	22 24%	61 32%	91 34%	53 31%	128 31%	50 28%	37 26%	55 38%	40 33%	108 30%	72 32%
About two or three times a week	123 21%	58 18%	64 24%	7 17%	23 25%	37 19%	56 21%	41 24%	81 20%	46 25%	24 16%	32 23%	21 17%	70 19%	52 24%
At least once a week	107 18%M	60 19%	47 17%	12 30%zF	17 18%	38 20%	41 15%	31 18%	74 18%	34 19%	30 21%	16 11%	27 22%M	72 20%	35 16%
At least once a month	75 13%PR	43 13%	32 12%	8 19%	15 17%	18 10%	34 13%	16 9%	60 14%	23 13%	19 13%	17 12%	16 13%	44 12%	31 14%
At least once every three months	18 3%	5 2%	12 5%	2 6%	2 2%	4 2%	10 4%	4 2%	11 3%	4 2%	9 6%z	3 2%	1 1%	13 4%	5 2%
Don't know/can't remember	11 2%	4 1%	7 3%	1 3%E	4 5%E	-	6	4	6	3	2	4	2	4	4
Total mentions	591 100%	323 100%	268 100%	39 100%	91 100%	193 100%	268 100%	172 100%	413 100%	181 100%	145 100%	143 100%	121 100%	364 100%	222 100%
Daily (Net)	258 44%CDOS	152 47%	106 40%	10 25%	29 32%	96 50%CD	123 46%C	76 44%	181 44%	71 39%	61 42%	71 50%	54 45%	161 44%	95 43%
Weekly (Net)	488 82%OT	270 84%	216 81%	28 72%	69 76%	171 89%zCD	219 82%	149 86%	336 81%	151 84%	115 79%	120 83%	102 84%	303 83%	182 82%
Monthly (Net)	563 95%	313 97%zB	249 93%	36 91%	85 93%	189 98%zC	253 94%	164 95%	396 96%	174 96%	134 92%	136 95%	118 97%	347 95%	213 96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 61

A2a\_11. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	633	456	57	31	89	83	43	33	53	18	70	29	22	22	20	63	507	91
WeightedBase	591	496	48*	15**	31*	106*	42*	33**	56*	17**	75*	34**	21**	27**	24**	62*	469	89*
EffectiveBase	438	342	41	25	85	64	30	22	38	15	56	21	16	18	17	49	352	63
A few times a day	76 13%	62 12%	8 17%	2 11%	5 15%	7 6%	6 14%	2 6%	11 20% <b>S</b>	1 3%	5 7%	3 9%	4 19%	11 41%	3 11%	9 14%	58 12%	12 14%
At least once every day	182 31% <b>O</b>	141 28%	19 40%	7 45%	15 47% <b>zO</b>	26 24%	10 24%	5 17%	17 29%	5 32%	26 34%	9 27%	11 53%	9 33%	1 2%	22 36%	151 32%	22 25%
About two or three times a week	123 21%	104 21%	8 17%	3 22%	7 22%	28 26%	8 20%	8 24%	7 12%	2 10%	14 19%	9 26%	3 16%	3 11%	11 45%	12 19%	95 20%	19 21%
At least once a week	107 18% <b>M</b>	93 19%	10 20%	1 5%	4 12%	26 25%	3 7%	7 21%	12 22%	6 37%	17 22%	5 15%	1 4%	3 10%	5 21%	8 12%	83 18%	20 23%
At least once a month	75 13% <b>PR</b>	71 14% <b>PR</b>	1 2%	2 15%	1 2%	13 13%	12 29% <b>zV</b>	9 27%	3 6%	3 18%	10 13%	6 17%	1 5%	1 5%	4 17%	8 14%	58 12%	13 14%
At least once every three months	18 3%	15 3%	2 3%	* 3%	* 1%	6 5%	2 4%	- -	3 5%	- -	1 1%	2 6%	- -	- -	1 3%	1 2%	15 3%	3 3%
Don't know/can't remember	11 2%	11 2%	-	-	-	-	1 2%	2 7%	3 5%	- -	2 3%	-	1 2%	-	-	2 3%	9 2%	-
Total mentions	591 100%	496 100%	48 100%	15 100%	31 100%	106 100%	42 100%	33 100%	56 100%	17 100%	75 100%	34 100%	21 100%	27 100%	24 100%	62 100%	469 100%	89 100%
Daily (Net)	258 44% <b>CDOS</b>	202 41%	27 57% <b>O</b>	9 56%	20 63% <b>zO</b>	33 31%	16 39%	7 22%	28 50%	6 35%	31 41%	12 36%	15 72%	20 75%	3 13%	31 50% <b>S</b>	209 44%	34 38%
Weekly (Net)	488 82% <b>OT</b>	399 80%	45 94% <b>zO</b>	13 82%	30 97% <b>zO</b>	87 82%	27 66%	22 67%	47 83%	14 82%	62 83%	26 77%	19 92%	26 95%	19 79%	50 81%	387 83%	73 82%
Monthly (Net)	563 95%	470 95%	47 97%	15 97%	31 99%	100 95%	39 94%	31 93%	50 89%	17 100%	72 96%	32 94%	20 98%	27 100%	23 97%	59 95%	445 95%	86 97%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 62

**A2a\_25. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	161	93	68	14	27	64	56	32	127	44	51	36	30	93	65
WeightedBase	133	78*	56*	11**	25**	54*	44*	25**	106*	39**	45*	29**	21**	85*	45*
EffectiveBase	113	68	45	12	17	46	40	21	89	29	36	27	23	68	46
A few times a day	16	7	9	-	2	6	8	2	14	7	2	3	3	6	10
	12%	9%	16%	-	8%	11%	18%	8%	13%	19%	4%	12%	16%	8%	21% <b>zd</b>
At least once every day	37	22	15	*	10	15	12	11	26	13	16	5	3	25	9
	28%	29%	27%	3%	42%	27%	27%	43%	25%	33%	35%	17%	17%	30%	20%
About two or three times a week	27	17	10	2	5	10	11	3	23	9	5	7	6	21	6
	20%	22%	17%	15%	20%	18%	24%	11%	21%	22%	12%	24%	28%	24%	13%
At least once a week	25	13	12	3	2	9	11	6	20	7	9	6	4	13	12
	19%	17%	21%	30%	9%	17%	24%	22%	18%	17%	20%	20%	19%	16%	26%
At least once a month	14	8	6	2	3	6	3	1	12	3	8	2	2	8	6
	10% <b>f</b>	11%	10%	21%	11%	12%	6%	5%	11%	7%	17%	6%	8%	10%	13%
At least once every three months	7	5	2	2	1	4	-	1	6	1	3	2	1	5	2
	5%	6%	3%	18%	5%	7%	-	3%	6%	2%	7%	7%	3%	6%	4%
Don't know/can't remember	8	5	3	1	1	5	*	2	6	-	2	4	2	6	1
	6%	6%	6%	13%	5%	9%	1%	9%	5%	-	4%	15%	8%	7%	2%
Total mentions	133	78	56	11	25	54	44	25	106	39	45	29	21	85	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	53	29	24	*	12	21	20	13	40	20	18	8	7	32	18
	40%	38%	43%	3%	50%	38%	45%	50%	38%	52%	40%	29%	32%	37%	41%
Weekly (Net)	105	60	45	5	20	39	41	21	83	35	32	21	17	65	36
	79%	77%	81%	48%	79%	72%	93% <b>zE</b>	84%	78%	91%	71%	72%	80%	77%	81%
Monthly (Net)	119	68	51	7	22	46	43	22	95	38	40	23	18	74	42
	89%	88%	91%	69%	90%	84%	99% <b>zE</b>	89%	89%	98%	89%	78%	88%	87%	94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 62

**A2a\_25. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	161	98	13	31	19	9	30	4	15	2	13	2	8	-	6	9	124	26
WeightedBase	133	94*	12**	20**	7**	7**	30**	3**	14**	2**	12**	1**	8**	-**	7**	9**	106*	17**
EffectiveBase	113	73	9	25	16	7	20	3	13	2	10	2	6	-	5	7	85	21
A few times a day	16 12%	11 11%	3 24%	2 8%	1 10%	* 4%	3 11%	- 10%	1 8%	- 3%	- -	- -	3 41%	- -	2 30%	- -	15 14%	1 6%
At least once every day	37 28%	27 29%	4 36%	3 14%	2 35%	* 6%	13 43%	2 71%	3 23%	- -	3 28%	- -	1 9%	- -	1 15%	4 38%	32 30%	4 25%
About two or three times a week	27 20%	16 17%	4 34%	6 28%	1 9%	2 21%	6 20%	- -	4 29%	- -	4 29%	- -	- -	- -	- -	1 13%	18 17%	4 25%
At least once a week	25 19%	16 17%	- -	6 32%	3 37%	4 52%	1 4%	- -	1 8%	2 100%	4 30%	1 73%	2 21%	- -	1 10%	1 11%	21 20%	3 20%
At least once a month	14 10% <sup>f</sup>	12 13%	- -	2 9%	* 4%	- -	5 17%	1 29%	1 10%	- -	1 7%	- -	2 20%	- -	2 28%	- -	8 7%	2 14%
At least once every three months	7 5%	7 7%	- -	- -	- -	- -	1 2%	- -	1 9%	- -	- -	- -	1 10%	- -	1 16%	3 31%	7 6%	- -
Don't know/can't remember	8 6%	5 5%	1 6%	2 9%	* 4%	1 16%	1 2%	- -	2 13%	- -	* 2%	* 27%	- -	- -	- -	1 8%	6 5%	2 10%
Total mentions	133 100%	94 100%	12 100%	20 100%	7 100%	7 100%	30 100%	3 100%	14 100%	2 100%	12 100%	1 100%	8 100%	- -	7 100%	9 100%	106 100%	17 100%
Daily (Net)	53 40%	38 40%	7 60%	4 22%	3 45%	1 10%	16 55%	2 71%	4 31%	- -	4 30%	- -	4 50%	- -	3 45%	4 38%	47 44%	5 31%
Weekly (Net)	105 79%	71 75%	12 94%	16 82%	6 91%	6 84%	23 78%	2 71%	10 68%	2 100%	11 90%	1 73%	6 71%	- -	4 55%	6 62%	86 81%	13 76%
Monthly (Net)	119 89%	83 87%	12 94%	18 91%	7 96%	6 84%	28 95%	3 100%	11 78%	2 100%	12 98%	1 73%	8 90%	- -	6 84%	6 62%	94 88%	15 90%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 63

**A2a\_14. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	424	335	88	41	98	176	109	174	245	162	105	78	79	321	95
WeightedBase	388	320	66*	39**	89*	159	101*	152	232	139	94*	81*	74*	314	70*
EffectiveBase	287	226	65	29	71	115	72	113	172	106	74	55	53	220	68
A few times a day	49	43	6	2	13	19	16	24	25	21	5	11	12	42	7
	13%LR	13%	9%	5%	14%	12%	15%	16%	11%	15%L	5%	13%	16%L	13%	9%
At least once every day	77	68	9	11	20	32	14	32	45	27	22	15	13	68	8
	20%eX	21%	14%	29%	23%	20%	13%	21%	20%	19%	23%	19%	18%	22%	12%
About two or three times a week	93	74	18	9	24	33	27	39	52	32	16	22	24	71	21
	24%	23%	28%	23%	27%	21%	27%	26%	23%	23%	17%	27%	33%L	23%	30%
At least once a week	108	90	18	10	17	52	28	40	66	40	39	17	12	85	22
	28%DN	28%	27%	27%	19%	33%D	28%	26%	29%	29%	41%zMN	21%	17%	27%	31%
At least once a month	47	37	10	5	11	17	13	13	35	17	11	12	7	41	6
	12%	12%	15%	14%	13%	11%	13%	8%	15%	12%	11%	15%	10%	13%	8%
At least once every three months	10	8	3	1	3	4	3	5	6	2	2	3	4	7	4
	3%	2%	4%	2%	4%	2%	2%	3%	3%	1%	2%	4%	5%	2%	5%
Don't know/can't remember	3	1	2	-	-	2	1	-	3	-	-	2	1	-	3
	1%	*	2%	-	-	1%	1%	-	1%	-	-	2%	2%	-	4%zd
Total mentions	388	320	66	39	89	159	101	152	232	139	94	81	74	314	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	126	111	15	13	33	50	29	56	70	48	27	26	25	110	15
	32%e	35%	23%	34%	37%	32%	29%	37%	30%	35%	28%	32%	34%	35%e	21%
Weekly (Net)	327	274	52	33	74	136	84	134	188	120	81	65	61	266	58
	84%	86%	78%	84%	84%	86%	83%	89%	81%	86%	86%	80%	83%	85%	83%
Monthly (Net)	375	311	62	38	85	153	98	147	223	137	92	77	69	307	64
	97%e	97%	93%	98%	96%	97%	96%	97%	96%	99%	98%	94%	93%	98%ze	91%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 63

A2a\_14. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	424	312	39	29	44	31	61	11	51	21	58	12	13	13	19	22	355	36
WeightedBase	388	326	31**	15**	17*	38**	54*	9**	58*	17**	59*	13**	19**	20**	23**	16**	322	37**
EffectiveBase	287	224	27	25	39	22	45	9	37	18	46	9	10	10	14	16	239	24
A few times a day	49 13%LR	44 14%R	3 9%	1 9%	* 2%	1 2%	12 23%z	* 3%	9 15%	- 2%	13 23%z	- -	7 34%	1 6%	- 7%	1 7%	41 13%	1 3%
At least once every day	77 20%eX	61 19%	11 36%	2 13%	3 20%	7 20%	14 26%X	- -	17 30%X	5 26%	4 7%	2 12%	- -	1 4%	9 41%	2 13%	68 21%	6 17%
About two or three times a week	93 24%	77 24%	10 32%	2 16%	4 26%	10 27%	10 19%	3 39%	14 23%	7 38%	13 22%	6 45%	1 7%	3 17%	7 28%	3 22%	75 23%	12 33%
At least once a week	108 28%DN	88 27%	5 18%	7 49%	7 45%zO	8 20%	13 24%	3 38%	11 19%	4 21%	20 34%	1 8%	5 26%	13 65%	6 24%	5 31%	89 28%	10 28%
At least once a month	47 12%	45 14%	- -	1 10%	1 7%	11 30%	2 4%	1 13%	5 9%	3 15%	6 11%	3 24%	5 27%	2 9%	1 6%	4 27%	37 12%	7 20%
At least once every three months	10 3%	10 3%	- -	1 3%	- -	1 2%	2 4%	1 7%	2 4%	- -	3 5%	1 10%	- -	- -	* 1%	- -	10 3%	- -
Don't know/can't remember	3 1%	1 *	2 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 6%	- -	- -	- -	1 *	- -
Total mentions	388 100%	326 100%	31 100%	15 100%	17 100%	38 100%	54 100%	9 100%	58 100%	17 100%	59 100%	13 100%	19 100%	20 100%	23 100%	16 100%	322 100%	37 100%
Daily (Net)	126 32%e	105 32%	14 45%	3 21%	4 22%	8 21%	26 49%z	* 3%	26 45%	5 26%	17 29%	2 12%	7 34%	2 10%	9 41%	3 20%	109 34%	7 20%
Weekly (Net)	327 84%	270 83%	29 95%	13 87%	15 93%	26 68%	49 92%	7 80%	50 87%	15 85%	50 84%	9 66%	13 67%	18 91%	22 93%	11 73%	273 85%	30 80%
Monthly (Net)	375 97%e	314 97%	29 95%	15 97%	17 100%	37 98%	52 96%	8 93%	56 96%	17 100%	56 95%	12 90%	18 94%	20 100%	23 99%	16 100%	311 96%	37 100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 64

A2a\_15. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	126	78	48	14	36	54	22	73	52	63	27	23	13	104	21
WeightedBase	102*	67*	35*	12**	25**	43*	22**	49*	52*	49*	24**	16**	13**	84*	18**
EffectiveBase	85	53	33	11	24	38	14	52	36	42	18	18	9	68	17
A few times a day	16 15%	12 17%	4 11%	1 11%	4 18%	7 16%	3 14%	9 17%	7 14%	9 18%	3 13%	1 4%	3 24%	16 19%	-
At least once every day	30 29%	21 31%	9 26%	3 27%	10 39%	10 22%	7 33%	14 28%	16 30%	16 32%	9 39%	4 25%	* 2%	27 32%	3 14%
About two or three times a week	18 18%	12 17%	7 19%	2 12%	4 16%	9 20%	4 18%	9 18%	9 18%	10 19%	3 12%	5 28%	1 10%	15 17%	4 20%
At least once a week	20 19%	14 21%	5 15%	1 9%	4 18%	9 20%	5 25%	9 19%	11 20%	10 19%	3 11%	3 16%	5 38%	15 18%	4 24%
At least once a month	10 10%K	5 8%	5 14%	4 31%	1 6%	4 8%	1 7%	3 7%	6 12%	2 3%	5 21%	1 8%	2 19%	7 9%	3 17%
At least once every three months	6 6%	2 4%	4 10%	* 3%	1 3%	4 10%	1 4%	5 9%	1 3%	3 7%	1 4%	1 5%	1 7%	4 5%	2 10%
Don't know/can't remember	3 3%f	1 1%	2 5%	1 8%	-	2 4%	-	1 2%	2 3%	-	-	3 16%	-	-	3 14%
Total mentions	102 100%	67 100%	35 100%	12 100%	25 100%	43 100%	22 100%	49 100%	52 100%	49 100%	24 100%	16 100%	13 100%	84 100%	18 100%
Daily (Net)	45 44%	32 48%	13 37%	5 38%	14 57%	16 38%	10 47%	22 46%	23 44%	25 51%	12 52%	5 29%	3 26%	43 51%z	3 14%
Weekly (Net)	83 81%	59 87%	25 71%	7 59%	23 91%	34 78%	20 90%	40 82%	43 82%	44 90%z	18 74%	12 72%	9 75%	72 86%z	11 59%
Monthly (Net)	94 92%	64 95%	30 85%	11 90%	24 97%	37 86%	21 96%	43 89%	49 94%	46 93%	23 96%	13 80%	12 93%	80 95%z	14 76%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 64

**A2a\_15. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO**

**Base = All Respondents who have listened to radio in the last 3 months**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
UnweightedBase	126	87	24	5	10	6	27	3	13	3	13	3	9	-	1	9	109	4
WeightedBase	102*	78*	18**	3**	4**	4**	23**	1**	9**	2**	12**	2**	13**	-**	3**	6**	89*	2**
EffectiveBase	85	59	18	4	9	5	19	3	8	2	10	3	7	-	1	6	73	3
A few times a day	16 15%	12 16%	2 14%	* 15%	1 13%	* 7%	4 18%	* 20%	- -	* 18%	3 23%	- -	4 32%	- -	- -	- -	15 17%	* 12%
At least once every day	30 29%	23 30%	5 26%	1 24%	1 35%	1 27%	5 20%	- -	5 53%	- -	4 35%	1 38%	4 27%	- -	3 100%	1 11%	29 33%	- -
About two or three times a week	18 18%	14 18%	3 15%	* 15%	1 23%	2 49%	4 19%	1 48%	3 27%	- -	2 20%	1 31%	- -	- -	- -	1 17%	15 17%	- -
At least once a week	20 19%	18 23%	2 9%	- -	* 8%	1 17%	4 15%	* 32%	2 20%	1 62%	2 14%	- -	4 33%	- -	- -	4 57%	15 17%	2 88%
At least once a month	10 10%K	6 7%	4 22%	- -	1 20%	- -	2 9%	- -	- -	* 20%	1 7%	- -	1 9%	- -	- -	1 16%	9 10%	- -
At least once every three months	6 6%	5 6%	- -	1 45%	- -	- -	4 18%	- -	- -	- -	- -	1 31%	- -	- -	- -	- -	5 5%	- -
Don't know/can't remember	3 3% <sup>f</sup>	- -	3 14%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Total mentions	102 100%	78 100%	18 100%	3 100%	4 100%	4 100%	23 100%	1 100%	9 100%	2 100%	12 100%	2 100%	13 100%	- -	3 100%	6 100%	89 100%	2 100%
Daily (Net)	45 44%	35 46%	7 39%	1 40%	2 49%	2 34%	9 38%	* 20%	5 53%	* 18%	7 58%	1 38%	8 59%	- -	3 100%	1 11%	44 49% <sup>z</sup>	* 12%
Weekly (Net)	83 81%	67 86%	11 64%	1 55%	3 80%	4 100%	17 73%	1 100%	9 100%	2 80%	11 93%	1 69%	12 91%	- -	3 100%	5 84%	74 84%	2 100%
Monthly (Net)	94 92%	73 94%	15 86%	1 55%	4 100%	4 100%	19 82%	1 100%	9 100%	2 100%	12 100%	1 69%	13 100%	- -	3 100%	6 100%	83 94%	2 100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 65

**A2a\_16. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	551	296	254	77	108	170	196	187	358	224	149	87	91	346	197
WeightedBase	505	270	234	71*	94*	155	185	159	340	198	137	90*	80*	327	174
EffectiveBase	394	208	184	59	71	122	141	126	263	152	110	67	66	249	141
A few times a day	61 12%L	34 13%	27 11%	7 10%	12 13%	16 10%	25 14%	23 14%	38 11%	33 17%zL	8 6%	13 14%	7 8%	43 13%	15 9%
At least once every day	96 19%g	59 22%	36 15%	9 13%	20 21%	31 20%	36 19%	34 22%	59 17%	43 22%	24 17%	11 12%	19 23%	60 18%	36 21%
About two or three times a week	118 23%K	57 21%	62 26%	17 24%	15 16%	36 23%	50 27%	31 20%	87 26%	33 16%	44 32%zK	23 26%	18 23%	73 22%	44 25%
At least once a week	116 23%	69 26%	46 20%	15 21%	24 25%	40 26%	37 20%	38 24%	76 22%	52 26%	23 17%	22 25%	19 24%	76 23%	39 22%
At least once a month	84 17%	43 16%	41 17%	16 22%	17 18%	23 15%	29 16%	23 14%	62 18%	31 16%	25 18%	17 18%	11 14%	51 16%	33 19%
At least once every three months	19 4%AF	4 1%	15 6%zA	5 7%F	3 3%	8 5%	3 1%	6 4%	11 3%	6 3%	7 5%	3 1%	5 6%	14 4%	4 3%
Don't know/can't remember	11 2%K	4 1%	7 3%	2 3%E	3 3%	- -	6 3%E	3 2%	8 2%	* 5%K	6 3%K	3 3%K	1 2%	9 3%	2 1%
Total mentions	505 100%	270 100%	234 100%	71 100%	94 100%	155 100%	185 100%	159 100%	340 100%	198 100%	137 100%	90 100%	80 100%	327 100%	174 100%
Daily (Net)	157 31%Lcg	93 35%	63 27%	16 23%	32 34%	47 31%	61 33%	57 36%	97 28%	76 38%zL	32 23%	24 27%	25 32%	103 31%	51 30%
Weekly (Net)	391 77%	219 81%	171 73%	48 68%	71 76%	124 80%	148 80%	126 80%	259 76%	160 81%	99 72%	70 77%	62 78%	252 77%	134 77%
Monthly (Net)	476 94%B	263 97%zB	212 90%	64 90%	88 94%	147 95%	176 95%	149 94%	321 94%	191 97%L	124 91%	87 96%	73 92%	304 93%	167 96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 65

A2a\_16. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	551	410	55	50	36	48	111	14	48	16	49	22	19	10	22	51	438	58
WeightedBase	505	426	40*	26*	13*	58*	108*	15**	47*	13**	53*	26**	22**	11**	26**	47*	408	42*
EffectiveBase	394	310	39	39	34	38	80	10	37	13	36	18	14	9	19	40	312	44
A few times a day	61 12%L	52 12%	5 13%	2 7%	2 14%	7 12%	19 17% <b>c</b>	2 12%	3 6%	3 25%	5 9%	1 5%	8 36%	1 14%	1 3%	2 4%	47 12%	4 10%
At least once every day	96 19% <b>g</b>	73 17%	13 33% <b>zO</b>	6 23%	4 30%	7 11%	18 17%	1 8%	12 26%	4 33%	13 24%	2 9%	4 16%	1 12%	5 18%	6 13%	87 21% <b>z</b> <b>g</b>	3 7%
About two or three times a week	118 23% <b>K</b>	104 24%	5 12%	6 24%	3 23%	13 22%	28 26%	1 9%	9 20%	3 22%	18 35%	11 43%	2 9%	1 11%	5 19%	11 24%	88 21%	16 38% <b>z</b> <b>f</b>
At least once a week	116 23%	99 23%	9 23%	5 20%	2 18%	16 27%	24 22%	2 13%	8 17%	1 8%	11 21%	4 15%	6 26%	3 25%	8 31%	16 35%	94 23%	9 22%
At least once a month	84 17%	72 17%	6 15%	6 21%	1 9%	11 19%	16 15%	6 41%	10 21%	2 12%	5 9%	6 23%	3 12%	2 16%	6 24%	6 12%	70 17%	9 21%
At least once every three months	19 4% <b>AF</b>	16 4%	1 2%	1 5%	* 2%	3 5%	1 1%	- 2%	1 2%	- 2%	1 5%	1 5%	- 22%	2 4%	1 4%	6 13% <b>z</b> <b>T</b>	13 3%	1 2%
Don't know/can't remember	11 2% <b>K</b>	10 2%	1 2%	- 3%	* 3%	2 3%	2 2%	3 16%	3 7% <b>z</b>	- -	- -	- -	- -	- -	- -	- -	9 2%	- -
Total mentions	505 100%	426 100%	40 100%	26 100%	13 100%	58 100%	108 100%	15 100%	47 100%	13 100%	53 100%	26 100%	22 100%	11 100%	26 100%	47 100%	408 100%	42 100%
Daily (Net)	157 31% <b>Lcg</b>	125 29%	18 46% <b>zO</b>	8 29%	6 45%	13 23%	37 34% <b>c</b>	3 21%	15 32%	8 58%	18 33%	4 14%	11 53%	3 26%	6 21%	8 17%	134 33% <b>g</b>	7 17%
Weekly (Net)	391 77%	328 77%	32 81%	20 74%	11 86%	42 73%	89 83%	7 43%	33 69%	12 88%	47 89% <b>V</b>	19 73%	19 88%	7 62%	19 71%	35 75%	315 77%	33 77%
Monthly (Net)	476 94% <b>B</b>	400 94%	38 96%	25 95%	13 95%	53 92%	105 98% <b>c</b>	13 84%	42 91%	13 100%	52 98%	25 95%	22 100%	9 78%	25 96%	41 87%	385 94%	42 98%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 66

A2a\_17. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	403	205	198	62	99	192	50	172	227	183	102	62	56	329	63
WeightedBase	373	194	179	62*	76*	189	46*	140	229	162	94*	65*	51*	319	47*
EffectiveBase	290	152	137	51	75	135	34	120	168	128	75	48	39	240	45
A few times a day	43 12%	22 11%	21 12%	5 8%	9 12%	26 14%	3 7%	19 13%	25 11%	16 10%	9 9%	12 18%	6 12%	40 13%	3 7%
At least once every day	76 20% <b>C</b>	45 23%	31 17%	6 10%	18 23%	42 22%	9 20%	26 18%	48 21%	32 20%	20 21%	14 22%	9 18%	65 20%	10 20%
About two or three times a week	97 26% <b>E</b>	50 26%	47 26%	18 29%	24 32% <b>E</b>	37 20%	18 39% <b>E</b>	40 28%	57 25%	46 29%	22 23%	15 23%	14 27%	83 26%	13 29%
At least once a week	88 24%	44 23%	44 25%	13 20%	14 19%	50 27%	11 24%	32 23%	56 24%	37 23%	24 26%	15 23%	11 22%	72 23%	12 26%
At least once a month	52 14% <b>f</b>	28 14%	24 14%	16 26% <b>zDF</b>	7 9%	26 14%	4 8%	17 12%	34 15%	24 15%	15 16%	5 8%	8 16%	45 14%	7 14%
At least once every three months	16 4%	5 2%	11 6%	4 6%	4 5%	8 4%	1 2%	7 5%	8 4%	6 3%	4 4%	4 6%	2 5%	13 4%	2 4%
Don't know/can't remember	1 *	1 *	-	1 1%	-	-	-	-	1 *	1 *	-	-	-	1 *	-
Total mentions	373 100%	194 100%	179 100%	62 100%	76 100%	189 100%	46 100%	140 100%	229 100%	162 100%	94 100%	65 100%	51 100%	319 100%	47 100%
Daily (Net)	119 32% <b>C</b>	66 34%	52 29%	11 18%	27 35% <b>C</b>	68 36% <b>C</b>	13 27%	44 32%	73 32%	49 30%	29 31%	26 40%	16 30%	105 33%	13 27%
Weekly (Net)	304 82% <b>C</b>	161 83%	143 80%	42 68%	65 86% <b>C</b>	155 82% <b>C</b>	42 90% <b>C</b>	116 83%	186 81%	132 82%	75 80%	56 86%	41 80%	260 82%	38 82%
Monthly (Net)	356 96%	189 97%	167 94%	58 93%	72 95%	181 96%	45 98%	133 95%	220 96%	156 96%	90 96%	61 94%	49 95%	305 96%	45 96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 66

A2a\_17. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	403	307	46	20	30	29	85	14	47	13	39	22	11	6	9	32	340	24
WeightedBase	373	313	37*	11**	11**	30**	77*	16**	46*	10**	43**	27**	14**	7**	11**	31**	310	24**
EffectiveBase	290	232	32	15	28	22	61	13	33	12	29	19	9	6	8	23	246	16
A few times a day	43 12%	36 12%	4 10%	2 19%	1 12%	2 6%	10 13%	- -	11 23%z	* 4%	6 14%	2 7%	3 22%	- -	- -	2 6%	40 13%	2 8%
At least once every day	76 20% <b>C</b>	60 19%	9 25%	3 30%	3 25%	6 19%	15 19%	3 19%	10 21%	1 15%	6 13%	6 22%	3 21%	1 12%	3 31%	6 20%	64 21%	3 11%
About two or three times a week	97 26% <b>E</b>	76 24%	13 35%	4 35%	4 36%	9 29%	20 26%	4 25%	8 17%	3 30%	13 30%	7 25%	4 30%	1 18%	1 11%	6 18%	80 26%	6 25%
At least once a week	88 24%	79 25%	6 17%	1 10%	2 18%	6 19%	14 18%	2 15%	9 21%	4 44%	15 36%	7 26%	4 27%	1 17%	4 39%	11 34%	76 24%	5 21%
At least once a month	52 14% <b>f</b>	49 16%	2 6%	* 3%	1 9%	8 27%	16 20%	6 34%	5 11%	1 7%	1 2%	3 12%	- -	3 38%	2 18%	5 15%	38 12%	8 35%
At least once every three months	16 4%	14 4%	2 5%	* 3%	- -	- -	2 3%	1 7%	3 7%	- -	2 4%	2 8%	- -	1 16%	- -	2 6%	12 4%	- -
Don't know/can't remember	1 *	- -	1 2% <b>O</b>	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Total mentions	373 100%	313 100%	37 100%	11 100%	11 100%	30 100%	77 100%	16 100%	46 100%	10 100%	43 100%	27 100%	14 100%	7 100%	11 100%	31 100%	310 100%	24 100%
Daily (Net)	119 32% <b>C</b>	96 31%	13 35%	5 49%	4 37%	7 25%	25 32%	3 19%	21 45%	2 19%	12 28%	8 29%	6 43%	1 12%	3 31%	8 26%	104 34%	5 20%
Weekly (Net)	304 82% <b>C</b>	251 80%	32 87%	11 95%	10 91%	22 73%	59 77%	10 59%	38 82%	9 93%	40 94%	22 80%	14 100%	3 46%	9 82%	25 79%	260 84% <b>z</b>	15 65%
Monthly (Net)	356 96%	300 96%	35 93%	11 97%	11 100%	30 100%	75 97%	15 93%	43 93%	10 100%	41 96%	25 92%	14 100%	6 84%	11 100%	29 94%	297 96%	24 100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 67

**A2a\_18. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	619	274	344	171	169	209	70	276	339	209	169	116	125	457	141
WeightedBase	568	260	307	155	159	192	61*	233	330	182	156	126*	104*	449	105
EffectiveBase	436	197	238	128	121	143	46	191	245	142	124	82	92	326	102
A few times a day	75 13%	32 12%	43 14%	20 13%	26 16%	24 12%	6 9%	38 16%	37 11%	26 15%	25 16%	14 11%	9 9%	62 14%	12 11%
At least once every day	144 25% <b>Cm</b>	70 27%	74 24%	30 19%	44 27%	50 26%	21 34% <b>C</b>	78 34% <b>zm</b>	66 20%	39 21%	36 23%	40 32%	29 28%	111 25%	30 29%
About two or three times a week	146 26% <b>lc</b>	68 26%	77 25%	44 28%	34 21%	51 27%	17 28%	49 21%	97 29% <b>l</b>	39 21%	40 26%	40 32%	27 26%	123 27%	20 19%
At least once a week	109 19% <b>T</b>	48 18%	61 20%	34 22%	27 17%	35 18%	12 20%	38 16%	68 20%	31 17%	31 20%	21 17%	26 25%	81 18%	26 25%
At least once a month	69 12% <b>IMf</b>	34 13%	36 12%	21 13%	22 14%	24 12%	3 4%	21 9%	49 15%	37 21% <b>zMN</b>	18 12%	6 5%	7 7%	56 12%	12 11%
At least once every three months	20 4%	6 2%	14 5%	5 3%	6 4%	7 4%	2 4%	9 4%	11 3%	7 4%	6 4%	3 3%	4 4%	13 3%	5 4%
Don't know/can't remember	4 1%	2 1%	1 *	2 1%	2 1%	* *	* *	2 1%	2 1%	2 1%	* *	1 *	1 1%	3 1%	* *
Total mentions	568 100%	260 100%	307 100%	155 100%	159 100%	192 100%	61 100%	233 100%	330 100%	182 100%	156 100%	126 100%	104 100%	449 100%	105 100%
Daily (Net)	220 39% <b>m</b>	102 39%	117 38%	50 32%	69 43%	74 39%	26 43%	116 50% <b>zm</b>	103 31%	65 36%	61 39%	55 43%	38 37%	173 38%	43 40%
Weekly (Net)	474 84% <b>K</b>	218 84%	255 83%	128 82%	130 81%	161 84%	56 91%	202 87%	268 81%	135 75%	132 84%	116 92% <b>zK</b>	91 88% <b>K</b>	377 84%	88 84%
Monthly (Net)	544 96%	252 97%	291 95%	149 96%	152 95%	185 96%	58 96%	223 96%	317 96%	173 95%	150 96%	122 97%	99 95%	433 96%	100 95%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 67

A2a\_18. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	619	495	55	44	25	29	145	34	67	37	60	31	16	3	13	60	516	26
WeightedBase	568	493	44*	22*	9**	34**	147*	29**	61*	39**	56*	34**	17**	4**	15**	57*	468	28**
EffectiveBase	436	360	41	40	24	19	99	24	48	28	48	26	13	2	12	46	364	18
A few times a day	75 13%	67 14%	4 9%	4 16%	1 14%	9 26%	15 10%	3 10%	5 8%	3 7%	10 17%	1 4%	5 28%	2 60%	4 25%	11 19%	66 14%	3 9%
At least once every day	144 25% <b>Cm</b>	127 26%	8 17%	6 28%	4 41%	5 16%	41 28%	6 21%	18 29%	18 46%	10 17%	4 13%	2 11%	1 23%	1 6%	22 38% <b>zX</b>	122 26%	6 20%
About two or three times a week	146 26% <b>lc</b>	129 26%	11 24%	4 18%	2 24%	4 11%	40 27%	15 51%	21 34% <b>cc</b>	6 16%	18 31% <b>cc</b>	13 38%	1 6%	-	5 33%	8 13%	122 26%	5 18%
At least once a week	109 19% <b>T</b>	88 18%	13 30%	7 31% <b>zO</b>	* 4%	7 22%	18 12%	4 12%	11 17%	7 17%	11 19%	10 28%	7 41%	1 16%	3 22%	11 19%	89 19%	9 31%
At least once a month	69 12% <b>lMf</b>	63 13%	5 11%	1 3%	1 11%	8 24%	28 19% <b>zc</b>	2 7%	5 9%	4 11%	5 9%	3 8%	2 14%	-	1 9%	3 6%	47 10%	6 21%
At least once every three months	20 4%	17 3%	2 4%	1 3%	1 6%	-	5 3%	-	1 2%	1 3%	3 5%	3 9%	-	-	1 5%	3 5%	20 4%	-
Don't know/can't remember	4 1%	2 *	2 4% <b>zO</b>	-	-	* 1%	1 *	-	1 1%	-	* 1%	-	-	-	-	-	3 1%	-
Total mentions	568 100%	493 100%	44 100%	22 100%	9 100%	34 100%	147 100%	29 100%	61 100%	39 100%	56 100%	34 100%	17 100%	4 100%	15 100%	57 100%	468 100%	28 100%
Daily (Net)	220 39% <b>m</b>	194 39%	12 27%	10 44%	5 55%	14 42%	56 38%	9 30%	23 37%	20 53%	19 35%	6 16%	7 39%	3 84%	5 31%	32 57% <b>zTX</b>	187 40%	8 29%
Weekly (Net)	474 84% <b>K</b>	411 83%	35 80%	20 94%	7 83%	25 75%	114 77%	27 93%	54 88%	33 85%	48 85%	28 83%	15 86%	4 100%	13 86%	51 89%	398 85%	22 79%
Monthly (Net)	544 96%	474 96%	40 92%	21 97%	8 94%	33 99%	142 96%	29 100%	59 97%	37 97%	53 94%	31 91%	17 100%	4 100%	15 95%	54 95%	445 95%	28 100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 68

**A2a\_19. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	806	323	482	146	187	317	156	328	467	236	223	165	182	588	197
WeightedBase	807	333	473	135	178	328	166	305	488	223	219	191	174	638	155
EffectiveBase	560	230	330	110	133	217	105	221	334	159	160	119	124	414	146
A few times a day	97 12%	37 11%	59 13%	14 10%	22 13%	41 13%	20 12%	42 14%	54 11%	28 13%	28 13%	20 11%	21 12%	84 13%	12 8%
At least once every day	220 27% <sup>m</sup>	91 27%	129 27%	31 23%	48 27%	97 30%	44 26%	100 33% <sup>zm</sup>	114 23%	62 28%	54 25%	62 32%	41 24%	171 27%	43 28%
About two or three times a week	220 27%	86 26%	134 28%	45 33%	47 26%	86 26%	41 25%	79 26%	137 28%	50 22%	62 28%	55 29%	53 30%	181 28%	39 25%
At least once a week	144 18%	59 18%	85 18%	28 21%	22 13%	59 18%	35 21%	45 15%	96 20%	43 19%	44 20%	26 14%	31 18%	108 17%	33 22%
At least once a month	91 11%	42 12%	50 11%	12 9%	31 17% <sup>zE</sup>	32 10%	16 10%	33 11%	59 12%	29 13%	21 10%	19 10%	22 13%	70 11%	18 12%
At least once every three months	31 4% <sup>l</sup>	17 5%	13 3%	3 2%	7 4%	10 3%	10 6%	4 1%	26 5% <sup>zl</sup>	9 4%	9 4%	7 3%	6 3%	22 3%	8 5%
Don't know/can't remember	4 *	1 *	3 1%	2 1%	* *	2 1%	- -	2 1%	2 *	2 1%	1 *	2 1%	- -	2 *	2 1%
Total mentions	807 100%	333 100%	473 100%	135 100%	178 100%	328 100%	166 100%	305 100%	488 100%	223 100%	219 100%	191 100%	174 100%	638 100%	155 100%
Daily (Net)	317 39% <sup>mTg</sup>	128 38%	188 40%	45 34%	70 39%	138 42%	63 38%	142 47% <sup>zm</sup>	168 34%	91 41%	83 38%	82 43%	62 36%	255 40%	55 35%
Weekly (Net)	681 84% <sup>D</sup>	273 82%	407 86%	118 88%	140 79%	283 86%	139 84%	266 87%	401 82%	183 82%	188 86%	164 86%	146 84%	544 85%	127 82%
Monthly (Net)	772 96% <sup>m</sup>	314 94%	457 97%	130 96%	171 96%	316 96%	155 94%	299 98% <sup>zm</sup>	459 94%	212 95%	209 96%	183 96%	168 97%	614 96%	145 94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 68

**A2a\_19. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	806	629	56	89	32	99	125	21	79	25	78	55	45	22	41	39	643	78
WeightedBase	807	700	45*	51*	11*	138*	115*	21**	84*	24**	87*	56*	56*	24**	58*	37**	636	91*
EffectiveBase	560	456	41	72	30	73	88	13	55	19	59	47	33	18	34	27	447	55
A few times a day	97 12%	85 12%	4 8%	7 13%	2 14%	19 14%	10 9%	1 6%	6 7%	3 13%	13 15%	6 10%	9 16%	4 17%	8 13%	5 15%	80 13%	4 5%
At least once every day	220 27% <sup>m</sup>	186 27%	14 31%	17 33%	4 33%	33 24%	23 20%	7 33%	23 28%	6 24%	26 30%	15 27%	17 31%	7 28%	18 31%	10 28%	180 28%	19 20%
About two or three times a week	220 27%	195 28%	8 17%	13 26%	3 30%	42 31%	36 32%	6 28%	26 31%	8 32%	25 29%	18 32%	8 15%	5 21%	13 22%	8 23%	162 25%	43 48% <sup>zf</sup>
At least once a week	144 18%	120 17%	13 29%	10 19%	2 14%	24 17%	22 19%	4 20%	12 15%	4 16%	11 13%	6 10%	10 18%	7 28%	12 20%	8 22%	109 17%	16 18%
At least once a month	91 11%	82 12%	5 11%	4 7%	1 8%	17 13%	18 15%	2 9%	12 14%	4 15%	10 11%	8 14%	6 10%	- -	4 6%	3 8%	74 12%	6 7%
At least once every three months	31 4% <sup>l</sup>	30 4%	- -	1 2%	- -	2 2%	4 3%	1 3%	4 5%	- -	2 2%	4 7%	5 10%	1 5%	4 7%	1 4%	27 4%	2 2%
Don't know/can't remember	4 *	2 *	2 4% <sup>zO</sup>	- -	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 1%	- -
Total mentions	807 100%	700 100%	45 100%	51 100%	11 100%	138 100%	115 100%	21 100%	84 100%	24 100%	87 100%	56 100%	56 100%	24 100%	58 100%	37 100%	636 100%	91 100%
Daily (Net)	317 39% <sup>mTg</sup>	271 39%	18 39%	23 46%	5 47%	52 38%	33 29%	8 40%	30 35%	9 36%	40 46% <sup>T</sup>	21 37%	27 47%	11 46%	26 44%	16 43%	259 41% <sup>g</sup>	23 25%
Weekly (Net)	681 84% <sup>D</sup>	586 84%	39 85%	46 91%	10 92%	118 86%	91 79%	18 88%	68 81%	20 85%	76 87%	45 79%	45 80%	23 95%	50 86%	32 88%	530 83%	83 91%
Monthly (Net)	772 96% <sup>m</sup>	668 95%	44 96%	50 98%	11 100%	135 98%	109 95%	20 97%	79 95%	24 100%	85 98%	52 93%	51 90%	23 95%	54 93%	35 96%	605 95%	89 98%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 69

**A2a\_20. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	416	189	226	47	73	142	154	127	283	135	96	85	100	264	137
WeightedBase	411	185	225	43*	67*	138*	163	114*	290	120*	93*	93*	105*	271	125
EffectiveBase	298	141	157	36	50	98	115	82	212	94	71	65	70	185	105
A few times a day	40 10%	22 12%	18 8%	5 13%	8 13%	13 9%	13 8%	15 13%	25 8%	17 14%L	4 5%	8 9%	10 10%	26 10%	13 11%
At least once every day	85 21%	41 22%	43 19%	10 23%	18 27%	25 18%	32 20%	23 21%	59 21%	26 22%	17 18%	23 25%	19 18%	55 20%	28 22%
About two or three times a week	122 30%D	56 30%	66 29%	9 22%	11 16%	35 25%	67 41%zCDE	30 26%	90 31%	27 22%	26 28%	35 38%K	34 33%	84 31%	35 28%
At least once a week	94 23%	40 22%	54 24%	7 16%	15 23%	41 30%	31 19%	29 26%	63 22%	26 21%	31 33%zM	15 16%	22 21%	63 23%	25 20%
At least once a month	52 13%P	20 11%	32 14%	8 17%	13 19%	16 11%	16 10%	13 11%	39 13%	18 15%	10 11%	7 8%	17 16%	35 13%	17 13%
At least once every three months	14 3%	6 3%	7 3%	3 7%	2 3%	5 3%	4 3%	3 3%	10 4%	7 6%	3 4%	1 1%	2 2%	5 2%	6 5%
Don't know/can't remember	5 1%	-	5 2%	1 1%	* *	4 3%	-	1 1%	4 1%	-	1 1%	4 4%z	-	3 1%	2 1%
Total mentions	411 100%	185 100%	225 100%	43 100%	67 100%	138 100%	163 100%	114 100%	290 100%	120 100%	93 100%	93 100%	105 100%	271 100%	125 100%
Daily (Net)	125 30%	63 34%	61 27%	15 36%	26 39%	38 28%	45 28%	38 33%	84 29%	43 36%	22 23%	31 33%	29 28%	80 30%	41 33%
Weekly (Net)	341 83%	159 86%	181 80%	32 74%	52 78%	114 82%	143 88%	97 85%	237 82%	95 80%	79 84%	81 87%	86 82%	227 84%	101 81%
Monthly (Net)	392 96%	178 97%	213 95%	39 92%	65 97%	129 94%	159 97%	110 96%	276 95%	113 94%	89 95%	88 95%	102 98%	262 97%	117 94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 69

**A2a\_20. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station**

**Base = All Respondents who have listened to radio in the last 3 months**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
UnweightedBase	416	324	60	19	13	22	56	15	39	37	97	12	17	2	6	21	351	28
WeightedBase	411	341	53*	12**	5**	27**	49*	22**	41**	39*	104*	10**	22**	2**	7**	17**	341	30**
EffectiveBase	298	238	43	15	12	17	41	11	30	30	72	11	12	2	5	15	252	20
A few times a day	40	32	6	2	-	4	5	2	6	6	8	-	1	-	-	1	36	1
	10%	10%	10%	15%	-	13%	9%	9%	15%	15%	7%	-	6%	-	-	8%	11%	5%
At least once every day	85	71	9	4	2	4	10	2	9	9	21	3	7	1	2	2	75	2
	21%	21%	17%	33%	37%	13%	20%	7%	21%	24%	21%	31%	34%	39%	30%	14%	22%	8%
About two or three times a week	122	98	19	3	1	10	10	5	10	12	33	5	10	-	1	1	97	16
	30% <b>D</b>	29%	36%	27%	24%	36%	20%	23%	25%	32%	32%	50%	46%	-	15%	9%	28%	53%
At least once a week	94	74	17	1	1	6	14	6	6	8	24	1	3	-	*	5	77	6
	23%	22%	32%	11%	26%	22%	28%	29%	16%	20%	24%	6%	14%	-	6%	31%	22%	20%
At least once a month	52	50	1	1	*	4	9	6	7	3	9	-	-	-	4	6	41	4
	13% <b>P</b>	15% <b>zP</b>	1%	9%	6%	16%	19%	27%	17%	8%	9%	-	-	-	49%	38%	12%	14%
At least once every three months	14	13	*	-	*	-	1	1	*	*	7	1	-	1	-	-	13	-
	3%	4%	1%	-	6%	-	3%	5%	1%	1%	7%	12%	-	61%	-	-	4%	-
Don't know/can't remember	5	2	2	1	-	-	-	-	2	-	*	-	-	-	-	-	3	-
	1%	1%	3%	5%	-	-	-	-	5%	-	*	-	-	-	-	-	1%	-
Total mentions	411	341	53	12	5	27	49	22	41	39	104	10	22	2	7	17	341	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	125	103	14	6	2	7	15	4	15	15	29	3	9	1	2	4	111	4
	30%	30%	27%	49%	37%	26%	30%	16%	36%	39%	28%	31%	40%	39%	30%	22%	32%	13%
Weekly (Net)	341	276	50	10	4	23	39	15	32	35	87	9	22	1	4	10	284	25
	83%	81%	95% <b>zO</b>	86%	87%	84%	78%	68%	76%	91%	84%	88%	100%	39%	51%	62%	83%	86%
Monthly (Net)	392	326	51	11	4	27	48	21	39	38	96	9	22	1	7	17	325	30
	96%	95%	96%	95%	94%	100%	97%	95%	94%	99%	93%	88%	100%	39%	100%	100%	95%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 70

**A2a\_21. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	570	258	311	167	179	184	40	281	282	206	157	111	96	442	116
WeightedBase	518	234	283	155	158	168	37**	237	276	175	145	114*	84*	430	82*
EffectiveBase	392	185	207	120	131	118	25	191	198	142	112	78	62	310	80
A few times a day	72	38	33	20	24	27	1	38	33	26	22	19	4	66	5
	14%Neg	16%	12%	13%	15%	16%	3%	16%	12%	15%N	15%N	16%N	5%	15%e	7%
At least once every day	115	58	58	24	50	33	9	63	50	41	29	26	20	98	14
	22%Cm	25%	20%	16%	31%zCE	19%	24%	27%fm	18%	24%	20%	23%	23%	23%	17%
About two or three times a week	155	67	89	49	41	58	8	77	79	43	40	41	32	138	16
	30%eR	29%	31%	32%	26%	34%	22%	32%	28%	24%	27%	36%	38%K	32%e	20%
At least once a week	98	40	58	34	23	34	7	37	60	27	39	16	16	73	23
	19%	17%	20%	22%	14%	20%	20%	16%	22%	15%	27%zKM	14%	20%	17%	28%zd
At least once a month	54	22	31	21	16	11	6	16	38	28	13	7	6	41	13
	10%l	10%	11%	13%	10%	6%	15%	7%	14%zl	16%zM	9%	7%	7%	9%	16%
At least once every three months	18	9	9	6	5	4	3	6	12	6	4	2	5	11	7
	3%d	4%	3%	4%	3%	2%	8%	2%	4%	4%	3%	2%	7%	2%	8%zd
Don't know/can't remember	6	1	6	1	*	2	3	1	5	4	-	3	-	3	3
	1%	*	2%	1%	*	1%	7%	1%	2%	2%	-	2%	-	1%	4%d
Total mentions	518	234	283	155	158	168	37	237	276	175	145	114	84	430	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	187	95	91	44	73	60	10	101	83	68	51	45	24	164	20
	36%Cme	41%	32%	28%	46%zC	36%	27%	43%zm	30%	39%	35%	39%	28%	38%e	24%
Weekly (Net)	440	202	237	127	137	151	25	215	222	137	129	101	72	375	59
	85%mKe	86%	84%	82%	86%	90%	69%	90%zm	80%	79%	89%K	89%K	86%	87%ze	72%
Monthly (Net)	494	225	268	147	153	162	31	230	260	165	142	109	78	416	72
	95%e	96%	95%	95%	97%	96%	84%	97%	94%	94%	97%	96%	93%	97%ze	88%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 70

A2a\_21. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	570	449	41	47	33	77	142	11	45	14	42	22	17	9	29	41	439	50
WeightedBase	518	449	32**	26*	11*	94*	128*	13**	40*	11**	42*	26**	18**	9**	32**	34**	381	56*
EffectiveBase	392	323	26	37	32	56	98	7	31	12	31	19	14	8	26	28	303	33
A few times a day	72	58	6	6	2	12	22	2	7	*	7	1	1	-	5	2	58	1
	14%Neg	13%	20%	21%	14%	13%	18%	12%	16%	3%	16%	4%	8%	-	14%	4%	15%g	1%
At least once every day	115	98	5	8	5	18	30	*	14	4	7	7	2	4	3	9	79	14
	22%cm	22%	15%	31%	44%zO	19%	23%	3%	34%	33%	17%	29%	10%	44%	10%	26%	21%	26%
About two or three times a week	155	142	6	5	1	32	37	7	8	4	11	8	11	2	12	11	108	30
	30%eR	32%R	21%	21%	13%	34%	29%	56%	21%	34%	25%	30%	60%	23%	37%	31%	28%	54%zf
At least once a week	98	78	12	5	2	16	20	3	5	2	14	2	2	2	5	7	78	7
	19%	17%	39%	20%	21%	17%	15%	25%	13%	16%	32%T	7%	9%	20%	16%	22%	21%	12%
At least once a month	54	51	1	*	1	9	18	1	4	2	4	5	2	-	2	4	38	3
	10%l	11%	4%	1%	8%	10%	14%	5%	11%	14%	9%	21%	12%	-	6%	11%	10%	5%
At least once every three months	18	16	1	1	-	5	1	-	2	-	-	2	-	1	3	1	13	1
	3%d	4%	2%	4%	-	5%	1%	-	5%	-	-	9%	-	13%	10%	4%	4%	2%
Don't know/can't remember	6	6	-	*	-	3	*	-	-	-	-	-	-	-	2	1	6	-
	1%	1%	-	2%	-	3%	*	-	-	-	-	-	-	-	7%	2%	1%	-
Total mentions	518	449	32	26	11	94	128	13	40	11	42	26	18	9	32	34	381	56
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	187	156	11	14	6	29	52	2	20	4	14	9	3	4	8	10	137	15
	36%Cme	35%	34%	52%zO	58%zO	31%	41%	15%	50%	36%	34%	33%	18%	44%	25%	30%	36%	27%
Weekly (Net)	440	376	30	24	10	77	109	13	34	10	39	18	16	8	24	29	324	52
	85%Ke	84%	94%	94%	92%	82%	85%	95%	84%	86%	91%	70%	88%	87%	77%	83%	85%	93%
Monthly (Net)	494	427	31	25	11	87	127	13	38	11	42	24	18	8	26	32	362	55
	95%e	95%	98%	95%	100%	92%	99%zS	100%	95%	100%	100%	91%	100%	87%	83%	94%	95%	98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 71

**A2a\_22. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	509	243	265	87	131	212	79	232	275	187	127	89	106	373	120
WeightedBase	447	219	227	72*	116*	180	79*	183	263	157	119*	86*	85*	339	97*
EffectiveBase	351	175	176	64	92	143	54	160	193	132	88	64	70	262	81
A few times a day	57 13% <b>m</b>	28 13%	29 13%	11 15%	16 14%	25 14%	5 6%	38 20% <b>zm</b>	20 7%	22 14%	13 11%	12 15%	10 12%	49 14%	8 8%
At least once every day	97 22%	52 24%	46 20%	14 19%	32 27%	33 18%	19 24%	41 22%	56 21%	45 28% <b>z</b>	22 19%	14 17%	16 19%	74 22%	21 22%
About two or three times a week	114 25%	52 24%	60 27%	17 23%	24 21%	54 30%	19 24%	50 27%	63 24%	32 20%	36 30%	26 30%	20 24%	93 28%	18 18%
At least once a week	101 22% <b>lKR</b>	51 23%	49 22%	19 26%	21 18%	40 22%	20 26%	29 16%	71 27% <b>zl</b>	26 17%	27 23%	23 27%	24 28%	70 21%	29 30%
At least once a month	53 12%	29 13%	24 10%	8 11%	20 17% <b>E</b>	14 8%	10 13%	16 9%	36 14%	22 14%	13 11%	6 6%	12 14%	39 12%	12 13%
At least once every three months	23 5% <b>Ad</b>	6 3%	17 7% <b>A</b>	4 5%	2 2%	11 6%	5 7%	7 4%	16 6%	10 6%	8 7%	2 3%	2 3%	10 3%	9 9% <b>d</b>
Don't know/can't remember	3 1% <b>f</b>	1 *	2 1%	* *	1 *	2 1%	- -	3 2%	- -	* *	- -	2 3%	1 1%	3 1%	- -
Total mentions	447 100%	219 100%	227 100%	72 100%	116 100%	180 100%	79 100%	183 100%	263 100%	157 100%	119 100%	86 100%	85 100%	339 100%	97 100%
Daily (Net)	154 35% <b>m</b>	80 36%	74 33%	25 34%	48 42%	57 32%	24 30%	78 43% <b>zm</b>	76 29%	67 42% <b>zL</b>	35 29%	27 31%	26 31%	123 36%	29 30%
Weekly (Net)	369 82%	184 84%	184 81%	60 83%	93 80%	152 84%	64 80%	157 86%	211 80%	125 80%	98 82%	76 88%	70 82%	286 84%	76 78%
Monthly (Net)	421 94% <b>B</b>	213 97% <b>zB</b>	208 92%	68 94%	113 98%	166 92%	74 93%	174 95%	247 94%	147 93%	111 93%	81 95%	82 97%	326 96% <b>ze</b>	88 91%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 71

**A2a\_22. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic**

**Base = All Respondents who have listened to radio in the last 3 months**

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	509	379	48	30	52	33	140	7	38	19	43	25	18	5	12	39	411	31
WeightedBase	447	377	37*	15**	18*	37**	135*	9**	30**	20**	42*	27**	21**	7**	15**	34**	363	22**
EffectiveBase	351	280	30	24	49	24	98	4	29	16	34	21	15	4	10	28	284	21
A few times a day	57 13% <b>m</b>	45 12%	7 19%	4 24%	1 7%	1 3%	21 16%	* 3%	5 17%	2 11%	3 6%	- -	3 16%	- -	2 14%	8 22%	46 13%	2 10%
At least once every day	97 22% <b>p</b>	86 23%	3 9%	2 15%	6 32% <b>p</b>	6 17%	29 21%	- -	6 20%	10 51%	11 25%	4 15%	4 20%	4 55%	4 24%	8 25%	75 21%	4 19%
About two or three times a week	114 25%	95 25%	7 20%	5 29%	7 39% <b>zO</b>	8 22%	44 33%	- -	7 24%	3 16%	8 19%	8 30%	7 35%	1 12%	2 13%	6 17%	95 26%	3 14%
At least once a week	101 22% <b>kR</b>	82 22% <b>R</b>	14 38% <b>zOR</b>	3 20%	2 9%	12 34%	21 16%	5 57%	4 14%	2 10%	12 29%	7 28%	3 13%	2 33%	3 19%	9 27%	84 23%	9 39%
At least once a month	53 12%	47 13%	2 6%	1 8%	2 9%	7 18%	16 12%	3 32%	5 16%	2 12%	6 15%	4 13%	1 5%	- -	1 10%	2 7%	42 12%	2 7%
At least once every three months	23 5% <b>Ad</b>	19 5%	3 8%	* 3%	* 2%	2 6%	4 3%	1 7%	3 10%	- -	2 5%	4 14%	- -	- -	3 21%	1 2%	20 6%	* 1%
Don't know/can't remember	3 1% <b>f</b>	3 1%	- -	- -	1 3% <b>z</b>	- -	* *	- -	- -	- -	- -	- -	2 10%	- -	- -	- -	1 *	2 10%
Total mentions	447 100%	377 100%	37 100%	15 100%	18 100%	37 100%	135 100%	9 100%	30 100%	20 100%	42 100%	27 100%	21 100%	7 100%	15 100%	34 100%	363 100%	22 100%
Daily (Net)	154 35% <b>m</b>	131 35%	10 28%	6 39%	7 39%	8 20%	50 37%	* 3%	11 37%	12 62%	13 31%	4 15%	7 36%	4 55%	6 38%	16 47%	121 33%	7 29%
Weekly (Net)	369 82%	308 82%	32 87%	14 89%	16 87%	28 76%	115 85%	6 61%	22 74%	17 88%	34 80%	19 73%	18 84%	7 100%	10 70%	31 91%	300 83%	18 82%
Monthly (Net)	421 94% <b>B</b>	355 94%	34 92%	15 97%	17 95%	35 94%	131 97%	9 93%	27 90%	20 100%	40 95%	23 86%	19 90%	7 100%	12 79%	33 98%	342 94%	20 89%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 72

**A2a\_23. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)**

**Base = All Respondents who have listened to radio in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	534	265	268	65	89	211	169	168	361	141	145	112	136	344	179
WeightedBase	484	252	230	49*	85*	201	149	147	332	121*	140	115*	107*	350	128
EffectiveBase	358	178	180	45	61	140	113	113	242	98	104	70	91	240	117
A few times a day	56 12%	30 12%	26 11%	5 10%	8 10%	27 14%	15 10%	24 16%	31 9%	13 10%	14 10%	13 12%	16 15%	41 12%	12 9%
At least once every day	126 26%	64 25%	61 26%	10 20%	19 22%	53 26%	44 30%	37 25%	89 27%	29 24%	39 28%	29 25%	29 27%	90 26%	34 27%
About two or three times a week	144 30%Q	79 31%	64 28%	11 23%	30 36%	61 31%	40 27%	43 29%	98 30%	36 30%	37 27%	45 39%N	25 23%	109 31%	34 27%
At least once a week	100 21%R	53 21%	47 20%	10 21%	16 18%	44 22%	30 20%	33 23%	65 20%	20 17%	32 23%	23 20%	24 23%	71 20%	29 23%
At least once a month	33 7%R	14 6%	19 8%	7 14%E	7 8%	10 5%	10 6%	6 4%	27 8%	14 11%	8 6%	4 4%	7 7%	20 6%	13 10%
At least once every three months	18 4%	7 3%	11 5%	6 12%zEF	5 6%	4 2%	3 2%	3 2%	15 5%	9 8%zMN	9 6%MN	- -	- -	14 4%	4 3%
Don't know/can't remember	7 1%	5 2%	2 1%	* 1%	- -	1 1%	5 4%z	* *	6 2%	* -	- -	1 1%	6 5%zKL	5 1%	2 2%
Total mentions	484 100%	252 100%	230 100%	49 100%	85 100%	201 100%	149 100%	147 100%	332 100%	121 100%	140 100%	115 100%	107 100%	350 100%	128 100%
Daily (Net)	182 38%	94 37%	87 38%	14 30%	27 32%	80 40%	60 40%	61 42%	120 36%	42 34%	53 38%	42 36%	45 42%	132 38%	46 36%
Weekly (Net)	425 88%CmKf	226 90%	198 86%	36 73%	73 86%	186 93%zC	131 88%C	137 94%zm	284 85%	98 81%	123 88%	110 96%zK	94 88%	311 89%	108 85%
Monthly (Net)	458 95%C	241 95%	217 94%	43 87%	80 94%	195 97%C	140 94%	143 98%	310 93%	111 92%	131 94%	115 99%zK	102 95%	331 95%	121 95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 72

A2a\_23. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)

Base = All Respondents who have listened to radio in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	534	319	70	42	103	38	69	14	42	15	46	33	11	8	10	33	409	83
WeightedBase	484	363	60*	24*	36*	57**	72*	17**	42*	15**	56*	39**	15**	9**	13**	29**	365	76*
EffectiveBase	358	238	55	31	94	29	48	11	32	12	34	26	9	7	8	27	283	48
A few times a day	56 12%	39 11%	5 9%	3 11%	8 23%zOP	2 3%	9 12%	2 14%	4 10%	5 34%	10 17%	4 9%	- -	1 12%	1 6%	2 8%	40 11%	9 12%
At least once every day	126 26%	89 24%	14 24%	8 34%	15 42%zOP	16 27%	16 22%	4 27%	7 16%	5 34%	12 21%	6 15%	9 56%	- -	6 43%	9 30%	96 26%	20 27%
About two or three times a week	144 30%Q	113 31%Q	20 33%Q	2 8%	9 25%Q	20 35%	29 40%	- -	13 32%	3 18%	16 29%	16 42%	4 28%	3 34%	3 19%	6 19%	109 30%	18 23%
At least once a week	100 21%R	77 21%R	12 20%R	10 41%zOPR	2 4%	16 27%	11 15%	4 23%	15 35%zT	1 9%	10 18%	6 14%	2 16%	3 32%	1 5%	8 29%	69 19%	27 35%zf
At least once a month	33 7%R	27 7%R	5 9%R	1 5%	- -	3 5%	5 6%	5 31%	1 3%	* 2%	6 10%	2 6%	- -	- -	2 17%	2 9%	28 8%	2 3%
At least once every three months	18 4%	16 4%	1 2%	- -	1 3%	1 2%	3 4%	1 4%	1 3%	- 4%	2 4%	3 8%	- -	2 22%	1 10%	1 5%	16 4%	- -
Don't know/can't remember	7 1%	3 1%	3 5%O	- -	1 3%	* 1%	- -	- 1%	* 3%	1 3%	- 5%	2 5%	- -	- -	- -	- -	6 2%	- -
Total mentions	484 100%	363 100%	60 100%	24 100%	36 100%	57 100%	72 100%	17 100%	42 100%	15 100%	56 100%	39 100%	15 100%	9 100%	13 100%	29 100%	365 100%	76 100%
Daily (Net)	182 38%	128 35%	20 33%	11 45%	24 65%zOP	17 30%	25 34%	7 41%	11 26%	10 67%	21 38%	9 24%	9 56%	1 12%	7 49%	11 38%	136 37%	30 39%
Weekly (Net)	425 88%cmKf	317 87%	51 85%	22 95%	34 95%z	53 92%	64 90%	11 65%	39 93%	14 94%	48 86%	31 81%	15 100%	7 78%	10 74%	25 86%	314 86%	74 97%zf
Monthly (Net)	458 95%C	344 95%	56 94%	24 100%	34 95%	56 97%	69 96%	16 96%	40 96%	15 97%	53 96%	33 86%	15 100%	7 78%	12 90%	27 95%	342 94%	76 100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 73

A2a1. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).

Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
<b>Summary Table</b>															
BBC Radio 1	3907	3907	2717	115 3%	260 7%	212 5%	177 5%	86 2%	37 1%	3 *	3017 77%	3907 100%	375 10%	764 20%	850 22%
BBC Radio 2	3907	3907	2717	133 3%	296 8%	202 5%	139 4%	68 2%	22 1%	6 *	3040 78%	3907 100%	429 11%	771 20%	839 21%
BBC Radio 3	3907	3907	2717	25 1%	41 1%	42 1%	29 1%	27 1%	11 *	2 *	3730 95%	3907 100%	65 2%	136 3%	163 4%
BBC Radio 4	3907	3907	2717	132 3%	162 4%	127 3%	96 2%	30 1%	5 *	- -	3355 86%	3907 100%	294 8%	517 13%	547 14%
BBC Radio 5 live	3907	3907	2717	49 1%	90 2%	109 3%	103 3%	36 1%	4 *	1 *	3516 90%	3907 100%	139 4%	351 9%	387 10%
BBC 6 Music	3907	3907	2717	21 1%	33 1%	47 1%	40 1%	14 *	5 *	- -	3748 96%	3907 100%	53 1%	140 4%	154 4%
BBC Asian Network	3907	3907	2717	18 *	21 1%	16 *	10 *	4 *	3 *	2 *	3832 98%	3907 100%	39 1%	66 2%	70 2%
BBC local radio stations	3907	3907	2717	76 2%	182 5%	123 3%	107 3%	75 2%	18 *	11 *	3316 85%	3907 100%	258 7%	488 12%	563 14%
Any other BBC station (including digital BBC stations)	3907	3907	2717	16 *	37 1%	27 1%	25 1%	14 *	7 *	8 *	3774 97%	3907 100%	53 1%	105 3%	119 3%
TalkSPORT	3907	3907	2717	49 1%	77 2%	93 2%	108 3%	47 1%	10 *	3 *	3519 90%	3907 100%	126 3%	327 8%	375 10%
TalkRADIO	3907	3907	2717	16 *	30 1%	18 *	20 1%	10 *	6 *	3 *	3805 97%	3907 100%	45 1%	83 2%	94 2%
Classic FM	3907	3907	2717	61 2%	96 2%	118 3%	116 3%	84 2%	19 *	11 *	3402 87%	3907 100%	157 4%	391 10%	476 12%
Absolute Radio	3907	3907	2717	43 1%	76 2%	97 2%	88 2%	52 1%	16 *	1 *	3534 90%	3907 100%	119 3%	304 8%	356 9%
Any Capital Radio station	3907	3907	2717	75 2%	144 4%	146 4%	109 3%	69 2%	20 1%	4 *	3339 85%	3907 100%	220 6%	474 12%	544 14%
Any Heart Radio station	3907	3907	2717	97 2%	220 6%	220 6%	144 4%	91 2%	31 1%	4 *	3100 79%	3907 100%	317 8%	681 17%	772 20%
Any Smooth Radio station	3907	3907	2717	40 1%	85 2%	122 3%	94 2%	52 1%	14 *	5 *	3496 89%	3907 100%	125 3%	341 9%	392 10%
Kiss	3907	3907	2717	72 2%	115 3%	155 4%	98 3%	54 1%	18 *	6 *	3389 87%	3907 100%	187 5%	440 11%	494 13%
Magic	3907	3907	2717	57 1%	97 2%	114 3%	101 3%	53 1%	23 1%	3 *	3460 89%	3907 100%	154 4%	369 9%	421 11%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 73

**A2a1. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).**

**Base = All Respondents**

Other local Radio station (e.g. a local station that has advertising)

Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
3907	3907	2717	56 1%	126 3%	144 4%	100 3%	33 1%	18 *	7 *	3423 88%	3907 100%	182 5%	425 11%	458 12%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 74

**A2a1\_1. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	115	65	50	25	37	47	6	59	56	44	36	23	12	100	15
	3%FmNe	3%	3%	5%zF	6%zF	4%F	*	5%zm	2%	4%zN	4%N	3%	1%	4%ze	1%
At least once every day	260	131	127	58	71	97	34	120	139	96	51	62	50	211	44
	7%FmLe	7%	6%	11%zF	11%zEF	8%F	2%	11%zm	5%	9%zLN	5%	7%	5%	9%ze	3%
About two or three times a week	212	98	114	53	68	73	18	97	111	72	59	48	32	176	35
	5%FmNeT	5%	6%	10%zEF	11%zEF	6%F	1%	9%zm	4%	7%N	6%N	6%	3%	7%ze	3%
At least once a week	177	84	93	58	35	65	19	65	110	56	58	36	26	136	40
	5%FmNe	4%	5%	11%zDEF	5%F	5%F	1%	6%zm	4%	5%N	6%N	4%	3%	6%ze	3%
At least once a month	86	45	41	28	19	27	13	30	56	33	26	15	12	61	23
	2%FN	2%	2%	5%zEF	3%F	2%F	1%	3%	2%	3%N	3%	2%	1%	3%	2%
At least once every three months	37	13	24	15	11	7	5	13	24	16	8	4	9	24	10
	1%F	1%	1%	3%zEF	2%EF	1%	*	1%	1%	1%	1%	*	1%	1%	1%
Don't know/can't remember	3	1	2	1	1	*	*	2	1	1	*	*	1	1	2
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Never	3017	1468	1547	306	406	961	1344	735	2243	738	756	687	836	1715	1215
	77%CDIKd	77%	77%	56%	63%C	75%CD	93%zCDE	66%	82%zl	70%	76%K	78%K	85%zKLM	71%	88%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	375	196	178	83	108	144	40	179	195	140	87	85	63	311	59
	10%FmNe	10%	9%	15%zEF	17%zEF	11%zF	3%	16%zm	7%	13%zLN	9%	10%N	6%	13%ze	4%
Weekly (Net)	764	378	385	195	211	281	76	341	417	268	205	170	121	623	134
	20%FmNeP Tg	20%	19%	36%zEF	33%zEF	22%zF	5%	30%zm	15%	25%zLMN	21%N	19%N	12%	26%ze	10%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 74

**A2a1\_1. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	850	423	426	223	230	308	89	371	472	301	231	185	134	684	157
	<b>22%FmNeP Tg</b>	22%	21%	<b>41%zEF</b>	<b>36%zEF</b>	<b>24%zF</b>	6%	<b>33%zm</b>	17%	<b>28%zLMN</b>	<b>23%N</b>	<b>21%N</b>	14%	<b>28%ze</b>	11%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 74

**A2a1\_1. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	115	90	12	7	5	14	17	3	14	9	7	6	3	3	6	10	85	15
	3%FmNe	3%	4%	4%	4%	4%	2%	2%	4%	5%X	2%	3%	2%	3%	3%	3%	3%	4%
At least once every day	260	221	14	15	10	31	40	15	32	10	28	17	16	6	11	14	201	17
	7%FmLe	7%	4%	8%	8%P	8%	5%	9%	9%c	6%	6%	9%c	9%	7%	6%	4%	6%	5%
About two or three times a week	212	184	14	8	6	20	24	14	27	10	32	15	9	6	14	13	180	13
	5%FmNeT	6%	4%	4%	5%	5%	3%	8%T	7%T	6%	7%T	8%T	5%	6%	7%T	4%	6%	3%
At least once a week	177	153	9	9	6	19	30	8	17	8	22	9	6	2	13	20	154	10
	5%FmNe	5%	3%	5%	5%	5%	4%	5%	4%	5%	5%	5%	4%	2%	7%	5%	5%	3%
At least once a month	86	75	6	3	2	6	16	3	7	1	12	6	5	3	3	14	75	3
	2%FN	2%	2%	2%	2%	1%	2%	2%	2%	*	3%	3%	3%	4%	2%	4%	2%	1%
At least once every three months	37	31	4	1	2	10	5	1	3	1	5	1	1	-	1	2	28	6
	1%F	1%	1%	*	1%	3%zTc	1%	1%	1%	1%	1%	1%	1%	-	1%	*	1%	2%
Don't know/can't remember	3	2	-	1	*	-	*	-	-	1	*	-	-	1	-	-	3	-
	*	*	-	*	*	-	*	-	-	*	*	-	-	1%	-	-	*	-
Never	3017	2503	273	150	91	278	600	122	274	125	321	132	140	70	142	300	2430	303
	77%CDIKd	77%	82%zR	77%	74%	74%	82%zSVXY	74%	73%	76%	75%	71%	77%	74%	81%Y	77%	77%	83%zf
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	375	311	26	22	15	45	56	18	46	18	35	23	19	9	17	24	286	32
	10%FmNe	10%	8%	12%	12%	12%c	8%	11%	12%Tc	11%	8%	12%	10%	10%	9%	6%	9%	9%
Weekly (Net)	764	648	49	39	27	84	110	40	90	36	88	47	34	17	44	57	620	55
	20%FmNeP	20%	15%	20%	22%P	22%T	15%	24%T	24%Tc	22%	21%T	25%Tc	19%	19%	23%T	15%	20%	15%
Tg																		

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 74

**A2a1\_1. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 1**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	850	723	55	43	30	89	126	42	97	37	100	53	39	20	48	71	695	58
Tg	22%FmNeP	22%P	17%	22%	24%P	24%T	17%	26%T	26%T	23%	23%T	28%Tc	22%	22%	25%	19%	22%g	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 75

**A2a1\_3. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	133	80	53	14	8	53	57	35	95	58	30	30	15	91	39
	3%BDNOT	4%zB	3%	3%	1%	4%D	4%D	3%	3%	5%zLN	3%	3%N	2%	4%	3%
At least once every day	296	173	122	16	29	99	152	69	225	106	80	65	46	195	98
	8%BCDNRTc	9%zB	6%	3%	4%	8%CD	11%zCDE	6%	8%	10%zN	8%N	7%N	5%	8%	7%
About two or three times a week	202	107	95	9	23	84	85	72	130	72	51	42	37	145	55
	5%CNe	6%	5%	2%	4%	7%zCD	6%C	6%	5%	7%zN	5%	5%	4%	6%ze	4%
At least once a week	139	65	74	27	15	49	49	31	106	36	52	27	25	91	45
	4%	3%	4%	5%D	2%	4%	3%	3%	4%	3%	5%zN	3%	3%	4%	3%
At least once a month	68	33	35	8	10	27	23	16	51	31	17	13	7	46	19
	2%Nf	2%	2%	2%	2%	2%	2%	1%	2%	3%zN	2%	2%	1%	2%	1%
At least once every three months	22	13	8	5	3	12	1	9	13	12	6	2	1	21	1
	1%Fe	1%	*	1%F	1%	1%F	*	1%	*	1%zMN	1%	*	*	1%ze	*
Don't know/can't remember	6	4	2	2	-	1	4	1	5	3	2	-	1	3	2
	*	*	*	*	-	*	*	*	*	*	*	-	*	*	*
Never	3040	1431	1607	464	559	950	1067	890	2115	739	757	696	848	1834	1126
	78%AEFKd QSXYg	75%	80%zA	85%zEF	86%zEF	74%	74%	79%	77%	70%	76%K	80%K	87%zKLM	76%	81%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	429	253	176	31	37	153	209	104	320	164	110	95	61	286	137
	11%BCDNO Tc	13%zB	9%	6%	6%	12%CD	15%zCD	9%	12%	16%zLMN	11%N	11%N	6%	12%	10%
Weekly (Net)	771	424	345	66	75	286	343	206	557	272	212	164	122	522	236
	20%BCDNe OTW	22%zB	17%	12%	12%	22%zCD	24%zCD	18%	20%	26%zLMN	21%N	19%N	12%	22%ze	17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 75

**A2a1\_3. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	839	457	381	74	85	313	366	222	607	303	229	178	129	568	256
	21%BCDNe ORTW	24%zB	19%	14%	13%	25%zCD	25%zCD	20%	22%	29%zLMN	23%N	20%N	13%	23%ze	18%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 75

**A2a1\_3. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	133	98	13	16	5	15	14	6	11	4	13	4	4	6	11	12	107	19
	3%BDNOT	3%	4%	8%zOP	4%	4%	2%	3%	3%	3%	2%	2%	6%T	6%T	3%	3%	3%	5%
At least once every day	296	237	26	27	6	43	33	7	34	8	55	16	14	3	12	13	231	39
	8%BCDNRTc	7%	8%	14%zOPR	4%	11%zTUWc	4%	4%	9%Tc	5%	13%zTUWac	9%c	8%	4%	6%	4%	7%	11%
About two or three times a week	202	162	22	13	5	23	39	5	15	3	25	14	4	5	11	18	154	28
	5%CNc	5%	7%	7%	4%	6%	5%	3%	4%	2%	6%	7%W	2%	5%	6%	5%	5%	8%
At least once a week	139	112	12	11	4	15	19	7	7	4	18	11	3	1	9	18	115	17
	4%	3%	4%	6%	3%	4%	3%	4%	2%	2%	4%	6%	2%	1%	5%	5%	4%	5%
At least once a month	68	59	8	1	1	7	13	4	7	4	6	4	5	1	3	5	47	11
	2%Nf	2%	2%	*	1%	2%	2%	2%	2%	2%	1%	2%	3%	1%	1%	1%	2%	3%
At least once every three months	22	16	3	2	1	1	4	-	-	1	*	6	-	1	-	1	22	-
	1%Fe	*	1%	1%	*	*	1%	-	-	1%	*	3%zSTVXbc	-	1%	-	*	1%	-
Don't know/can't remember	6	6	-	-	-	-	1	1	-	-	1	1	2	-	-	-	6	-
	*	*	-	-	-	-	*	1%	-	-	*	*	1%z	-	-	-	*	-
Never	3040	2567	247	124	102	272	607	135	300	140	309	131	149	74	146	304	2473	253
	78%AEFKd	79%zQ	74%Q	64%	83%zPQ	72%	83%zSKY	82%Y	80%SKY	85%zSKY	72%	70%	82%SKY	82%	76%	82%SKY	78%g	69%
	QSYg																	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	429	336	39	44	11	58	47	12	44	12	68	20	17	9	23	25	338	57
	11%BCDNO	10%	12%	22%zOPR	9%	15%zTUWc	6%	7%	12%T	7%	16%zTUWc	11%	10%	10%	12%T	7%	11%	16%zf
	Tc																	
Weekly (Net)	771	611	73	67	19	96	105	25	67	19	110	45	25	15	43	62	607	102
	20%BCDNe	19%	22%	35%zOPR	16%	25%zTUVW	14%	15%	18%	12%	26%zTUVW	24%TWh	14%	16%	22%TW	17%	19%	28%zf
	OTW					hc				hc								

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 75

**A2a1\_3. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 2**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>3907</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
<b>EffectiveBase</b>	<b>2717</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
<b>Monthly (Net)</b>	<b>839</b>	669	81	68	20	104	118	29	74	23	116	49	29	15	45	67	654	114
	<b>21%BCDNe</b>	21%	<b>25%R</b>	<b>35%zOPR</b>	16%	<b>27%zTVWh</b>	16%	17%	20%	14%	<b>27%zTUVW</b>	<b>26%TW</b>	16%	17%	24%	18%	21%	<b>31%zf</b>
	<b>ORTW </b>					<b>c</b>					<b>hc</b>							

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 76

**A2a1\_4. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	25 1%me	15 1%	10 *	2 *	9 1%z	7 1%	7 *	13 1%zm	12 *	15 1%zLN	2 *	5 1%	3 *	19 1%	4 *
At least once every day	41 1%ENe	20 1%	19 1%	6 1%	16 3%zEF	6 *	12 1%	19 2%	22 1%	27 3%zLMN	9 1%	3 *	1 *	32 1%	8 1%
About two or three times a week	42 1%	23 1%	20 1%	1 *	7 1%	13 1%	21 1%	15 1%	28 1%	14 1%	11 1%	7 1%	10 1%	27 1%	14 1%
At least once a week	29 1%B	24 1%zB	4 *	5 1%	5 1%	8 1%	11 1%	12 1%	16 1%	12 1%	10 1%	3 *	3 *	19 1%	9 1%
At least once a month	27 1%B	20 1%zB	7 *	4 1%	2 *	13 1%	8 1%	7 1%	20 1%	14 1%zN	5 1%	5 1%	3 *	16 1%	11 1%
At least once every three months	11 *	9 *	2 *	2 *	3 *	4 *	2 *	3 *	9 *	3 *	3 *	5 1%	1 *	9 *	2 *
Don't know/can't remember	2 *	2 *	-	-	-	1 *	1 *	-	2 *	-	-	-	2 *	* *	2 *
Never	3730 95%ADIKT	1793 94%	1935 97%zA	524 96%	607 94%	1224 96%	1375 96%	1053 94%	2632 96%zI	971 92%	955 96%K	847 97%K	957 98%zK	2302 95%	1333 96%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	65 2% mNe	35 2%	29 1%	8 2%	25 4%zCEF	13 1%	19 1%	32 3%zm	34 1%	42 4%zLMN	11 1%	8 1%	4 *	51 2%e	12 1%
Weekly (Net)	136 3% BmMNe	82 4%zB	54 3%	14 3%	37 6%zCE	34 3%	51 4%	59 5%zm	78 3%	69 7%zLMN	32 3%	18 2%	17 2%	98 4%	36 3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 76

**A2a1\_4. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	163	102	60	19	38	47	59	66	97	83	37	23	20	114	47
	4%BmMNY	5%zB	3%	3%	6%z	4%	4%	6%zm	4%	8%zLMN	4%	3%	2%	5%	3%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 76

**A2a1\_4. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	25 1%me	20 1%	3 1%	1 *	* *	1 *	13 2%z	* *	1 *	* *	2 *	- *	1 1%	- -	- -	2 *	20 1%	* *
At least once every day	41 1%ENe	35 1%	3 1%	2 1%	1 1%	1 *	15 2%z	- -	4 1%	1 1%	7 2%	- -	1 1%	- -	2 1%	4 1%	34 1%	1 *
About two or three times a week	42 1%	38 1%	2 1%	1 1%	1 1%	1 *	14 2%	- -	3 1%	- -	5 1%	- -	3 2%	3 3%SY	1 1%	7 2%	33 1%	4 1%
At least once a week	29 1%B	27 1%	- -	* *	1 1%	3 1%	12 2%z	1 1%	3 1%	1 1%	3 1%	1 1%	1 1%	- -	1 1%	1 *	25 1%	1 *
At least once a month	27 1%B	24 1%	2 *	1 1%	* *	4 1%	6 1%	3 2%	1 *	2 1%	4 1%	- -	- -	- -	2 1%	2 1%	21 1%	5 1%
At least once every three months	11 *	11 *	1 *	- -	- -	- -	1 1%	1 1%	3 1%	- -	- -	- -	* *	3 4%zTWWXY c	2 1%	- -	9 *	- -
Don't know/can't remember	2 *	1 *	1 *zO	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	* *	2 *	- -
Never	3730 95%ADIKT	3103 95%	320 96%	188 97%	120 97%	368 98%T	669 92%	160 97%	359 96%T	160 97%T	406 95%	185 99%zTXa	173 96%	85 93%	182 95%	356 96%T	3012 95%	356 97%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	65 2%meNe	55 2%	6 2%	3 1%	1 1%	2 1%	28 4%zSY	* *	5 1%	1 1%	8 2%	- -	3 1%	- -	2 1%	6 2%	54 2%	2 *
Weekly (Net)	136 3%BmMNe	120 4%	9 3%	4 2%	3 3%	6 2%	54 7%zSUVWX Y	1 1%	11 3%	2 1%	16 4%	1 1%	7 4%	3 3%	5 3%	14 4%	112 4%	7 2%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 76

**A2a1\_4. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 3**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	163	144	10	6	3	9	60	4	12	4	20	1	7	3	7	16	133	11
	4% <b>Bm</b>	MNY 4%	3%	3%	3%	2%	8% <b>z</b>	SUVWY 2%	3%	3%	5% <b>Y</b>	1%	4%	3%	4%	4%	4%	3%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 77

**A2a1\_5. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	132	65	67	1	15	37	79	30	102	60	38	16	18	80	52
	3%CMN	3%	3%	*	2%C	3%C	6%zCDE	3%	4%	6%zMN	4%MN	2%	2%	3%	4%
At least once every day	162	85	77	11	21	47	83	40	122	77	46	25	14	109	49
	4%CN	4%	4%	2%	3%	4%	6%zCDE	4%	4%	7%zLMN	5%N	3%	1%	4%	4%
About two or three times a week	127	72	55	4	21	49	53	40	87	52	34	25	15	90	35
	3%CN	4%	3%	1%	3%C	4%C	4%C	4%	3%	5%zN	3%N	3%	2%	4%	3%
At least once a week	96	57	39	4	13	38	40	17	76	37	34	15	11	67	29
	2%CINR	3%	2%	1%	2%	3%C	3%C	2%	3%	3%zMN	3%N	2%	1%	3%	2%
At least once a month	30	23	7	3	4	10	12	12	18	14	4	8	4	18	10
	1%Bf	1%zB	*	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%
At least once every three months	5	2	3	-	-	4	1	3	2	-	4	-	1	4	1
	*	*	*	-	-	*	*	*	*	-	*z	-	*	*	*
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3355	1603	1750	522	573	1090	1169	980	2333	816	836	787	916	2057	1208
	86%AFKT	84%	88%zA	96%zDEF	88%F	85%F	81%	87%	85%	77%	84%K	90%zKL	94%zKLM	85%	87%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	294	150	144	11	36	85	162	70	224	138	83	41	32	189	100
	8%CMNR	8%	7%	2%	6%C	7%C	11%zCDE	6%	8%	13%zLMN	8%MN	5%	3%	8%	7%
Weekly (Net)	517	278	238	19	71	172	256	126	388	227	151	81	58	347	164
	13%BCIMN	15%zB	12%	4%	11%C	13%C	18%zCDE	11%	14%zI	21%zLMN	15%MN	9%N	6%	14%	12%
	RW														

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 77

**A2a1\_5. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	547	301	245	23	75	182	268	138	405	241	155	89	62	365	175
	14% <b>z</b> BCMN	16% <b>z</b> B	12%	4%	12% <b>C</b>	14% <b>C</b>	19% <b>z</b> CDE	12%	15%	23% <b>z</b> LMN	16% <b>MN</b>	10% <b>N</b>	6%	15%	13%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 77

**A2a1\_5. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	132	111	8	11	2	15	40	7	9	3	10	8	11	1	1	7	106	10
		3%CMN	3%	2%	6%zPR	2%	4%CMN	5%zVXbc	4%	2%	2%	4%	6%b	1%	*	2%	3%	3%
At least once every day	162	137	12	10	3	10	42	2	12	3	26	6	10	4	12	10	138	12
		4%CN	4%	4%	5%	2%	3%	6%U	1%	3%	2%	6%U	3%	6%	5%	6%	4%	3%
About two or three times a week	127	114	8	3	2	11	34	2	8	4	10	7	16	5	8	9	111	8
		3%CN	3%	2%	2%	3%	5%	1%	2%	3%	2%	4%	9%zSUVWXc	5%	4%	2%	4%	2%
At least once a week	96	81	7	6	1	13	20	7	7	1	9	5	-	3	5	13	80	6
		2%CNIR	2%	2%	3%	1%	3%	3%	4%h	2%	1%	2%	2%	-	3%	2%	3%h	3%
At least once a month	30	29	-	1	*	5	5	-	8	2	4	3	-	1	-	1	19	7
		1%Bf	1%	-	*	1%	1%	-	2%zc	1%	1%	1%	-	1%	-	*	1%	2%f
At least once every three months	5	5	-	-	-	-	3	-	-	-	-	-	-	-	-	2	5	-
		*	*	-	-	-	*	-	-	-	-	-	-	-	-	1%	*	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3355	2781	297	163	114	324	586	148	330	151	367	159	144	77	165	330	2697	324
		86%AFKT	85%	89%	84%	93%zOQ	86%	80%	89%Th	88%Th	92%zTh	86%T	85%	80%	85%	89%Th	85%	88%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	294	248	20	21	5	25	82	9	21	6	36	13	21	5	13	17	244	23
		8%CMNR	8%R	6%	11%zPR	4%	7%	11%zVWc	5%	6%	8%	7%	12%zVWc	6%	7%	5%	8%	6%
Weekly (Net)	517	444	35	30	9	49	136	17	36	11	55	25	37	13	26	39	434	37
		13%BCIMN	14%R	11%	15%R	7%	13%	19%zUVWXc	11%	10%	7%	13%	13%	20%zUVWc	14%	13%	14%	10%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 77

**A2a1\_5. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 4**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
<b>EffectiveBase</b>	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
<b>Monthly (Net)</b>	547	472	35	31	9	54	142	17	44	13	59	28	37	14	26	40	453	44
	14% <b>BCMNR</b>	14% <b>R</b>	11%	16% <b>R</b>	7%	14%	19% <b>zUVWX</b>	11%	12%	8%	14%	15%	20% <b>UVWc</b>	15%	13%	11%	14%	12%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 78

**A2a1\_7. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	49 1%B	37 2%zB	12 1%	2 *	8 1%	19 1%	19 1%	18 2%	30 1%	11 1%	17 2%	9 1%	11 1%	35 1%	13 1%
At least once every day	90 2%BCN	67 4%zB	22 1%	5 1%	10 2%	38 3%C	37 3%C	31 3%	57 2%	44 4%zLMN	20 2%	15 2%	11 1%	62 3%	26 2%
About two or three times a week	109 3%BNe	74 4%zB	34 2%	10 2%	14 2%	52 4%zCF	33 2%	34 3%	75 3%	55 5%zLMN	22 2%	16 2%	15 2%	87 4%ze	21 2%
At least once a week	103 3%BCe	84 4%zB	20 1%	6 1%	17 3%	45 4%C	35 2%	30 3%	72 3%	33 3%	34 3%	20 2%	17 2%	82 3%ze	20 1%
At least once a month	36 1%B	25 1%zB	10 1%	2 *	14 2%zCF	11 1%	9 1%	11 1%	24 1%	21 2%zLMN	7 1%	3 *	4 *	28 1%	8 1%
At least once every three months	4 *	2 *	2 *	* *	* *	3 *	* *	2 *	2 *	1 *	* *	* *	2 *	2 *	1 *
Don't know/can't remember	1 *	* *	* *	* *	- -	* -	- -	1 *	- -	* *	- -	- -	* *	1 *	- -
Never	3516 90%AEKdV	1616 85%	1898 95%zA	521 96%zDEF	584 90%	1107 87%	1304 91%E	994 89%	2480 90%	891 84%	893 90%K	813 93%zK	919 94%zKL	2127 88%	1294 94%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	139 4%BCN	104 5%zB	34 2%	7 1%	18 3%	57 4%C	57 4%C	50 4%	87 3%	55 5%zLMN	38 4%	24 3%	22 2%	97 4%	39 3%
Weekly (Net)	351 9%BCMNe c	262 14%zB	88 4%	22 4%	50 8%C	154 12%zCDF	125 9%C	113 10%	235 9%	143 14%zLMN	94 9%N	60 7%	55 6%	267 11%ze	81 6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 78

**A2a1\_7. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	387	288	98	24	63	166	134	125	259	164	101	63	59	295	88
	10%BCMNe	15%zB	5%	4%	10%C	13%zCF	9%C	11%	9%	16%zLMN	10%N	7%	6%	12%ze	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 78

**A2a1\_7. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	49 1%B	42 1%	3 1%	3 1%	1 1%	2 *	8 1%	1 1%	10 3%zc	2 1%	10 2%	1 *	6 3%Sc	-	1 *	1 *	42 1%	2 1%
At least once every day	90 2%BCN	75 2%	8 2%	4 2%	3 2%	11 3%	16 2%	2 1%	12 3%	1 1%	13 3%	3 2%	4 2%	2 3%	3 2%	7 2%	77 2%	6 2%
About two or three times a week	109 3%BNe	96 3%	7 2%	2 1%	4 3%	11 3%	26 4%	3 2%	17 5%	5 3%	8 2%	4 2%	7 4%	1 1%	5 3%	8 2%	94 3%	8 2%
At least once a week	103 3%BCe	84 3%	9 3%	7 3%	4 3%	10 3%	16 2%	4 2%	13 3%	6 4%	12 3%	3 1%	5 3%	6 6%c	7 4%	3 1%	84 3%	10 3%
At least once a month	36 1%B	30 1%	1 *	3 1%	1 1%	10 3%zT	3 *	-	2 1%	-	2 1%	2 1%	4 2%	1 1%	2 1%	4 1%	32 1%	2 1%
At least once every three months	4 *	3 *	1 *	-	-	* *	* *	-	-	* *	1 *	-	1 *	-	-	-	2 *	* *
Don't know/can't remember	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Never	3516 90%AEkdV	2928 90%	303 91%	175 90%	110 89%	333 88%	659 90%	155 94%V	321 86%	150 91%	380 89%	173 93%V	154 85%	81 89%	174 91%	348 94%Vh	2824 89%	338 92%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	139 4%BCN	117 4%	11 3%	7 4%	4 3%	13 3%	24 3%	4 2%	21 6%	3 2%	23 5%	4 2%	10 6%	2 3%	4 2%	9 2%	119 4%	9 2%
Weekly (Net)	351 9%BCMNe	296 9%	27 8%	16 8%	12 10%	34 9%	66 9%	11 6%	51 14%zYc	14 9%	43 10%	11 6%	22 12%c	9 10%	16 8%	20 5%	297 9%	27 7%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 78

**A2a1\_7. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Radio 5 live**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	387	327	29	19	13	44	70	11	53	14	45	14	26	10	17	24	329	29
	10% <b>BCMNe</b>	10%	9%	10%	11%	12%	10%	6%	14% <b>zUVc</b>	9%	11%	7%	14% <b>c</b>	11%	9%	6%	10%	8%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 79

**A2a1\_9. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	21 1%	14 1%	6 *	2 *	5 1%	11 1%F	3 *	9 1%	12 *	12 1%zM	3 *	- -	6 1%	17 1%	4 *
At least once every day	33 1%FmNe	22 1%	11 1%	4 1%	10 2%F	17 1%F	1 *	18 2%zm	15 1%	19 2%zLN	4 *	6 1%	3 *	28 1%e	5 *
About two or three times a week	47 1%FmN	26 1%	21 1%	4 1%	9 1%	25 2%zF	9 1%	21 2%zm	26 1%	24 2%zN	10 1%	10 1%	3 *	32 1%	14 1%
At least once a week	40 1%e	15 1%	24 1%	4 1%	7 1%	20 2%F	9 1%	10 1%	30 1%	14 1%	16 2%M	3 *	6 1%	33 1%ze	6 *
At least once a month	14 *	4 *	10 1%	2 *	3 1%	7 1%	2 *	2 *	12 *	9 1%zM	4 *	* *	1 *	12 *	2 *
At least once every three months	5 *	4 *	1 *	1 *	1 *	3 *	- -	2 *	3 *	3 *	- -	1 *	* *	5 *	* *
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3748 96%ElKdTf	1821 96%	1924 96%	528 97%E	612 95%	1193 93%	1414 98%zDE	1060 95%	2643 96%zI	975 92%	957 96%K	854 98%zK	961 98%zKL	2299 95%	1353 98%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	53 1%BFme	36 2%zB	17 1%	6 1%	15 2%F	28 2%zF	4 *	27 2%zm	26 1%	31 3%zLMN	7 1%	6 1%	8 1%	44 2%ze	9 1%
Weekly (Net)	140 4%FmNeVg	77 4%	63 3%	14 3%	31 5%F	73 6%zCF	22 2%	58 5%zm	82 3%	69 7%zLMN	34 3%	20 2%	17 2%	110 5%ze	29 2%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 79

**A2a1\_9. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	154	81	73	16	34	80	24	60	94	78	38	20	18	122	31
	4%FmMNeVg	4%	4%	3%	5%F	6%zCF	2%	5%zm	3%	7%zLMN	4%N	2%	2%	5%ze	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 79

**A2a1\_9. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	21 1%	14 *	6 2%zO	* *	* *	2 1%	8 1%	* *	1 *	* *	1 *	- -	- -	- -	- -	- -	19 1%	* *
At least once every day	33 1%FmNe	30 1%	1 *	1 1%	1 1%	- -	15 2%zS	- -	2 1%	1 *	3 1%	1 1%	1 1%	- -	1 1%	5 1%	31 1%	* *
About two or three times a week	47 1%FmN	42 1%	3 1%	1 *	* *	1 *	16 2%z	1 *	1 *	1 1%	9 2%	4 2%	2 1%	3 3%SV	2 1%	3 1%	38 1%	2 1%
At least once a week	40 1%e	33 1%	1 *	3 1%	2 2%P	7 2%X	7 1%	6 4%zTVWXY	1 *	- -	- -	- -	1 1%	- -	3 2%X	8 2%VX	35 1%	2 *
At least once a month	14 *	12 *	1 *	1 1%	* *	1 *	4 1%	- -	- -	- -	4 1%	2 1%	1 1%	- -	- -	- -	14 *	- -
At least once every three months	5 *	3 *	- -	1 1%zO	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 1%zTX	- -	- -	5 *	- -
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3748 96%ElKdTf	3124 96%	319 96%	186 96%	118 96%	364 97%	680 93%	158 96%	369 99%zT	162 98%T	409 96%	180 96%	175 97%	86 95%	185 97%	356 96%	3014 96%	363 99%zf
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	53 1%Bfme	43 1%	7 2%	2 1%	1 1%	2 1%	23 3%zSVX	* *	3 1%	1 1%	4 1%	1 1%	1 -	- -	1 1%	5 1%	50 2%z	1 *
Weekly (Net)	140 4%FmNeVg	119 4%	12 4%	5 3%	4 3%	11 3%	46 6%zVWX	7 4%	5 1%	2 1%	13 3%	5 3%	4 2%	3 3%	6 3%	16 4%	123 4%g	4 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 79

**A2a1\_9. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC 6 Music**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	154	131	13	6	4	12	50	7	5	2	17	7	6	3	6	16	137	4
	g	4%FmMNeV	4%	4%	3%	3%	7%zSVW	4%	1%	1%	4%	4%	3%	3%	3%	4%	4%zg	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 80

**A2a1\_10. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	18	8	10	1	9	8	1	13	5	12	3	1	2	15	3
	*Fm	*	1%	*	1%zCF	1%F	*	1%zm	*	1%zMN	*	*	*	1%	*
At least once every day	21	11	10	2	11	7	1	17	3	12	2	4	4	19	2
	1%Fme	1%	*	*	2%zF	1%	*	2%zm	*	1%zL	*	*	*	1%e	*
About two or three times a week	16	10	6	2	6	8	*	11	5	7	4	3	3	14	2
	*Fme	1%	*	*	1%F	1%F	*	1%zm	*	1%	*	*	*	1%	*
At least once a week	10	4	6	1	2	5	2	7	4	7	1	-	2	10	-
	*m	*	*	*	*	*	*	1% m	*	1%z	*	-	*	*e	-
At least once a month	4	3	1	2	*	2	-	3	2	2	1	*	1	4	*
	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*
At least once every three months	3	-	3	1	-	2	-	2	*	2	-	*	*	2	*
	*m	-	*	*	-	*	-	*	*	*	-	*	*	*	*
Don't know/can't remember	2	2	1	1	1	-	-	1	1	2	*	-	-	2	-
	*	*	*	*	*	-	-	*	*	*	*	-	-	*	-
Never	3832	1869	1961	536	619	1244	1433	1067	2721	1013	983	867	968	2360	1376
	98%DIKdT	98%	98%	98%D	96%	97%	100%zCDE	95%	99%zI	96%	99%K	99%K	99%K	97%	99%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	39	18	20	3	19	15	2	30	8	23	6	5	5	33	6
	1%Fme	1%	1%	*	3%zCEF	1%F	*	3%zm	*	2%zLMN	1%	1%	1%	1%ze	*
Weekly (Net)	66	32	32	6	28	28	5	48	17	37	11	8	10	57	7
	2%FmeQ	2%	2%	1%	4%zCEF	2%F	*	4%zm	1%	3%zLMN	1%	1%	1%	2%ze	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 80

**A2a1\_10. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	70	35	34	7	28	30	5	51	18	39	11	8	11	61	7
	2%FmeQ	2%	2%	1%F	4%zCEF	2%F	*	5%zm	1%	4%zLMN	1%	1%	1%	3%ze	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 80

**A2a1\_10. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	18	15	2	-	1	4	5	-	3	-	2	-	-	-	-	1	17	-
	*Fm	*	1%	-	*	1%	1%	-	1%	-	*	-	-	-	-	*	1%	-
At least once every day	21	20	*	*	*	*	8	2	2	*	3	-	-	*	1	3	18	*
	1%Fme	1%	*	*	*	*	1%	1%	1%	*	1%	-	-	*	1%	1%	1%	*
About two or three times a week	16	14	2	-	-	1	5	1	3	-	1	-	-	-	-	3	13	-
	*Fme	*	*	-	-	*	1%	1%	1%	-	*	-	-	-	-	1%	*	-
At least once a week	10	9	2	-	-	*	3	*	2	*	2	-	-	-	-	1	6	1
	*m	*	*	-	-	*	*	*	1%	*	*	-	-	-	-	*	*	*
At least once a month	4	4	-	-	*	1	*	1	*	-	-	-	-	-	-	1	4	-
	*	*	-	-	*	*	*	1%z	*	-	-	-	-	-	-	*	*	-
At least once every three months	3	2	-	*	-	-	2	-	-	-	-	-	-	-	-	-	3	-
	*m	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Don't know/can't remember	2	2	-	-	-	-	-	-	-	1	1	-	-	-	-	-	2	-
	*	*	-	-	-	-	-	-	-	1%zT	*	-	-	-	-	-	*	-
Never	3832	3191	326	193	122	371	707	160	363	162	417	187	181	90	190	363	3094	366
	98%DIkdT	98%	98%	100%	99%	98%	97%	97%	97%	99%	98%	100%T	100%	100%	99%	98%	98%	100%z
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	39	35	3	*	1	5	13	2	5	*	5	-	-	*	1	4	35	*
	1%Fme	1%	1%	*	1%	1%	2%	1%	1%	*	1%	-	-	*	1%	1%	1%	*
Weekly (Net)	66	58	6	*	1	6	21	4	10	1	8	-	-	*	1	8	53	1
	2%FmeQ	2%	2%	*	1%	2%	3%z	2%	3%	*	2%	-	-	*	1%	2%	2%	*

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 80

**A2a1\_10. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC Asian Network**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
<b>EffectiveBase</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
<b>Monthly (Net)</b>	70	62	6	*	1	6	21	5	11	1	8	-	-	*	1	9	57	1
<b>2%FmeQ</b>	2%	2%	2%	*	1%	2%	3%	3%	3%	*	2%	-	-	*	1%	2%	2%	*

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 81

**A2a1\_11. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	76 2%BCT	47 2%	29 1%	1 *	8 1%	35 3%zC	32 2%C	24 2%	53 2%	22 2%	24 2%	16 2%	15 2%	53 2%	24 2%
At least once every day	182 5%BCTb	105 6%zB	77 4%	8 2%	22 3%	61 5%C	91 6%zCD	53 5%	128 5%	50 5%	37 4%	55 6%zL	40 4%	108 4%	72 5%
About two or three times a week	123 3%CT	58 3%	64 3%	7 1%	23 4%C	37 3%	56 4%C	41 4%	81 3%	46 4%zLN	24 2%	32 4%	21 2%	70 3%	52 4%
At least once a week	107 3%QT	60 3%	47 2%	12 2%	17 3%	38 3%	41 3%	31 3%	74 3%	34 3%	30 3%	16 2%	27 3%	72 3%	35 3%
At least once a month	75 2%P	43 2%	32 2%	8 1%	15 2%	18 1%	34 2%	16 1%	60 2%	23 2%	19 2%	17 2%	16 2%	44 2%	31 2%
At least once every three months	18 *	5 *	12 1%	2 *	2 *	4 *	10 1%	4 *	11 *	4 *	9 1%N	3 *	1 *	13 1%	5 *
Don't know/can't remember	11 *	4 *	7 *	1 *	4 1%E	- -	6 *	4 *	6 *	3 *	2 *	4 *	2 *	4 *	4 *
Never	3316 85%AFRSa g	1583 83%	1730 87%zA	506 93%zDEF	557 86%F	1083 85%F	1170 81%	949 85%	2328 85%	875 83%	850 85%	732 84%	858 88%zKM	2061 85%	1162 84%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	258 7%BCDTb	152 8%zB	106 5%	10 2%	29 5%C	96 8%CD	123 9%zCD	76 7%	181 7%	71 7%	61 6%	71 8%	54 6%	161 7%	95 7%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 81

**A2a1\_11. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Weekly (Net)	488	270	216	28	69	171	219	149	336	151	115	120	102	303	182
	<b>12%BCQT</b>	<b>14%zB</b>	<b>11%</b>	<b>5%</b>	<b>11%C</b>	<b>13%C</b>	<b>15%zCD</b>	<b>13%</b>	<b>12%</b>	<b>14%N</b>	<b>12%</b>	<b>14%</b>	<b>10%</b>	<b>12%</b>	<b>13%</b>
Monthly (Net)	563	313	249	36	85	189	253	164	396	174	134	136	118	347	213
	<b>14%BCNQT</b>	<b>16%zB</b>	<b>12%</b>	<b>7%</b>	<b>13%C</b>	<b>15%C</b>	<b>18%zCD</b>	<b>15%</b>	<b>14%</b>	<b>16%N</b>	<b>13%</b>	<b>16%</b>	<b>12%</b>	<b>14%</b>	<b>15%</b>

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 81

**A2a1\_11. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	76 2%BCT	62 2%	8 2%	2 1%	5 4%zOQ	7 2%	6 1%	2 1%	11 3%T	1 *	5 1%	3 2%	4 2%	11 12%zSTUVW XYhbc	3 1%	9 2%	58 2%	12 3%
At least once every day	182 5%BCTb	141 4%	19 6%	7 4%	15 12%zOPQ	26 7%Tb	10 1%	5 3%	17 4%Tb	5 3%	26 6%Tb	9 5%Tb	11 6%Tb	9 10%zTb	1 *	22 6%Tb	151 5%	22 6%
About two or three times a week	123 3%CT	104 3%	8 2%	3 2%	7 6%zOPQ	28 7%zTVWXh c	8 1%	8 5%T	7 2%	2 1%	14 3%T	9 5%T	3 2%	3 3%	11 6%TVW	12 3%	95 3%	19 5%
At least once a week	107 3%QT	93 3%Q	10 3%Q	1 *	4 3%Q	26 7%zThc	3 *	7 4%T	12 3%T	6 4%T	17 4%T	5 3%T	1 1%	3 3%T	5 3%T	8 2%T	83 3%	20 6%zf
At least once a month	75 2%P	71 2%	1 *	2 1%	1 1%	13 4%	12 2%	9 5%zTVh	3 1%	3 2%	10 2%	6 3%	1 1%	1 1%	4 2%	8 2%	58 2%	13 3%
At least once every three months	18 *	15 *	2 *	* *	* *	6 2%z	2 *	- 1%	3 1%	- -	1 *	2 1%	- -	- -	1 *	1 *	15 *	3 1%
Don't know/can't remember	11 *	11 *	- -	- -	- -	- -	1 *	2 1%T	3 1%	- -	2 1%	- -	1 *	- -	- -	2 1%	9 *	- -
Never	3316 85%AFRSa g	2762 85%R	284 85%R	178 92%zOPR	92 74%	271 72%	689 94%zSUVX Yhabc	133 80%	317 85%Sa	147 90%SUa	351 82%Sa	153 82%S	160 89%Sa	64 70%	167 87%Sa	310 83%Sa	2686 85%g	278 76%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	258 7%BCDTb	202 6%	27 8%	9 4%	20 16%zOPQ	33 9%Tb	16 2%	7 4%	28 8%Tb	6 4%	31 7%Tb	12 7%T	15 8%Tb	20 22%zSTUVW XYhbc	3 2%	31 8%Tb	209 7%	34 9%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 81

**A2a1\_11. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - BBC local radio stations**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Weekly (Net)	488	399	45	13	30	87	27	22	47	14	62	26	19	26	19	50	387	73
	12%BCQT	12%Q	14%Q	7%	25%zOPQ	23%zTUVWX	4%	13%T	13%T	8%T	15%T	14%T	11%T	28%zTUVW	10%T	13%T	12%	20%zf
					Yhbc									XYhbc				
Monthly (Net)	563	470	47	15	31	100	39	31	50	17	72	32	20	27	23	59	445	86
	14%BCNQT	14%Q	14%Q	8%	25%zOPQ	27%zTVWXY	5%	18%T	13%T	10%	17%T	17%T	11%T	30%zTVWX	12%T	16%T	14%	23%zf
					hbc									Yhbc				

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 82

**A2a1\_14. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	49	43	6	2	13	19	16	24	25	21	5	11	12	42	7
	1% <b>BmLe</b>	2% <b>B</b>	*	*	2% <b>C</b>	1%	1%	2% <b>zm</b>	1%	2% <b>zL</b>	*	1%	1%	2% <b>ze</b>	*
At least once every day	77	68	9	11	20	32	14	32	45	27	22	15	13	68	8
	2% <b>BFe</b>	4% <b>zB</b>	*	2%	3% <b>F</b>	2% <b>F</b>	1%	3%	2%	3%	2%	2%	1%	3% <b>ze</b>	1%
About two or three times a week	93	74	18	9	24	33	27	39	52	32	16	22	24	71	21
	2% <b>Bme</b>	4% <b>zB</b>	1%	2%	4% <b>zF</b>	3%	2%	3% <b>zm</b>	2%	3%	2%	3%	2%	3% <b>ze</b>	2%
At least once a week	108	90	18	10	17	52	28	40	66	40	39	17	12	85	22
	3% <b>BFNe</b>	5% <b>zB</b>	1%	2%	3%	4% <b>zCF</b>	2%	4%	2%	4% <b>N</b>	4% <b>zMN</b>	2%	1%	3% <b>ze</b>	2%
At least once a month	47	37	10	5	11	17	13	13	35	17	11	12	7	41	6
	1% <b>BeT</b>	2% <b>zB</b>	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2% <b>ze</b>	*
At least once every three months	10	8	3	1	3	4	3	5	6	2	2	3	4	7	4
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*
Don't know/can't remember	3	1	2	-	-	2	1	-	3	-	-	2	1	-	3
	*	*	*	-	-	*	*	-	*	-	-	*	*	-	*
Never	3519	1586	1932	506	559	1117	1336	970	2509	918	901	794	906	2112	1314
	90% <b>ADEIKdRVXa</b>	83%	97% <b>zA</b>	93% <b>zDE</b>	86%	88%	93% <b>zDE</b>	86%	92% <b>zI</b>	87%	91% <b>K</b>	91% <b>K</b>	92% <b>zK</b>	87%	95% <b>zd</b>
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	126	111	15	13	33	50	29	56	70	48	27	26	25	110	15
	3% <b>BFmec</b>	6% <b>zB</b>	1%	2%	5% <b>zCF</b>	4% <b>F</b>	2%	5% <b>zm</b>	3%	5% <b>zN</b>	3%	3%	3%	5% <b>ze</b>	1%
Weekly (Net)	327	274	52	33	74	136	84	134	188	120	81	65	61	266	58
	8% <b>BFmNec</b>	14% <b>zB</b>	3%	6%	11% <b>zCF</b>	11% <b>zCF</b>	6%	12% <b>zm</b>	7%	11% <b>zLMN</b>	8%	7%	6%	11% <b>ze</b>	4%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 82

**A2a1\_14. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	375	311	62	38	85	153	98	147	223	137	92	77	69	307	64
	10%BCFmNeTc	16%zB	3%	7%	13%zCF	12%zCF	7%	13%zm	8%	13%zLMN	9%	9%	7%	13%ze	5%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 82

**A2a1\_14. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	49 1%BmLe	44 1%	3 1%	1 1%	*	1 *	12 2%	*	9 2%Sc	-	13 3%SYc	-	7 4%zSWYbc	1 1%	-	1 *	41 1%	1 *
At least once every day	77 2%BFc	61 2%	11 3%	2 1%	3 3%	7 2%	14 2%	-	17 5%zTUXhc	5 3%	4 1%	2 1%	-	1 1%	9 5%zUXhc	2 1%	68 2%	6 2%
About two or three times a week	93 2%Bme	77 2%	10 3%	2 1%	4 4%	10 3%	10 1%	3 2%	14 4%Tc	7 4%c	13 3%	6 3%	1 1%	3 4%	7 3%	3 1%	75 2%	12 3%
At least once a week	108 3%BFNe	88 3%	5 2%	7 4%	7 6%zOP	8 2%	13 2%	3 2%	11 3%	4 2%	20 5%zTYc	1 1%	5 3%	13 14%zSTUVW XYhbc	6 3%	5 1%	89 3%	10 3%
At least once a month	47 1%BeT	45 1%	-	1 1%	1 1%P	11 3%zT	2 *	1 1%	5 1%	3 2%	6 1%	3 2%	5 3%T	2 2%	1 1%	4 1%	37 1%	7 2%
At least once every three months	10 *	10 *	-	1 *	-	1 *	2 *	1 *	2 1%	-	3 1%	1 1%	-	-	* *	-	10 *	-
Don't know/can't remember	3 *	1 *	2 *zO	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 *	-
Never	3519 90%ADEIK dRVXa	2933 90%	301 91%	179 92%R	106 87%	339 90%a	677 93%zVXa	156 95%VXa	316 85%	147 89%a	367 86%	174 93%VXa	162 89%a	71 78%	168 88%	357 96%zSVWX hab	2833 90%	330 90%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	126 3%BFmec	105 3%	14 4%	3 2%	4 3%	8 2%	26 4%c	* *	26 7%zSTUYc	5 3%	17 4%Uc	2 1%	7 4%	2 2%	9 5%Uc	3 1%	109 3%	7 2%
Weekly (Net)	327 8%BFmNec	270 8%	29 9%	13 7%	15 13%zOQ	26 7%	49 7%c	7 4%	50 13%zSTUYc	15 9%c	50 12%zTUYc	9 5%	13 7%	18 20%zSTUW Yhc	22 11%c	11 3%	273 9%	30 8%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 82

**A2a1\_14. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkSPORT**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	375	314	29	15	17	37	52	8	56	17	56	12	18	20	23	16	311	37
eTc	10%BCFmN	10%	9%	8%	13%zOQ	10%c	7%	5%	15%zTUYc	11%c	13%zTUYc	6%	10%c	22%zSTUW	12%c	4%	10%	10%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 83

**A2a1\_25. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	16 *	7 *	9 *	- -	2 *	6 *	8 1%	2 *	14 1%	7 1%	2 *	3 *	3 *	6 *	10 1%
At least once every day	37 1%CN	22 1%	15 1%	* *	10 2%C	15 1%C	12 1%	11 1%	26 1%	13 1%	16 2%zN	5 1%	3 *	25 1%	9 1%
About two or three times a week	27 1%O	17 1%	10 *	2 *	5 1%	10 1%	11 1%	3 *	23 1%	9 1%	5 1%	7 1%	6 1%	21 1%	6 *
At least once a week	25 1%	13 1%	12 1%	3 1%	2 *	9 1%	11 1%	6 *	20 1%	7 1%	9 1%	6 1%	4 *	13 1%	12 1%
At least once a month	14 *f	8 *	6 *	2 *	3 *	6 *	3 *	1 *	12 *	3 *	8 1%z	2 *	2 *	8 *	6 *
At least once every three months	7 *	5 *	2 *	2 *	1 *	4 *	- -	1 *	6 *	1 *	3 *	2 *	1 *	5 *	2 *
Don't know/can't remember	8 *	5 *	3 *	1 *	1 *	5 *	* *	2 *	6 *	- -	2 *	4 *	2 *	6 *	1 *
Never	3774 97%mqR	1828 96%	1942 97%	534 98%E	623 96%	1222 96%	1394 97%	1096 98%zm	2635 96%	1018 96%	950 95%	847 97%	959 98%zL	2341 97%	1339 97%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	53 1%C	29 2%	24 1%	* *	12 2%C	21 2%C	20 1%C	13 1%	40 1%	20 2%N	18 2%	8 1%	7 1%	32 1%	18 1%
Weekly (Net)	105 3%CO	60 3%	45 2%	5 1%	20 3%C	39 3%C	41 3%C	21 2%	83 3%	35 3%N	32 3%	21 2%	17 2%	65 3%	36 3%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 83

**A2a1\_25. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	119	68	51	7	22	46	43	22	95	38	40	23	18	74	42
	3%CI	4%	3%	1%	3%CI	4%CI	3%	2%	3%I	4%N	4%N	3%	2%	3%	3%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 83

**A2a1\_25. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)**

**Base = All Respondents**

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	16*	11	3	2	1	*	3	-	1	-	*	-	3	-	2	-	15	1
		*	1%	1%	1%	*	*	-	*	-	*	-	2%zXc	-	1%	-	*	*
At least once every day	37	27	4	3	2	*	13	2	3	-	3	-	1	-	1	4	32	4
	1%CN	1%	1%	1%	2%O	*	2%	1%	1%	-	1%	-	*	-	1%	1%	1%	1%
About two or three times a week	27	16	4	6	1	2	6	-	4	-	4	-	-	-	-	1	18	4
	1%O	*	1%	3%zOR	*	*	1%	-	1%	-	1%	-	-	-	-	*	1%	1%
At least once a week	25	16	-	6	3	4	1	-	1	2	4	1	2	-	1	1	21	3
	1%	1%	-	3%zOP	2%zOP	1%	*	-	*	1%	1%	*	1%	-	*	*	1%	1%
At least once a month	14	12	-	2	*	-	5	1	1	-	1	-	2	-	2	-	8	2
	*f	*	-	1%	*	-	1%	*	*	-	*	-	1%	-	1%	-	*	1%
At least once every three months	7	7	-	-	-	-	1	-	1	-	-	-	1	-	1	3	7	-
	*	*	-	-	-	-	*	-	*	-	-	-	*	-	1%	1%z	*	-
Don't know/can't remember	8	5	1	2	*	1	1	-	2	-	*	*	-	-	-	1	6	2
	*	*	*	1%zO	*	*	*	-	*	-	*	*	-	-	-	*	*	*
Never	3774	3164	319	174	116	370	700	163	360	162	414	186	172	91	184	363	3049	350
	97%mQR	97%zQR	96%Q	90%	94%	98%	96%	98%	96%	99%	97%	99%h	95%	100%	96%	98%	97%	95%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	53	38	7	4	3	1	16	2	4	-	4	-	4	-	3	4	47	5
	1%C	1%	2%	2%	3%O	*	2%S	1%	1%	-	1%	-	2%	-	2%	1%	1%	1%
Weekly (Net)	105	71	12	16	6	6	23	2	10	2	11	1	6	-	4	6	86	13
	3%CN	2%	4%	8%zOP	5%zO	2%	3%	1%	3%	1%	3%	*	3%	-	2%	2%	3%	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 83

**A2a1\_25. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any other BBC station (including digital BBC stations)**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
<b>EffectiveBase</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
<b>Monthly (Net)</b>	83	12	18	7	6	28	3	11	2	12	1	8	-	6	6	94	15	
	3% <b>CINO</b>	3%	4%	9% <b>zOP</b>	5% <b>zO</b>	2%	4% <b>Y</b>	2%	3%	1%	3%	*	4%	-	3%	2%	3%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 84

**A2a1\_15. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	16 *e	12 1%	4 *	1 *	4 1%	7 1%	3 *	9 1%	7 *	9 1%zM	3 *	1 *	3 *	16 1%ze	- -
At least once every day	30 1%BNe	21 1%	9 *	3 1%	10 1%F	10 1%	7 1%	14 1%	16 1%	16 2%zN	9 1%N	4 *	* *	27 1%ze	3 *
About two or three times a week	18 *	12 1%	7 *	2 *	4 1%	9 1%	4 *	9 1%	9 *	10 1%N	3 *	5 1%	1 *	15 1%	4 *
At least once a week	20 1%B	14 1%	5 *	1 *	4 1%	9 1%	5 *	9 1%	11 *	10 1%	3 *	3 *	5 *	15 1%	4 *
At least once a month	10 *	5 *	5 *	4 1%F	1 *	4 *	1 *	3 *	6 *	2 *	5 1%	1 *	2 *	7 *	3 *
At least once every three months	6 *m	2 *	4 *	* *	1 *	4 *	1 *	5 *m	1 *	3 *	1 *	1 *	1 *	4 *	2 *
Don't know/can't remember	3 *	1 *	2 *	1 *	- -	2 *	- -	1 *	2 *	- -	- -	3 *	- -	- -	3 *
Never	3805 97%AlKdPh	1839 96%	1963 98%zA	533 98%	623 96%	1233 97%	1416 98%zDE	1072 96%	2689 98%zI	1007 95%	971 98%K	859 98%K	967 99%zK	2342 97%	1366 99%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	45 1%BmNe	32 2%zB	13 1%	5 1%	14 2%zF	16 1%	10 1%	22 2%zm	23 1%	25 2%zMN	12 1%	5 1%	3 *	43 2%ze	3 *
Weekly (Net)	83 2%BFmNe	59 3%zB	25 1%	7 1%	23 3%zCF	34 3%F	20 1%	40 4%zm	43 2%	44 4%zLMN	18 2%	12 1%	9 1%	72 3%ze	11 1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 84

**A2a1\_15. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	94	64	30	11	24	37	21	43	49	46	23	13	12	80	14
	2%BfMNeg	3%zB	1%	2%	4%zF	3%F	1%	4%zm	2%	4%zLMN	2%	1%	1%	3%ze	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 84

**A2a1\_15. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	16 *e	12 *	2 1%	* *	1 *	* *	4 1%	* *	- *	* *	3 1%	- -	4 2%zSVc	- -	- -	- -	15 *	* *
At least once every day	30 1%BNe	23 1%	5 1%	1 *	1 1%	1 *	5 1%	- -	5 1%	- -	4 1%	1 *	4 2%	- -	3 2%	1 1%	29 1%	- -
About two or three times a week	18 *	14 *	3 1%	* *	1 1%	2 1%	4 1%	1 *	3 1%	- -	2 1%	1 *	- -	- -	- -	1 *	15 *	- -
At least once a week	20 1%B	18 1%	2 1%	- -	* *	1 *	4 *	* *	2 1%	1 1%	2 *	- -	4 2%zST	- -	- -	4 1%	15 *	2 1%
At least once a month	10 *	6 *	4 1%zO	- -	1 1%	- -	2 *	- -	- -	* *	1 *	- -	1 1%	- -	- -	1 *	9 *	- -
At least once every three months	6 *m	5 *	- -	1 1%	- -	- -	4 1%z	- -	- -	- -	- -	1 *	- -	- -	- -	- -	5 *	- -
Don't know/can't remember	3 *	- -	3 1%zO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Never	3805 97%AlKdP h	3181 98%P	314 95%	191 99%P	119 97%	373 99%h	707 97%h	164 99%h	365 98%h	162 99%h	414 97%h	185 99%h	167 93%	91 100%h	188 98%h	366 98%h	3067 97%	365 99%zf
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	45 1%BmNe	35 1%	7 2%	1 1%	2 2%	2 *	9 1%	* *	5 1%	* *	7 2%	1 *	8 4%zSTUWY c	- -	3 2%	1 *	44 1%z	* *
Weekly (Net)	83 2%BFmNe	67 2%	11 3%Q	1 1%	3 3%	4 1%	17 2%	1 1%	9 2%	2 1%	11 3%	1 1%	12 7%zSTUWY ac	- -	3 2%	5 1%	74 2%	2 1%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 84

**A2a1\_15. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - TalkRADIO**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	94	73	15	1	4	4	19	1	9	2	12	1	13	-	3	6	83	2
	2%BfMneg	2%	5%zOQ	1%	3%Q	1%	3%	1%	2%	1%	3%	1%	7%zSTUVW	-	2%	2%	3%	1%
													XYabc					

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 85

**A2a1\_16. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	61 2%N	34 2%	27 1%	7 1%	12 2%	16 1%	25 2%	23 2%	38 1%	33 3%zLN	8 1%	13 1%	7 1%	43 2%	15 1%
At least once every day	96 2%BM	59 3%zB	36 2%	9 2%	20 3%	31 2%	36 2%	34 3%	59 2%	43 4%zLMN	24 2%	11 1%	19 2%	60 2%	36 3%
About two or three times a week	118 3%N	57 3%	62 3%	17 3%	15 2%	36 3%	50 3%	31 3%	87 3%	33 3%	44 4%zN	23 3%	18 2%	73 3%	44 3%
At least once a week	116 3%B	69 4%B	46 2%	15 3%	24 4%	40 3%	37 3%	38 3%	76 3%	52 5%zLMN	23 2%	22 3%	19 2%	76 3%	39 3%
At least once a month	84 2%N	43 2%	41 2%	16 3%	17 2%	23 2%	29 2%	23 2%	62 2%	31 3%N	25 3%	17 2%	11 1%	51 2%	33 2%
At least once every three months	19 *A	4 *	15 1%A	5 1%F	3 *	8 1%	3 *	6 1%	11 *	6 1%	7 1%	1 *	5 1%	14 1%	4 *
Don't know/can't remember	11 *	4 *	7 *	2 *E	3 *E	- *	6 *	3 *	8 *	* 1%K	6 *	3 *	1 *	9 *	2 *
Never	3402 87%K	1636 86%	1764 88%z	474 87%	554 86%	1121 88%	1253 87%	963 86%	2401 88%	859 81%	858 86%K	785 90%zK	900 92%zKL	2099 87%	1210 87%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	157 4%BmN	93 5%zB	63 3%	16 3%	32 5%	47 4%	61 4%	57 5%	97 4%	76 7%zLMN	32 3%	24 3%	25 3%	103 4%	51 4%
Weekly (Net)	391 10%BNU	219 12%zB	171 9%	48 9%	71 11%	124 10%	148 10%	126 11%	259 9%	160 15%zLMN	99 10%N	70 8%	62 6%	252 10%	134 10%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 85

**A2a1\_16. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	476	263	212	64	88	147	176	149	321	191	124	87	73	304	167
	12%BN	14%zB	11%	12%	14%	12%	12%	13%	12%	18%zLMN	12%N	10%	7%	13%	12%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 85

**A2a1\_16. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	61 2%N	52 2%	5 2%	2 1%	2 2%	7 2%	19 3%	2 1%	3 1%	3 2%	5 1%	1 1%	8 4%zVXc	1 2%	1 *	2 1%	47 1%	4 1%
At least once every day	96 2%Bm	73 2%	13 4%	6 3%	4 3%	7 2%	18 2%	1 1%	12 3%	4 3%	13 3%	2 1%	4 2%	1 1%	5 2%	6 2%	87 3%	3 1%
About two or three times a week	118 3%N	104 3%	5 1%	6 3%	3 2%	13 3%	28 4%	1 1%	9 3%	3 2%	18 4%	11 6%zUh	2 1%	1 1%	5 3%	11 3%	88 3%	16 4%
At least once a week	116 3%B	99 3%	9 3%	5 3%	2 2%	16 4%	24 3%	2 1%	8 2%	1 1%	11 3%	4 2%	6 3%	3 3%	8 4%	16 4%	94 3%	9 3%
At least once a month	84 2%N	72 2%	6 2%	6 3%	1 1%	11 3%	16 2%	6 4%	10 3%	2 1%	5 1%	6 3%	3 1%	2 2%	6 3%	6 1%	70 2%	9 2%
At least once every three months	19 *A	16 1%	1 *	1 1%	* *	3 1%	1 *	- -	1 *	- -	1 *	1 1%	- -	2 3%zTVX	1 1%	6 2%zT	13 *	1 *
Don't know/can't remember	11 *	10 *	1 *	- -	* *	2 1%	2 *	3 2%zX	3 1%	- -	- -	- -	- -	- -	- -	- -	9 *	- -
Never	3402 87%K	2832 87%	292 88%	167 86%	110 89%	319 85%	622 85%	150 91%	327 87%	151 92%	373 88%	161 86%	159 88%	80 88%	165 86%	326 87%	2748 87%	325 88%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	157 4%BmN	125 4%	18 6%	8 4%	6 5%	13 4%	37 5%	3 2%	15 4%	8 5%	18 4%	4 2%	11 6%c	3 3%	6 3%	8 2%	134 4%	7 2%
Weekly (Net)	391 10%BNU	328 10%	32 10%	20 10%	11 9%	42 11%U	89 12%U	7 4%	33 9%	12 7%	47 9%	19 11%U	19 10%	7 8%	19 10%	35 9%	315 10%	33 9%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 85

**A2a1\_16. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Classic FM**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>3907</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	<b>2717</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	<b>476</b>	400	38	25	13	53	105	13	42	13	52	25	22	9	25	41	385	42
	<b>12%BN</b>	12%	11%	13%	10%	14%	14%	8%	11%	8%	12%	13%	12%	9%	13%	11%	12%	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 86

**A2a1\_17. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	43	22	21	5	9	26	3	19	25	16	9	12	6	40	3
	1%Fe	1%	1%	1%	1%F	2%zF	*	2%	1%	2%	1%	1%	1%	2%ze	*
At least once every day	76	45	31	6	18	42	9	26	48	32	20	14	9	65	10
	2%FNe	2%	2%	1%	3%F	3%zCF	1%	2%	2%	3%zN	2%	2%	1%	3%ze	1%
About two or three times a week	97	50	47	18	24	37	18	40	57	46	22	15	14	83	13
	2%FmNe	3%	2%	3%F	4%F	3%F	1%	4%zm	2%	4%zLMN	2%	2%	1%	3%ze	1%
At least once a week	88	44	44	13	14	50	11	32	56	37	24	15	11	72	12
	2%FNe	2%	2%	2%F	2%F	4%zF	1%	3%	2%	4%zMN	2%	2%	1%	3%ze	1%
At least once a month	52	28	24	16	7	26	4	17	34	24	15	5	8	45	7
	1%Fe	1%	1%	3%zDF	1%F	2%zF	*	2%	1%	2%zMN	2%	1%	1%	2%ze	*
At least once every three months	16	5	11	4	4	8	1	7	8	6	4	4	2	13	2
	*Fe	*	1%	1%F	1%	1%F	*	1%	*	1%	*	*	*	1%	*
Don't know/can't remember	1	1	-	1	-	-	-	-	1	1	-	-	-	1	-
	*	*	-	*	-	-	-	-	*	*	-	-	-	*	-
Never	3534	1712	1819	483	572	1088	1391	981	2512	894	901	811	929	2107	1337
	90%ElkdY	90%	91%	89%	88%	85%	97%zCDE	87%	92%zI	85%	91%K	93%K	95%zKL	87%	97%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	119	66	52	11	27	68	13	44	73	49	29	26	16	105	13
	3%FNe	3%	3%	2%	4%F	5%zCF	1%	4%	3%	5%zN	3%	3%	2%	4%ze	1%
Weekly (Net)	304	161	143	42	65	155	42	116	186	132	75	56	41	260	38
	8%FmNeg	8%	7%	8%F	10%zF	12%zCF	3%	10%zm	7%	13%zLMN	8%N	6%	4%	11%ze	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 86

**A2a1\_17. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	356	189	167	58	72	181	45	133	220	156	90	61	49	305	45
	9%FmMNe Q	10%	8%	11%F	11%F	14%zF	3%	12%zm	8%	15%zLMN	9%N	7%	5%	13%ze	3%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 86

**A2a1\_17. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	43 1%Fe	36 1%	4 1%	2 1%	1 1%	2 *	10 1%	-	11 3%zSc	*	6 1%	2 1%	3 2%	-	-	2 1%	40 1%	2 1%
At least once every day	76 2%FNe	60 2%	9 3%	3 2%	3 2%	6 1%	15 2%	3 2%	10 3%	1 1%	6 1%	6 3%	3 2%	1 1%	3 2%	6 2%	64 2%	3 1%
About two or three times a week	97 2%FmNe	76 2%	13 4%	4 2%	4 3%	9 2%	20 3%	4 2%	8 2%	3 2%	13 3%	7 4%	4 2%	1 1%	1 1%	6 2%	80 3%	6 2%
At least once a week	88 2%FNe	79 2%	6 2%	1 1%	2 2%	6 2%	14 2%	2 1%	9 3%	4 3%	15 4%	7 4%	4 2%	1 1%	4 2%	11 3%	76 2%	5 1%
At least once a month	52 1%Fe	49 1%	2 1%	* *	1 1%	8 2%X	16 2%X	6 3%X	5 1%	1 *	1 *	3 2%	-	3 3%X	2 1%	5 1%	38 1%	8 2%
At least once every three months	16 *Fe	14 *	2 1%	* *	-	-	2 *	1 1%	3 1%	-	2 *	2 1%	-	1 1%	-	2 1%	12 *	-
Don't know/can't remember	1 *	-	1 *O	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-
Never	3534 90%ElKdY	2945 90%	294 89%	183 94%zOP	112 91%	347 92%Y	653 89%	149 90%	328 88%	155 94%Y	383 90%	159 85%	166 92%	84 93%	180 94%Y	341 92%	2845 90%	344 94%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	119 3%FNe	96 3%	13 4%	5 3%	4 3%	7 2%	25 3%	3 2%	21 5%zSW	2 1%	12 3%	8 4%	6 3%	1 1%	3 2%	8 2%	104 3%	5 1%
Weekly (Net)	304 8%FmNeg	251 8%	32 10%	11 5%	10 8%	22 6%	59 8%	10 6%	38 10%	9 5%	40 9%	22 12%Sb	14 8%	3 3%	9 5%	25 7%	260 8%g	15 4%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 86

A2a1\_17. How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Absolute Radio

Base = All Respondents

	Nation				England Regions											Urbanity				
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)			
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367		
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260		
Monthly (Net)	356	300	35	11	11	30	75	15	43	10	41	25	14	6	11	29	297	24		
		9%FmMNeQ	9%	10%	6%	9%	8%	10%	9%	11%	6%	10%	13%Wb	8%	6%	6%	6%	8%	9%	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 87

**A2a1\_18. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	75	32	43	20	26	24	6	38	37	26	25	14	9	62	12
	2%FmNe	2%	2%	4%zEF	4%zEF	2%F	*	3%zm	1%	3%N	3%N	2%	1%	3%ze	1%
At least once every day	144	70	74	30	44	50	21	78	66	39	36	40	29	111	30
	4%Fmeg	4%	4%	5%zF	7%zEF	4%F	1%	7%zm	2%	4%	4%	5%	3%	5%ze	2%
About two or three times a week	146	68	77	44	34	51	17	49	97	39	40	40	27	123	20
	4%FeRSg	4%	4%	8%zEF	5%F	4%F	1%	4%	4%	4%	4%	5%	3%	5%ze	1%
At least once a week	109	48	61	34	27	35	12	38	68	31	31	21	26	81	26
	3%FeR	3%	3%	6%zEF	4%F	3%F	1%	3%	2%	3%	3%	2%	3%	3%ze	2%
At least once a month	69	34	36	21	22	24	3	21	49	37	18	6	7	56	12
	2%FMNef	2%	2%	4%zEF	3%zF	2%F	*	2%	2%	4%zLMN	2%	1%	1%	2%ze	1%
At least once every three months	20	6	14	5	6	7	2	9	11	7	6	3	4	13	5
	1%F	*	1%	1%F	1%F	1%	*	1%	*	1%	1%	*	*	1%	*
Don't know/can't remember	4	2	1	2	2	*	*	2	2	2	*	1	1	3	*
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Never	3339	1646	1692	390	489	1084	1377	888	2411	875	839	750	876	1976	1279
	85%CDIKd TW	86%	85%	71%	75%	85%CD	96%zCDE	79%	88%zl	83%	84%	86%	89%zKLM	81%	92%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	220	102	117	50	69	74	26	116	103	65	61	55	38	173	43
	6%FmNeg	5%	6%	9%zEF	11%zEF	6%F	2%	10%zm	4%	6%	6%	6%	4%	7%ze	3%
Weekly (Net)	474	218	255	128	130	161	56	202	268	135	132	116	91	377	88
	12%FmNeR Sag	11%	13%	24%zEF	20%zEF	13%F	4%	18%zm	10%	13%N	13%N	13%N	9%	16%ze	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 87

**A2a1\_18. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	544	252	291	149	152	185	58	223	317	173	150	122	99	433	100
	14%FmNeR Sabg	13%	15%	27%zEF	23%zEF	14%F	4%	20%zm	12%	16%zN	15%N	14%N	10%	18%ze	7%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 87

**A2a1\_18. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	75 2%FmNe	67 2%	4 1%	4 2%	1 1%	9 2%	15 2%	3 2%	5 1%	3 2%	10 2%	1 1%	5 3%	2 2%	4 2%	11 3%	66 2%	3 1%
At least once every day	144 4%Fmeg	127 4%	8 2%	6 3%	4 3%	5 1%	41 6%zSXhb	6 4%	18 5%b	18 11%zSTUVX Yhab	10 2%	4 2%	2 1%	1 1%	1 *	22 6%zXhb	122 4%	6 2%
About two or three times a week	146 4%FeRSg	129 4%	11 3%	4 2%	2 2%	4 1%	40 5%zShc	15 9%zShabc	21 6%Shc	6 4%	18 4%S	13 7%Shac	1 1%	- -	5 3%	8 2%	122 4%g	5 1%
At least once a week	109 3%FeR	88 3%R	13 4%R	7 4%R	* *	7 2%	18 2%	4 2%	11 3%	7 4%	11 3%	10 5%	7 4%	1 1%	3 2%	11 3%	89 3%	9 2%
At least once a month	69 2%FMNef	63 2%	5 2%	1 *	1 1%	8 2%	28 4%zXc	2 1%	5 1%	4 3%	5 1%	3 1%	2 1%	- -	1 1%	3 1%	47 2%	6 2%
At least once every three months	20 1%F	17 1%	2 1%	1 *	1 *	- -	5 1%	- -	1 *	1 1%	3 1%	3 2%S	- -	- -	1 *	3 1%	20 1%	- -
Don't know/can't remember	4 *	2 *	2 1%O	- -	- -	* *	1 *	- -	1 *	- *	* *	- -	- -	- -	- -	- -	3 *	- -
Never	3339 85%CDIKd TW	2765 85%	288 87%	172 89%	114 93%zOP	344 91%zTUVW Yc	583 80%	136 82%	312 84%	125 76%	370 87%TW	153 82%	164 91%TWY	87 96%zTUVW XYc	176 92%zTUVW Y	315 85%	2688 85%	339 92%zf
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	220 6%FmNeg	194 6%	12 4%	10 5%	5 4%	14 4%	56 8%zSb	9 5%	23 6%	20 12%zSVXYh ab	19 5%	6 3%	7 4%	3 3%	5 2%	32 9%zSYb	187 6%g	8 2%
Weekly (Net)	474 12%FmNeR Sag	411 13%R	35 11%R	20 11%R	7 6%	25 7%	114 16%zShab	27 16%Sab	54 14%Sab	33 20%zSXha b	48 11%	28 15%Sab	15 8%	4 4%	13 7%	51 14%Sa	398 13%g	22 6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 87

**A2a1\_18. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Capital Radio station**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
<b>EffectiveBase</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
<b>Monthly (Net)</b>	544	474	40	21	8	33	142	29	59	37	53	31	17	4	15	54	445	28
<b>Sabg</b>	14%FmNeR	15%R	12%R	11%	7%	9%	19%zSXha	18%Sab	16%Sab	23%zSXha	12%a	17%Sab	9%	4%	8%	15%a	14%g	8%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 88

**A2a1\_19. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	97	37	59	14	22	41	20	42	54	28	28	20	21	84	12
	2%Fme	2%	3%	3%	3%F	3%F	1%	4%zm	2%	3%	3%	2%	2%	3%ze	1%
At least once every day	220	91	129	31	48	97	44	100	114	62	54	62	41	171	43
	6%AFmeRTc	5%	6%	6%F	7%F	8%zF	3%	9%zm	4%	6%	5%	7%N	4%	7%ze	3%
About two or three times a week	220	86	134	45	47	86	41	79	137	50	62	55	53	181	39
	6%AFmePRcf	4%	7%zA	8%zF	7%F	7%F	3%	7%zm	5%	5%	6%	6%	5%	7%ze	3%
At least once a week	144	59	85	28	22	59	35	45	96	43	44	26	31	108	33
	4%FeR	3%	4%	5%F	3%	5%F	2%	4%	4%	4%	4%	3%	3%	4%ze	2%
At least once a month	91	42	50	12	31	32	16	33	59	29	21	19	22	70	18
	2%FeR	2%	2%	2%	5%zCEF	3%F	1%	3%	2%	3%	2%	2%	2%	3%ze	1%
At least once every three months	31	17	13	3	7	10	10	4	26	9	9	7	6	22	8
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
Don't know/can't remember	4	1	3	2	*	2	-	2	2	2	1	2	-	2	2
	*	*	*	*	*	*	-	*	*	*	*	*	-	*	*
Never	3100	1573	1525	410	469	948	1272	816	2253	834	776	685	806	1787	1229
	79%BCDEIdOQSYhb	83%zB	76%	75%	72%	74%	88%zCDE	73%	82%zl	79%	78%	78%	82%zL	74%	89%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	317	128	188	45	70	138	63	142	168	91	83	82	62	255	55
	8%AFmNeRTc	7%	9%zA	8%F	11%zF	11%zF	4%	13%zm	6%	9%	8%	9%N	6%	10%ze	4%
Weekly (Net)	681	273	407	118	140	283	139	266	401	183	188	164	146	544	127
	17%AFmNePRTc	14%	20%zA	22%zF	22%zF	22%zF	10%	24%zm	15%	17%	19%N	19%	15%	22%ze	9%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 88

**A2a1\_19. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	772	314	457	130	171	316	155	299	459	212	209	183	168	614	145
	20%AFmNe PRTc	16%	23%zA	24%zF	26%zF	25%zF	11%	27%zm	17%	20%	21%	21%	17%	25%ze	11%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 88

**A2a1\_19. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	97	85	4	7	2	19	10	1	6	3	13	6	9	4	8	5	80	4
	2%Fme	3%	1%	4%	1%	5%zTVc	1%	1%	2%	2%	3%	6	5%Tc	4	4%	1%	3%	1%
At least once every day	220	186	14	17	4	33	23	7	23	6	26	15	17	7	18	10	180	19
	6%AFmeRTc	6%	4%	9%zPR	3%	9%zTc	3%	4%	6%T	3%	6%T	8%Tc	10%Tc	7%	9%Tc	3%	6%	5%
About two or three times a week	220	195	8	13	3	42	36	6	26	8	25	18	8	5	13	8	162	43
	6%AFmePRcf	6%PR	2%	7%PR	3%	11%zTUXhc	5%	4%	7%c	5%	6%c	10%zTc	5%	5%	7%c	2%	5%	12%zf
At least once a week	144	120	13	10	2	24	22	4	12	4	11	6	10	7	12	8	109	16
	4%FeR	4%R	4%	5%R	1%	6%zTXc	3%	3%	3%	2%	3%	3%	6%	8%Xc	6%	2%	3%	4%
At least once a month	91	82	5	4	1	17	18	2	12	4	10	8	6	-	4	3	74	6
	2%FeR	3%	1%	2%	1%	5%zc	2%	1%	3%	2%	2%	4%c	3%	-	2%	1%	2%	2%
At least once every three months	31	30	-	1	-	2	4	1	4	-	2	4	5	1	4	1	27	2
	1%	1%	-	1%	-	1%	1%	*	1%	-	*	2%	3%zTXc	1%	2%	*	1%	1%
Don't know/can't remember	4	2	2	-	-	-	2	-	-	-	-	-	-	-	-	-	4	-
	*	*	1%zO	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Never	3100	2559	286	143	112	239	616	144	290	140	339	130	124	67	133	336	2519	276
	79%BCDEIdOQSYhbd	79%	86%zOQ	74%	91%zOQ	64%	84%zSVYhab	87%zSVYhab	78%S	85%SYhb	80%SYhb	70%	69%	74%	70%	90%zSTVX	80%	75%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	317	271	18	23	5	52	33	8	30	9	40	21	27	11	26	16	259	23
	8%AFmNeRc	8%R	5%	12%zOPR	4%	14%zTUVWc	5%	5%	8%	5%	9%Tc	11%Tc	15%zTUVWc	12%Tc	13%zTUVWc	4%	8%	6%
Weekly (Net)	681	586	39	46	10	118	91	18	68	20	76	45	45	23	50	32	530	83
	17%AFmNePRTc	18%PR	12%	24%zOPR	8%	31%zTUVWc	12%	11%	18%Tc	12%	18%Tc	24%zTUVWc	25%zTUVWc	25%TUVWc	26%zTUVWc	9%	17%	23%zf

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 88

**A2a1\_19. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Heart Radio station**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
<b>EffectiveBase</b>	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
<b>Monthly (Net)</b>	772	668	44	50	11	135	109	20	79	24	85	52	51	23	54	35	605	89
	20%AFmNe	20%PR	13%	26%zPR	9%	36%zTUVW	15% <b>c</b>	12%	21% <b>Tc</b>	15%	20% <b>c</b>	28%zTUWc	28%zTUWc	25% <b>TUc</b>	28%zTUWc	9%	19%	24%
	<b>PRTc</b>					<b>Xc</b>												

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 89

**A2a1\_20. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	40 1%	22 1%	18 1%	5 1%	8 1%	13 1%	13 1%	15 1%	25 1%	17 2%L	4 *	8 1%	10 1%	26 1%	13 1%
At least once every day	85 2%	41 2%	43 2%	10 2%	18 3%	25 2%	32 2%	23 2%	59 2%	26 2%	17 2%	23 3%	19 2%	55 2%	28 2%
About two or three times a week	122 3%DRTc	56 3%	66 3%	9 2%	11 2%	35 3%	67 5%zCDE	30 3%	90 3%	27 3%	26 3%	35 4%	34 4%	84 3%	35 3%
At least once a week	94 2%	40 2%	54 3%	7 1%	15 2%	41 3%C	31 2%	29 3%	63 2%	26 2%	31 3%	15 2%	22 2%	63 3%	25 2%
At least once a month	52 1%	20 1%	32 2%	8 1%	13 2%	16 1%	16 1%	13 1%	39 1%	18 2%	10 1%	7 1%	17 2%	35 1%	17 1%
At least once every three months	14 *	6 *	7 *	3 1%	2 *	5 *	4 *	3 *	10 *	7 1%	3 *	1 *	2 *	5 *	6 *
Don't know/can't remember	5 *	- *	5 *	1 *	* *	4 *	- *	1 *	4 *	- *	1 *	4 *2	- *	3 *	2 *
Never	3496 89%PWX	1721 90%	1773 89%	502 92%	581 90%	1138 89%	1275 89%	1007 90%	2451 89%	937 89%	901 91%	783 89%	875 89%	2155 89%	1259 91%z
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	125 3%cg	63 3%	61 3%	15 3%	26 4%	38 3%	45 3%	38 3%	84 3%	43 4%L	22 2%	31 4%	29 3%	80 3%	41 3%
Weekly (Net)	341 9%CeQRTa bc	159 8%	181 9%	32 6%	52 8%	114 9%	143 10%C	97 9%	237 9%	95 9%	79 8%	81 9%	86 9%	227 9%	101 7%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 89

**A2a1\_20. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	392	178	213	39	65	129	159	110	276	113	89	88	102	262	117
	10%CeQRTY abc	9%	11%	7%	10%	10%	11% <b>C</b>	10%	10%	11%	9%	10%	10%	11% <b>e</b>	8%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 89

**A2a1\_20. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	40 1%	32 1%	6 2%	2 1%	-	4 1%	5 1%	2 1%	6 2%	6 4%zTYbc	8 2%	-	1 1%	-	-	1	36	1
At least once every day	85 2%	71 2%	9 3%	4 2%	2 1%	4 1%	10 1%	2 1%	9 2%	9 6%zSTc	21 5%zSTc	3 2%	7 4%Sc	1 1%	2 1%	2 1%	75	2
About two or three times a week	122 3%DRtc	98 3%R	19 6%zOQR	3 2%	1 1%	10 3%	10 1%	5 3%c	10 3%c	12 8%zSTVabc	33 8%zSTVYa	5 3%c	10 6%Tbc	-	1 1%	1 *	97	16
At least once a week	94 2%	74 2%	17 5%zOQR	1 1%	1 1%	6 2%	14 2%	6 4%	6 2%	8 5%Yb	24 6%zSTVYa	1 *	3 2%	-	-	5 1%	77	6
At least once a month	52 1%	50 2%	1 *	1 1%	* *	4 1%	9 1%	6 4%zYh	7 2%	3 2%	9 2%	-	-	-	4 2%	6 2%	41	4
At least once every three months	14 *	13 *	* *	- *	* *	-	1 *	1 1%	* *	* 2%zSTc	7 1%	1 1%	-	1 1%	-	-	13	-
Don't know/can't remember	5 *	2 *	2 *	1 *	-	-	-	-	2 1%	-	* *	-	-	-	-	-	3	-
Never	3496 89%PWx	2917 90%P	279 84%	182 94%zOP	118 96%zOP	350 93%WX	681 93%zUVWX	143 87%X	332 89%WX	125 76%	322 76%	177 95%zUWX	159 88%WX	89 98%zUVWX	184 96%zUVWX	356 96%zUVWX	2814 89%	337 92%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	125 3%cg	103 3%	14 4%	6 3%	2 1%	7 2%	15 2%	4 2%	15 4%c	15 9%zSTUVYabc	29 7%zSTVbc	3 2%	9 5%c	1 1%	2 1%	4 1%	111	4
Weekly (Net)	341 9%CeQRTabc	276 8%R	50 15%zOQR	10 5%	4 3%	23 6%	39 5%	15 9%abc	32 8%abc	35 21%zSTUVYabc	87 20%zSTUVYabc	9 5%	22 12%TYabc	1 1%	4 2%	10 3%	284	25

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 89

**A2a1\_20. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Any Smooth Radio station**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
<b>EffectiveBase</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
<b>Monthly (Net)</b>	392	326	51	11	4	27	48	21	39	38	96	9	22	1	7	17	325	30
<b>Yabc</b>	10%CeQRT	10%QR	15%zOQR	6%	4%	7%	7%	13%TYabc	10%abc	23%zSTUV	23%zSTUVY	5%	12%TYabc	1%	4%	4%	10%	8%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 90

**A2a1\_21. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	72	38	33	20	24	27	1	38	33	26	22	19	4	66	5
	2%FmNeg	2%	2%	4%zF	4%zF	2%F	*	3%zm	1%	3%N	2%N	2%N	*	3%ze	*
At least once every day	115	58	58	24	50	33	9	63	50	41	29	26	20	98	14
	3%Fmef	3%	3%	4%zF	8%zCEF	3%F	1%	6%zm	2%	4%N	3%	3%	2%	4%ze	1%
About two or three times a week	155	67	89	49	41	58	8	77	79	43	40	41	32	138	16
	4%FmeRf	4%	4%	9%zEF	6%zF	5%F	1%	7%zm	3%	4%	4%	5%	3%	6%ze	1%
At least once a week	98	40	58	34	23	34	7	37	60	27	39	16	16	73	23
	3%Fe	2%	3%	6%zEF	4%F	3%F	1%	3%	2%	3%	4%zMN	2%	2%	3%e	2%
At least once a month	54	22	31	21	16	11	6	16	38	28	13	7	6	41	13
	1%FN	1%	2%	4%zEF	3%zEF	1%	*	1%	1%	3%zMN	1%	1%	1%	2%	1%
At least once every three months	18	9	9	6	5	4	3	6	12	6	4	2	5	11	7
	*	*	*	1%zF	1%	*	*	1%	*	1%	*	*	1%	*	*
Don't know/can't remember	6	1	6	1	*	2	3	1	5	4	-	3	-	3	3
	*	*	*	*	*	*	*	*	*	*	-	*	-	*	*
Never	3389	1672	1715	390	490	1108	1401	884	2464	882	850	762	896	1995	1303
	87%CDIKdST	88%	86%	72%	76%	87%CD	97%zCDE	79%	90%zl	83%	85%	87%	91%zKLM	82%	94%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	187	95	91	44	73	60	10	101	83	68	51	45	24	164	20
	5%FmNef	5%	5%	8%zEF	11%zEF	5%F	1%	9%zm	3%	6%zN	5%N	5%N	2%	7%ze	1%
Weekly (Net)	440	202	237	127	137	151	25	215	222	137	129	101	72	375	59
	11%FmNef	11%	12%	23%zEF	21%zEF	12%F	2%	19%zm	8%	13%N	13%N	12%N	7%	15%ze	4%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 90

**A2a1\_21. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	494	225	268	147	153	162	31	230	260	165	142	109	78	416	72
	13%FmNeR Wf	12%	13%	27%zEF	24%zEF	13%F	2%	21%zm	9%	16%zN	14%N	12%N	8%	17%ze	5%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 90

**A2a1\_21. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
A few times a day	72	58	6	6	2	12	22	2	7	*	7	1	1	-	5	2	58	1	
		2%FmNeg	2%	3%	1%	3% <b>c</b>	3% <b>zc</b>	1%	2%	*	2%	1%	1%	-	2%	*	2% <b>g</b>	*	
At least once every day	115	98	5	8	5	18	30	*	14	4	7	7	2	4	3	9	79	14	
		3%Fmef	3%	1%	4% <b>P</b>	4% <b>P</b>	5% <b>U</b>	4% <b>U</b>	*	4%	2%	4%	1%	4% <b>U</b>	2%	2%	3%	4%	
About two or three times a week	155	142	6	5	1	32	37	7	8	4	11	8	11	2	12	11	108	30	
		4%FmeRf	4% <b>R</b>	2%	3%	1%	8% <b>zVWXc</b>	5%	4%	2%	3%	4%	6%	2%	6%	3%	3%	8% <b>zf</b>	
At least once a week	98	78	12	5	2	16	20	3	5	2	14	2	2	2	5	7	78	7	
		3% <b>Fe</b>	2%	4%	3%	2%	4%	3%	2%	1%	3%	1%	1%	2%	3%	2%	2%	2%	
At least once a month	54	51	1	*	1	9	18	1	4	2	4	5	2	-	2	4	38	3	
		1% <b>FN</b>	2%	*	*	1%	2%	3% <b>z</b>	*	1%	1%	3%	1%	-	1%	1%	1%	1%	
At least once every three months	18	16	1	1	-	5	1	-	2	-	-	2	-	1	3	1	13	1	
		*	*	*	-	1% <b>T</b>	*	-	1%	-	-	1%	-	1% <b>X</b>	2% <b>TX</b>	*	*	*	
Don't know/can't remember	6	6	-	*	-	3	*	-	-	-	-	-	-	-	2	1	6	-	
		*	*	-	-	1%	*	-	-	-	-	-	-	-	1% <b>T</b>	*	*	-	
Never	3389	2809	300	168	112	283	602	152	334	153	384	161	163	81	159	338	2775	311	
		87% <b>CDIKd</b>	86%	90%	87%	91% <b>zO</b>	75%	82% <b>S</b>	92% <b>ST</b>	89% <b>ST</b>	93% <b>zStb</b>	90% <b>ST</b>	86% <b>S</b>	90% <b>ST</b>	90% <b>S</b>	83%	91% <b>STb</b>	88% <b>z</b>	85%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Daily (Net)	187	156	11	14	6	29	52	2	20	4	14	9	3	4	8	10	137	15	
		5% <b>FmNef</b>	5%	3%	7% <b>P</b>	5%	8% <b>UXhc</b>	7% <b>UXhc</b>	1%	5%	2%	3%	5%	2%	4%	4%	3%	4%	
Weekly (Net)	440	376	30	24	10	77	109	13	34	10	39	18	16	8	24	29	324	52	
		11% <b>FmNef</b>	12%	9%	13%	8%	21% <b>zUVWX</b>	15% <b>zVWXc</b>	8%	9%	6%	9%	10%	9%	9%	13%	8%	10%	14%
							Yhac												

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 90

**A2a1\_21. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Kiss**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	494	427	31	25	11	87	127	13	38	11	42	24	18	8	26	32	362	55
Wf	13%FmNeR	13%R	9%	13%	9%	23%zUVWX	17%zUVWXh	8%	10%	7%	10%	13%	10%	9%	14%	9%	11%	15%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 91

**A2a1\_22. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	57	28	29	11	16	25	5	38	20	22	13	12	10	49	8
	1%Fme	1%	1%	2%F	3%zF	2%F	*	3%zm	1%	2%	1%	1%	1%	2%ze	1%
At least once every day	97	52	46	14	32	33	19	41	56	45	22	14	16	74	21
	2%Fme	3%	2%	3%	5%zEF	3%	1%	4%zm	2%	4%zLMN	2%	2%	2%	3%ze	2%
About two or three times a week	114	52	60	17	24	54	19	50	63	32	36	26	20	93	18
	3%Fmeg	3%	3%	3%F	4%F	4%zF	1%	4%zm	2%	3%	4%	3%	2%	4%ze	1%
At least once a week	101	51	49	19	21	40	20	29	71	26	27	23	24	70	29
	3%F	3%	2%	3%F	3%F	3%F	1%	3%	3%	3%	3%	3%	2%	3%	2%
At least once a month	53	29	24	8	20	14	10	16	36	22	13	6	12	39	12
	1%F	2%	1%	1%	3%zEF	1%	1%	1%	1%	2%M	1%	1%	1%	2%	1%
At least once every three months	23	6	17	4	2	11	5	7	16	10	8	2	2	10	9
	1%A	*	1%	1%	*	1%	*	1%	1%	1%	1%	*	*	*	1%
Don't know/can't remember	3	1	2	*	1	2	-	3	-	*	-	2	1	3	-
	*f	*	*	*	*	*	-	*m	-	*	-	*	*	*	-
Never	3460	1686	1771	473	532	1096	1359	938	2478	899	876	790	894	2087	1287
	89%DEIKdT	88%	89%	87%	82%	86%	94%zCDE	84%	90%zI	85%	88%	90%K	91%zKL	86%	93%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	154	80	74	25	48	57	24	78	76	67	35	27	26	123	29
	4%FmNeU	4%	4%	5%F	7%zEF	5%F	2%	7%zm	3%	6%zLMN	3%	3%	3%	5%ze	2%
Weekly (Net)	369	184	184	60	93	152	64	157	211	125	98	76	70	286	76
	9%FmNeU	10%	9%	11%F	14%zF	12%zF	4%	14%zm	8%	12%zN	10%	9%	7%	12%ze	5%
	Vg														

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 91

**A2a1\_22. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	421	213	208	68	113	166	74	174	247	147	111	81	82	326	88
	11%FmNeg	11%	10%	13%F	17%zCEF	13%zF	5%	15%zm	9%	14%zMN	11%	9%	8%	13%ze	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 91

**A2a1\_22. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	57 1%Fme	45 1%	7 2%	4 2%	1 1%	1 *	21 3%zSX	* *	5 1%	2 1%	3 1%	- -	3 2%	- -	2 1%	8 2%	46 1%	2 1%
At least once every day	97 2%Fme	86 3%	3 1%	2 1%	6 5%zOPQ	6 2%	29 4%zU	- -	6 2%	10 6%zSUV	11 2%	4 2%	4 2%	4 4%U	4 2%	8 2%	75 2%	4 1%
About two or three times a week	114 3%Fmeg	95 3%	7 2%	5 2%	7 6%zOPQ	8 2%	44 6%zSUVXb	- c	7 2%	3 2%	8 2%	8 4%U	7 4%U	1 1%	2 1%	6 2%	95 3%g	3 1%
At least once a week	101 3%F	82 3%	14 4%	3 2%	2 1%	12 3%	21 3%	5 3%	4 1%	2 1%	12 3%	7 4%	3 2%	2 2%	3 1%	9 2%	84 3%	9 2%
At least once a month	53 1%F	47 1%	2 1%	1 1%	2 1%	7 2%	16 2%	3 2%	5 1%	2 1%	6 2%	4 2%	1 1%	- -	1 1%	2 1%	42 1%	2 *
At least once every three months	23 1%A	19 1%	3 1%	* *	* *	2 1%	4 1%	1 *	3 1%	- -	2 *	4 2%z	- -	- -	3 2%	1 *	20 1%	* *
Don't know/can't remember	3 *f	3 *	- -	- -	1 *zO	- -	* *	- -	- -	- -	- -	- -	2 1%zT	- -	- -	- -	1 *	2 1%zf
Never	3460 89%DEIKdT	2882 88%	295 89%	178 92%R	105 85%	340 90%T	595 81%	156 94%TY	344 92%T	144 88%	384 90%T	160 86%	160 88%	84 92%T	176 92%T	338 91%T	2793 89%	345 94%zf
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	154 4%FmNeU	131 4%	10 3%	6 3%	7 6%	8 2%	50 7%zSUVXY	* *	11 3%	12 7%zSUVXY	13 3%	4 2%	7 4%	4 4%U	6 3%	16 4%U	121 4%	7 2%
Weekly (Net)	369 9%FmNeUVg	308 9%	32 10%	14 7%	16 13%zQ	28 7%	115 16%zSUVXb	6 3%	22 6%	17 11%U	34 8%	19 10%U	18 10%	7 8%	10 5%	31 8%	300 10%g	18 5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 91

**A2a1\_22. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Magic**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	421	355	34	15	17	35	131	9	27	20	40	23	19	7	12	33	342	20
	11%FmNeg	11%	10%	8%	14%Q	9%	18%zSUVXa	5%	7%	12%	9%	12%	10%	8%	6%	9%	11%g	5%
							bc											

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 92

**A2a1\_23. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	56 1%me	30 2%	26 1%	5 1%	8 1%	27 2%z	15 1%	24 2%	31 1%	13 1%	14 1%	13 2%	16 2%	41 2%	12 1%
At least once every day	126 3%eO	64 3%	61 3%	10 2%	19 3%	53 4%C	44 3%	37 3%	89 3%	29 3%	39 4%	29 3%	29 3%	90 4%	34 2%
About two or three times a week	144 4%eQU	79 4%	64 3%	11 2%	30 5%C	61 5%zCF	40 3%	43 4%	98 4%	36 3%	37 4%	45 5%zN	25 3%	109 4%ze	34 2%
At least once a week	100 3%f	53 3%	47 2%	10 2%	16 2%	44 3%	30 2%	33 3%	65 2%	20 2%	32 3%	23 3%	24 2%	71 3%	29 2%
At least once a month	33 1%	14 1%	19 1%	7 1%	7 1%	10 1%	10 1%	6 1%	27 1%	14 1%	8 1%	4 *	7 1%	20 1%	13 1%
At least once every three months	18 *	7 *	11 1%	6 1%F	5 1%	4 *	3 *	3 *	15 1%	9 1%MN	9 1%MN	- -	- -	14 1%	4 *
Don't know/can't remember	7 *O	5 *	2 *	* *	- -	1 *	5 *	* *	6 *	* *	- -	1 *	6 1%zL	5 *	2 *
Never	3423 88%EdPRYg	1654 87%	1768 88%	496 91%zDE	563 87%	1076 84%	1289 90%zE	975 87%	2409 88%	935 89%	855 86%	760 87%	872 89%	2076 86%	1256 91%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	182 5%CeO	94 5%	87 4%	14 3%	27 4%	80 6%zCF	60 4%	61 5%	120 4%	42 4%	53 5%	42 5%	45 5%	132 5%ze	46 3%
Weekly (Net)	425 11%CFeObcf	226 12%	198 10%	36 7%	73 11%C	186 15%zCF	131 9%	137 12%	284 10%	98 9%	123 12%	110 13%	94 10%	311 13%ze	108 8%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 92

**A2a1\_23. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	458	241	217	43	80	195	140	143	310	111	131	115	102	331	121
	12% f	13%	11%	8%	12% C	15% zCF	10%	13%	11%	11%	13%	13%	10%	14% ze	9%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 92

**A2a1\_23. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)**

**Base = All Respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	56 1%me	39 1%	5 2%	3 1%	8 7%OPQ	2 *	9 1%	2 1%	4 1%	5 3%S	10 2%	4 2%	- 1%	1 1%	1 *	2 1%	40 1%	9 3%
At least once every day	126 3%eO	89 3%	14 4%	8 4%	15 12%zOPQ	16 4%	16 2%	4 3%	7 2%	5 3%	12 3%	6 3%	9 5%	- 3%	6 3%	9 2%	96 3%	20 6%zf
About two or three times a week	144 4%eQU	113 3%Q	20 6%OQ	2 1%	9 7%zOQ	20 5%Uc	29 4%U	- -	13 4%	3 2%	16 4%U	16 9%zTUVWX hbc	4 2%	3 3%U	3 1%	6 1%	109 3%	18 5%
At least once a week	100 3%f	77 2%	12 4%	10 5%zOR	2 1%	16 4%Tb	11 1%	4 2%	15 4%T	1 1%	10 2%	6 3%	2 1%	3 3%	1 *	8 2%	69 2%	27 7%zf
At least once a month	33 1%	27 1%	5 2%	1 1%	- -	3 1%	5 1%	5 3%zTV	1 *	* *	6 1%	2 1%	- -	- -	2 1%	2 1%	28 1%	2 1%
At least once every three months	18 *	16 *	1 *	- -	1 1%	1 *	3 *	1 *	1 *	- -	2 1%	3 2%z	- -	2 2%z	1 1%	1 *	16 1%	- -
Don't know/can't remember	7 *O	3 *	3 1%zO	- -	1 1%zO	* *	- -	- -	* *	1 *	- -	2 1%zT	- -	- -	- -	- -	6 *	- -
Never	3423 88%EdPRY g	2895 89%zPR	271 82%R	170 88%R	87 71%	320 85%	659 90%SY	149 90%Y	332 89%Y	149 91%Y	371 87%Y	148 79%	165 91%Y	81 90%	178 93%SY	344 92%zSXY	2791 88%zg	291 79%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	182 5%CeO	128 4%	20 6%	11 6%	24 19%zOPQ	17 5%	25 3%	7 4%	11 3%	10 6%	21 5%	9 5%	9 5%	1 1%	7 3%	11 3%	136 4%	30 8%zf
Weekly (Net)	425 11%CFeOb cf	317 10%	51 15%zO	22 12%	34 28%zOPQ	53 14%TUbc	64 9%	11 6%	39 10%	14 9%	48 11%	31 17%zTUbc	15 9%	7 8%	10 5%	25 7%	314 10%	74 20%zf

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 92

**A2a1\_23. How often in the past 3 months have you listened to these radio stations?**

**Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio). - Other local Radio station (e.g. a local station that has advertising)**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>3907</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
<b>EffectiveBase</b>	<b>2717</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
<b>Monthly (Net)</b>	<b>458</b>	344	56	24	34	56	69	16	40	15	53	33	15	7	12	27	342	76
<b>f</b>	<b>12%<sup>C</sup>eO<sup>c</sup></b>	11%	17% <sup>z</sup> O	12%	28% <sup>z</sup> OPQ	15% <sup>T</sup> b <sup>c</sup>	9%	10%	11%	9%	13% <sup>c</sup>	18% <sup>z</sup> TW <sup>h</sup> b <sup>c</sup>	9%	8%	6%	7%	11%	21% <sup>z</sup> f

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 93  
**A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
BBC iPlayer	1470	718	751	228	263	564	415	484	970	520	476	248	225	1084	361
	38%FmMNe	38%	38%	42%F	41%F	44%zF	29%	43%zm	35%	49%zMN	48%zMN	28%N	23%	45%ze	26%
BBC Three (now available only online)	130	67	62	38	37	40	14	50	78	51	41	21	17	97	32
	3%FmNe	4%	3%	7%zEF	6%zEF	3%F	1%	4%zm	3%	5%zMN	4%N	2%	2%	4%ze	2%
BBC iPlayer Kids	113	46	66	17	31	53	12	93	18	64	20	14	15	90	19
	3%FmMNe	2%	3%	3%F	5%zF	4%zF	1%	8%zm	1%	6%zLMN	2%	2%	2%	4%ze	1%
ITV Hub or ITV Hub+ [formerly ITV player]	824	361	463	147	148	316	213	273	544	278	259	157	131	615	191
	21%AFmMN	19%	23%zA	27%zF	23%F	25%zF	15%	24%zm	20%	26%zMN	26%zMN	18%N	13%	25%ze	14%
STV Player	58	22	37	4	9	26	20	17	42	18	23	6	11	45	12
	1%MeORTX	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%zM	1%	1%	2%e	1%
S4C Clic	22	13	9	3	7	11	2	15	7	17	2	2	1	22	*
	1%FmNe	1%	*	*	1%F	1%F	*	1%zm	*	2%zLMN	*	*	*	1%ze	*
All 4 (formerly 4OD)	625	296	329	128	139	224	135	192	428	219	209	107	90	486	126
	16%FMNe	16%	16%	23%zEF	21%zF	18%F	9%	17%	16%	21%zMN	21%zMN	12%	9%	20%ze	9%
My5 (formerly Demand 5)	337	159	178	49	64	142	82	105	229	106	113	64	54	263	64
	9%FNeP	8%	9%	9%F	10%F	11%zF	6%	9%	8%	10%N	11%zMN	7%	6%	11%ze	5%
Netflix	1426	670	754	324	368	527	207	578	836	496	391	283	256	1102	292
	36%FmMNe	35%	38%	59%zEF	57%zEF	41%zF	14%	52%zm	30%	47%zLMN	39%MN	32%N	26%	45%ze	21%
Amazon Prime/Amazon Video	807	391	415	173	195	312	127	323	473	329	237	129	113	638	161
	21%FmMNe	20%	21%	32%zEF	30%zEF	24%zF	9%	29%zm	17%	31%zLMN	24%zMN	15%	12%	26%ze	12%
Now TV	324	171	152	84	86	117	38	141	175	119	90	70	46	276	44
	8%FmNe	9%	8%	15%zEF	13%zEF	9%F	3%	13%zm	6%	11%zN	9%N	8%N	5%	11%ze	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 93  
**A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Sky On Demand (Sky Go)	542	258	283	70	112	240	120	232	305	200	127	121	94	420	110
	14%FmNeTcf	14%	14%	13%F	17%zF	19%zCF	8%	21%zm	11%	19%zLMN	13%	14%N	10%	17%ze	8%
UKTV Play	159	96	63	22	29	69	40	52	107	61	40	34	25	126	31
	4%BFNe	5%zB	3%	4%	5%	5%zF	3%	5%	4%	6%zN	4%	4%	3%	5%ze	2%
Disney Life	73	34	39	20	30	17	6	54	18	42	10	13	8	60	11
	2%FmLNeg	2%	2%	4%zEF	5%zEF	1%F	*	5%zm	1%	4%zLMN	1%	1%	1%	2%ze	1%
Virgin TV Catch-up/ Virgin Media Anywhere	236	126	109	39	45	78	74	87	147	87	64	50	35	169	60
	6%mNeg	7%	5%	7%	7%	6%	5%	8%zm	5%	8%zN	6%N	6%	4%	7%ze	4%
Hayu	39	10	29	12	14	12	2	19	19	20	10	2	7	32	7
	1%AFmMe	1%	1%zA	2%zF	2%zF	1%F	*	2%zm	1%	2%zMN	1%	*	1%	1%e	*
A BBC YouTube Channel	201	126	75	60	60	56	25	97	100	82	56	37	26	140	55
	5%BFmNe	7%zB	4%	11%zEF	9%zEF	4%F	2%	9%zm	4%	8%zMN	6%N	4%	3%	6%e	4%
Other YouTube Channel	367	198	169	104	96	120	47	151	215	123	106	64	73	259	100
	9%FmNeQ	10%	8%	19%zEF	15%zEF	9%F	3%	13%zm	8%	12%zMN	11%MN	7%	8%	11%ze	7%
Other streaming service	31	16	15	3	7	9	11	8	23	8	11	6	5	19	11
	1%O	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
None of these	1319	655	665	80	111	343	786	212	1094	210	243	348	518	536	738
	34%CDEIKLdQY	34%	33%	15%	17%	27%CD	55%zCDE	19%	40%zl	20%	24%K	40%zKL	53%zKLM	22%	53%zd
Total mentions	9106	4433	4664	1605	1850	3275	2375	3184	5827	3052	2529	1775	1749	6479	2425
	233%	233%	233%	295%	286%	257%	165%	284%	213%	289%	254%	203%	179%	267%	175%
BBC iPlayer (including BBC 3) (Net)	1537	745	790	241	281	586	429	530	992	548	493	264	232	1135	375
	39%FmMNeUVC	39%	40%	44%zF	43%zF	46%zF	30%	47%zm	36%	52%zMN	50%zMN	30%N	24%	47%ze	27%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 93  
**A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
BBC (Net)	1590	779	809	262	301	591	436	553	1019	565	505	280	240	1171	392
	41%FmMNe UV	41%	40%	48%zF	47%zF	46%zF	30%	49%zm	37%	53%zMN	51%zMN	32%N	24%	48%ze	28%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 93  
**A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
BBC iPlayer	1470	1218	122	87	42	137	269	45	117	54	183	106	75	40	78	114	1175	134	
		38%FmMNe	37%	45%zOR	34%	36%	37%	27%	31%	33%	43%UVc	57%zSTUV	42%Uc	45%UVc	41%U	31%	37%	36%	
BBC Three (now available only online)	130	109	6	8	5	8	21	8	6	5	22	6	7	2	8	17	103	6	
		3%FmNe	3%	2%	4%	2%	3%	5%	2%	3%	5%V	3%	4%	3%	4%	5%	3%	2%	
BBC iPlayer Kids	113	97	8	3	5	10	21	3	9	5	13	6	4	3	6	15	93	7	
		3%FmMNe	3%	2%	4%	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%	4%	3%	2%	
ITV Hub or ITV Hub+ [formerly ITV player]	824	698	45	53	28	78	147	26	89	37	113	48	37	14	53	57	652	66	
		21%AFmMN	21%P	14%	27%zOP	23%P	21%	20%	16%	24%c	22%	27%zTuc	26%c	21%	16%	28%Uc	15%	21%	18%
STV Player	58	1	58	-	-	-	*	-	-	-	-	*	-	-	-	-	49	8	
		1%MeORTX	*	17%zOQR	-	-	*	-	-	-	-	*	-	-	-	-	2%	2%	
S4C Clic	22	18	2	2	1	-	8	-	4	1	2	2	-	-	-	-	19	1	
		1%FmNe	1%	1%	1%	-	1%	-	1%	1%	1%	1%	-	-	-	-	1%	*	
All 4 (formerly 4OD)	625	535	41	27	23	49	107	32	64	29	63	46	39	12	45	50	510	44	
		16%FmNe	16%	12%	14%	13%	15%	20%	17%	17%	15%	24%zSTXc	21%	13%	24%zSTXc	13%	16%	12%	
My5 (formerly Demand 5)	337	294	16	13	14	25	64	13	36	19	36	30	16	8	22	24	277	20	
		9%FNeP	9%P	5%	7%	7%	9%	8%	10%	11%	8%	16%zSTXc	9%	9%	12%	7%	9%	5%	
Netflix	1426	1169	136	71	50	133	267	50	135	70	156	83	69	31	65	111	1142	122	
		36%FmMNe	36%	41%	41%	35%	37%	30%	36%	42%c	37%	44%Uc	38%	35%	34%	30%	36%	33%	
Amazon Prime/Amazon Video	807	665	77	41	24	75	141	25	69	34	88	62	43	30	35	62	658	63	
		21%FmMNe	20%	23%	20%	20%	19%	15%	19%	21%	21%	33%zSTUV	24%	33%zSTUV	18%	17%	21%	17%	
												WXbc		Xbc					
Now TV	324	273	23	15	14	32	52	10	41	16	33	13	22	7	16	32	258	24	
		8%FmNe	8%	7%	8%	9%	7%	6%	11%	10%	8%	7%	12%	8%	8%	9%	8%	7%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 93  
**A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.**  
**Base = All respondents**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Sky On Demand (Sky Go)	542	434	54	41	13	64	75	17	58	24	53	25	34	18	31	35	408	78
	14%FmNeTcf	13%	16%	21%zOR	11%	17%Tc	10%	10%	16%Tc	15%	12%	14%	19%Tc	20%Tc	16%	9%	13%	21%zf
UKTV Play	159	137	13	5	5	17	22	15	13	4	24	9	8	5	11	9	133	11
	4%BFNe	4%	4%	3%	4%	4%	3%	9%zTVWc	4%	2%	6%	5%	5%	5%	6%	2%	4%	3%
Disney Life	73	59	6	4	4	2	20	4	9	2	10	-	4	2	2	4	62	*
	2%FmLNeg	2%	2%	2%	3%	*	3%S	2%	2%	1%	2%	-	2%	2%	1%	1%	2%g	*
Virgin TV Catch-up/ Virgin Media Anywhere	236	197	24	8	7	17	48	6	34	6	24	12	7	6	22	17	201	4
	6%mNeg	6%	7%	4%	6%	5%	7%	3%	9%zc	3%	6%	7%	4%	7%	11%zSUWXhc	4%	6%g	1%
Hayu	39	35	3	1	1	3	7	1	5	2	5	1	4	-	3	5	30	1
	1%AFmMe	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	2%	-	2%	1%	1%	*
A BBC YouTube Channel	201	169	17	8	6	13	40	4	16	4	30	11	10	7	8	26	160	14
	5%BFmNe	5%	5%	4%	5%	3%	5%	2%	4%	2%	7%	6%	5%	8%	4%	7%	5%	4%
Other YouTube Channel	367	306	28	11	22	34	71	9	38	14	44	20	16	12	16	33	291	29
	9%FmNeQ	9%Q	9%	6%	17%zOPQ	9%	10%	5%	10%	8%	10%	11%	9%	13%	9%	9%	9%	8%
Other streaming service	31	20	6	3	2	*	4	1	1	1	4	1	4	2	1	-	28	2
	1%O	1%	2%O	2%O	1%	*	1%	1%	*	1%	1%	1%	2%Sc	3%SVc	1%	-	1%	*
None of these	1319	1126	101	49	44	133	261	83	121	62	139	34	56	25	49	162	1091	138
	34%CDLQY	35%Q	30%	25%	36%Q	35%Y	36%Yb	50%zSTVX	32%Y	38%Yb	33%Y	18%	31%Y	28%	26%	43%zTVXY	35%	38%
Total mentions	9106	7559	787	450	309	830	1645	351	866	388	1042	514	453	226	473	772	7341	773
	233%	232%	237%	232%	251%	220%	225%	212%	232%	236%	244%	275%	250%	250%	248%	207%	233%	211%
BBC iPlayer (including BBC 3) (Net)	1537	1272	127	93	45	142	282	47	123	57	190	108	76	43	83	120	1229	139
	39%FmMNeUVc	39%	38%	48%zOPR	36%	38%	39%	29%	33%	35%	45%UVc	58%zSTUV	42%U	48%UVc	43%Uc	32%	39%	38%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 93  
**A3. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.**  
**Base = All respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
BBC (Net)	1590	1318	132	94	45	145	296	47	130	57	196	109	76	44	86	132	1271	142
UV	41% FmMNe	40%	40%	49% zOPR	37%	38%	41% U	29%	35%	35%	46% zUVWc	58% zSTUV	42% U	49% UVc	45% U	35%	40%	39%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 94

**A3a. How often in the past 3 months have you watched programmes using these services?**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
<b>Summary Table</b>														
BBC iPlayer	1586	1470	1111	52 4%	203 14%	475 32%	412 28%	269 18%	53 4%	6 *	1470 100%	254 17%	1142 78%	1411 96%
BBC Three (now available only online)	170	130	118	6 5%	20 16%	37 28%	37 28%	21 16%	5 4%	3 2%	130 100%	27 21%	100 77%	121 94%
BBC iPlayer Kids	142	113	85	9 8%	36 32%	31 28%	17 15%	11 10%	8 7%	- -	113 100%	45 40%	94 83%	105 93%
ITV Hub or ITV Hub+ [formerly ITV player]	921	824	646	32 4%	94 11%	234 28%	253 31%	162 20%	40 5%	8 1%	824 100%	126 15%	613 74%	775 94%
STV Player	68	58	47	5 8%	7 12%	13 22%	14 24%	18 31%	1 2%	- -	58 100%	12 20%	39 66%	57 98%
S4C Clic	30	22	22	3 12%	7 33%	8 36%	3 15%	1 3%	- -	- -	22 100%	10 45%	22 97%	22 100%
All 4 (formerly 4OD)	701	625	509	15 2%	60 10%	146 23%	175 28%	192 31%	29 5%	8 1%	625 100%	75 12%	396 63%	588 94%
My5 (formerly Demand 5)	411	337	284	8 2%	37 11%	73 22%	83 25%	101 30%	31 9%	4 1%	337 100%	45 13%	201 60%	302 90%
Netflix	1491	1426	1034	200 14%	419 29%	437 31%	231 16%	116 8%	22 2%	2 *	1426 100%	619 43%	1287 90%	1403 98%
Amazon Prime/Amazon Video	865	807	631	58 7%	145 18%	263 33%	180 22%	125 15%	33 4%	4 *	807 100%	203 25%	646 80%	771 95%
Now TV	351	324	247	41 13%	89 28%	76 23%	62 19%	33 10%	19 6%	3 1%	324 100%	130 40%	269 83%	302 93%
Sky On Demand (Sky Go)	576	542	387	53 10%	114 21%	157 29%	116 21%	88 16%	14 3%	1 *	542 100%	167 31%	440 81%	528 97%
UKTV Play	192	159	137	11 7%	20 12%	37 23%	52 33%	30 19%	9 6%	1 *	159 100%	31 19%	120 75%	150 94%
Disney Life	108	73	74	8 11%	22 30%	17 23%	11 16%	9 12%	5 7%	1 2%	73 100%	30 41%	58 80%	67 91%
Virgin TV Catch-up/ Virgin Media Anywhere	263	236	180	19 8%	46 19%	70 30%	66 28%	27 11%	8 3%	1 *	236 100%	65 28%	201 85%	228 97%
Hayu	51	39	37	5 12%	4 10%	15 37%	7 19%	7 18%	2 4%	- -	39 100%	9 22%	31 78%	38 96%
A BBC YouTube Channel	231	201	153	25 12%	38 19%	41 20%	53 26%	35 17%	9 5%	1 *	201 100%	63 31%	157 78%	191 95%
Other YouTube Channel	447	367	308	84 23%	102 28%	86 23%	60 16%	27 7%	6 1%	2 1%	367 100%	186 51%	332 91%	359 98%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 95

**A3a\_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1586	766	819	271	285	606	424	546	1027	553	494	265	274	1072	478
WeightedBase	1470	718	751	228	263	564	415	484	970	520	476	248	225	1084	361
EffectiveBase	1111	547	563	206	210	414	290	378	726	379	352	198	184	773	330
A few times a day	52 4% <b>mL</b>	29 4%	23 3%	10 5%	10 4%	23 4%	8 2%	25 5% <b>zm</b>	26 3%	24 5% <b>L</b>	7 2%	10 4%	10 5% <b>L</b>	38 4%	12 3%
At least once every day	203 14% <b>Q</b>	112 16%	90 12%	32 14%	47 18%	76 13%	48 12%	78 16%	123 13%	76 15%	62 13%	34 14%	30 13%	140 13%	56 16%
About two or three times a week	475 32% <b>g</b>	233 32%	243 32%	66 29%	87 33%	185 33%	137 33%	165 34%	304 31%	166 32%	152 32%	86 35%	71 32%	355 33%	112 31%
At least once a week	412 28%	202 28%	209 28%	66 29%	70 26%	159 28%	117 28%	123 25%	285 29%	144 28%	135 28%	68 28%	65 29%	308 28%	100 28%
At least once a month	269 18% <b>A</b>	111 15%	157 21% <b>zA</b>	45 20%	40 15%	101 18%	83 20%	78 16%	189 19%	90 17%	103 22%	37 15%	40 18%	200 18%	64 18%
At least once every three months	53 4%	29 4%	25 3%	8 4%	8 3%	18 3%	18 4%	15 3%	39 4%	19 4%	14 3%	12 5%	9 4%	38 4%	14 4%
Don't know/can't remember	6 *	2 *	4 *	1 *	1 1%	1 *	3 1%	* *	5 1%	1 *	3 1%	1 *	- *	4 *	2 1%
Total mentions	1470 100%	718 100%	751 100%	228 100%	263 100%	564 100%	415 100%	484 100%	970 100%	520 100%	476 100%	248 100%	225 100%	1084 100%	361 100%
Daily (Net)	254 17% <b>BFmg</b>	141 20% <b>zB</b>	113 15%	42 18%	57 22% <b>F</b>	99 18%	56 14%	103 21% <b>zm</b>	148 15%	100 19%	70 15%	44 18%	40 18%	179 16%	68 19%
Weekly (Net)	1142 78%	576 80% <b>zB</b>	565 75%	173 76%	214 81%	443 79%	311 75%	391 81%	738 76%	410 79%	357 75%	199 80%	176 78%	841 78%	280 78%
Monthly (Net)	1411 96% <b>W</b>	687 96%	723 96%	219 96%	254 96%	544 97%	394 95%	469 97%	926 95%	500 96%	459 96%	235 95%	216 96%	1042 96%	345 96%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 95

A3a\_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1586	1164	145	160	117	124	263	46	121	57	177	94	61	37	67	117	1262	154
WeightedBase	1470	1218	122	87	42	137*	269	45*	117*	54*	183	106*	75*	40*	78*	114*	1175	134
EffectiveBase	1111	862	102	127	108	90	181	35	89	50	131	77	49	31	53	82	878	111
A few times a day	52 4% <b>mL</b>	40 3%	7 6%	3 4%	1 3%	5 4%	7 3%	1 3%	7 6%	* 1%	12 7%	2 2%	- -	2 4%	* *	3 2%	43 4%	2 1%
At least once every day	203 14% <b>Q</b>	176 14% <b>Q</b>	12 9%	7 8%	8 19% <b>PQ</b>	14 11%	38 14%	9 19%	12 10%	7 12%	20 11%	17 16%	17 22% <b>X</b>	7 18%	8 11%	27 24% <b>zSVX</b>	155 13%	13 9%
About two or three times a week	475 32% <b>g</b>	398 33%	40 33%	27 31%	10 24%	45 33%	104 39% <b>c</b>	10 22%	39 33%	18 33%	58 32%	30 29%	24 32%	9 22%	30 39%	29 26%	398 34% <b>zg</b>	32 24%
At least once a week	412 28% <b></b>	334 27%	34 28%	28 33%	15 35%	30 22%	61 23%	17 38%	33 28%	16 29%	52 28%	29 29%	22 45% <b>zST</b>	18 30%	23 30%	33 29%	328 28%	49 36% <b>z</b>
At least once a month	269 18% <b>A</b>	220 18%	23 19%	18 21%	7 17%	31 23%	48 18%	6 13%	24 21%	8 14%	33 18%	22 20%	12 15%	3 7%	13 17%	21 18%	206 18%	32 24%
At least once every three months	53 4%	46 4%	4 3%	3 4%	1 1%	10 7% <b>c</b>	11 4%	1 3%	2 2%	5 9% <b>zVhc</b>	8 4%	3 3%	1 1%	2 5%	3 4%	1 1%	40 3%	6 5%
Don't know/can't remember	6 *	4 *	1 1%	- -	- -	* *	- -	1 2%	- -	1 1%	- -	3 2% <b>zT</b>	- -	- -	- -	- -	4 *	- -
Total mentions	1470 100%	1218 100%	122 100%	87 100%	42 100%	137 100%	269 100%	45 100%	117 100%	54 100%	183 100%	106 100%	75 100%	40 100%	78 100%	114 100%	1175 100%	134 100%
Daily (Net)	254 17% <b>Bfmg</b>	216 18%	19 16%	10 12%	9 22% <b>Q</b>	20 14%	46 17%	10 22%	19 16%	7 13%	32 17%	19 18%	17 22%	9 22%	9 11%	30 26% <b>zb</b>	198 17%	14 11%
Weekly (Net)	1142 78% <b></b>	948 78%	94 77%	66 75%	34 81%	95 69%	210 78%	37 82%	91 78%	41 75%	142 78%	79 74%	63 84%	36 88% <b>S</b>	62 79%	92 81%	924 79%	95 71%
Monthly (Net)	1411 96% <b>W</b>	1168 96%	117 96%	84 96%	42 99%	126 92%	258 96%	43 96%	115 98% <b>W</b>	49 89%	175 96%	100 95%	75 99% <b>W</b>	39 95%	75 96%	113 99% <b>SW</b>	1130 96%	127 95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 96

**A3a\_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	170	83	87	48	48	54	20	73	94	70	49	26	25	122	44
WeightedBase	130	67*	62*	38*	37*	40*	14**	50*	78*	51*	41*	21**	17**	97*	32**
EffectiveBase	118	56	63	38	35	32	14	46	70	45	37	19	18	89	27
A few times a day	6 5%O	1 2%	5 8%	2 6%	2 4%	3 7%	-	4 7%	2 2%	4 7%	1 3%	2 8%	-	5 5%	2 5%
At least once every day	20 16% <b>m</b>	12 18%	8 13%	3 8%	11 31% <b>zCE</b>	3 8%	2 17%	13 26% <b>zm</b>	7 9%	13 26% <b>z</b>	4 10%	2 8%	1 5%	18 19%	2 5%
About two or three times a week	37 28%	21 32%	15 25%	10 26%	10 28%	11 27%	5 36%	14 28%	22 28%	14 28%	11 26%	6 30%	6 33%	23 24%	13 42%
At least once a week	37 28% <b>D</b>	18 27%	19 30%	13 35%	6 16%	15 38% <b>D</b>	2 14%	10 19%	27 34%	12 24%	15 37%	4 19%	5 32%	29 30%	8 25%
At least once a month	21 16%	12 18%	9 15%	6 17%	3 8%	8 19%	4 29%	5 10%	16 21%	7 15%	5 13%	4 22%	4 26%	16 17%	5 15%
At least once every three months	5 4% <b>O</b>	1 1%	4 7%	2 4%	3 7%	* 1%	* 3%	3 7%	2 2%	-	2 5%	3 13%	* 2%	3 3%	2 6%
Don't know/can't remember	3 2%	2 2%	1 2%	1 3%	2 5%	-	-	2 3%	2 2%	* 1%	2 6%	-	* 2%	2 3%	* 1%
Total mentions	130 100%	67 100%	62 100%	38 100%	37 100%	40 100%	14 100%	50 100%	78 100%	51 100%	41 100%	21 100%	17 100%	97 100%	32 100%
Daily (Net)	27 21% <b>m</b>	14 20%	13 21%	5 14%	13 35% <b>zC</b>	6 15%	2 17%	16 33% <b>zm</b>	9 12%	17 33% <b>zL</b>	5 13%	3 16%	1 5%	23 24%	3 10%
Weekly (Net)	100 77%	53 78%	47 76%	29 75%	29 79%	32 80%	10 67%	40 81%	58 75%	43 85%	32 76%	14 65%	12 71%	75 77%	25 78%
Monthly (Net)	121 94%	65 96%	56 91%	35 92%	32 88%	40 99%	14 97%	45 90%	74 96%	50 99% <b>zL</b>	37 89%	18 87%	16 96%	91 94%	29 93%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 96

**A3a\_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	170	127	14	14	15	7	27	8	11	7	23	6	7	3	7	21	134	9
WeightedBase	130	109*	6**	8**	5**	8**	21**	8**	6**	5**	22**	6**	7**	2**	8**	17**	103*	6**
EffectiveBase	118	93	12	9	14	6	20	6	9	5	17	6	5	2	7	14	92	8
A few times a day	6	3	2	1	1	-	1	-	1	-	1	-	-	-	-	*	6	-
	5%O	3%	23%	16%	10%	-	4%	-	11%	-	6%	-	-	-	-	2%	6%	-
At least once every day	20	17	2	1	1	1	5	*	1	*	2	2	1	-	1	2	14	2
	16% <b>m</b>	15%	29%	11%	12%	8%	27%	4%	12%	6%	10%	38%	18%	-	15%	15%	14%	28%
About two or three times a week	37	33	2	*	1	4	6	-	1	1	6	2	3	1	1	7	32	-
	28%	31%	25%	4%	22%	56%	30%	-	19%	27%	26%	36%	47%	66%	15%	39%	31%	-
At least once a week	37	31	1	4	1	1	5	6	2	1	7	-	3	-	2	3	27	2
	28% <b>D</b>	28%	18%	44%	19%	13%	23%	77%	40%	30%	33%	-	35%	-	26%	18%	27%	44%
At least once a month	21	20	*	-	1	2	3	1	1	2	4	1	-	1	4	2	18	2
	16%	18%	5%	-	21%	22%	15%	15%	18%	31%	19%	14%	-	34%	44%	12%	17%	28%
At least once every three months	5	2	-	2	1	-	*	*	-	-	1	-	-	-	-	1	2	-
	4% <b>O</b>	2%	-	25%	11%	-	1%	4%	-	-	12%	-	-	-	-	7%	2%	-
Don't know/can't remember	3	3	-	-	*	-	-	-	-	*	1	-	-	-	-	1	2	-
	2%	3%	-	-	6%	-	-	-	-	6%	6%	-	-	-	7%	2%	-	
Total mentions	130	109	6	8	5	8	21	8	6	5	22	6	7	2	8	17	103	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	27	20	3	2	1	1	6	*	1	*	4	2	1	-	1	3	20	2
	21% <b>m</b>	18%	52%	26%	21%	8%	31%	4%	22%	6%	16%	38%	18%	-	15%	17%	20%	28%
Weekly (Net)	100	84	6	6	3	6	17	6	5	3	17	4	7	1	5	12	80	4
	77%	77%	95%	75%	62%	78%	84%	81%	82%	63%	75%	74%	100%	66%	56%	74%	78%	72%
Monthly (Net)	121	104	6	6	4	8	20	8	6	5	21	5	7	2	8	14	98	6
	94%	95%	100%	75%	83%	100%	99%	96%	100%	94%	94%	88%	100%	100%	100%	86%	95%	100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 97

A3a\_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	142	54	87	17	50	61	14	115	26	79	26	17	20	110	28
WeightedBase	113*	46*	66*	17**	31*	53*	12**	93*	18**	64*	20**	14**	15**	90*	19**
EffectiveBase	85	31	53	10	37	35	8	68	18	47	20	8	11	67	17
A few times a day	9 8%O	1 1%	8 12%	1 9%	3 8%	5 9%	-	8 9%	* 2%	5 8%	2 9%	* 2%	2 11%	7 8%	1 6%
At least once every day	36 32%	18 39%	19 28%	6 37%	11 35%	16 30%	3 28%	31 33%	5 31%	21 32%	7 35%	4 25%	5 34%	30 33%	6 33%
About two or three times a week	31 28%	12 27%	19 28%	5 28%	8 27%	15 28%	3 24%	25 27%	3 16%	19 30%	5 25%	6 43%	1 4%	23 26%	5 27%
At least once a week	17 15%	7 15%	11 16%	3 18%	3 9%	10 18%	2 17%	11 12%	6 36%	10 16%	3 16%	1 4%	4 24%	14 16%	3 14%
At least once a month	11 10%	5 10%	5 8%	1 8%	6 20%z	3 6%	* 4%	8 9%	2 13%	4 6%	3 13%	* 2%	4 27%	7 8%	4 18%
At least once every three months	8 7%D	4 8%	5 7%	-	* 1%	5 9%	3 28%	8 9%	* 2%	5 8%	* 2%	3 23%	-	8 9%	* 2%
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	113 100%	46 100%	66 100%	17 100%	31 100%	53 100%	12 100%	93 100%	18 100%	64 100%	20 100%	14 100%	15 100%	90 100%	19 100%
Daily (Net)	45 40%	18 40%	27 41%	8 45%	13 43%	21 39%	3 28%	39 43%	6 33%	26 40%	9 44%	4 27%	7 45%	37 42%	8 39%
Weekly (Net)	94 83%	37 82%	57 85%	15 92%	25 79%	46 85%	8 69%	76 82%	15 85%	55 86%	17 85%	11 75%	11 73%	74 83%	16 80%
Monthly (Net)	105 93%	42 92%	62 93%	17 100%	31 99%z	49 91%	9 72%	84 91%	17 98%	59 92%	20 98%	11 77%	15 100%	82 91%	19 98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 97

A3a\_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	142	103	18	6	15	7	23	5	14	7	15	5	4	2	5	16	120	8
WeightedBase	113*	97*	8**	3**	5**	10**	21**	3**	9**	5**	13**	6**	4**	3**	6**	15**	93*	7**
EffectiveBase	85	66	12	5	15	5	15	4	6	6	9	5	4	2	4	9	71	7
A few times a day	9	4	4	-	1	-	-	-	2	*	1	-	-	-	1	*	9	-
	8%O	4%	47%	-	13%	-	-	-	20%	5%	5%	-	-	-	18%	3%	9%	-
At least once every day	36	30	3	2	2	-	5	2	1	3	6	1	3	-	-	10	29	3
	32%	31%	30%	49%	40%	-	24%	64%	16%	52%	46%	13%	61%	-	-	62%	31%	48%
About two or three times a week	31	29	-	1	1	1	12	1	1	1	4	4	1	1	2	1	29	1
	28%	30%	-	41%	23%	8%	54%	23%	15%	14%	31%	67%	21%	43%	34%	8%	31%	7%
At least once a week	17	16	*	*	1	1	1	*	3	2	3	-	1	1	3	13	1	1
	15%	16%	4%	9%	19%	11%	5%	13%	37%	28%	19%	-	19%	57%	17%	14%	21%	21%
At least once a month	11	9	1	-	*	3	1	-	*	-	1	-	-	-	2	2	8	2
	10%	9%	16%	-	6%	30%	6%	-	5%	-	19%	-	-	-	29%	10%	8%	24%
At least once every three months	8	8	*	-	-	5	2	-	1	-	-	-	-	-	-	-	6	-
	7%D	8%	4%	-	-	51%	10%	-	8%	-	-	-	-	-	-	-	7%	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	113	97	8	3	5	10	21	3	9	5	13	6	4	3	6	15	93	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	45	35	6	2	3	-	5	2	3	3	7	1	3	-	1	10	37	3
	40%	36%	76%	49%	53%	-	24%	64%	35%	58%	50%	13%	61%	-	18%	65%	40%	48%
Weekly (Net)	94	79	7	3	5	2	18	3	8	5	13	5	4	3	4	14	79	5
	83%	82%	80%	100%	94%	19%	84%	100%	88%	100%	100%	81%	100%	100%	71%	90%	85%	76%
Monthly (Net)	105	89	8	3	5	5	19	3	8	5	13	6	4	3	6	15	87	7
	93%	92%	96%	100%	100%	49%	90%	100%	92%	100%	100%	100%	100%	100%	100%	100%	93%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 98

**A3a\_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	921	402	519	171	165	349	236	315	598	327	275	159	160	621	275
WeightedBase	824	361	463	147	148	316	213	273	544	278	259	157	131	615	191
EffectiveBase	646	286	360	135	118	239	157	212	428	226	194	116	111	453	189
A few times a day	32 4%Fm	17 5%	15 3%	12 8%zF	7 5%F	12 4%F	1 1%	16 6%	15 3%	14 5%	6 2%	6 4%	5 4%	22 4%	9 5%
At least once every day	94 11% Cm	37 10%	57 12%	9 6%	27 19%zCF	41 13%C	17 8%	44 16%zm	49 9%	29 10%	24 9%	21 13%	20 15%	70 11%	19 10%
About two or three times a week	234 28%g	110 30%	125 27%	48 32%	37 25%	82 26%	68 32%	74 27%	156 29%	76 28%	71 27%	44 28%	43 33%	183 30%	46 24%
At least once a week	253 31%	105 29%	148 32%	41 28%	36 24%	108 34%	68 32%	79 29%	173 32%	80 29%	78 30%	59 38%	36 27%	185 30%	68 35%
At least once a month	162 20%f	68 19%	95 20%	29 19%	36 25%	55 18%	42 20%	48 18%	114 21%	57 20%	63 24%M	21 13%	21 16%	123 20%	35 18%
At least once every three months	40 5%D	22 6%	18 4%	9 6%D	2 1%	17 5%	13 6%	11 4%	30 5%	18 6%	12 5%	5 3%	6 4%	26 4%	12 6%
Don't know/can't remember	8 1%	2 1%	6 1%	- -	2 1%	1 *	5 2%	1 *	7 1%	2 1%	5 2%	1 *	- -	5 1%	3 2%
Total mentions	824 100%	361 100%	463 100%	147 100%	148 100%	316 100%	213 100%	273 100%	544 100%	278 100%	259 100%	157 100%	131 100%	615 100%	191 100%
Daily (Net)	126 15%Fm	54 15%	71 15%	21 14%	35 23%zF	52 17%F	18 8%	59 22%zm	64 12%	44 16%	30 12%	27 17%	25 19%	92 15%	28 14%
Weekly (Net)	613 74%LQg	269 75%	344 74%	110 74%	108 73%	242 77%	153 72%	213 78%	394 72%	200 72%	179 69%	130 83%zKL	104 79%	460 75%	141 74%
Monthly (Net)	775 94%	337 93%	439 95%	138 94%	144 97%	297 94%	195 92%	261 96%	507 93%	257 93%	242 93%	151 96%	125 96%	583 95%	176 92%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 98

**A3a\_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	921	674	62	106	79	71	149	25	89	37	107	49	29	14	40	64	716	90
WeightedBase	824	698	45*	53*	28*	78*	147	26**	89*	37**	113*	48*	37**	14**	53*	57*	652	66*
EffectiveBase	646	506	43	91	75	54	108	22	63	30	81	40	22	12	33	46	507	62
A few times a day	32	25	3	2	2	3	4	-	7	2	4	1	1	1	1	1	28	1
	4%Fm	4%	7%	3%	7%	3%	3%	-	8%	6%	4%	2%	4%	4%	1%	1%	4%	1%
At least once every day	94	77	7	5	4	7	19	1	15	6	11	5	2	-	4	6	70	9
	11%Cm	11%	16%	9%	16%	10%	13%	5%	16%	16%	10%	11%	6%	-	7%	11%	11%	14%
About two or three times a week	234	199	13	15	7	16	41	11	24	9	34	13	7	7	21	17	190	11
	28%g	29%	29%	28%	26%	21%	28%	42%	27%	24%	30%	26%	18%	48%	40%	30%	29%g	17%
At least once a week	253	223	11	12	7	27	48	9	24	10	31	15	17	6	19	18	204	19
	31%	32%	24%	24%	23%	35%	32%	33%	27%	27%	31%	46%	40%	35%	32%	31%	29%	
At least once a month	162	131	9	16	7	21	25	4	16	8	22	10	9	-	7	10	117	24
	20%f	19%	20%	31%zO	23%	27%	17%	15%	18%	22%	19%	20%	23%	-	14%	17%	18%	36%zf
At least once every three months	40	35	2	2	1	3	8	1	2	1	11	1	1	1	1	5	34	3
	5%D	5%	4%	5%	4%	4%	5%	5%	2%	4%	10%z	2%	3%	7%	2%	9%	5%	4%
Don't know/can't remember	8	8	-	*	-	-	2	-	1	1	-	4	-	-	-	-	8	-
	1%	1%	-	1%	-	-	2%	-	1%	2%	-	8%z5X	-	-	-	-	1%	-
Total mentions	824	698	45	53	28	78	147	26	89	37	113	48	37	14	53	57	652	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	126	102	11	7	6	10	24	1	22	8	16	6	4	1	5	7	99	10
	15%Fm	15%	24%	12%	23%	13%	16%	5%	25%z	22%	14%	13%	10%	4%	9%	12%	15%	15%
Weekly (Net)	613	524	35	34	20	54	112	21	70	27	81	34	27	13	44	42	493	40
	74%LQg	75%Q	77%	64%	72%	69%	76%	80%	79%	72%	71%	70%	73%	93%	84%	74%	76%g	60%
Monthly (Net)	775	655	43	50	27	75	137	25	85	35	102	43	36	13	52	52	610	63
	94%	94%	96%	95%	96%	96%	93%	95%	96%	95%	90%	90%	97%	93%	98%	91%	93%	96%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 99

A3a\_5. How often in the past 3 months have you watched programmes using these services? - STV Player

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	68	27	41	6	10	29	23	19	49	24	24	8	12	47	18
WeightedBase	58*	22**	37**	4**	9**	26**	20**	17**	42*	18**	23**	6**	11**	45*	12**
EffectiveBase	47	19	28	5	6	20	16	11	36	18	15	7	9	33	14
A few times a day	5 8%	1 3%	4 11%	-	1 8%	4 14%	* 2%	1 7%	4 9%	2 10%	3 12%	-	-	4 10%	-
At least once every day	7 12% <b>m</b>	5 24%	2 4%	1 15%	3 36%	2 10%	1 3%	5 30%	2 5%	2 9%	4 17%	-	1 11%	6 12%	1 11%
About two or three times a week	13 22%	4 20%	9 23%	1 20%	3 29%	3 12%	7 33%	2 10%	11 27%	4 24%	4 18%	3 46%	2 17%	8 19%	5 39%
At least once a week	14 24% <b>f</b>	6 29%	8 21%	2 35%	* 4%	8 29%	5 24%	2 12%	12 29%	5 29%	7 29%	1 20%	1 8%	10 23%	3 27%
At least once a month	18 31%	5 22%	14 37%	1 30%	2 23%	9 35%	6 31%	7 39%	12 28%	4 24%	5 23%	1 23%	7 64%	15 34%	2 18%
At least once every three months	1 2%	* 2%	1 3%	-	-	-	1 7%	* 2%	1 3%	1 4%	-	1 11%	-	1 2%	1 5%
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	58 100%	22 100%	37 100%	4 100%	9 100%	26 100%	20 100%	17 100%	42 100%	18 100%	23 100%	6 100%	11 100%	45 100%	12 100%
Daily (Net)	12 20% <b>m</b>	6 27%	6 16%	1 15%	4 44%	6 24%	1 5%	6 37%	5 13%	3 19%	7 30%	-	1 11%	10 22%	1 11%
Weekly (Net)	39 66%	17 77%	22 60%	3 70%	7 77%	17 65%	12 62%	10 59%	29 69%	13 72%	18 77%	4 66%	4 36%	29 64%	9 77%
Monthly (Net)	57 98%	22 98%	35 97%	4 100%	9 100%	26 100%	18 93%	16 98%	41 97%	18 96%	23 100%	5 89%	11 100%	44 98%	11 95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 99

A3a\_5. How often in the past 3 months have you watched programmes using these services? - STV Player

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	68	2	66	-	-	-	1	-	-	-	-	1	-	-	-	-	56	8
WeightedBase	58*	1**	58*	..**	..**	..**	***	..**	..**	..**	..**	***	..**	..**	..**	..**	49*	8**
EffectiveBase	47	2	46	-	-	-	1	-	-	-	-	1	-	-	-	-	38	6
A few times a day	5	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-
	8%	-	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	-
At least once every day	7	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	6	1
	12% <sup>m</sup>	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	8%
About two or three times a week	13	-	13	-	-	-	-	-	-	-	-	-	-	-	-	-	11	1
	22%	-	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	8%
At least once a week	14	1	13	-	-	-	*	-	-	-	-	*	-	-	-	-	7	6
	24% <sup>f</sup>	100%	23%	-	-	-	100%	-	-	-	-	100%	-	-	-	-	15%	74%
At least once a month	18	-	18	-	-	-	-	-	-	-	-	-	-	-	-	-	17	1
	31%	-	32%	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	10%
At least once every three months	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	2%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	58	1	58	-	-	-	*	-	-	-	-	*	-	-	-	-	49	8
	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	100%
Daily (Net)	12	-	12	-	-	-	-	-	-	-	-	-	-	-	-	-	11	1
	20% <sup>m</sup>	-	20%	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	8%
Weekly (Net)	39	1	38	-	-	-	*	-	-	-	-	*	-	-	-	-	30	7
	66%	100%	66%	-	-	-	100%	-	-	-	-	100%	-	-	-	-	61%	90%
Monthly (Net)	57	1	56	-	-	-	*	-	-	-	-	*	-	-	-	-	47	8
	98%	100%	98%	-	-	-	100%	-	-	-	-	100%	-	-	-	-	97%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 100

A3a\_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	30	17	13	3	11	14	2	23	7	24	4	1	1	29	1
WeightedBase	22**	13**	9**	3**	7**	11**	2**	15**	7**	17**	2**	2**	1**	22**	***
EffectiveBase	22	12	11	3	8	9	2	18	5	18	3	1	1	21	1
A few times a day	3 12%	1 6%	2 22%	-	2 22%	1 11%	-	3 18%	-	3 16%	-	-	-	3 13%	-
At least once every day	7 33%	5 39%	2 22%	1 32%	4 56%	2 16%	1 46%	6 42%	1 12%	6 35%	1 27%	-	1 100%	7 33%	-
About two or three times a week	8 36%	5 39%	3 32%	2 68%	1 22%	5 44%	-	4 27%	4 59%	5 30%	1 33%	2 100%	-	8 37%	-
At least once a week	3 15%	1 10%	2 24%	-	-	2 23%	1 54%	2 14%	1 19%	2 14%	1 41%	-	-	3 16%	-
At least once a month	1 3%	1 5%	-	-	-	1 6%	-	-	1 10%	1 4%	-	-	-	* 2%	* 100%
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	22 100%	13 100%	9 100%	3 100%	7 100%	11 100%	2 100%	15 100%	7 100%	17 100%	2 100%	2 100%	1 100%	22 100%	* 100%
Daily (Net)	10 45%	6 46%	4 44%	1 32%	5 78%	3 28%	1 46%	9 60%	1 12%	9 52%	1 27%	-	1 100%	10 46%	-
Weekly (Net)	22 97%	13 95%	9 100%	3 100%	7 100%	10 94%	2 100%	15 100%	6 90%	17 96%	2 100%	2 100%	1 100%	22 98%	-
Monthly (Net)	22 100%	13 100%	9 100%	3 100%	7 100%	11 100%	2 100%	15 100%	7 100%	17 100%	2 100%	2 100%	1 100%	22 100%	* 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 100

A3a\_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	30	22	2	4	2	-	9	-	6	2	3	2	-	-	-	-	25	2
WeightedBase	22**	18**	2**	2**	1**	..*	8**	..*	4**	1**	2**	2**	..*	..*	..*	..*	19**	1**
EffectiveBase	22	17	2	4	2	-	8	-	3	2	3	2	-	-	-	-	18	2
A few times a day	3	2	-	-	*	-	2	-	*	-	-	-	-	-	-	-	3	-
	12%	14%	-	-	51%	-	27%	-	8%	-	-	-	-	-	-	-	14%	-
At least once every day	7	6	-	1	*	-	4	-	1	1	-	-	-	-	-	-	6	1
	33%	37%	-	33%	49%	-	47%	-	35%	100%	-	-	-	-	-	-	32%	100%
About two or three times a week	8	5	2	*	-	-	1	-	2	-	1	1	-	-	-	-	6	-
	36%	30%	100%	24%	-	-	10%	-	57%	-	56%	39%	-	-	-	-	33%	-
At least once a week	3	3	-	-	-	-	1	-	-	-	1	1	-	-	-	-	3	-
	15%	20%	-	-	-	-	16%	-	-	-	44%	61%	-	-	-	-	18%	-
At least once a month	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	3%	-	-	43%	-	-	-	-	-	-	-	-	-	-	-	-	4%	-
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	22	18	2	2	1	-	8	-	4	1	2	2	-	-	-	-	19	1
	100%	100%	100%	100%	100%	-	100%	-	100%	100%	100%	100%	-	-	-	-	100%	100%
Daily (Net)	10	9	-	1	1	-	6	-	2	1	-	-	-	-	-	-	9	1
	45%	51%	-	33%	100%	-	74%	-	43%	100%	-	-	-	-	-	-	46%	100%
Weekly (Net)	22	18	2	1	1	-	8	-	4	1	2	2	-	-	-	-	19	1
	97%	100%	100%	57%	100%	-	100%	-	100%	100%	100%	100%	-	-	-	-	96%	100%
Monthly (Net)	22	18	2	2	1	-	8	-	4	1	2	2	-	-	-	-	19	1
	100%	100%	100%	100%	100%	-	100%	-	100%	100%	100%	100%	-	-	-	-	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 101

A3a\_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	701	330	371	148	153	254	146	223	474	253	215	116	117	498	186
WeightedBase	625	296	329	128	139	224	135*	192	428	219	209	107*	90*	486	126
EffectiveBase	509	244	265	116	115	182	99	164	345	182	157	89	85	377	132
A few times a day	15 2% <b>m</b>	4 1%	11 3%	6 4%	4 3%	4 2%	2 1%	8 4%	6 2%	6 3%	3 2%	2 2%	4 5%	12 3%	3 2%
At least once every day	60 10% <b>Fm</b>	27 9%	32 10%	17 13% <b>F</b>	20 14% <b>F</b>	21 10% <b>F</b>	2 2%	30 16% <b>zm</b>	29 7%	26 12%	16 8%	10 9%	8 9%	52 11%	7 6%
About two or three times a week	146 23% <b>m</b>	73 25%	73 22%	30 23%	31 22%	60 27%	26 19%	54 28%	88 21%	53 24%	43 21%	35 33% <b>zLN</b>	15 17%	115 24%	25 20%
At least once a week	175 28%	75 25%	100 30%	34 27%	38 28%	65 29%	38 28%	52 27%	123 29%	62 28%	47 23%	30 28%	36 40% <b>zL</b>	131 27%	43 35%
At least once a month	192 31% <b>lK</b>	96 32%	97 29%	37 29%	44 31%	65 29%	47 35%	45 24%	147 34% <b>zl</b>	55 25%	85 41% <b>zKMN</b>	28 26%	24 27%	152 31%	35 28%
At least once every three months	29 5% <b>l</b>	17 6%	12 4%	4 3%	3 2%	8 3%	14 10% <b>zDE</b>	2 1%	27 6% <b>zl</b>	16 7% <b>zN</b>	9 4%	2 2%	1 1%	21 4%	8 6%
Don't know/can't remember	8 1% <b>d</b>	4 1%	5 1%	-	1 *	1 *	7 5% <b>zCDE</b>	1 *	8 2%	1 *	6 3%	1 1%	1 2%	3 1%	5 4% <b>zd</b>
Total mentions	625 100%	296 100%	329 100%	128 100%	139 100%	224 100%	135 100%	192 100%	428 100%	219 100%	209 100%	107 100%	90 100%	486 100%	126 100%
Daily (Net)	75 12% <b>Fm</b>	32 11%	43 13%	22 17% <b>F</b>	23 17% <b>F</b>	26 12% <b>F</b>	4 3%	38 20% <b>zm</b>	36 8%	32 15%	19 9%	12 11%	12 13%	64 13%	10 8%
Weekly (Net)	396 63% <b>FmL</b>	180 61%	216 66%	86 67% <b>F</b>	92 66% <b>F</b>	150 67% <b>F</b>	68 50%	144 75% <b>zm</b>	247 58%	147 67% <b>L</b>	109 52%	77 71% <b>L</b>	63 70% <b>L</b>	310 64%	78 62%
Monthly (Net)	588 94% <b>Fme</b>	276 93%	312 95%	123 97% <b>F</b>	136 98% <b>F</b>	215 96% <b>F</b>	114 85%	190 99% <b>zm</b>	394 92%	202 92%	195 93%	104 97%	87 97%	462 95% <b>e</b>	113 90%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 101

A3a\_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	701	531	54	53	63	46	106	30	71	33	66	43	29	11	38	58	567	59
WeightedBase	625	535	41*	27*	23*	49*	107*	32**	64*	29**	63*	46*	39**	12**	45*	50*	510	44*
EffectiveBase	509	409	38	46	59	34	73	26	55	29	52	36	25	10	32	45	413	45
A few times a day	15	11	2	1	1	1	1	-	2	*	1	-	3	1	-	2	11	2
	2% <b>m</b>	2%	6%	3%	6%	2%	1%	-	4%	1%	2%	-	7%	5%	-	3%	2%	4%
At least once every day	60	51	5	2	2	6	9	3	7	2	5	3	10	1	3	4	49	4
	10% <b>Fm</b>	10%	12%	6%	9%	13%	8%	9%	10%	6%	9%	6%	26%	7%	6%	7%	10%	9%
About two or three times a week	146	126	8	7	4	11	22	7	17	7	17	10	8	3	16	7	115	11
	23% <b>m</b>	24%	21%	26%	17%	23%	21%	21%	27%	23%	27%	22%	20%	28%	36% <b>c</b>	15%	23%	25%
At least once a week	175	150	10	10	5	10	35	9	18	6	24	13	6	5	11	14	141	10
	28%	28%	26%	36%	22%	20%	33%	27%	28%	21%	38%	29%	14%	40%	25%	29%	28%	22%
At least once a month	192	165	13	6	9	18	30	12	20	12	13	17	9	2	13	19	160	15
	31% <b>K</b>	31%	31%	21%	40% <b>Q</b>	37%	28%	37%	32%	42%	21%	38%	22%	19%	28%	38%	31%	34%
At least once every three months	29	23	2	2	2	3	5	2	-	2	3	-	4	-	2	3	26	3
	5% <b>l</b>	4%	5%	7%	7%	6%	5%	6%	-	6%	4%	-	11%	-	5%	6%	5%	6%
Don't know/can't remember	8	8	-	-	-	-	4	-	-	1	-	3	-	-	-	1	8	-
	1% <b>d</b>	2%	-	-	-	-	4%	-	-	2%	-	6% <b>z</b>	-	-	-	3%	2%	-
Total mentions	625	535	41	27	23	49	107	32	64	29	63	46	39	12	45	50	510	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	75	62	7	2	3	7	10	3	9	2	7	3	12	1	3	5	60	6
	12% <b>Fm</b>	12%	17%	9%	14%	15%	10%	9%	14%	7%	11%	6%	32%	12%	6%	10%	12%	13%
Weekly (Net)	396	339	26	19	12	28	68	18	44	14	48	26	26	10	30	27	316	26
	63% <b>FmL</b>	63%	64%	71%	53%	58%	64%	57%	68%	50%	75% <b>c</b>	57%	67%	81%	67%	54%	62%	60%
Monthly (Net)	588	504	38	25	21	46	98	30	64	26	61	43	34	12	43	46	477	41
	94% <b>Fme</b>	94%	95%	93%	93%	94%	92%	94%	100% <b>Tc</b>	92%	96%	94%	89%	100%	95%	92%	93%	94%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 102

**A3a\_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	411	188	223	61	84	172	94	139	270	137	121	75	78	288	111
WeightedBase	337	159	178	49*	64*	142	82*	105*	229	106*	113*	64*	54*	263	64*
EffectiveBase	284	132	151	46	60	119	60	96	189	92	85	54	57	205	92
A few times a day	8 2%	4 3%	4 2%	2 5%	2 3%	3 2%	1 1%	5 5%	3 1%	4 4%	* *	1 1%	3 5%L	7 3%	1 2%
At least once every day	37 11%Fm	16 10%	21 12%	5 11%	14 21%zEF	15 10%	3 4%	20 19%zm	17 8%	14 13%	10 9%	6 9%	7 12%	30 11%	6 10%
About two or three times a week	73 22%	33 21%	40 22%	11 23%	14 22%	34 24%	13 16%	26 25%	44 19%	20 19%	25 23%	20 31%N	7 14%	58 22%	11 18%
At least once a week	83 25%	41 26%	42 23%	13 27%	13 20%	38 27%	19 23%	20 19%	63 28%	26 24%	26 23%	15 24%	16 30%	66 25%	16 24%
At least once a month	101 30%ClK	48 30%	54 30%	9 18%	15 24%	44 31%	33 41%zC	23 22%	78 34%zI	24 22%	40 35%	20 31%	18 33%	76 29%	22 35%
At least once every three months	31 9%	17 10%	14 8%	7 15%E	6 9%	8 6%	10 12%	10 9%	21 9%	16 15%zM	8 7%	2 4%	3 6%	23 9%	7 10%
Don't know/can't remember	4 1%	-	4 2%	1 1%	* 1%	1 1%	3 3%	1 1%	3 1%	2 2%	3 2%	-	-	4 1%	1 1%
Total mentions	337 100%	159 100%	178 100%	49 100%	64 100%	142 100%	82 100%	105 100%	229 100%	106 100%	113 100%	64 100%	54 100%	263 100%	64 100%
Daily (Net)	45 13%Fm	20 13%	25 14%	8 16%	16 24%zEF	18 12%	4 5%	25 24%zm	20 9%	18 17%	11 9%	7 11%	9 18%	36 14%	8 12%
Weekly (Net)	201 60%F	95 60%	106 60%	32 66%F	43 66%F	90 63%F	36 44%	71 67%	127 56%	65 61%	62 55%	42 65%	33 61%	161 61%	34 54%
Monthly (Net)	302 90%K	142 90%	160 90%	41 84%	58 91%	134 94%zC	70 85%	94 89%	205 90%	88 83%	102 90%	61 96%K	51 94%K	236 90%	56 89%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 102

A3a\_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	411	316	29	27	39	22	69	15	45	21	42	29	12	8	18	35	339	29
WeightedBase	337	294	16**	13**	14*	25**	64*	13**	36*	19**	36*	30**	16**	8**	22**	24**	277	20**
EffectiveBase	284	229	24	24	37	18	42	12	33	19	30	24	9	6	16	29	237	21
A few times a day	8	5	2	1	*	-	2	-	2	-	1	-	-	-	-	-	8	-
	2%	2%	13%	5%	2%	-	4%	-	4%	-	3%	-	-	-	-	-	3%	-
At least once every day	37	32	*	3	2	4	6	1	6	1	1	1	2	1	3	5	32	3
	11%Fm	11%	2%	19%	17%	14%	10%	11%	17%	5%	4%	3%	13%	7%	16%	22%	12%	14%
About two or three times a week	73	66	2	3	2	3	19	3	7	3	5	7	3	1	10	5	59	4
	22%	22%	10%	20%	18%	13%	29%	26%	20%	13%	14%	23%	18%	10%	47%	20%	21%	20%
At least once a week	83	71	6	3	4	8	12	1	9	9	12	4	3	6	1	5	68	5
	25%	24%	35%	22%	28%	32%	19%	9%	24%	46%	34%	14%	16%	79%	5%	22%	25%	26%
At least once a month	101	89	5	4	4	7	20	7	10	7	11	11	6	*	10	5	80	7
	30%CIK	30%	29%	30%	30%	29%	31%	49%	28%	36%	30%	38%	35%	4%	21%	21%	29%	35%
At least once every three months	31	28	2	1	1	3	4	1	2	-	5	4	3	-	2	3	26	1
	9%	9%	10%	4%	4%	12%	7%	5%	6%	-	15%	13%	19%	-	11%	12%	9%	6%
Don't know/can't remember	4	4	-	-	-	-	1	-	*	-	-	3	-	-	-	1	4	-
	1%	1%	-	-	-	-	1%	-	1%	-	-	8%	-	-	-	3%	1%	-
Total mentions	337	294	16	13	14	25	64	13	36	19	36	30	16	8	22	24	277	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	45	37	2	3	3	4	9	1	8	1	2	1	2	1	3	5	40	3
	13%Fm	13%	15%	24%	20%	14%	13%	11%	21%	5%	6%	3%	13%	7%	16%	22%	14%	14%
Weekly (Net)	201	174	10	9	9	15	39	6	24	12	20	12	7	8	15	16	168	12
	60%F	59%	61%	66%	66%	59%	61%	46%	66%	64%	55%	40%	46%	96%	68%	64%	60%	60%
Monthly (Net)	302	262	14	13	13	22	59	13	34	19	31	23	13	8	20	21	248	19
	90%K	89%	90%	96%	96%	88%	92%	95%	93%	100%	85%	78%	81%	100%	89%	86%	89%	94%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 103

**A3a\_9. How often in the past 3 months have you watched programmes using these services? - Netflix**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1491	685	804	362	392	540	197	623	853	521	405	268	297	1050	402
WeightedBase	1426	670	754	324	368	527	207	578	836	496	391	283	256	1102	292
EffectiveBase	1034	481	551	266	277	364	134	429	596	363	288	189	196	748	285
A few times a day	200 14%EFS	96 14%	103 14%	78 24%zDEF	56 15%F	56 11%	11 5%	93 16%	104 12%	82 17%	53 14%	35 13%	29 11%	157 14%	41 14%
At least once every day	419 29%FmK	211 31%	207 27%	102 31%F	126 34%zF	160 30%F	31 15%	201 35%zm	217 26%	126 25%	131 34%K	79 28%	83 32%	330 30%	77 26%
About two or three times a week	437 31%	216 32%	221 29%	84 26%	120 33%	155 29%	78 38%C	171 30%	262 31%	148 30%	107 27%	102 36%L	79 31%	334 30%	92 32%
At least once a week	231 16%ACIR	90 13%	140 19%zA	35 11%	49 13%	98 19%C	49 24%zCD	69 12%	159 19%zl	89 18%	58 15%	39 14%	44 17%	177 16%	51 17%
At least once a month	116 8%ADR	42 6%	74 10%zA	19 6%	15 4%	53 10%D	29 14%zCD	36 6%	80 10%	44 9%	34 9%	21 8%	16 6%	90 8%	21 7%
At least once every three months	22 2%	13 2%	9 1%	6 2%	2 *	5 1%	9 4%zDE	8 1%	13 2%	4 1%	7 2%	5 2%	5 2%	14 1%	8 3%
Don't know/can't remember	2 *	1 *	1 *	- -	* *	- -	1 1%	* *	1 *	1 -	- -	* *	- -	* *	1 *
Total mentions	1426 100%	670 100%	754 100%	324 100%	368 100%	527 100%	207 100%	578 100%	836 100%	496 100%	391 100%	283 100%	256 100%	1102 100%	292 100%
Daily (Net)	619 43%Fm	307 46%	310 41%	180 55%zEF	182 50%zEF	216 41%F	41 20%	293 51%zm	321 38%	209 42%	184 47%	114 40%	112 44%	487 44%	118 41%
Weekly (Net)	1287 90%FT	613 92%	672 89%	298 92%F	351 96%zEF	469 89%F	168 81%	533 92%	741 89%	447 90%	350 89%	255 90%	235 92%	998 91%	261 89%
Monthly (Net)	1403 98%Fe	656 98%	745 99%	318 98%	366 99%F	523 99%F	197 95%	570 99%	821 98%	491 99%	384 98%	277 98%	251 98%	1088 99%e	282 97%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 103

A3a\_9. How often in the past 3 months have you watched programmes using these services? - Netflix

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1491	1079	146	121	145	107	260	47	128	70	145	75	54	28	57	108	1190	123
WeightedBase	1426	1169	136*	71*	50	133*	267	50*	135*	70*	156	83*	69*	31**	65*	111*	1142	122*
EffectiveBase	1034	799	100	97	136	79	178	34	92	59	108	57	43	25	49	79	825	81
A few times a day	200	160	21	8	11	7	37	4	17	8	21	13	13	4	13	23	157	12
	14%EFS	14%	16%	11%	22%zOQ	5%	14%5	8%	13%	12%	14%5	16%5	19%5	13%	20%5	21%5	14%	10%
At least once every day	419	344	43	19	12	39	72	23	39	20	49	21	13	10	20	36	338	33
	29%FmK	29%	31%	27%	24%	30%	27%	47%zTYh	29%	29%	32%	25%	19%	33%	32%	32%	30%	27%
About two or three times a week	437	365	32	21	20	42	74	16	41	29	46	27	30	7	22	29	356	43
	31%	31%	23%	30%	40%zOP	32%	28%	33%	30%	42%T	30%	33%	44%T	23%	35%	26%	31%	35%
At least once a week	231	184	25	17	5	24	44	6	30	8	19	15	9	6	8	16	176	28
	16%ACIR	16%	18%	24%zOR	10%	18%	16%	12%	22%	11%	12%	18%	12%	20%	12%	14%	15%	23%
At least once a month	116	98	12	5	2	15	36	-	7	4	18	5	5	3	1	4	94	7
	8%ADR	8%R	9%	7%	3%	12%Ub	14%zUVbc	-	5%	6%	11%Ub	6%	7%	9%	1%	4%	8%	5%
At least once every three months	22	17	4	1	-	5	2	-	1	1	2	2	-	1	*	3	20	-
	2%	1%	3%	1%	-	4%	1%	-	1%	2%	1%	2%	-	3%	1%	2%	2%	-
Don't know/can't remember	2	2	-	-	-	-	1	-	-	-	-	*	-	-	-	-	1	*
	*	*	-	-	-	-	*	-	-	-	-	1%	-	-	-	-	*	*
Total mentions	1426	1169	136	71	50	133	267	50	135	70	156	83	69	31	65	111	1142	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	619	505	64	27	23	46	110	27	56	28	71	34	26	14	33	59	495	45
	43%Fm	43%	47%	38%	47%	34%	41%	55%5	42%	40%	45%	41%	37%	46%	52%	53%5	43%	37%
Weekly (Net)	1287	1053	121	65	48	112	227	50	127	64	136	76	65	28	64	104	1027	116
	90%FT	90%	89%	91%	97%zOP	85%	85%	100%STX	94%ST	93%	87%	92%	93%	89%	98%zSTX	94%T	90%	94%
Monthly (Net)	1403	1151	132	70	50	128	264	50	134	69	154	81	69	31	64	108	1121	122
	98%Fe	98%	97%	99%	100%	96%	99%	100%	99%	98%	99%	97%	100%	97%	99%	98%	98%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 104

A3a\_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	865	411	452	194	211	324	136	361	495	343	254	131	137	633	221
WeightedBase	807	391	415	173	195	312	127*	323	473	329	237	129*	113	638	161
EffectiveBase	631	309	320	152	150	237	94	259	367	243	190	98	103	473	159
A few times a day	58 7%Q	27 7%	31 7%	14 8%	18 9%	22 7%	4 4%	26 8%	33 7%	26 8%	14 6%	8 6%	11 9%	49 8%	9 5%
At least once every day	145 18%Fm	77 20%	67 16%	29 17%	42 22%F	62 20%F	12 10%	77 24%zm	68 14%	63 19%	40 17%	22 17%	21 18%	118 18%	25 15%
About two or three times a week	263 33%	123 31%	139 33%	51 29%	66 34%	105 34%	41 32%	108 34%	151 32%	93 28%	79 33%	47 36%	44 39%K	217 34%	45 28%
At least once a week	180 22%	79 20%	101 24%	39 23%	33 17%	76 24%	32 25%	66 20%	107 23%	70 21%	59 25%	30 24%	21 18%	143 22%	33 21%
At least once a month	125 15%EIR	63 16%	62 15%	33 19%E	31 16%	34 11%	26 21%E	37 11%	88 19%zl	64 19%zM	34 14%	13 10%	14 12%	89 14%	36 22%zd
At least once every three months	33 4%ld	20 5%	13 3%	6 3%	5 3%	12 4%	11 9%zD	6 2%	25 5%l	12 4%	9 4%	9 7%	3 2%	20 3%	12 7%zd
Don't know/can't remember	4 *	1 *	3 1%	1 1%	-	2 1%	-	3 1%	1 *	1 *	3 1%	-	-	2 *	1 1%
Total mentions	807 100%	391 100%	415 100%	173 100%	195 100%	312 100%	127 100%	323 100%	473 100%	329 100%	237 100%	129 100%	113 100%	638 100%	161 100%
Daily (Net)	203 25%FmQ	104 27%	98 24%	43 25%F	61 31%F	83 27%F	17 13%	103 32%zm	101 21%	89 27%	54 23%	29 23%	31 28%	167 26%	34 21%
Weekly (Net)	646 80%FmeS	306 78%	338 81%	132 77%	159 82%	264 85%zF	90 71%	277 86%zm	358 76%	251 76%	191 81%	106 82%	97 86%	527 83%ze	112 69%
Monthly (Net)	771 95%e	369 94%	399 96%	166 96%	190 97%F	298 96%	116 91%	314 97%	446 94%	315 96%	225 95%	120 93%	110 98%	616 96%ze	148 92%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 104

A3a\_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	865	635	89	72	69	67	138	23	71	36	82	52	39	27	32	68	702	68
WeightedBase	807	665	77*	41*	24*	75*	141*	25**	69*	34*	88*	62*	43*	30**	35**	62*	658	63*
EffectiveBase	631	492	61	59	63	50	97	19	57	31	62	44	31	25	27	54	506	54
A few times a day	58 7%Q	46 7%	9 12%Q	* 1%	3 11%Q	1 1%	23 16%z5yc	1 4%	5 7%	4 11%S	5 6%	1 1%	3 8%	- -	2 6%	1 2%	52 8%	3 4%
At least once every day	145 18%Fm	121 18%	13 16%	4 11%	7 29%zOQ	15 20%	20 14%	4 15%	10 14%	6 18%	17 19%	9 14%	10 23%	8 27%	6 17%	16 26%	114 17%	12 19%
About two or three times a week	263 33%	210 32%	26 34%	17 41%	9 38%	21 28%	39 27%	12 50%	25 36%	13 39%	31 35%	21 33%	16 38%	7 23%	5 14%	20 32%	213 32%	19 31%
At least once a week	180 22%	152 23%	12 16%	12 29%	3 14%	14 19%	32 23%	4 15%	15 22%	5 14%	17 19%	19 30%	9 21%	12 38%	11 33%	14 22%	142 22%	20 32%
At least once a month	125 15%eIR	104 16%R	14 18%R	6 14%	1 4%	19 25%h	19 13%	2 7%	13 18%	5 15%	16 18%	9 15%	2 5%	2 6%	9 27%	9 15%	105 16%	5 9%
At least once every three months	33 4%ld	28 4%	3 4%	1 3%	1 3%	5 6%	8 6%	2 9%	2 2%	1 4%	2 3%	2 3%	1 2%	2 5%	1 4%	2 4%	28 4%	4 6%
Don't know/can't remember	4 *	3 1%	-	-	* 1%	-	-	-	-	-	-	2 4%z	1 3%	-	-	-	4 1%	-
Total mentions	807 100%	665 100%	77 100%	41 100%	24 100%	75 100%	141 100%	25 100%	69 100%	34 100%	88 100%	62 100%	43 100%	30 100%	35 100%	62 100%	658 100%	63 100%
Daily (Net)	203 25%FmQ	167 25%Q	22 28%Q	5 12%	10 40%zOQ	16 21%	43 30%	5 19%	15 21%	10 29%	22 25%	10 16%	13 31%	8 27%	8 23%	17 27%	166 25%	14 23%
Weekly (Net)	646 80%FmeS	529 80%	60 78%	34 82%	23 92%zOP	51 69%	114 81%	21 84%	55 80%	28 82%	70 80%	49 79%	39 91%S	27 89%	24 70%	51 81%	521 79%	54 86%
Monthly (Net)	771 95%e	633 95%	74 96%	40 97%	23 96%	70 94%	133 94%	23 91%	68 98%	33 96%	86 97%	58 94%	40 95%	29 95%	33 96%	60 96%	626 95%	59 94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 105

**A3a\_11. How often in the past 3 months have you watched programmes using these services? - Now TV**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	351	179	171	88	99	121	43	152	193	127	101	64	59	274	68
WeightedBase	324	171	152	84*	86*	117*	38**	141	175	119*	90*	70*	46*	276	44*
EffectiveBase	247	131	116	63	75	82	29	105	139	89	71	46	44	197	53
A few times a day	41 13% <b>m</b>	17 10%	24 16%	10 12%	13 16%	14 12%	3 8%	24 17%	16 9%	17 14%	8 9%	6 8%	10 21%	35 13%	5 12%
At least once every day	89 28%	51 30%	38 25%	27 32%	20 23%	32 28%	10 28%	43 31%	45 26%	29 24%	21 23%	30 42% <b>zKL</b>	11 23%	79 28%	10 22%
About two or three times a week	76 23%	41 24%	34 22%	17 21%	29 22%	29 25%	11 29%	30 21%	45 26%	31 26%	19 21%	13 19%	13 29%	67 24%	8 19%
At least once a week	62 19%	37 22%	25 16%	13 15%	19 23%	26 22%	4 12%	26 18%	32 18%	21 18%	25 28% <b>zN</b>	10 15%	5 11%	53 19%	8 18%
At least once a month	33 10%	15 9%	19 12%	12 14%	9 11%	7 6%	5 14%	11 8%	22 13%	13 11%	9 11%	8 11%	2 5%	27 10%	6 14%
At least once every three months	19 6%	8 4%	11 7%	4 4%	5 6%	7 6%	3 9%	6 4%	13 8%	7 6%	6 6%	3 4%	4 8%	14 5%	5 12%
Don't know/can't remember	3 1% <b>O</b>	2 1%	1 1%	1 2%	-	1 1%	1 2%	1 1%	2 1%	*	1 2%	1 1%	1 2%	2 1%	1 3%
Total mentions	324 100%	171 100%	152 100%	84 100%	86 100%	117 100%	38 100%	141 100%	175 100%	119 100%	90 100%	70 100%	46 100%	276 100%	44 100%
Daily (Net)	130 40% <b>m</b>	68 40%	63 41%	37 45%	33 38%	47 40%	13 35%	67 48% <b>zm</b>	61 35%	46 38%	29 33%	35 50%	20 44%	114 41%	15 34%
Weekly (Net)	269 83% <b>meR</b>	146 85%	122 80%	67 80%	72 83%	101 86%	29 76%	123 87%	138 78%	98 82%	73 82%	59 84%	39 85%	234 85% <b>e</b>	32 72%
Monthly (Net)	302 93% <b>eT</b>	161 94%	140 92%	79 94%	81 94%	108 93%	34 89%	134 95%	160 91%	111 94%	83 92%	67 95%	41 90%	261 94% <b>e</b>	38 85%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 105

A3a\_11. How often in the past 3 months have you watched programmes using these services? - Now TV

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	351	259	30	26	36	25	51	10	34	20	33	12	18	7	13	36	285	22
WeightedBase	324	273	23**	15**	14*	32**	52*	10**	41**	16**	33**	13**	22**	7**	16**	32**	258	24**
EffectiveBase	247	195	20	19	31	19	36	9	24	17	28	11	16	6	11	25	201	15
A few times a day	41 13% <b>m</b>	32 12%	6 28%	2 10%	2 12%	1 3%	7 13%	- -	4 9%	* 2%	3 10%	- -	5 23%	2 26%	1 8%	8 26%	34 13%	3 13%
At least once every day	89 28%	75 27%	8 34%	4 28%	3 19%	9 29%	12 24%	4 44%	10 23%	4 27%	13 39%	- -	4 18%	1 19%	4 24%	13 41%	71 27%	3 14%
About two or three times a week	76 23%	68 25%	2 7%	3 21%	4 28%	5 15%	14 28%	2 21%	11 28%	3 17%	6 18%	8 63%	7 33%	2 34%	4 26%	5 14%	58 22%	8 33%
At least once a week	62 19%	52 19%	4 18%	5 31%	1 9%	12 39%	4 8%	3 32%	11 26%	7 43%	6 18%	1 10%	4 20%	1 18%	1 6%	3 9%	53 20%	5 20%
At least once a month	33 10%	28 10%	2 8%	1 6%	3 21% <b>z</b>	4 12%	5 10%	- -	3 8%	2 11%	3 8%	1 10%	1 6%	* 4%	4 27%	4 12%	24 9%	4 15%
At least once every three months	19 6%	18 7%	* 1%	- -	1 7%	1 2%	8 16% <b>z</b>	- -	2 5%	- -	2 6%	2 17%	- -	- -	1 9%	1 4%	16 6%	1 3%
Don't know/can't remember	3 1% <b>O</b>	1 *	1 4%	1 5%	1 4% <b>O</b>	- -	1 1%	* 3%	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -
Total mentions	324 100%	273 100%	23 100%	15 100%	14 100%	32 100%	52 100%	10 100%	41 100%	16 100%	33 100%	13 100%	22 100%	7 100%	16 100%	32 100%	258 100%	24 100%
Daily (Net)	130 40% <b>m</b>	106 39%	14 62%	6 37%	4 31%	10 32%	19 37%	4 44%	14 33%	4 29%	16 50%	- -	9 41%	3 44%	5 32%	21 67%	105 41%	7 28%
Weekly (Net)	269 83% <b>meR</b>	226 83% <b>R</b>	20 87%	14 89%	9 68%	27 85%	38 73%	9 97%	36 87%	14 89%	28 86%	9 73%	20 94%	7 96%	10 64%	27 84%	215 84%	20 82%
Monthly (Net)	302 93% <b>eT</b>	254 93%	21 94%	15 95%	12 89%	31 98%	43 83%	9 97%	39 95%	16 100%	31 94%	10 83%	22 100%	7 100%	15 91%	31 96%	240 93%	23 97%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 106

A3a\_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	576	272	303	84	123	233	136	252	319	225	134	107	110	413	148
WeightedBase	542	258	283	70*	112*	240	120*	232	305	200	127*	121*	94*	420	110
EffectiveBase	387	192	195	61	88	154	89	171	214	153	91	76	69	281	107
A few times a day	53 10%	29 11%	24 9%	8 11%	10 9%	24 10%	11 9%	25 11%	28 9%	17 9%	12 9%	14 12%	10 11%	39 9%	10 9%
At least once every day	114 21%	62 24%	52 18%	15 22%	24 21%	54 23%	20 17%	57 25%	56 18%	51 25%M	25 20%	17 14%	21 22%	91 22%	20 19%
About two or three times a week	157 29%	77 30%	79 28%	17 23%	38 34%	64 27%	39 32%	72 31%	85 28%	53 27%	39 31%	33 28%	31 33%	122 29%	33 30%
At least once a week	116 21%f	56 22%	60 21%	19 27%	21 19%	44 18%	32 27%	44 19%	68 22%	43 22%	28 22%	25 20%	20 21%	88 21%	28 25%
At least once a month	88 16%AF	32 13%	56 20%	11 15%	18 16%	49 20%F	10 9%	33 14%	55 18%	31 16%	21 17%	26 22%N	9 9%	72 17%	14 12%
At least once every three months	14 3%AI	1 1%	12 4%zA	1 2%	1 1%	5 2%	7 6%	2 1%	12 4%	4 2%	2 2%	5 4%	3 3%	9 2%	5 5%
Don't know/can't remember	1 *	-	1 *	-	-	-	1 1%	-	1 *	-	-	1 1%	-	-	1 1%
Total mentions	542 100%	258 100%	283 100%	70 100%	112 100%	240 100%	120 100%	232 100%	305 100%	200 100%	127 100%	121 100%	94 100%	420 100%	110 100%
Daily (Net)	167 31%g	91 35%	76 27%	23 33%	34 30%	79 33%	31 26%	83 36%	84 28%	68 34%	37 29%	31 26%	31 33%	129 31%	30 28%
Weekly (Net)	440 81%BS	224 87%zB	215 76%	58 83%	93 83%	187 78%	102 85%	198 85%	237 78%	165 82%	104 82%	89 74%	82 87%M	339 81%	91 82%
Monthly (Net)	528 97%BF	257 99%zB	270 95%	69 98%	111 99%	235 98%	112 94%	231 99%zm	292 96%	196 98%	125 98%	115 95%	91 97%	412 98%	104 95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 106

A3a\_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	576	416	55	68	37	48	84	17	56	26	54	25	26	15	23	42	448	70
WeightedBase	542	434	54*	41*	13*	64*	75*	17**	58*	24**	53*	25**	34**	18**	31**	35*	408	78*
EffectiveBase	387	293	36	55	35	35	52	13	37	21	41	19	20	11	19	31	300	48
A few times a day	53 10%	41 10%	4 8%	4 11%	4 26%zOPQ	5 7%	10 13%	* 2%	7 11%	2 7%	3 6%	1 3%	4 12%	1 4%	5 17%	4 11%	46 11%	3 4%
At least once every day	114 21%	95 22%	9 16%	7 16%	3 22%	6 10%	22 30%S	5 27%	7 13%	6 24%	15 28%S	4 16%	10 31%	5 26%	9 28%	7 19%	91 22%	11 14%
About two or three times a week	157 29%	116 27%	27 49%zOQR	10 25%	3 25%	10 16%	20 27%	7 39%	18 32%	8 32%	15 28%	9 37%	10 29%	3 14%	4 14%	12 34%	120 29%	18 23%
At least once a week	116 21% <sup>f</sup>	93 21%	9 16%	12 29%	2 18%	22 35%T	10 14%	3 17%	17 29%	4 17%	10 18%	7 29%	5 16%	3 15%	7 22%	5 15%	78 19%	29 37% <sup>zf</sup>
At least once a month	88 16% <sup>AF</sup>	78 18%	4 7%	5 12%	1 9%	18 29%zV	11 15%	3 15%	6 10%	4 15%	8 15%	4 15%	4 13%	7 41%	6 19%	7 22%	67 16%	13 16%
At least once every three months	14 3% <sup>AI</sup>	10 2%	1 2%	3 7% <sup>z</sup>	-	2 4%	1 1%	-	3 5%	1 6%	2 5%	-	-	-	-	-	7 2%	5 7% <sup>f</sup>
Don't know/can't remember	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	542 100%	434 100%	54 100%	41 100%	13 100%	64 100%	75 100%	17 100%	58 100%	24 100%	53 100%	25 100%	34 100%	18 100%	31 100%	35 100%	408 100%	78 100%
Daily (Net)	167 31% <sup>g</sup>	136 31%	13 24%	11 27%	7 48%zOPQ	11 17%	32 43%z5	5 29%	14 24%	7 31%	18 34%	5 19%	14 43%	5 30%	14 45%	10 30%	137 33% <sup>zg</sup>	14 18%
Weekly (Net)	440 81% <sup>BS</sup>	346 80%	48 89%	33 81%	12 91%	43 68%	63 84%	14 85%	49 85%	19 79%	43 81%	22 85%	29 87%	11 59%	25 81%	27 78%	334 82%	60 77%
Monthly (Net)	528 97% <sup>BF</sup>	424 98%	52 96%	38 93%	13 100%	62 96%	74 99%	17 100%	55 95%	23 94%	50 95%	25 100%	34 100%	18 100%	31 100%	35 100%	401 98% <sup>zg</sup>	73 93%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 107

A3a\_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	192	110	82	28	38	85	41	76	115	81	43	36	32	143	44
WeightedBase	159	96*	63*	22**	29**	69*	40**	52*	107*	61*	40*	34**	25**	126	31*
EffectiveBase	137	87	50	21	29	64	26	59	82	56	33	26	23	104	31
A few times a day	11 7%	7 7%	4 6%	1 6%	6 19%	4 6%	-	7 13%zm	4 4%	6 10%	2 4%	2 6%	1 5%	10 8%	1 2%
At least once every day	20 12%	15 15%	5 8%	1 4%	6 22%	10 15%	2 6%	7 14%	12 11%	6 10%	4 9%	6 19%	4 14%	14 11%	5 17%
About two or three times a week	37 23%	23 24%	14 22%	3 12%	6 21%	18 26%	10 26%	11 22%	25 24%	11 18%	10 25%	11 31%	6 23%	27 21%	9 29%
At least once a week	52 33%e	29 30%	23 37%	6 26%	6 20%	27 39%	13 34%	18 34%	35 32%	20 32%	18 46%	8 24%	6 25%	46 37%e	5 17%
At least once a month	30 19%	18 18%	12 20%	9 42%	3 10%	9 14%	9 22%	7 14%	23 21%	14 24%	6 15%	6 17%	4 17%	22 17%	8 26%
At least once every three months	9 6%Ef	5 5%	4 7%	2 9%	2 8%	* *	4 11%	1 3%	8 7%	4 6%	1 1%	1 2%	4 16%	7 5%	2 7%
Don't know/can't remember	1 *	-	1 1%	-	-	-	1 1%	-	1 *	-	-	1 1%	-	-	1 2%
Total mentions	159 100%	96 100%	63 100%	22 100%	29 100%	69 100%	40 100%	52 100%	107 100%	61 100%	40 100%	34 100%	25 100%	126 100%	31 100%
Daily (Net)	31 19%	22 22%	9 14%	2 10%	12 41%	14 21%	2 6%	14 27%z	16 15%	12 20%	5 13%	9 25%	5 19%	24 19%	6 19%
Weekly (Net)	120 75%	74 77%	46 73%	10 48%	24 82%	59 86%z	26 65%	43 83%z	76 71%	43 70%	33 84%	27 80%	17 68%	97 77%	20 65%
Monthly (Net)	150 94%	92 95%	58 92%	20 91%	27 92%	68 100%z	35 88%	51 97%	99 92%	57 94%	39 99%	33 97%	21 84%	119 95%	29 91%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 107

A3a\_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	192	144	22	12	14	14	26	13	16	5	28	11	6	5	9	11	156	16
WeightedBase	159	137	13**	5**	5**	17**	22**	15**	13**	4**	24**	9**	8**	5**	11**	9**	133	11**
EffectiveBase	137	109	16	11	13	10	18	11	12	4	24	10	4	4	7	9	111	13
A few times a day	11	8	2	1	-	1	2	3	-	-	-	1	-	-	1	1	8	1
	7%	6%	19%	14%	-	5%	7%	18%	-	-	-	9%	-	-	7%	14%	6%	7%
At least once every day	20	18	1	-	1	3	2	3	1	1	4	1	1	1	-	2	18	1
	12%	13%	7%	-	11%	17%	7%	18%	10%	31%	16%	9%	15%	16%	-	24%	14%	7%
About two or three times a week	37	33	1	2	1	3	3	1	8	1	9	2	1	1	3	1	28	4
	23%	24%	11%	32%	16%	19%	12%	5%	63%	32%	36%	23%	11%	32%	25%	9%	21%	36%
At least once a week	52	43	6	2	2	5	10	6	1	1	5	4	1	1	6	3	48	1
	33%e	32%	46%	30%	32%	32%	44%	41%	5%	22%	23%	47%	13%	27%	51%	33%	36%	14%
At least once a month	30	26	2	1	1	5	6	1	1	1	4	1	3	1	2	2	27	1
	19%	19%	17%	13%	29%	28%	27%	9%	5%	16%	18%	11%	33%	25%	17%	19%	20%	12%
At least once every three months	9	8	-	1	1	-	1	1	2	-	1	-	2	-	-	-	2	3
	6%Ef	6%	-	11%	12%	-	3%	9%	17%	-	5%	-	29%	-	-	-	2%	25%
Don't know/can't remember	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	*	-
Total mentions	159	137	13	5	5	17	22	15	13	4	24	9	8	5	11	9	133	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	31	26	3	1	1	4	3	5	1	1	4	2	1	1	1	3	27	2
	19%	19%	26%	14%	11%	22%	14%	36%	10%	31%	16%	19%	15%	16%	7%	39%	20%	14%
Weekly (Net)	120	102	10	4	3	12	16	12	10	3	18	8	3	3	9	7	103	7
	75%	75%	83%	76%	59%	72%	70%	82%	78%	84%	74%	89%	39%	75%	83%	81%	78%	64%
Monthly (Net)	150	128	13	5	4	17	22	13	11	4	22	9	6	5	11	9	130	8
	94%	94%	100%	89%	88%	100%	97%	91%	83%	100%	93%	100%	71%	100%	100%	100%	98%z	75%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 108

**A3a\_14. How often in the past 3 months have you watched programmes using these services? - Disney Life**

**Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	108	44	64	22	49	30	7	82	25	67	16	11	14	86	19
WeightedBase	73*	34**	39*	20**	30*	17**	6**	54*	18**	42*	10**	13**	8**	60*	11**
EffectiveBase	74	29	48	17	36	22	4	58	16	47	12	8	11	58	15
A few times a day	8 11%	3 9%	5 12%	* 2%	5 15%	2 13%	1 13%	6 11%	2 10%	5 13%	1 6%	1 10%	1 9%	7 12%	1 6%
At least once every day	22 30%	11 32%	11 29%	2 12%	12 41%	7 42%	1 10%	21 38%z	1 7%	14 34%	2 20%	3 26%	2 30%	18 30%	4 33%
About two or three times a week	17 23%	7 22%	9 24%	5 23%	5 18%	6 35%	1 16%	11 20%	6 33%	9 21%	4 35%	2 18%	2 28%	13 22%	3 26%
At least once a week	11 16%f	5 14%	7 17%	5 27%	4 13%	2 10%	* 5%	9 16%	3 15%	7 17%	1 9%	2 13%	2 20%	10 17%	* 3%
At least once a month	9 12%DK	6 16%	3 8%	4 19%	1 4%	- -	4 56%	4 8%	4 22%	2 6%	2 18%	4 33%	- -	6 10%	2 22%
At least once every three months	5 7%f	1 3%	4 10%	3 17%	1 5%	- -	- -	3 5%	2 13%	3 6%	1 12%	- -	1 14%	4 6%	1 10%
Don't know/can't remember	1 2%	1 4%	- -	- -	1 4%	- -	- -	1 2%	- -	1 3%	- -	- -	- -	1 2%	- -
Total mentions	73 100%	34 100%	39 100%	20 100%	30 100%	17 100%	6 100%	54 100%	18 100%	42 100%	10 100%	13 100%	8 100%	60 100%	11 100%
Daily (Net)	30 41%	14 41%	16 41%	3 13%	17 56%z	9 55%	1 23%	27 49%z	3 17%	20 47%	3 26%	5 36%	3 38%	25 42%	4 39%
Weekly (Net)	58 80%	26 77%	32 82%	13 64%	26 86%	17 100%	3 44%	46 85%z	12 65%	35 85%	7 70%	9 67%	7 86%	48 81%	8 68%
Monthly (Net)	67 91%	32 94%	35 90%	16 83%	27 91%	17 100%	6 100%	50 93%	16 87%	38 91%	9 88%	13 100%	7 86%	55 91%	10 90%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 108

A3a\_14. How often in the past 3 months have you watched programmes using these services? - Disney Life

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	108	78	13	7	10	2	25	5	15	3	14	-	4	2	2	6	90	1
WeightedBase	73*	59*	6**	4**	4**	2**	20**	4**	9**	2**	10**	.**	4**	2**	2**	4**	62*	***
EffectiveBase	74	55	9	6	10	1	16	2	11	3	11	-	4	2	2	5	62	1
A few times a day	8	5	2	-	1	-	4	-	1	-	*	-	-	-	-	-	8	-
	11%	9%	29%	-	27%	-	18%	-	12%	-	3%	-	-	-	-	-	12%	-
At least once every day	22	17	2	1	1	-	7	1	2	1	5	-	1	-	-	1	20	*
	30%	29%	37%	25%	41%	-	35%	28%	22%	36%	48%	-	22%	-	-	20%	32%	100%
About two or three times a week	17	13	1	2	1	-	1	*	3	1	3	-	1	-	-	3	16	-
	23%	23%	10%	46%	23%	-	5%	9%	34%	36%	31%	-	24%	-	53%	80%	25%	-
At least once a week	11	9	1	1	*	2	3	2	1	1	-	-	-	-	-	-	7	-
	16% <sup>f</sup>	15%	15%	28%	9%	100%	16%	63%	11%	28%	-	-	-	-	-	-	12%	-
At least once a month	9	9	-	-	-	-	4	-	1	-	1	-	2	1	-	-	8	-
	12% <sup>DK</sup>	15%	-	-	-	-	21%	-	6%	-	6%	-	55%	59%	-	-	13%	-
At least once every three months	5	4	1	-	-	-	1	-	-	-	1	-	-	1	1	-	3	-
	7% <sup>f</sup>	7%	10%	-	-	-	5%	-	-	-	12%	-	-	41%	47%	-	4%	-
Don't know/can't remember	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	2%	2%	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	2%	-
Total mentions	73	59	6	4	4	2	20	4	9	2	10	-	4	2	2	4	62	*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%
Daily (Net)	30	22	4	1	2	-	11	1	3	1	5	-	1	-	-	1	28	*
	41%	38%	65%	25%	68%	-	53%	28%	35%	36%	51%	-	22%	-	-	20%	44%	100%
Weekly (Net)	58	45	6	4	4	2	15	4	7	2	8	-	2	-	1	4	51	*
	80%	76%	90%	100%	100%	100%	74%	100%	80%	100%	82%	-	45%	-	53%	100%	81%	100%
Monthly (Net)	67	53	6	4	4	2	19	4	8	2	9	-	4	1	4	58	*	
	91%	91%	90%	100%	100%	100%	95%	100%	86%	100%	88%	-	100%	59%	53%	100%	94%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 109

A3a\_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	263	134	128	42	57	91	73	108	153	101	70	52	40	183	74
WeightedBase	236	126*	109*	39*	45*	78*	74*	87*	147	87*	64*	50*	35**	169	60*
EffectiveBase	180	92	86	34	41	58	49	75	105	70	45	38	26	124	52
A few times a day	19 8%	11 9%	8 8%	5 12%	7 15%	4 5%	4 5%	12 13%zm	8 5%	8 9%	4 6%	2 4%	5 14%	13 8%	4 7%
At least once every day	46 19%	21 17%	24 22%	4 11%	19 42%zCEF	10 13%	13 17%	15 18%	31 21%	18 20%	11 17%	10 20%	8 22%	33 19%	12 19%
About two or three times a week	70 30%	36 29%	33 30%	12 31%	9 20%	21 27%	27 37%	26 30%	43 29%	31 36%	19 30%	10 20%	10 28%	45 27%	22 36%
At least once a week	66 28%D	37 29%	29 27%	7 17%	7 16%	28 35%D	25 34%	22 25%	43 29%	21 24%	15 24%	18 37%	12 33%	48 29%	18 30%
At least once a month	27 11%e	14 11%	13 12%	8 20%F	2 6%	13 17%F	3 5%	9 11%	17 12%	7 8%	12 19%	8 16%	* 1%	24 14%e	2 4%
At least once every three months	8 3%B	6 5%	1 1%	4 9%	1 2%	2 2%	1 2%	3 3%	5 3%	3 3%	3 4%	1 2%	1 3%	5 3%	2 4%
Don't know/can't remember	1 *	1 1%	-	-	-	* *	* 1%	-	1 *	-	* *	* 1%	-	* *	* 1%
Total mentions	236 100%	126 100%	109 100%	39 100%	45 100%	78 100%	74 100%	87 100%	147 100%	87 100%	64 100%	50 100%	35 100%	169 100%	60 100%
Daily (Net)	65 28%E	32 26%	33 30%	9 23%	26 57%zCEF	14 18%	17 22%	27 31%	38 26%	26 29%	15 23%	12 24%	13 36%	46 27%	15 26%
Weekly (Net)	201 85%C	106 84%	95 87%	28 71%	42 93%C	63 81%	69 93%C	75 86%	124 84%	78 89%	49 77%	40 81%	34 96%	140 83%	55 92%
Monthly (Net)	228 97%	119 95%	108 99%z	36 91%	44 98%	76 98%	72 97%	84 97%	142 96%	84 97%	61 95%	48 97%	34 97%	164 97%	57 95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 109

A3a\_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	263	201	26	15	21	17	52	8	33	7	23	11	8	6	16	20	230	4
WeightedBase	236	197	24**	8**	7**	17**	48*	6**	34**	6**	24**	12**	7**	6**	22**	17**	201	4**
EffectiveBase	180	142	20	11	20	13	33	6	21	6	16	10	5	5	13	16	156	3
A few times a day	19	16	1	1	2	-	8	*	3	-	1	-	1	-	-	2	18	-
	8%	8%	3%	9%	29%	-	16%	6%	10%	-	5%	-	20%	-	-	10%	9%	-
At least once every day	46	39	5	1	1	4	10	1	10	2	5	2	-	1	2	2	37	*
	19%	20%	22%	14%	11%	24%	21%	26%	29%	38%	22%	13%	-	11%	9%	12%	19%	7%
About two or three times a week	70	59	5	4	2	6	14	1	6	1	7	3	4	-	10	8	59	1
	30%	30%	22%	47%	27%	33%	29%	9%	18%	22%	31%	22%	61%	-	46%	46%	29%	15%
At least once a week	66	54	9	2	1	3	8	1	12	1	7	4	-	4	8	5	58	-
	28%D	27%	38%	27%	18%	18%	18%	16%	36%	22%	31%	36%	-	59%	37%	28%	29%	-
At least once a month	27	23	3	-	1	2	5	2	3	-	3	4	1	2	1	1	22	2
	11%e	12%	12%	-	11%	13%	11%	43%	8%	-	11%	30%	11%	30%	6%	4%	11%	49%
At least once every three months	8	6	1	-	*	2	3	-	-	1	-	-	1	-	-	-	5	1
	3%B	3%	4%	-	4%	12%	5%	-	-	18%	-	-	8%	-	-	-	2%	30%
Don't know/can't remember	1	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	1	-
	*	*	-	4%	-	-	-	-	-	-	-	-	-	-	2%	-	*	-
Total mentions	236	197	24	8	7	17	48	6	34	6	24	12	7	6	22	17	201	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	65	54	6	2	3	4	18	2	13	2	6	2	1	1	2	4	56	*
	28%E	28%	24%	23%	40%	24%	37%	32%	38%	38%	27%	13%	20%	11%	9%	22%	28%	7%
Weekly (Net)	201	167	20	8	6	13	40	3	31	5	21	9	5	4	20	16	173	1
	85%C	85%	84%	96%	85%	75%	84%	57%	92%	82%	89%	70%	81%	70%	92%	96%	86%	22%
Monthly (Net)	228	190	23	8	7	15	45	6	34	5	24	12	6	6	21	17	195	3
	97%	97%	96%	96%	96%	88%	95%	100%	100%	82%	100%	100%	92%	100%	98%	100%	97%	70%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 110

A3a\_16. How often in the past 3 months have you watched programmes using these services? - Hayu

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	51	16	35	15	17	17	2	31	19	28	12	4	7	42	9
WeightedBase	39*	10**	29**	12**	14**	12**	2**	19**	19**	20**	10**	2**	7**	32*	7**
EffectiveBase	37	11	26	12	12	12	2	22	15	19	10	4	5	30	7
A few times a day	5 12%	2 19%	3 9%	1 11%	2 15%	1 11%	-	5 24%	-	4 19%	1 9%	-	-	4 12%	1 10%
At least once every day	4 10%	2 21%	2 6%	-	2 16%	2 15%	-	4 20%	-	1 6%	1 12%	1 31%	1 11%	4 12%	-
About two or three times a week	15 37%	3 27%	12 41%	6 49%	5 37%	4 31%	-	4 22%	9 49%	10 49%	4 35%	* 13%	1 15%	11 35%	3 47%
At least once a week	7 19%	1 6%	7 23%	2 13%	2 18%	2 20%	1 57%	4 19%	4 20%	3 13%	2 24%	1 27%	2 26%	5 14%	3 39%
At least once a month	7 18%	3 25%	4 15%	3 21%	2 14%	2 16%	1 43%	3 14%	4 24%	3 13%	2 18%	1 30%	2 28%	7 22%	-
At least once every three months	2 4% <b>O</b>	* 3%	1 5%	1 7%	-	1 7%	-	* 2%	1 7%	-	* 3%	-	1 20%	1 4%	* 4%
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	39 100%	10 100%	29 100%	12 100%	14 100%	12 100%	2 100%	19 100%	19 100%	20 100%	10 100%	2 100%	7 100%	32 100%	7 100%
Daily (Net)	9 22%	4 39%	5 16%	1 11%	4 31%	3 26%	-	9 44%	-	5 25%	2 21%	1 31%	1 11%	8 24%	1 10%
Weekly (Net)	31 78%	7 72%	23 80%	9 72%	12 86%	9 77%	1 57%	16 85%	13 69%	17 87%	8 80%	2 70%	3 51%	24 74%	7 96%
Monthly (Net)	38 96%	10 97%	28 95%	11 93%	14 100%	11 93%	2 100%	19 98%	17 93%	20 100%	10 97%	2 100%	5 80%	31 96%	7 96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 110

A3a\_16. How often in the past 3 months have you watched programmes using these services? - Hayu

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	51	42	6	1	2	2	11	1	8	3	6	1	2	-	2	6	41	2
WeightedBase	39*	35*	3**	1**	1**	3**	7**	1**	5**	2**	5**	1**	4**	..*	3**	5**	30*	1**
EffectiveBase	37	31	5	1	2	2	8	1	5	2	5	1	2	-	2	5	30	2
A few times a day	5 12%	4 11%	1 18%	- -	* 50%	- -	2 26%	- -	1 22%	* 20%	- -	- -	- -	- -	- -	1 13%	4 12%	- -
At least once every day	4 10%	4 11%	- -	- -	- -	- -	2 25%	1 100%	* 7%	- -	- -	- -	- -	- -	- -	1 24%	2 8%	- -
About two or three times a week	15 37%	14 41%	- -	- -	* 50%	1 32%	* 5%	- -	* 8%	2 80%	3 54%	1 100%	4 100%	- -	1 40%	2 45%	11 36%	- -
At least once a week	7 19%	7 19%	1 19%	- -	- -	2 68%	1 19%	- -	* 7%	- -	2 46%	- -	- -	- -	- -	1 18%	7 22%	1 46%
At least once a month	7 18%	6 16%	1 40%	- -	- -	- -	1 20%	- -	3 55%	- -	- -	- -	- -	- -	2 60%	- -	5 17%	1 54%
At least once every three months	2 4%O	* 1%	1 24%	1 100%	- -	- -	* 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 6%	- -
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	39 100%	35 100%	3 100%	1 100%	1 100%	3 100%	7 100%	1 100%	5 100%	2 100%	5 100%	1 100%	4 100%	-	3 100%	5 100%	30 100%	1 100%
Daily (Net)	9 22%	8 22%	1 18%	- -	* 50%	- -	3 51%	1 100%	1 29%	* 20%	- -	- -	- -	- -	- -	2 37%	6 20%	- -
Weekly (Net)	31 78%	29 83%	1 36%	- -	1 100%	3 100%	5 75%	1 100%	2 45%	2 100%	5 100%	1 100%	4 100%	-	1 40%	5 100%	24 78%	1 46%
Monthly (Net)	38 96%	34 99%z	3 76%	- -	1 100%	3 100%	6 95%	1 100%	5 100%	2 100%	5 100%	1 100%	4 100%	-	3 100%	5 100%	28 94%	1 100%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 111

A3a\_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	231	136	95	68	69	70	24	116	111	103	54	38	36	157	66
WeightedBase	201	126*	75*	60*	60*	56*	25**	97*	100*	82*	56*	37**	26**	140	55*
EffectiveBase	153	95	59	46	48	44	16	78	75	68	38	25	25	107	42
A few times a day	25 12% <b>mO</b>	15 12%	10 13%	7 11%	13 22% <b>z</b>	5 9%	-	18 18% <b>zm</b>	7 6%	13 16%	6 11%	1 3%	4 17%	20 15%	4 7%
At least once every day	38 19% <b>f</b>	28 22%	10 14%	10 17%	20 33% <b>zE</b>	6 11%	2 7%	19 20%	19 19%	18 22%	12 21%	7 18%	2 8%	29 21%	8 14%
About two or three times a week	41 20% <b>d</b>	24 19%	16 22%	11 18%	9 15%	15 27%	5 22%	23 23%	18 18%	12 15%	12 21%	9 24%	8 30%	22 16%	17 31% <b>zd</b>
At least once a week	53 26% <b>D</b>	31 24%	22 30%	18 30%	9 15%	18 32%	8 31%	21 22%	29 29%	20 24%	11 20%	16 44%	5 21%	36 26%	14 25%
At least once a month	35 17%	22 18%	12 17%	13 21%	6 10%	9 16%	7 28%	15 15%	20 20%	18 22%	10 18%	4 10%	3 13%	24 17%	11 21%
At least once every three months	9 5% <b>l</b>	5 4%	4 5%	1 2%	2 4%	3 5%	3 11%	1 1%	8 8% <b>l</b>	1 1%	5 9%	-	3 12%	8 6%	1 2%
Don't know/can't remember	1 *	-	1 1%	-	-	* 1%	* 1%	-	* *	-	-	1 2%	-	* *	-
Total mentions	201 100%	126 100%	75 100%	60 100%	60 100%	56 100%	25 100%	97 100%	100 100%	82 100%	56 100%	37 100%	26 100%	140 100%	55 100%
Daily (Net)	63 31% <b>E</b>	43 34%	20 27%	17 29%	33 55% <b>zCE</b>	11 20%	2 7%	37 38%	25 25%	31 38%	18 32%	8 21%	6 25%	50 36%	12 21%
Weekly (Net)	157 78%	98 78%	58 78%	46 76%	51 86%	44 79%	15 60%	82 84%	72 72%	63 77%	41 73%	33 88%	20 75%	108 77%	42 77%
Monthly (Net)	191 95%	121 96%	71 94%	59 98%	57 96%	53 95%	22 88%	96 99% <b>zm</b>	92 92%	81 99%	51 91%	37 98%	23 88%	131 94%	54 98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 111

A3a\_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	231	179	22	14	16	12	43	6	24	5	29	10	9	6	6	29	184	15
WeightedBase	201	169	17**	8**	6**	13**	40**	4**	16**	4**	30**	11**	10**	7**	8**	26**	160	14**
EffectiveBase	153	124	12	12	14	9	30	5	17	4	21	9	7	5	4	18	124	10
A few times a day	25	16	8	1	*	2	2	1	3	-	4	-	1	-	-	3	21	-
	12% <b>mO</b>	9%	44%	12%	5%	17%	6%	18%	16%	-	12%	-	14%	-	-	10%	13%	-
At least once every day	38	35	1	1	1	1	8	2	3	2	8	-	1	3	1	6	25	6
	19% <b>f</b>	21%	6%	14%	14%	6%	20%	43%	20%	51%	27%	-	13%	36%	16%	24%	16%	43%
About two or three times a week	41	36	2	2	1	2	10	*	2	1	5	3	2	-	3	8	35	1
	20% <b>d</b>	21%	9%	24%	21%	17%	24%	9%	10%	17%	15%	28%	22%	-	38%	32%	22%	5%
At least once a week	53	44	7	2	1	4	11	*	3	-	6	3	2	4	3	7	45	5
	26% <b>D</b>	26%	37%	23%	10%	27%	29%	8%	21%	-	21%	28%	24%	50%	41%	25%	28%	35%
At least once a month	35	31	1	2	2	4	6	1	5	1	7	3	*	1	*	2	27	2
	17%	18%	3%	27%	25%	32%	14%	22%	31%	32%	24%	25%	3%	15%	6%	7%	17%	15%
At least once every three months	9	8	-	-	2	-	3	-	-	-	2	2	-	-	-	*	7	*
	5% <b>l</b>	5%	-	-	25%	-	7%	-	-	-	19%	25%	-	-	-	1%	4%	2%
Don't know/can't remember	1	1	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-
	* <b>*</b>	* <b>*</b>	-	-	-	-	-	-	2%	-	1%	-	-	-	-	-	-	-
Total mentions	201	169	17	8	6	13	40	4	16	4	30	11	10	7	8	26	160	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	63	51	9	2	1	3	10	2	6	2	12	-	3	3	1	9	46	6
	31% <b>E</b>	30%	50%	26%	19%	24%	26%	61%	35%	51%	39%	-	27%	36%	16%	34%	29%	43%
Weekly (Net)	157	131	17	6	3	9	31	3	11	3	23	6	7	6	8	24	127	12
	78%	77%	97%	73%	50%	68%	79%	78%	67%	68%	75%	56%	72%	85%	94%	92%	79%	82%
Monthly (Net)	191	161	17	8	5	13	37	4	16	4	30	9	7	7	8	26	154	14
	95%	95%	100%	100%	75%	100%	93%	100%	98%	100%	99%	81%	75%	100%	100%	99%	96%	98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 112

A3a\_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	447	241	206	134	115	137	61	181	263	139	124	77	107	278	154
WeightedBase	367	198	169	104*	96*	120*	47*	151	215	123*	106*	64*	73*	259	100
EffectiveBase	308	173	135	99	78	91	44	117	190	95	90	55	69	196	112
A few times a day	84 23%BFR	55 28%zB	29 17%	26 25%F	29 30%F	27 22%F	3 6%	33 22%	50 23%	26 21%	25 23%	16 25%	17 23%	57 22%	23 23%
At least once every day	102 28%AF	46 23%	56 33%A	38 36%zEF	33 34%EF	25 21%	7 14%	48 32%	53 25%	37 30%	25 24%	16 24%	24 33%	76 29%	25 25%
About two or three times a week	86 23%	47 24%	39 23%	18 17%	19 20%	34 29%	15 31%	36 24%	50 23%	25 20%	34 26%	13 21%	20 28%	62 24%	23 23%
At least once a week	60 16%N	36 18%	24 14%	18 17%	12 13%	19 16%	11 23%	21 14%	39 18%	25 21%N	18 17%	11 17%	6 8%	45 17%	15 15%
At least once a month	27 7%C	12 6%	15 9%	2 2%	3 3%	11 9%C	11 24%zCDE	9 6%	18 8%	9 7%	9 8%	6 9%	4 5%	15 6%	12 12%zd
At least once every three months	6 1%	2 1%	4 2%	2 2%	1 1%	3 2%	-	2 1%	3 2%	1 1%	1 1%	1 1%	3 3%	5 2%	1 1%
Don't know/can't remember	2 1%	1 *	1 1%	-	-	1 1%	1 2%	1 1%	1 1%	-	1 1%	1 2%	-	* *	2 2%
Total mentions	367 100%	198 100%	169 100%	104 100%	96 100%	120 100%	47 100%	151 100%	215 100%	123 100%	106 100%	64 100%	73 100%	259 100%	100 100%
Daily (Net)	186 51%FR	101 51%	85 51%	64 62%zEF	61 64%zEF	52 43%F	9 20%	81 54%	104 48%	63 51%	50 47%	32 49%	41 56%	132 51%	47 48%
Weekly (Net)	332 91%Fe	184 93%	149 88%	100 96%zEF	93 97%zEF	105 87%	35 74%	138 92%	193 90%	114 92%	95 90%	56 88%	67 92%	239 92%	85 85%
Monthly (Net)	359 98%	196 99%	164 97%	102 98%	95 99%	116 97%	46 98%	147 98%	211 98%	122 99%	104 98%	62 97%	71 97%	253 98%	97 97%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 112

A3a\_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel

Base = All Respondents who have watched TV catch-up or on-demand services in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	447	322	38	23	64	36	75	10	39	16	43	19	18	11	13	42	353	37
WeightedBase	367	306	28**	11**	22*	34**	71*	9**	38**	14**	44**	20**	16**	12**	16**	33**	291	29**
EffectiveBase	308	236	29	22	59	27	53	7	29	14	29	15	16	9	11	30	245	24
A few times a day	84	72	7	3	3	6	15	2	12	2	9	4	4	6	3	10	71	3
	23%BFR	23%	24%	30%	13%	17%	21%	18%	32%	14%	20%	17%	28%	50%	17%	30%	24%	11%
At least once every day	102	90	6	1	5	9	27	3	8	7	11	3	6	*	4	12	77	7
	28%AF	29%	20%	13%	23%	26%	38%	31%	21%	50%	26%	16%	38%	3%	23%	35%	26%	22%
About two or three times a week	86	67	5	3	11	8	16	2	6	*	9	8	4	3	6	5	69	9
	23%	22%	19%	28%	50%zO	24%	22%	27%	16%	3%	20%	39%	23%	22%	40%	15%	24%	30%
At least once a week	60	49	8	1	2	5	9	2	9	4	9	5	1	1	1	3	47	7
	16%N	16%	27%	8%	10%	14%	12%	24%	24%	33%	21%	24%	7%	6%	7%	9%	16%	25%
At least once a month	27	23	2	1	1	4	4	-	2	-	5	1	1	2	2	2	20	3
	7%C	7%	8%	13%	3%	10%	5%	-	7%	-	12%	3%	4%	20%	14%	5%	7%	11%
At least once every three months	6	4	1	1	*	1	1	-	-	-	-	-	-	-	-	2	5	*
	1%	1%	3%	5%	1%	3%	1%	-	-	-	-	-	-	-	-	6%	2%	1%
Don't know/can't remember	2	2	-	*	-	2	-	-	-	-	*	-	-	-	-	-	2	-
	1%	1%	-	3%	-	5%	-	-	-	-	1%	-	-	-	-	-	1%	-
Total mentions	367	306	28	11	22	34	71	9	38	14	44	20	16	12	16	33	291	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	186	161	12	5	8	15	42	4	20	9	20	7	10	6	6	21	148	10
	51%FR	53%R	43%	43%	36%	43%	59%	49%	53%	64%	46%	34%	66%	53%	39%	66%	51%	33%
Weekly (Net)	332	278	25	8	21	28	67	9	35	14	38	20	15	10	14	29	263	26
	91%Fe	91%	89%	79%	96%	81%	94%	100%	93%	100%	87%	97%	96%	80%	86%	90%	91%	88%
Monthly (Net)	359	301	27	10	21	32	70	9	38	14	44	20	16	12	16	31	283	29
	98%	98%	97%	92%	99%	92%	99%	100%	100%	100%	99%	100%	100%	100%	100%	94%	98%	99%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 113

A3a1. How often in the past 3 months have you watched programmes using these services?

Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
<b>Summary Table</b>															
BBC iPlayer	3907	3907	2717	52 1%	203 5%	475 12%	412 11%	269 7%	53 1%	6 *	2437 62%	3907 100%	254 7%	1142 29%	1411 36%
BBC Three (now available only online)	3907	3907	2717	6 *	20 1%	37 1%	37 1%	21 1%	5 *	3 *	3777 97%	3907 100%	27 1%	100 3%	121 3%
BBC iPlayer Kids	3907	3907	2717	9 *	36 1%	31 1%	17 *	11 *	8 *	- -	3794 97%	3907 100%	45 1%	94 2%	105 3%
ITV Hub or ITV Hub+ [formerly ITV player]	3907	3907	2717	32 1%	94 2%	234 6%	253 6%	162 4%	40 1%	8 *	3083 79%	3907 100%	126 3%	613 16%	775 20%
STV Player	3907	3907	2717	5 *	7 *	13 *	14 *	18 *	1 *	- -	3849 99%	3907 100%	12 *	39 1%	57 1%
S4C Clic	3907	3907	2717	3 *	7 *	8 *	3 *	1 *	- -	- -	3885 99%	3907 100%	10 *	22 1%	22 1%
All 4 (formerly 4OD)	3907	3907	2717	15 *	60 2%	146 4%	175 4%	192 5%	29 1%	8 *	3282 84%	3907 100%	75 2%	396 10%	588 15%
My5 (formerly Demand 5)	3907	3907	2717	8 *	37 1%	73 2%	83 2%	101 3%	31 1%	4 *	3570 91%	3907 100%	45 1%	201 5%	302 8%
Netflix	3907	3907	2717	200 5%	419 11%	437 11%	231 6%	116 3%	22 1%	2 *	2481 64%	3907 100%	619 16%	1287 33%	1403 36%
Amazon Prime/Amazon Video	3907	3907	2717	58 1%	145 4%	263 7%	180 5%	125 3%	33 1%	4 *	3100 79%	3907 100%	203 5%	646 17%	771 20%
Now TV	3907	3907	2717	41 1%	89 2%	76 2%	62 2%	33 1%	19 *	3 *	3583 92%	3907 100%	130 3%	269 7%	302 8%
Sky On Demand (Sky Go)	3907	3907	2717	53 1%	114 3%	157 4%	116 3%	88 2%	14 *	1 *	3365 86%	3907 100%	167 4%	440 11%	528 14%
UKTV Play	3907	3907	2717	11 *	20 1%	37 1%	52 1%	30 1%	9 *	1 *	3748 96%	3907 100%	31 1%	120 3%	150 4%
Disney Life	3907	3907	2717	8 *	22 1%	17 *	11 *	9 *	5 *	1 *	3834 98%	3907 100%	30 1%	58 1%	67 2%
Virgin TV Catch-up/ Virgin Media Anywhere	3907	3907	2717	19 *	46 1%	70 2%	66 2%	27 1%	8 *	1 *	3671 94%	3907 100%	65 2%	201 5%	228 6%
Hayu	3907	3907	2717	5 *	4 *	15 *	7 *	7 *	2 *	- -	3868 99%	3907 100%	9 *	31 1%	38 1%
A BBC YouTube Channel	3907	3907	2717	25 1%	38 1%	41 1%	53 1%	35 1%	9 *	1 *	3706 95%	3907 100%	63 2%	157 4%	191 5%
Other YouTube Channel	3907	3907	2717	84 2%	102 3%	86 2%	60 2%	27 1%	6 *	2 *	3540 91%	3907 100%	186 5%	332 9%	359 9%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 114

A3a1\_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	52	29	23	10	10	23	8	25	26	24	7	10	10	38	12
1%Fm	1%	2%	1%	2%F	2%F	2%F	1%	2%zm	1%	2%zL	1%	1%	1%	2%	1%
At least once every day	203	112	90	32	47	76	48	78	123	76	62	34	30	140	56
5%FmNe	5%	6%	5%	6%F	7%zF	6%F	3%	7%zm	4%	7%zMN	6%N	4%	3%	6%e	4%
About two or three times a week	475	233	243	66	87	185	137	165	304	166	152	86	71	355	112
12%FmNeR	12%	12%	12%	12%	13%F	15%zF	10%	15%zm	11%	16%zMN	15%zMN	10%	7%	15%ze	8%
Uc															
At least once a week	412	202	209	66	70	159	117	123	285	144	135	68	65	308	100
11%FMNe	11%	10%	10%	12%F	11%	12%zF	8%	11%	10%	14%zMN	14%zMN	8%	7%	13%ze	7%
At least once a month	269	111	157	45	40	101	83	78	189	90	103	37	40	200	64
7%AMNe	7%	6%	8%zA	8%	6%	8%	6%	7%	7%	9%zMN	10%zMN	4%	4%	8%ze	5%
At least once every three months	53	29	25	8	8	18	18	15	39	19	14	12	9	38	14
1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
Don't know/can't remember	6	2	4	1	1	1	3	*	5	1	3	1	-	4	2
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Never	2437	1188	1247	317	385	712	1023	637	1771	536	519	628	755	1342	1023
62%EIKLd	62%	62%	58%	59%	56%	71%zCDE	57%	57%	65%zl	51%	52%	72%zKL	77%zKLM	55%	74%zd
QY															
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	254	141	113	42	57	99	56	103	148	100	70	44	40	179	68
7%FmNe	7%	6%	8%F	9%zF	8%F	4%	9%zm	5%	9%zMN	7%N	5%	4%	4%	7%ze	5%
Weekly (Net)	1142	576	565	173	214	443	311	391	738	410	357	199	176	841	280
29%FmMNe	30%	28%	32%F	33%zF	35%zF	22%	35%zm	27%	39%zMN	36%zMN	23%N	18%	18%	35%ze	20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 114

A3a1\_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	1411	687	723	219	254	544	394	469	926	500	459	235	216	1042	345
	36%FmMNe Uc	36%	36%	40%F	39%F	43%zF	27%	42%zm	34%	47%zMN	46%zMN	27%N	22%	43%ze	25%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 114

**A3a1\_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer**

Base = All Respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	52 1%Fm	40 1%	7 2%	3 2%	1 1%	5 1%	7 1%	1 1%	7 2%	* *	12 3%z	2 1%	- -	2 2%	* *	3 1%	43 1%	2 *
At least once every day	203 5%FmNe	176 5%	12 3%	7 3%	8 7%	14 4%	38 5%	9 5%	12 3%	7 4%	20 5%	17 9%SV	17 9%zSV	7 8%	8 4%	27 7%V	155 5%	13 3%
About two or three times a week	475 12%FmNeR Uc	398 12%R	40 12%	27 14%R	10 8%	45 12%	104 14%Uc	10 6%	39 10%	18 11%	58 14%Uc	30 16%Uc	24 13%	9 10%	30 16%Uc	29 8%	398 13%	32 9%
At least once a week	412 11%FMNe	334 10%	34 10%	28 15%zO	15 12%	30 8%	61 8%	17 11%	33 9%	16 10%	52 12%	29 16%STVc	22 12%	18 20%zSTVW c	23 12%	33 9%	328 10%	49 13%
At least once a month	269 7%AMNe	220 7%	23 7%	18 9%	7 6%	31 8%	48 7%	6 4%	24 6%	8 5%	33 8%	22 12%zUac	12 6%	3 3%	13 7%	21 6%	206 7%	32 9%
At least once every three months	53 1%	46 1%	4 1%	3 2%	1 1%	10 3%c	11 1%	1 1%	2 *	5 3%Vc	8 2%	3 2%	1 *	2 2%	3 1%	1 *	40 1%	6 2%
Don't know/can't remember	6 *	4 *	1 *	- -	- -	* *	- -	1 *	- -	1 *	- -	3 1%zTX	- -	- -	- -	- -	4 *	- -
Never	2437 62%ElKld QY	2040 63%Q	210 63%	107 55%	81 66%Q	240 64%Y	462 63%Y	120 73%zXYha b	257 69%zXYa	110 67%Y	244 57%Y	81 43%	105 58%Y	50 55%	113 59%Y	258 69%zXYha	1981 63%	233 64%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	254 7%FmNe	216 7%	19 6%	10 5%	9 8%	20 5%	46 6%	10 6%	19 5%	7 4%	32 7%	19 10%	17 9%	9 10%	9 4%	30 8%	198 6%	14 4%
Weekly (Net)	1142 29%FmMNe	948 29%	94 28%	66 34%	34 28%	95 25%	210 29%	37 23%	91 24%	41 25%	142 33%SUvc	79 42%zSTUV Wc	63 35%UVc	36 39%SUWvc	62 33%	92 25%	924 29%	95 26%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 114

A3a1\_1. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	1411	1168	117	84	42	126	258	43	115	49	175	100	75	39	75	113	1130	127
Uc	36% FmMNe	36%	35%	43% zOR	34%	33%	35%	26%	31%	30%	41% UVWc	54% zSTUV	41% UVc	43% U	40% U	30%	36%	35%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 115

**A3a1\_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	6 *m	1 *	5 *	2 *F	2 *	3 *	- -	4 *	2 *	4 *	1 *	2 *	- -	5 *	2 *
At least once every day	20 1%FmNe	12 1%	8 *	3 1%	11 2%zEF	3 *	2 *	13 1%zm	7 *	13 1%zMN	4 *	2 *	1 *	18 1%e	2 *
About two or three times a week	37 1%F	21 1%	15 1%	10 2%zF	10 2%F	11 1%	5 *	14 1%	22 1%	14 1%	11 1%	6 1%	6 1%	23 1%	13 1%
At least once a week	37 1%F	18 1%	19 1%	13 2%zF	6 1%F	15 1%F	2 *	10 1%	27 1%	12 1%	15 2%	4 *	5 1%	29 1%	8 1%
At least once a month	21 1%	12 1%	9 *	6 1%F	3 *	8 1%	4 *	5 *	16 1%	7 1%	5 1%	4 1%	4 *	16 1%	5 *
At least once every three months	5 *	1 *	4 *	2 *	3 *	* *	* *	3 *	2 *	- *	2 *	3 *	* *	3 *	2 *
Don't know/can't remember	3 *	2 *	1 *	1 *	2 *	- -	- -	2 *	2 *	* *	2 *	- *	* *	2 *	* *
Never	3777 97%CDIKd	1839 96%	1936 97%	507 93%	611 94%	1236 97%CD	1423 99%zCDE	1071 96%	2663 97%zl	1006 95%	954 96%	855 98%K	963 98%zKL	2329 96%	1353 98%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	27 1%FmNe	14 1%	13 1%	5 1%F	13 2%zEF	6 *	2 *	16 1%zm	9 *	17 2%zMN	5 1%	3 *	1 *	23 1%e	3 *
Weekly (Net)	100 3%FmNe	53 3%	47 2%	29 5%zEF	29 4%zF	32 3%F	10 1%	40 4%zm	58 2%	43 4%zMN	32 3%N	14 2%	12 1%	75 3%e	25 2%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 115

**A3a1\_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	121	65	56	35	32	40	14	45	74	50	37	18	16	91	29
	3%FNe	3%	3%	6%zEF	5%zF	3%F	1%	4%	3%	5%zMN	4%N	2%	2%	4%ze	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 115

**A3a1\_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)**

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	6 *m	3 *	2 *	1 1%zO	1 *	- *	1 *	- *	1 *	- *	1 *	- *	- *	- *	- *	* *	6 *	- *
At least once every day	20 1%FmNe	17 1%	2 1%	1 *	1 1%	1 *	5 1%	* *	1 *	* *	2 1%	2 1%	1 1%	- -	1 1%	2 1%	14 *	2 *
About two or three times a week	37 1%F	33 1%	2 *	* *	1 1%	4 1%	6 1%	- -	1 *	1 1%	6 1%	2 1%	3 2%	1 2%	1 1%	7 2%	32 1%	- -
At least once a week	37 1%F	31 1%	1 *	4 2%	1 1%	1 *	5 1%	6 4%zSTVY	2 1%	1 1%	7 2%	- -	3 1%	- -	2 1%	3 1%	27 1%	2 1%
At least once a month	21 1%	20 1%	* *	- -	1 1%	2 *	3 *	1 1%	1 *	2 1%	4 1%	1 *	- -	1 1%	4 2%	2 1%	18 1%	2 *
At least once every three months	5 *	2 *	- -	2 1%zO	1 *O	- -	* *	- *	- -	- -	1 *	- *	- -	- -	- -	1 *	2 *	- -
Don't know/can't remember	3 *	3 *	- -	- -	* *	- -	- -	- -	- -	* *	1 *	- -	- -	- -	- -	1 *	2 *	- -
Never	3777 97%CDIKd	3149 97%	325 98%	185 96%	118 96%	369 98%	710 97%	157 95%	368 98%X	159 97%	404 95%	181 97%	174 96%	88 97%	183 96%	355 95%	3053 97%	361 98%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	27 1%FmNe	20 1%	3 1%	2 1%	1 1%	1 *	6 1%	* *	1 *	* *	4 1%	2 1%	1 1%	- -	1 1%	3 1%	20 1%	2 *
Weekly (Net)	100 3%FmNe	84 3%	6 2%	6 3%	3 3%	6 2%	17 2%	6 4%	5 1%	3 2%	17 4%	4 2%	7 4%	1 2%	5 2%	12 3%	80 3%	4 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 115

**A3a1\_2. How often in the past 3 months have you watched programmes using these services? - BBC Three (now available only online)**

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	121	104	6	6	4	8	20	8	6	5	21	5	7	2	8	14	98	6
	3%FNe	3%	2%	3%	4%	2%	3%	5%	2%	3%	5%V	3%	4%	3%	4%	4%	3%	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 116

**A3a1\_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	9	1	8	1	3	5	-	8	*	5	2	*	2	7	1
	*AmO	*	*A	*	*F	*	-	1%zm	*	*	*	*	*	*	*
At least once every day	36	18	19	6	11	16	3	31	5	21	7	4	5	30	6
	1%Fme	1%	1%	1%F	2%F	1%F	*	3%zm	*	2%zLMN	1%	*	1%	1%e	*
About two or three times a week	31	12	19	5	8	15	3	25	3	19	5	6	1	23	5
	1%FmNe	1%	1%	1%	1%F	1%F	*	2%zm	*	2%zLN	1%	1%	*	1%	*
At least once a week	17	7	11	3	3	10	2	11	6	10	3	1	4	14	3
	*m	*	1%	1%	*	1%F	*	1%zm	*	1%zM	*	*	*	1%	*
At least once a month	11	5	5	1	6	3	*	8	2	4	3	*	4	7	4
	*Fm	*	*	*	1%zF	*	*	1%zm	*	*	*	*	*	*	*
At least once every three months	8	4	5	-	*	5	3	8	*	5	*	3	-	8	*
	*me	*	*	-	*	*	*	1%zm	*	*	*	*	-	*	*
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3794	1860	1932	528	617	1223	1426	1029	2723	993	975	862	965	2336	1365
	97%DElKd	98%	97%	97%	95%	96%	99%zCDE	92%	99%zl	94%	98%K	98%zK	98%zK	96%	99%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	45	18	27	8	13	21	3	39	6	26	9	4	7	37	8
	1%Fme	1%	1%	1%F	2%zF	2%F	*	4%zm	*	2%zLMN	1%	*	1%	2%ze	1%
Weekly (Net)	94	37	57	15	25	46	8	76	15	55	17	11	11	74	16
	2%FmMNeS	2%	3%	3%F	4%zF	4%zF	1%	7%zm	1%	5%zLMN	2%	1%	1%	3%ze	1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 116

A3a1\_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	105	42	62	17	31	49	9	84	17	59	20	11	15	82	19
	3%FmMNe	2%	3%	3%F	5%zF	4%zF	1%	8%zm	1%	6%zLMN	2%	1%	2%	3%ze	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 116

A3a1\_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids

Base = All Respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	9	4	4	-	1	-	-	-	2	*	1	-	-	-	1	*	9	-
	*AmO	*	1%zO	-	*	-	-	-	*	*	-	-	-	*	1%	*	*	-
At least once every day	36	30	3	2	2	-	5	2	1	3	6	1	3	-	-	10	29	3
	1%Fme	1%	1%	1%	2%	-	1%	1%	*	2%S	1%	*	1%	-	-	3%zSTV	1%	1%
About two or three times a week	31	29	-	1	1	1	12	1	1	1	4	4	1	1	2	1	29	1
	1%FmNe	1%	-	1%	1%P	*	2%z	*	*	*	1%	2%	*	1%	1%	*	1%	*
At least once a week	17	16	*	*	1	1	1	*	3	2	3	-	1	1	1	3	13	1
	*m	*	*	*	1%	*	*	*	1%	1%	-	*	2%T	1%	1%	*	*	*
At least once a month	11	9	1	-	*	3	1	-	*	-	-	1	-	-	2	2	8	2
	*Fm	*	*	-	*	1%	*	-	*	-	-	1%	-	-	1%	*	*	*
At least once every three months	8	8	*	-	-	5	2	-	1	-	-	-	-	-	-	-	6	-
	*me	*	*	-	-	1%z	*	-	*	-	-	-	-	-	-	-	*	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3794	3162	323	191	118	367	709	163	365	159	413	181	177	88	185	357	3062	360
	97%DEIKd	97%	97%	98%	96%	97%	97%	98%	98%	97%	97%	97%	98%	97%	97%	96%	97%	98%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	45	35	6	2	3	-	5	2	3	3	7	1	3	-	1	10	37	3
	1%Fme	1%	2%	1%	2%	-	1%	1%	1%	2%S	2%	*	1%	-	1%	3%zST	1%	1%
Weekly (Net)	94	79	7	3	5	2	18	3	8	5	13	5	4	3	4	14	79	5
	2%FmMNeS	2%	2%	2%	4%	1%	2%	2%	2%	3%S	3%S	2%	2%	3%	2%	4%S	3%	1%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 116

A3a1\_3. How often in the past 3 months have you watched programmes using these services? - BBC iPlayer Kids

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	105	89	8	3	5	5	19	3	8	5	13	6	4	3	6	15	87	7
	3%FmMNe	3%	2%	2%	4%	1%	3%	2%	2%	3%	3%	3%	2%	3%	3%	4%	3%	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 117

**A3a1\_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	32 1%Fm	17 1%	15 1%	12 2%zF	7 1%F	12 1%F	1 *	16 1%zm	15 1%	14 1%	6 1%	6 1%	5 1%	22 1%	9 1%
At least once every day	94 2%Fme	37 2%	57 3%	9 2%	27 4%zCF	41 3%F	17 1%	44 4%zm	49 2%	29 3%	24 2%	21 2%	20 2%	70 3%e	19 1%
About two or three times a week	234 6%FNeg	110 6%	125 6%	48 9%zF	37 6%	82 6%	68 5%	74 7%	156 6%	76 7%N	71 7%N	44 5%	43 4%	183 8%ze	46 3%
At least once a week	253 6%AFNeP	105 6%	148 7%zA	41 8%F	36 6%	108 8%zF	68 5%	79 7%	173 6%	80 8%N	78 8%N	59 7%N	36 4%	185 8%ze	68 5%
At least once a month	162 4%FMNef	68 4%	95 5%	29 5%F	36 6%F	55 4%	42 3%	48 4%	114 4%	57 5%MN	63 6%zMN	21 2%	21 2%	123 5%ze	35 3%
At least once every three months	40 1%	22 1%	18 1%	9 2%D	2 *	17 1%	13 1%	11 1%	30 1%	18 2%z	12 1%	5 1%	6 1%	26 1%	12 1%
Don't know/can't remember	8 *	2 *	6 *	-	2 *	1 *	5 *	1 *	7 *	2 *	5 1%	1 *	-	5 *	3 *
Never	3083 79%BCEIK LdQX	1545 81%zB	1535 77%	398 73%	500 77%	961 75%	1225 85%zCDE	848 76%	2197 80%zl	779 74%	736 74%	719 82%zKL	849 87%zKLM	1811 75%	1193 86%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	126 3%Fme	54 3%	71 4%	21 4%F	35 5%zF	52 4%F	18 1%	59 5%zm	64 2%	44 4%	30 3%	27 3%	25 3%	92 4%e	28 2%
Weekly (Net)	613 16%AFmNe Pcg	269 14%	344 17%zA	110 20%zF	108 17%F	242 19%zF	153 11%	213 19%zm	394 14%	200 19%zMN	179 18%N	130 15%N	104 11%	460 19%ze	141 10%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 117

A3a1\_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	775	337	439	138	144	297	195	261	507	257	242	151	125	583	176
	20%AFmNe Pc	18%	22%zA	25%zF	22%F	23%zF	14%	23%zm	19%	24%zMN	24%zMN	17%N	13%	24%ze	13%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 117

**A3a1\_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]**

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	32	25	3	2	2	3	4	-	7	2	4	1	1	1	1	1	28	1
	1%Fm	1%	1%	1%	2%	1%	1%	-	2%	1%	1%	*	1%	1%	*	*	1%	*
At least once every day	94	77	7	5	4	7	19	1	15	6	11	5	2	-	4	6	70	9
	2%Fme	2%	2%	3%	4%	2%	3%	1%	4%	4%	3%	3%	1%	-	2%	2%	2%	2%
About two or three times a week	234	199	13	15	7	16	41	11	24	9	34	13	7	7	21	17	190	11
	6%FNeg	6%	4%	8%	6%	4%	6%	7%	6%	5%	8%	7%	4%	8%	11%zSThc	5%	6%g	3%
At least once a week	253	223	11	12	7	27	48	9	24	10	31	15	17	6	19	18	204	19
	6%AFNeP	7%P	3%	6%	5%	7%	7%	5%	6%	6%	7%	8%	10%	6%	10%	5%	6%	5%
At least once a month	162	131	9	16	7	21	25	4	16	8	22	10	9	-	7	10	117	24
	4%FMNef	4%	3%	8%zOP	5%	6%	3%	2%	4%	5%	5%	5%	5%	-	4%	3%	4%	6%f
At least once every three months	40	35	2	2	1	3	8	1	2	1	11	1	1	1	1	5	34	3
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	3%z	1%	1%	1%	1%	1%	1%	1%
Don't know/can't remember	8	8	-	*	-	-	2	-	1	1	-	4	-	-	-	-	8	-
	*	*	-	*	-	-	*	-	*	*	-	2%zSTXc	-	-	-	-	*	-
Never	3083	2560	287	141	95	299	583	140	285	128	313	138	143	76	138	316	2503	301
	79%BCEIK	79%Q	86%zOQR	73%	77%	79%	80%X	84%Xb	76%	78%	73%	74%	79%	84%	72%	85%zVXYb	79%	82%
	LdQX																	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	126	102	11	7	6	10	24	1	22	8	16	6	4	1	5	7	99	10
	3%Fme	3%	3%	3%	5%z	3%	3%	1%	6%zUc	5%	4%	3%	2%	1%	2%	2%	3%	3%
Weekly (Net)	613	524	35	34	20	54	112	21	70	27	81	34	27	13	44	42	493	40
	16%AFmNe	16%P	10%	17%P	16%P	14%	15%	13%	19%c	16%	19%c	18%	15%	15%	23%zSTUc	11%	16%g	11%
	Pcg																	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 117

A3a1\_4. How often in the past 3 months have you watched programmes using these services? - ITV Hub or ITV Hub+ [formerly ITV player]

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	775	655	43	50	27	75	137	25	85	35	102	43	36	13	52	52	610	63
Pc	20%AFmNe	20%P	13%	26%zOP	22%P	20%	19%	15%	23%c	21%	24%c	23%c	20%	15%	27%Uc	14%	19%	17%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 118

A3a1\_5. How often in the past 3 months have you watched programmes using these services? - STV Player

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	5 *	1 *	4 *	- -	1 *	4 *	* *	1 *	4 *	2 *	3 *	- -	- -	4 *	- -
At least once every day	7 *m	5 *	2 *	1 *	3 *	2 *	1 *	5 *m	2 *	2 *	4 *	- -	1 *	6 *	1 *
About two or three times a week	13 *O	4 *	9 *	1 *	3 *	3 *	7 *	2 *	11 *	4 *	4 *	3 *	2 *	8 *	5 *
At least once a week	14 *Of	6 *	8 *	2 *	* *	8 1%	5 *	2 *	12 *	5 1%	7 1%	1 *	1 *	10 *	3 *
At least once a month	18 *eO	5 *	14 1%	1 *	2 *	9 1%	6 *	7 1%	12 *	4 *	5 1%	1 *	7 1%	15 1%	2 *
At least once every three months	1 *	* *	1 *	- -	- -	- -	1 *	* *	1 *	1 *	- -	1 *	- -	1 *	1 *
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3849 99%LP	1884 99%	1962 98%	541 99%	639 99%	1250 98%	1418 99%	1105 99%	2699 98%	1038 98%	972 98%	870 99%zL	968 99%	2381 98%	1372 99%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	12 *O	6 *	6 *	1 *	4 1%	6 *	1 *	6 1%	5 *	3 *	7 1%zM	- -	1 *	10 *	1 *
Weekly (Net)	39 1%OT	17 1%	22 1%	3 1%	7 1%	17 1%	12 1%	10 1%	29 1%	13 1%	18 2%zMN	4 *	4 *	29 1%	9 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 118

**A3a1\_5. How often in the past 3 months have you watched programmes using these services? - STV Player**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	57	22	35	4	9	26	18	16	41	18	23	5	11	44	11
	1%MeO	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%z	1%	1%	2%e	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 118

A3a1\_5. How often in the past 3 months have you watched programmes using these services? - STV Player

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	5*	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-
			1%zO														*	-
At least once every day	7*m	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	6	1
			2%zOQR														*	*
About two or three times a week	13*O	-	13	-	-	-	-	-	-	-	-	-	-	-	-	-	11	1
			4%zOQR														*	*
At least once a week	14*Of	1	13	-	-	-	*	-	-	-	*	-	-	-	-	-	7	6
		*	4%zOQR				*				*						-	2%zf
At least once a month	18*eO	-	18	-	-	-	-	-	-	-	-	-	-	-	-	-	17	1
			6%zOQR														1%	*
At least once every three months	1*	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	*zO	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3849	3258	274	194	123	377	730	166	374	164	426	186	181	91	191	372	3107	359
	99%LP	100%zP	83%	100%P	100%zP	100%	100%z	100%	100%	100%	100%z	100%	100%	100%	100%	100%	98%	98%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	12*O	-	12	-	-	-	-	-	-	-	-	-	-	-	-	-	11	1
			4%zOQR														*	*
Weekly (Net)	39	1	38	-	-	-	*	-	-	-	*	-	-	-	-	-	30	7
	1%OT	*	11%zOQR				*				*						1%	2%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 118

A3a1\_5. How often in the past 3 months have you watched programmes using these services? - STV Player

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	57	1	56	-	-	-	*	-	-	-	-	*	-	-	-	-	47	8
	1%MeORTX	*	17%zOQR	-	-	-	*	-	-	-	-	*	-	-	-	-	1%	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 119

**A3a1\_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	3 *	1 *	2 *	- *	2 *	1 *	- *	3 *m	- *	3 *	- *	- *	- *	3 *	- *
At least once every day	7 *m	5 *	2 *	1 *	4 1%zF	2 *	1 *	6 1%zm	1 *	6 1%z	1 *	- *	1 *	7 *	- *
About two or three times a week	8 *	5 *	3 *	2 *	1 *	5 *	- *	4 *	4 *	5 *	1 *	2 *	- *	8 *	- *
At least once a week	3 *	1 *	2 *	- *	- *	2 *	1 *	2 *	1 *	2 *	1 *	- *	- *	3 *	- *
At least once a month	1 *	1 *	- *	- *	- *	1 *	- *	- *	1 *	1 *	- *	- *	- *	* *	* *
At least once every three months	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *
Don't know/can't remember	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *
Never	3885 99%lKd	1893 99%	1989 100%	542 100%	641 99%	1265 99%	1436 100%zDE	1106 99%	2734 100%zl	1039 98%	993 100%K	874 100%K	979 100%zK	2404 99%	1384 100%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	10 *m	6 *	4 *	1 *	5 1%zF	3 *	1 *	9 1%zm	1 *	9 1%zLMN	1 *	- *	1 *	10 *e	- *
Weekly (Net)	22 1%FmNe	13 1%	9 *	3 *	7 1%F	10 1%F	2 *	15 1%zm	6 *	17 2%zLMN	2 *	2 *	1 *	22 1%ze	- *
Monthly (Net)	22 1%FmNe	13 1%	9 *	3 *	7 1%F	11 1%F	2 *	15 1%zm	7 *	17 2%zLMN	2 *	2 *	1 *	22 1%ze	* *

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 119

A3a1\_6. How often in the past 3 months have you watched programmes using these services? - S4C Clic

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	3*	2	-	-	*	-	2	-	*	-	-	-	-	-	-	-	3	-
At least once every day	7*m	6	-	1	*	-	4	-	1	1	-	-	-	-	-	-	6	1
About two or three times a week	8*	5	2	*	-	-	1	-	2	-	1	1	-	-	-	-	6	-
At least once a week	3*	3	-	-	-	-	1	-	-	-	1	1	-	-	-	-	3	-
At least once a month	1*	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3885	3241	329	192	122	377	722	166	370	163	424	185	181	91	191	372	3136	366
	99% <b>k</b>	99%	99%	99%	99%	100%	99%	100%	99%	99%	99%	99%	100%	100%	100%	100%	99%	100%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	10*m	9	-	1	1	-	6	-	2	1	-	-	-	-	-	-	9	1
Weekly (Net)	22	18	2	1	1	-	8	-	4	1	2	2	-	-	-	-	19	1
	1% <b>FmNe</b>	1%	1%	*	1%	-	1%	-	1%	1%	1%	1%	-	-	-	-	1%	*
Monthly (Net)	22	18	2	2	1	-	8	-	4	1	2	2	-	-	-	-	19	1
	1% <b>FmNe</b>	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	-	-	-	-	1%	*

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 120

A3a1\_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	15 *m	4 *	11 1%	6 1%zF	4 1%	4 *	2 *	8 1%	6 *	6 1%	3 *	2 *	4 *	12 1%	3 *
At least once every day	60 2%Fme	27 1%	32 2%	17 3%zF	20 3%zF	21 2%F	2 *	30 3%zm	29 1%	26 2%zN	16 2%	10 1%	8 1%	52 2%ze	7 *
About two or three times a week	146 4%FmNe	73 4%	73 4%	30 5%zF	31 5%F	60 5%F	26 2%	54 5%m	88 3%	53 5%zN	43 4%N	35 4%N	15 2%	115 5%ze	25 2%
At least once a week	175 4%Fe	75 4%	100 5%	34 6%F	38 6%F	65 5%F	38 3%	52 5%	123 4%	62 6%zM	47 5%	30 3%	36 4%	131 5%ze	43 3%
At least once a month	192 5%FMNe	96 5%	97 5%	37 7%zF	44 7%F	65 5%	47 3%	45 4%	147 5%	55 5%N	85 9%zKMN	28 3%	24 2%	152 6%ze	35 3%
At least once every three months	29 1%IN	17 1%	12 1%	4 1%	3 *	8 1%	14 1%	2 *	27 1%zl	16 2%zMN	9 1%N	2 *	1 *	21 1%	8 1%
Don't know/can't remember	8 *	4 *	5 *	- *	1 *	1 *	7 *	1 *	8 *	1 *	6 1%z	1 *	1 *	3 *	5 *
Never	3282 84%CDKLD Yb	1610 84%	1669 84%	417 77%	509 79%	1053 82%C	1303 91%zCDE	929 83%	2313 84%	837 79%	786 79%	768 88%zKL	890 91%zKL	1939 80%	1259 91%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	75 2%Fme	32 2%	43 2%	22 4%zEF	23 4%zF	26 2%F	4 *	38 3%zm	36 1%	32 3%zMN	19 2%	12 1%	12 1%	64 3%ze	10 1%
Weekly (Net)	396 10%FmNe	180 9%	216 11%	86 16%zEF	92 14%zF	150 12%F	68 5%	144 13%zm	247 9%	147 14%zMN	109 11%N	77 9%	63 6%	310 13%ze	78 6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 120

**A3a1\_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	588	276	312	123	136	215	114	190	394	202	195	104	87	462	113
	15%FMNe	14%	16%	23%zEF	21%zF	17%F	8%	17%	14%	19%zMN	20%zMN	12%	9%	19%ze	8%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 120

A3a1\_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	15 *m	11 *	2 1%	1 *	1 1%O	1 *	1 *	- *	2 1%	* *	1 *	- *	3 1%	1 *	- *	2 *	11 *	2 1%
At least once every day	60 2%Fme	51 2%	5 1%	2 1%	2 2%	6 2%	9 1%	3 2%	7 2%	2 1%	5 1%	3 1%	10 5%zTXc	1 1%	3 1%	4 1%	49 2%	4 1%
About two or three times a week	146 4%FmNe	126 4%	8 3%	7 4%	4 3%	11 3%	22 3%	7 4%	17 5%	7 4%	17 4%	10 5%	8 4%	3 4%	16 9%zSTc	7 2%	115 4%	11 3%
At least once a week	175 4%Fe	150 5%	10 3%	10 5%	5 4%	10 3%	35 5%	9 5%	18 5%	6 4%	24 6%	13 7%S	6 3%	5 5%	11 6%	14 4%	141 4%	10 3%
At least once a month	192 5%FMNe	165 5%	13 4%	6 3%	9 7%zPQ	18 5%	30 4%	12 7%	20 5%	12 7%	13 3%	17 9%zTX	9 5%	2 3%	13 7%	19 5%	160 5%	15 4%
At least once every three months	29 1%IN	23 1%	2 1%	2 1%	2 1%	3 1%	5 1%	2 1%	- 1%	2 1%	3 1%	- -	4 2%V	- -	2 1%	3 1%	26 1%	3 1%
Don't know/can't remember	8 *	8 *	- -	- -	- -	- -	4 1%	- -	- -	1 *	- -	3 1%zX	- -	- -	- -	1 *	8 *	- -
Never	3282 84%CDKLd Yb	2723 84%	291 88%R	167 86%	100 81%	328 87%Yb	624 85%Yb	133 80%	310 83%	136 83%	363 85%Yb	141 76%	142 79%	79 87%	146 76%	322 87%Yb	2645 84%	323 88%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	75 2%Fme	62 2%	7 2%	2 1%	3 3%	7 2%	10 1%	3 2%	9 2%	2 1%	7 2%	3 1%	12 7%zSTVWX Ybc	1 2%	3 1%	5 1%	60 2%	6 2%
Weekly (Net)	396 10%FmNe	339 10%	26 8%	19 10%	12 10%	28 8%	68 9%	18 11%	44 12%	14 9%	48 11%	26 14%c	26 14%c	10 11%	30 16%zSTc	27 7%	316 10%	26 7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 120

A3a1\_7. How often in the past 3 months have you watched programmes using these services? - All 4 (formerly 4OD)

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	588	504	38	25	21	46	98	30	64	26	61	43	34	12	43	46	477	41
	15%FMNe	15%	12%	13%	17%P	12%	13%	18%	17%	16%	14%	23%zSTXc	19%	13%	23%zSTXc	12%	15%	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 121

A3a1\_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	8 *m	4 *	4 *	2 *	2 *	3 *	1 *	5 *	3 *	4 *	* *	1 *	3 *	7 *	1 *
At least once every day	37 1%Fme	16 1%	21 1%	5 1%F	14 2%zF	15 1%F	3 *	20 2%zm	17 1%	14 1%	10 1%	6 1%	7 1%	30 1%e	6 *
About two or three times a week	73 2%FN	33 2%	40 2%	11 2%	14 2%F	34 3%zF	13 1%	26 2%	44 2%	20 2%	25 3%N	20 2%N	7 1%	58 2%ze	11 1%
At least once a week	83 2%Fe	41 2%	42 2%	13 2%	13 2%	38 3%zF	19 1%	20 2%	63 2%	26 2%	26 3%	15 2%	16 2%	66 3%ze	16 1%
At least once a month	101 3%e	48 2%	54 3%	9 2%	15 2%	44 3%	33 2%	23 2%	78 3%	24 2%	40 4%zKN	20 2%	18 2%	76 3%e	22 2%
At least once every three months	31 1%	17 1%	14 1%	7 1%	6 1%	8 1%	10 1%	10 1%	21 1%	16 2%zMN	8 1%	2 *	3 *	23 1%	7 *
Don't know/can't remember	4 *	- *	4 *	1 *	* *	1 *	3 *	1 *	3 *	2 *	3 *	- -	- -	4 *	1 *
Never	3570 91%ELdY	1747 92%	1820 91%	496 91%	584 90%	1134 89%	1356 94%zCDE	1016 91%	2512 92%	950 90%	882 89%	812 93%L	926 94%zKL	2162 89%	1320 95%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	45 1%Fme	20 1%	25 1%	8 1%F	16 2%zF	18 1%F	4 *	25 2%zm	20 1%	18 2%	11 1%	7 1%	9 1%	36 1%e	8 1%
Weekly (Net)	201 5%FN	95 5%	106 5%	32 6%F	43 7%F	90 7%zF	36 3%	71 6%	127 5%	65 6%N	62 6%N	42 5%	33 3%	161 7%ze	34 2%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 121

**A3a1\_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	302	142	160	41	58	134	70	94	205	88	102	61	51	236	56
	8%FNeP	7%	8%	7%F	9%F	10%zF	5%	8%	7%	8%N	10%zMN	7%	5%	10%ze	4%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 121

**A3a1\_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)**

Base = All Respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	8 *m	5 *	2 1%	1 *	* *	- -	2 *	- -	2 *	- -	1 *	- -	- -	- -	- -	- -	8 *	- -
At least once every day	37 1%Fme	32 1%	* *	3 1%	2 2%P	4 1%	6 1%	1 1%	6 2%	1 1%	1 *	1 *	2 1%	1 1%	3 2%	5 1%	32 1%	3 1%
About two or three times a week	73 2%FNe	66 2%	2 *	3 1%	2 2%	3 1%	19 3%	3 2%	7 2%	3 2%	5 1%	7 4%	3 2%	1 1%	10 5%zSxc	5 1%	59 2%	4 1%
At least once a week	83 2%Fe	71 2%	6 2%	3 1%	4 3%	8 2%	12 2%	1 1%	9 2%	9 5%zTUb	12 3%	4 2%	3 1%	6 7%zSTUhb	1 1%	5 1%	68 2%	5 1%
At least once a month	101 3%e	89 3%	5 1%	4 2%	4 3%	7 2%	20 3%	7 4%	10 3%	7 4%	11 3%	11 6%zSc	6 3%	* *	5 2%	5 1%	80 3%	7 2%
At least once every three months	31 1%	28 1%	2 *	1 *	1 *	3 1%	4 1%	1 *	2 1%	- -	5 1%	4 2%	3 2%	- -	2 1%	3 1%	26 1%	1 *
Don't know/can't remember	4 *	4 *	- -	- -	- -	- -	1 *	- -	* *	- -	- -	3 1%zTX	- -	- -	- -	1 *	4 *	- -
Never	3570 91%ELdY	2964 91%	316 95%zOR	181 93%	109 89%	352 93%Y	666 91%Y	152 92%	337 90%	145 89%	390 92%Y	157 84%	165 91%	82 91%	169 88%	348 93%Y	2878 91%	347 95%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	45 1%Fme	37 1%	2 1%	3 2%	3 2%	4 1%	9 1%	1 1%	8 2%	1 1%	2 1%	1 *	2 1%	1 1%	3 2%	5 1%	40 1%	3 1%
Weekly (Net)	201 5%FNe	174 5%	10 3%	9 4%	9 7%P	15 4%	39 5%	6 4%	24 6%	12 7%	20 5%	12 6%	7 4%	8 9%	15 8%	16 4%	168 5%	12 3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 121

A3a1\_8. How often in the past 3 months have you watched programmes using these services? - My5 (formerly Demand 5)

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	302	262	14	13	13	22	59	13	34	19	31	23	13	8	20	21	248	19
	8%FNeP	8%P	4%	7%	11%zP	6%	8%	8%	9%	11%c	7%	12%zSc	7%	9%	10%	6%	8%	5%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 122

A3a1\_9. How often in the past 3 months have you watched programmes using these services? - Netflix

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	200 5%FmNeS	96 5%	103 5%	78 14%zDEF	56 9%zEF	56 4%F	11 1%	93 8%zm	104 4%	82 8%zMN	53 5%N	35 4%	29 3%	157 6%ze	41 3%
At least once every day	419 11%FmNe	211 11%	207 10%	102 19%zEF	126 19%zEF	160 13%zF	31 2%	201 18%zm	217 8%	126 12%N	131 13%zMN	79 9%	83 8%	330 14%ze	77 6%
About two or three times a week	437 11%FmNe	216 11%	221 11%	84 15%zF	120 19%zEF	155 12%F	78 5%	171 15%zm	262 10%	148 14%zN	107 11%	102 12%N	79 8%	334 14%ze	92 7%
At least once a week	231 6%AFe	90 5%	140 7%zA	35 6%F	49 8%F	98 8%zF	49 3%	69 6%	159 6%	89 8%zMN	58 6%	39 4%	44 4%	177 7%ze	51 4%
At least once a month	116 3%AFNe	42 2%	74 4%zA	19 4%	15 2%	53 4%zF	29 2%	36 3%	80 3%	44 4%zN	34 3%N	21 2%	16 2%	90 4%ze	21 2%
At least once every three months	22 1%	13 1%	9 *	6 1%	2 *	5 *	9 1%	8 1%	13 *	4 *	7 1%	5 1%	5 *	14 1%	8 1%
Don't know/can't remember	2 *	1 *	1 *	- *	* *	- *	1 *	* *	1 *	1 *	- *	* *	- *	* *	1 *
Never	2481 64%CDEIKd	1236 65%	1244 62%	221 41%	280 43%	749 59%CD	1231 86%zCDE	543 48%	1905 70%zl	560 53%	604 61%K	593 68%zKL	724 74%zKLM	1323 55%	1092 79%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	619 16%FmMNe	307 16%	310 16%	180 33%zEF	182 28%zEF	216 17%F	41 3%	293 26%zm	321 12%	209 20%zLMN	184 19%zMN	114 13%	112 11%	487 20%ze	118 9%
Weekly (Net)	1287 33%FmMNe	613 32%	672 34%	298 55%zEF	351 54%zEF	469 37%zF	168 12%	533 48%zm	741 27%	447 42%zLMN	350 35%MN	255 29%N	235 24%	998 41%ze	261 19%
Monthly (Net)	1403 36%FmMNeC	656 34%	745 37%	318 58%zEF	366 56%zEF	523 41%zF	197 14%	570 51%zm	821 30%	491 46%zLMN	384 39%MN	277 32%N	251 26%	1088 45%ze	282 20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 122

A3a1\_9. How often in the past 3 months have you watched programmes using these services? - Netflix

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	200	160	21	8	11	7	37	4	17	8	21	13	13	4	13	23	157	12
	5%FmNeS	5%	6%	4%	9%zOQ	2%	5%S	2%	5%	5%	5%S	7%S	7%S	5%	7%S	6%S	5%	3%
At least once every day	419	344	43	19	12	39	72	23	39	20	49	21	13	10	20	36	338	33
	11%FmNe	11%	13%	10%	10%	10%	10%	14%	11%	12%	12%	11%	7%	11%	11%	10%	11%	9%
About two or three times a week	437	365	32	21	20	42	74	16	41	29	46	27	30	7	22	29	356	43
	11%FmNe	11%	10%	11%	16%zOP	11%	10%	10%	11%	18%zTc	11%	14%c	17%Tc	8%	12%	8%	11%	12%
At least once a week	231	184	25	17	5	24	44	6	30	8	19	15	9	6	8	16	176	28
	6%AFc	6%	7%	9%R	4%	6%	6%	3%	8%	5%	5%	8%	5%	7%	4%	4%	6%	8%
At least once a month	116	98	12	5	2	15	36	-	7	4	18	5	5	3	1	4	94	7
	3%AFNe	3%	4%	3%	1%	4%Uc	5%zUVbc	-	2%	2%	4%Ubc	3%	3%	3%	*	1%	3%	2%
At least once every three months	22	17	4	1	-	5	2	-	1	2	2	-	1	*	3	20	-	
	1%	1%	1%	1%	-	1%	*	-	*	1%	*	1%	-	1%	*	1%	1%	-
Don't know/can't remember	2	2	-	-	-	-	1	-	-	-	-	*	-	-	-	-	1	*
	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	*	*
Never	2481	2089	196	123	73	244	463	116	239	95	271	104	111	59	126	262	2013	245
	64%CDEIK	64%	59%	64%	59%	65%	63%	70%Y	64%	58%	63%	56%	62%	65%	66%	70%zWV	64%	67%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	619	505	64	27	23	46	110	27	56	28	71	34	26	14	33	59	495	45
	16%FmMNe	15%	19%	14%	19%	12%	15%	17%	15%	17%	18%	14%	16%	17%	16%	16%	16%	12%
Weekly (Net)	1287	1053	121	65	48	112	227	50	127	64	136	76	65	28	64	104	1027	116
	33%FmMNe	32%	36%	33%	39%zO	30%	31%	30%	34%	39%c	32%	41%STc	36%	31%	33%	28%	33%	31%
Monthly (Net)	1403	1151	132	70	50	128	264	50	134	69	154	81	69	31	64	108	1121	122
	36%FmMNe	35%	40%	36%	41%	34%	36%	30%	36%	42%c	36%	43%Uc	38%	34%	34%	29%	36%	33%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 123

A3a1\_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	58 1%Fme	27 1%	31 2%	14 3%F	18 3%zF	22 2%F	4 *	26 2%zm	33 1%	26 2%zM	14 1%	8 1%	11 1%	49 2%ze	9 1%
At least once every day	145 4%FmNe	77 4%	67 3%	29 5%F	42 7%zF	62 5%zF	12 1%	77 7%zm	68 2%	63 6%zMN	40 4%N	22 2%	21 2%	118 5%ze	25 2%
About two or three times a week	263 7%FmNe	123 6%	139 7%	51 9%zF	66 10%zF	105 8%zF	41 3%	108 10%zm	151 5%	93 9%zMN	105 8%N	79 5%	47 5%	217 9%ze	45 3%
At least once a week	180 5%FmNe	79 4%	101 5%	39 7%zF	33 5%F	76 6%zF	32 2%	66 6%zm	107 4%	70 7%zMN	59 6%MN	30 3%	21 2%	143 6%ze	33 2%
At least once a month	125 3%FMNR	63 3%	62 3%	33 6%zEF	31 5%zEF	34 3%	26 2%	37 3%	88 3%	64 6%zLMN	34 3%MN	13 2%	14 1%	89 4%	36 3%
At least once every three months	33 1%N	20 1%	13 1%	6 1%	5 1%	12 1%	11 1%	6 1%	25 1%	12 1%N	9 1%	9 1%	3 *	20 1%	12 1%
Don't know/can't remember	4 *	1 *	3 *	1 *	- *	2 *	- *	3 *	1 *	1 *	3 *	- *	- *	2 *	1 *
Never	3100 79%CDEIK LdYa	1515 80%	1583 79%	372 68%	453 70%	964 76%CD	1311 91%zCDE	799 71%	2268 83%zl	728 69%	758 76%K	747 85%zKL	867 88%zKL	1787 74%	1223 88%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	203 5%FmMNeQ	104 5%	98 5%	43 8%zF	61 9%zF	83 7%zF	17 1%	103 9%zm	101 4%	89 8%zLMN	54 5%N	29 3%	31 3%	167 7%ze	34 2%
Weekly (Net)	646 17%FmMNe	306 16%	338 17%	132 24%zF	159 25%zF	264 21%zF	90 6%	277 25%zm	358 13%	251 24%zLMN	191 19%zMN	106 12%	97 10%	527 22%ze	112 8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 123

A3a1\_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	771	369	399	166	190	298	116	314	446	315	225	120	110	616	148
	20%FmMNe	19%	20%	30%zEF	29%zEF	23%zF	8%	28%zm	16%	30%zLMN	23%zMN	14%	11%	25%ze	11%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 123

A3a1\_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video

Base = All Respondents

	Nation					England Regions											Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	58 1%Fme	46 1%	9 3%Q	* *	3 2%Q	1 *	23 3%zSc	1 1%	5 1%	4 2%c	5 1%	3 *	- 2%	2 1%	1 *	1 *	52 2%	3 1%
At least once every day	145 4%FmNe	121 4%	13 4%	4 2%	7 6%zQ	15 4%	20 3%	4 2%	10 3%	6 4%	17 4%	9 5%	10 5%	8 9%zTUV	6 3%	16 4%	114 4%	12 3%
About two or three times a week	263 7%FmNe	210 6%	26 8%	17 9%	9 7%	21 6%	39 5%	12 8%	25 7%	13 8%	31 7%	21 11%zTbc	16 9%b	7 8%	5 3%	20 5%	213 7%	19 5%
At least once a week	180 5%FmNe	152 5%	12 4%	12 6%	3 3%	14 4%	32 4%	4 2%	15 4%	5 3%	17 4%	19 10%zSTUVW Xc	9 5%	12 13%zSTUVW Xc	11 6%	14 4%	142 5%	20 5%
At least once a month	125 3%FMNR	104 3%R	14 4%R	6 3%	1 1%	19 5%	19 3%	2 1%	13 3%	5 3%	16 4%	9 5%	2 1%	2 2%	9 5%	9 2%	105 3%	5 1%
At least once every three months	33 1%N	28 1%	3 1%	1 1%	1 1%	5 1%	8 1%	2 1%	2 *	1 1%	2 1%	2 1%	1 *	2 2%	1 1%	2 1%	28 1%	4 1%
Don't know/can't remember	4 *	3 *	-	-	* *	- *	- *	- *	- *	- *	- *	2 1%zT	1 1%	-	-	-	4 *	-
Never	3100 79%LdYa	2594 80%CEIK	254 77%	153 79%	99 80%	302 80%Ya	589 81%Ya	140 85%Ya	304 81%Ya	130 79%Y	338 79%Ya	125 67%	138 76%	60 67%	156 82%Ya	310 83%Ya	2498 79%	304 83%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	203 5%FmMNeQ	167 5%	22 7%Q	5 2%	10 8%zOQ	16 4%	43 6%	5 3%	15 4%	10 6%	22 5%	10 5%	13 7%	8 9%	8 4%	17 5%	166 5%	14 4%
Weekly (Net)	646 17%FmMNe	529 16%	60 18%	34 17%	23 18%	51 14%	114 16%	21 13%	55 15%	28 17%	70 16%	49 26%zSTUV Xbc	39 21%	27 30%zSTUV WXbc	24 13%	51 14%	521 17%	54 15%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 123

A3a1\_10. How often in the past 3 months have you watched programmes using these services? - Amazon Prime/Amazon Video

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	771	633	74	40	23	70	133	23	68	33	86	58	40	29	33	60	626	59
	20%	19%	22%	20%	19%	19%	18%	14%	18%	20%	20%	31%	22%	32%	17%	16%	20%	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 124

A3a1\_11. How often in the past 3 months have you watched programmes using these services? - Now TV

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	41	17	24	10	13	14	3	24	16	17	8	6	10	35	5
	1%Fme	1%	1%	2%F	2%zF	1%F	*	2%zm	1%	2%	1%	1%	1%	1%ze	*
At least once every day	89	51	38	27	20	32	10	43	45	29	21	30	11	79	10
	2%FmNe	3%	2%	5%zEF	3%F	3%F	1%	4%zm	2%	3%N	2%	3%N	1%	3%ze	1%
About two or three times a week	76	41	34	17	19	29	11	30	45	31	19	13	13	67	8
	2%Fe	2%	2%	3%F	3%F	2%F	1%	3%	2%	3%zN	2%	2%	1%	3%ze	1%
At least once a week	62	37	25	13	19	26	4	26	32	21	25	10	5	53	8
	2%FmNeT	2%	1%	2%F	3%zF	2%F	*	2%fm	1%	2%N	3%zN	1%	1%	2%ze	1%
At least once a month	33	15	19	12	9	7	5	11	22	13	9	8	2	27	6
	1%FNe	1%	1%	2%zEF	1%F	1%	*	1%	1%	1%N	1%	1%	*	1%	*
At least once every three months	19	8	11	4	5	7	3	6	13	7	6	3	4	14	5
	*	*	1%	1%	1%	1%	*	1%	*	1%	1%	*	*	1%	*
Don't know/can't remember	3	2	1	1	-	1	1	1	2	*	1	1	1	2	1
	*O	*	*	*	-	*	*	*	*	*	*	*	*	*	*
Never	3583	1735	1846	461	562	1159	1400	981	2566	938	905	806	934	2149	1340
	92%CDIKd	91%	92%	85%	87%	91%CD	97%zCDE	87%	94%zl	89%	91%	92%	95%zKLM	89%	97%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	130	68	63	37	33	47	13	67	61	46	29	35	20	114	15
	3%FmNeY	4%	3%	7%zEF	5%zF	4%F	1%	6%zm	2%	4%N	3%	4%N	2%	5%ze	1%
Weekly (Net)	269	146	122	67	72	101	29	123	138	98	73	59	39	234	32
	7%FmNe	8%	6%	12%zEF	11%zF	8%F	2%	11%zm	5%	9%zN	7%N	7%N	4%	10%ze	2%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 124

A3a1\_11. How often in the past 3 months have you watched programmes using these services? - Now TV

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	302	161	140	79	81	108	34	134	160	111	83	67	41	261	38
	8%FmNe	8%	7%	15%zEF	12%zEF	8%F	2%	12%zm	6%	11%zN	8%N	8%N	4%	11%ze	3%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 124

A3a1\_11. How often in the past 3 months have you watched programmes using these services? - Now TV

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	41	32	6	2	2	1	7	-	4	*	3	-	5	2	1	8	34	3
	1%Fme	1%	2%	1%	1%	*	1%	-	1%	*	1%	-	3%S	2%	1%	2%S	1%	1%
At least once every day	89	75	8	4	3	9	12	4	10	4	13	-	4	1	4	13	71	3
	2%FmNe	2%	2%	2%	2%	3%	2%	3%	3%	3%	3%Y	-	2%	1%	2%	4%Y	2%	1%
About two or three times a week	76	68	2	3	4	5	14	2	11	3	6	8	7	2	4	5	58	8
	2%Fe	2%	*	2%	3%P	1%	2%	1%	3%	2%	1%	4%	4%	3%	2%	1%	2%	2%
At least once a week	62	52	4	5	1	12	4	3	11	7	6	1	4	1	1	1	53	5
	2%FmNeT	2%	1%	2%	1%	3%zTc	1%	2%	3%Tc	4%zTc	1%	1%	2%	1%	*	*	2%	1%
At least once a month	33	28	2	1	3	4	5	-	3	2	3	1	1	*	4	4	24	4
	1%FNe	1%	1%	*	2%zOPQ	1%	1%	-	1%	1%	1%	1%	1%	*	2%	1%	1%	1%
At least once every three months	19	18	*	-	1	1	8	-	2	-	2	-	-	-	1	1	16	1
	*	1%	*	-	1%	*	1%	-	1%	-	*	1%	-	-	1%	*	*	*
Don't know/can't remember	3	1	1	1	1	-	1	*	-	-	-	-	-	-	-	-	3	-
	*O	*	*	*O	1%zO	-	*	*	-	-	-	-	-	-	-	-	*	-
Never	3583	2986	309	178	109	345	679	156	333	149	393	174	159	83	175	340	2898	343
	92%CDIKd	92%	93%	92%	89%	91%	93%	94%	89%	90%	92%	93%	88%	92%	92%	91%	92%	93%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	130	106	14	6	4	10	19	4	14	4	16	-	9	3	5	21	105	7
	3%FmNeY	3%	4%	3%	3%	3%	3%	3%	4%Y	3%	4%Y	-	5%Y	3%Y	3%	6%zTY	3%	2%
Weekly (Net)	269	226	20	14	9	27	38	9	36	14	28	9	20	7	10	27	215	20
	7%FmNe	7%	6%	7%	8%	7%	5%	6%	10%T	8%	7%	5%	11%T	8%	5%	7%	7%	5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 124

A3a1\_11. How often in the past 3 months have you watched programmes using these services? - Now TV

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	302	254	21	15	12	31	43	9	39	16	31	10	22	7	15	31	240	23
	8%FmNe	8%	6%	8%	10%	8%	6%	6%	10%T	10%	7%	6%	12%T	8%	8%	8%	8%	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 125

A3a1\_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	53	29	24	8	10	24	11	25	28	17	12	14	10	39	10
1%Fme		2%	1%	1%	2%	2%F	1%	2%zm	1%	2%	1%	2%	1%	2%e	1%
At least once every day	114	62	52	15	24	54	20	57	56	51	25	17	21	91	20
3%Fme		3%	3%	3%	4%F	4%zF	1%	5%zm	2%	5%zLMN	3%	2%	2%	4%ze	1%
About two or three times a week	157	77	79	17	38	64	39	72	85	53	39	33	31	122	33
4%FmeO		4%	4%	3%	6%zCF	5%F	3%	6%zm	3%	5%	4%	4%	3%	5%ze	2%
At least once a week	116	56	60	19	21	44	32	44	68	43	28	25	20	88	28
3%meTf		3%	3%	3%	3%	3%	2%	4%zm	2%	4%zN	3%	3%	2%	4%ze	2%
At least once a month	88	32	56	11	18	49	10	33	55	31	21	26	9	72	14
2%FNe		2%	3%	2%F	3%F	4%zF	1%	3%	2%	3%N	2%	3%N	1%	3%ze	1%
At least once every three months	14	1	12	1	1	5	7	2	12	4	2	5	3	9	5
*Af		*	1%zA	*	*	*	*	*	*	*	*	1%	*	*	*
Don't know/can't remember	1	-	1	-	-	-	1	-	1	-	-	1	-	-	1
*		-	*	-	-	-	*	-	*	-	-	*	-	-	*
Never	3365	1648	1715	475	536	1036	1318	889	2436	856	868	755	885	2005	1274
86%DEIKd		86%	86%	87%E	83%	81%	92%zCDE	79%	89%zl	81%	87%K	86%K	90%zKM	83%	92%zd
Qg															
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	167	91	76	23	34	79	31	83	84	68	37	31	31	129	30
4%Fme		5%	4%	4%F	5%F	6%zF	2%	7%zm	3%	6%zLMN	4%	4%	3%	5%ze	2%
Weekly (Net)	440	224	215	58	93	187	102	198	237	165	104	89	82	339	91
11%FmNeO		12%	11%	11%F	14%zF	15%zF	7%	18%zm	9%	16%zLMN	10%	10%	8%	14%ze	7%
Tcf															

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 125

A3a1\_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	528	257	270	69	111	235	112	231	292	196	125	115	91	412	104
	14%FmNeT cf	13%	14%	13%F	17%zF	18%zCF	8%	21%zm	11%	19%zLMN	13%N	13%N	9%	17%ze	8%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 125

A3a1\_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	53	41	4	4	4	5	10	*	7	2	3	1	4	1	5	4	46	3
	1%Fme	1%	1%	2%	3%zO	1%	1%	*	2%	1%	1%	*	2%	1%	3%	1%	1%	1%
At least once every day	114	95	9	7	3	6	22	5	7	6	15	4	10	5	9	7	91	11
	3%Fme	3%	3%	3%	2%	2%	3%	3%	2%	4%	3%	2%	6%Sc	5%	5%	2%	3%	3%
About two or three times a week	157	116	27	10	3	10	20	7	18	8	15	9	10	3	4	12	120	18
	4%FmeO	4%	8%zOR	5%	3%	3%	3%	4%	5%	5%	4%	5%	5%	3%	2%	3%	4%	5%
At least once a week	116	93	9	12	2	22	10	3	17	4	10	7	5	3	7	5	78	29
	3%meTf	3%	3%	6%zOPR	2%	6%zTXc	1%	2%	5%Tc	2%	2%	4%	3%	3%	4%	1%	2%	8%zf
At least once a month	88	78	4	5	1	18	11	3	6	4	8	4	4	7	6	7	67	13
	2%FNe	2%	1%	3%	1%	5%zTV	2%	2%	2%	2%	2%	2%	2%	8%zTUVXYc	3%	2%	2%	3%
At least once every three months	14	10	1	3	-	2	1	-	3	1	2	-	-	-	-	-	7	5
	*Af	*	*	1%zO	-	1%	*	-	1%	1%	1%	-	-	-	-	-	*	1%zf
Don't know/can't remember	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*O	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3365	2824	277	153	110	313	655	149	316	140	373	161	147	73	160	338	2747	289
	86%DEIKd	87%Q	84%	79%	89%Q	83%	90%zSVha	90%	84%	85%	88%	86%	81%	80%	84%	91%zSVha	87%zg	79%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	167	136	13	11	7	11	32	5	14	7	18	5	14	5	14	10	137	14
	4%Fme	4%	4%	6%	5%	3%	4%	3%	4%	5%	4%	3%	8%Sc	6%	7%c	3%	4%	4%
Weekly (Net)	440	346	48	33	12	43	63	14	49	19	43	22	29	11	25	27	334	60
	11%FmNeO	11%	15%	17%zOR	10%	12%	9%	9%	13%c	12%	10%	12%	16%Tc	12%	13%	7%	11%	16%zf
	Tcf																	

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 125

A3a1\_12. How often in the past 3 months have you watched programmes using these services? - Sky On Demand (Sky Go)

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	528	424	52	38	13	62	74	17	55	23	50	25	34	18	31	35	401	73
cf	14%	FmNeT 13%	16%	20%	zOR 11%	16%	Tc 10%	10%	15%	14%	12%	14%	19%	Tc 20%	Tc 16%	9%	13%	20%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 126

A3a1\_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	11 *me	7 *	4 *	1 *	6 1%zF	4 *	- -	7 1% <b>m</b>	4 *	6 1%	2 *	2 *	1 *	10 *	1 *
At least once every day	20 1%BF	15 1%	5 *	1 *	6 1%F	10 1%	2 *	7 1%	12 *	6 1%	4 *	6 1%	4 *	14 1%	5 *
About two or three times a week	37 1%	23 1%	14 1%	3 *	6 1%	18 1%	10 1%	11 1%	25 1%	11 1%	10 1%	11 1%	6 1%	27 1%	9 1%
At least once a week	52 1%Ne	29 2%	23 1%	6 1%	6 1%	27 2%zF	13 1%	18 2%	35 1%	20 2%N	18 2%N	8 1%	6 1%	46 2%ze	5 *
At least once a month	30 1%	18 1%	12 1%	9 2%z	3 *	9 1%	9 1%	7 1%	23 1%	14 1%z	6 1%	6 1%	4 *	22 1%	8 1%
At least once every three months	9 *f	5 *	4 *	2 *	2 *	* *	4 *	1 *	8 *	4 *	1 *	1 *	4 *	7 *	2 *
Don't know/can't remember	1 *	- *	1 *	- *	- *	- *	1 *	- *	1 *	- *	- *	1 *	- *	- *	1 *
Never	3748 96%AEkdU	1810 95%	1935 97%zA	524 96%	619 95%	1207 95%	1398 97%zE	1069 95%	2634 96%	995 94%	955 96%	842 96%	1069 97%zK	2299 95%	1353 98%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	31 1%BF	22 1%B	9 *	2 *	12 2%zCF	14 1%F	2 *	14 1%	16 1%	12 1%	5 1%	9 1%	5 *	24 1%	6 *
Weekly (Net)	120 3%BFNe	74 4%zB	46 2%	10 2%	24 4%F	59 5%zCF	26 2%	43 4%	76 3%	43 4%N	33 3%	27 3%	17 2%	97 4%ze	20 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 126

A3a1\_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	150	92	58	20	27	68	35	51	99	57	39	33	21	119	29
	4%BFNe	5%zB	3%	4%	4%	5%zF	2%	5%	4%	5%zN	4%N	4%	2%	5%ze	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 126

A3a1\_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	11	8	2	1	-	1	2	3	-	-	1	-	-	-	1	1	8	1
	*me	*	1%	*	-	*	*	2%zX	-	-	*	-	-	-	*	*	*	*
At least once every day	20	18	1	-	1	3	2	3	1	1	4	1	1	1	-	2	18	1
	1%BF	1%	*	-	*	1%	*	2%	*	1%	1%	*	1%	1%	-	1%	1%	*
About two or three times a week	37	33	1	2	1	3	3	1	8	1	9	2	1	3	1	1	28	4
	1%	1%	*	1%	1%	1%	*	*	2%zTc	1%	2%T	1%	*	2%	2%	*	1%	1%
At least once a week	52	43	6	2	2	5	10	6	1	1	5	4	1	1	6	3	48	1
	1%Ne	1%	2%	1%	1%	1%	1%	4%zV	*	1%	1%	2%V	1%	1%	3%V	1%	2%	*
At least once a month	30	26	2	1	1	5	6	1	1	1	4	1	3	1	2	2	27	1
	1%	1%	1%	*	1%	1%	1%	1%	*	*	1%	*	1%	1%	1%	*	1%	*
At least once every three months	9	8	-	1	1	-	1	2	-	1	-	2	-	-	-	-	2	3
	*f	*	-	*	*	-	*	1%	1%	-	*	-	1%zT	-	-	-	*	1%f
Don't know/can't remember	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*	-
Never	3748	3122	319	189	118	360	708	151	360	160	402	178	173	86	180	363	3023	356
	96%AEKdU	96%	96%	97%	96%	96%	97%U	91%	96%U	98%U	94%	95%	95%	95%	94%	98%U	96%	97%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	31	26	3	1	1	4	3	5	1	1	4	2	1	1	1	3	27	2
	1%BF	1%	1%	*	*	1%	*	3%zTV	*	1%	1%	1%	1%	1%	*	1%	1%	*
Weekly (Net)	120	102	10	4	3	12	16	12	10	3	18	8	3	3	9	7	103	7
	3%BFNe	3%	3%	2%	2%	3%	2%	7%zThc	3%	2%	4%	4%	2%	4%	5%	2%	3%	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 126

A3a1\_13. How often in the past 3 months have you watched programmes using these services? - UKTV Play

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	150	128	13	5	4	17	22	13	11	4	22	9	6	5	11	9	130	8
	4%BFNe	4%	4%	2%	3%	4%	3%	8%zTVc	3%	2%	5%	5%	3%	5%	6%	2%	4%	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 127

A3a1\_14. How often in the past 3 months have you watched programmes using these services? - Disney Life

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	8 *m	3 *	5 *	* *	5 1%zF	2 *	1 *	6 1%zm	2 *	5 *	1 *	1 *	1 *	7 *	1 *
At least once every day	22 1%Fm	11 1%	11 1%	2 *	12 2%zCEF	7 1%F	1 *	21 2%zm	1 *	14 1%zLN	2 *	3 *	2 *	18 1%	4 *
About two or three times a week	17 *Fm	7 *	9 *	5 1%F	5 1%F	6 *	1 *	11 1%zm	6 *	9 1%	4 *	2 *	2 *	13 1%	3 *
At least once a week	11 *Fme	5 *	7 *	5 1%zEF	4 1%F	2 *	* *	9 1%zm	3 *	7 1%z	1 *	2 *	2 *	10 *	* *
At least once a month	9 *	6 *	3 *	4 1%zE	1 *	- -	4 *	4 *	4 *	2 *	2 *	4 *	- -	6 *	2 *
At least once every three months	5 *	1 *	4 *	3 1%zEF	1 *	- -	- -	3 *	2 *	3 *	1 *	- -	1 *	4 *	1 *
Don't know/can't remember	1 *	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -
Never	3834 98%CDIKd	1872 98%	1959 98%	525 96%	618 95%	1259 99%CD	1432 100%zCDE	1067 95%	2722 99%zl	1015 96%	985 99%zK	863 99%K	972 99%zK	2366 98%	1373 99%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	30 1%Fme	14 1%	16 1%	3 *	17 3%zCEF	9 1%F	1 *	27 2%zm	3 *	20 2%zLMN	3 *	5 1%	3 *	25 1%e	4 *
Weekly (Net)	58 1%FmLNeg	26 1%	32 2%	13 2%F	26 4%zEF	17 1%F	3 *	46 4%zm	12 *	35 3%zLMN	7 1%	9 1%	7 1%	48 2%ze	8 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 127

A3a1\_14. How often in the past 3 months have you watched programmes using these services? - Disney Life

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	67	32	35	16	27	17	6	50	16	38	9	13	7	55	10
	2%FmLNeg	2%	2%	3%zEF	4%zEF	1%F	*	4%zm	1%	4%zLMN	1%	1%	1%	2%ze	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 127

A3a1\_14. How often in the past 3 months have you watched programmes using these services? - Disney Life

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	8 *m	5 *	2 1%	-	1 1% <b>z</b>	-	4 *	-	1 *	-	* *	-	-	-	-	-	8 *	-
At least once every day	22 1% <b>Fm</b>	17 1%	2 1%	1 1%	1 1%	-	7 1%	1 1%	2 1%	1 *	5 1%	-	1 *	-	-	1 *	20 1%	* *
About two or three times a week	17 * <b>Fm</b>	13 *	1 *	2 1%	1 1%	-	1 *	* *	3 1%	1 *	3 1%	-	1 *	-	1 1%	3 1%	16 *	-
At least once a week	11 * <b>Fme</b>	9 *	1 *	1 1%	* *	2 *	3 *	2 1% <b>z</b>	1 *	1 *	-	-	-	-	-	-	7 *	-
At least once a month	9 *	9 *	-	-	-	-	4 1%	-	1 *	-	1 *	-	2 1%	1 1%	-	-	8 *	-
At least once every three months	5 *	4 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	1 1%	1 1%	-	3 *	-
Don't know/can't remember	1 *	1 *	-	-	-	-	-	-	1 * <b>z</b>	-	-	-	-	-	-	-	1 *	-
Never	3834 98% <b>CDIKd</b>	3199 98%	326 98%	190 98%	119 97%	375 100% <b>T</b>	710 97%	162 98%	365 98%	162 99%	416 98%	187 100%	177 98%	88 98%	189 99%	369 99%	3093 98%	367 100% <b>zf</b>
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	30 1% <b>Fme</b>	22 1%	4 1%	1 1%	2 2% <b>z</b>	-	11 1%	1 1%	3 1%	1 *	5 1%	-	1 *	-	-	1 *	28 1%	* *
Weekly (Net)	58 1% <b>FmLNeg</b>	45 1%	6 2%	4 2%	4 3% <b>z</b>	2 *	15 2%	4 2%	7 2%	2 1%	8 2%	-	2 1%	-	1 1%	4 1%	51 2%	* *

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 127

A3a1\_14. How often in the past 3 months have you watched programmes using these services? - Disney Life

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	67	53	6	4	4	2	19	4	8	2	9	-	4	1	1	4	58	*
	2%FmLNeg	2%	2%	2%	3%	*	3%\$	2%	2%	1%	2%	-	2%	1%	1%	1%	2%g	*

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 128

**A3a1\_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	19 *m	11 1%	8 *	5 1%	7 1%	4 *	4 *	12 1%zm	8 *	8 1%	4 *	2 *	5 *	13 1%	4 *
At least once every day	46 1%	21 1%	24 1%	4 1%	19 3%zCEF	10 1%	13 1%	15 1%	31 1%	18 2%	11 1%	10 1%	8 1%	33 1%	12 1%
About two or three times a week	70 2%g	36 2%	33 2%	12 2%	9 1%	21 2%	27 2%	26 2%	43 2%	31 3%zMN	19 2%	10 1%	10 1%	45 2%	22 2%
At least once a week	66 2%g	37 2%	29 1%	7 1%	7 1%	28 2%	25 2%	22 2%	43 2%	21 2%	15 2%	18 2%	12 1%	48 2%	18 1%
At least once a month	27 1%FN	14 1%	13 1%	8 1%zF	2 *	13 1%F	3 *	9 1%	17 1%	7 1%	12 1%N	8 1%N	* *	24 1%ze	2 *
At least once every three months	8 *B	6 *	1 *	4 1%z	1 *	2 *	1 *	3 *	5 *	3 *	3 *	1 *	1 *	5 *	2 *
Don't know/can't remember	1 *	1 *	-	-	-	*	*	-	1 *	-	*	*	-	*	*
Never	3671 94%lKdVb	1780 93%	1889 95%	506 93%	603 93%	1198 94%	1364 95%	1035 92%	2594 95%zl	969 92%	931 94%	826 94%	944 96%zKL	2257 93%	1324 96%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	65 2%eg	32 2%	33 2%	9 2%	26 4%zCEF	14 1%	17 1%	27 2%	38 1%	26 2%	15 1%	12 1%	13 1%	46 2%	15 1%
Weekly (Net)	201 5%mNeg	106 6%	95 5%	28 5%	42 6%	63 5%	69 5%	75 7%zm	124 5%	78 7%zMN	49 5%	40 5%	34 3%	140 6%e	55 4%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 128

**A3a1\_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	228	119	108	36	44	76	72	84	142	84	61	48	34	164	57
	6% <b>mNeg</b>	6%	5%	7%	7%	6%	5%	8% <b>zm</b>	5%	8% <b>zN</b>	6% <b>N</b>	6%	4%	7% <b>ze</b>	4%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 128  
**A3a1\_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere**  
 Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	19	16	1	1	2	-	8	*	3	-	1	-	1	-	-	2	18	-
	*m	*	*	*	2%zOP	-	1%	*	1%	-	*	-	1%	-	-	*	1%	-
At least once every day	46	39	5	1	1	4	10	1	10	2	5	2	-	1	2	2	37	*
	1%	1%	2%	1%	1%	1%	1%	1%	3%z	1%	1%	1%	-	1%	1%	1%	1%	*
About two or three times a week	70	59	5	4	2	6	14	1	6	1	7	3	4	-	10	8	59	1
	2%g	2%	2%	2%	2%	1%	2%	*	2%	1%	2%	1%	2%	-	5%zSTU	2%	2%g	*
At least once a week	66	54	9	2	1	3	8	1	12	1	7	4	-	4	8	5	58	-
	2%g	2%	3%	1%	1%	1%	1%	1%	3%	1%	2%	2%	-	4%h	4%zSTh	1%	2%g	-
At least once a month	27	23	3	-	1	2	5	2	3	-	3	4	1	2	1	1	22	2
	1%FNe	1%	1%	-	1%	1%	1%	1%	1%	-	1%	2%	*	2%	1%	*	1%	1%
At least once every three months	8	6	1	-	*	2	3	-	-	1	-	-	1	-	-	-	5	1
	*B	*	*	-	*	1%	*	-	-	1%	-	-	*	-	-	-	*	*
Don't know/can't remember	1	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	1	-
	*	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-
Never	3671	3061	308	186	116	360	682	160	340	159	403	174	174	84	169	356	2954	363
	94%kdvb	94%	93%	96%	94%	95%b	93%	97%b	91%	97%b	94%b	93%	96%b	93%	89%	96%vb	94%	99%zf
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	65	54	6	2	3	4	18	2	13	2	6	2	1	1	2	4	56	*
	2%eg	2%	2%	1%	2%	1%	2%	1%	3%z	1%	1%	1%	1%	1%	1%	1%	2%g	*
Weekly (Net)	201	167	20	8	6	13	40	3	31	5	21	9	5	4	20	16	173	1
	5%mNeg	5%	6%	4%	5%	3%	5%	2%	8%zSUW	3%	5%	5%	3%	5%	11%zSUWXh	4%	5%g	*

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 128

A3a1\_15. How often in the past 3 months have you watched programmes using these services? - Virgin TV Catch-up/Virgin Media Anywhere

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	228	190	23	8	7	15	45	6	34	5	24	12	6	6	21	17	195	3
	6% <b>mNeg</b>	6%	7%	4%	6%	4%	6%	3%	9% <b>zSWc</b>	3%	6%	7%	3%	7%	11% <b>zSUWhc</b>	4%	6% <b>g</b>	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 129

A3a1\_16. How often in the past 3 months have you watched programmes using these services? - Hayu

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	5 *	2 *	3 *	1 *	2 *	1 *	-	5 *zm	-	4 *	1 *	-	-	4 *	1 *
At least once every day	4 *	2 *	2 *	-	2 *	2 *	-	4 *zm	-	1 *	1 *	1 *	1 *	4 *	-
About two or three times a week	15 *A	3 *	12 1%	6 1%zF	5 1%F	4 *	-	4 *	9 *	10 1%zMN	4 *	* *	1 *	11 *	3 *
At least once a week	7 *A	1 *	7 *	2 *	2 *	2 *	1 *	4 *	4 *	3 *	2 *	1 *	2 *	5 *	3 *
At least once a month	7 *	3 *	4 *	3 *	2 *	2 *	1 *	3 *	4 *	3 *	2 *	1 *	2 *	7 *	-
At least once every three months	2 *O	* *	1 *	1 *	-	1 *	-	* *	1 *	-	* *	-	1 *	1 *	* *
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3868 99%BCDIK	1896 99%zB	1969 99%	533 98%	634 98%	1264 99%	1436 100%zCDE	1102 98%	2722 99%zl	1037 98%	985 99%	873 100%zK	973 99%K	2393 99%	1377 100%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	9 *m	4 *	5 *	1 *	4 1%zF	3 *	-	9 1%zm	-	5 *	2 *	1 *	1 *	8 *	1 *
Weekly (Net)	31 1%AFm	7 *	23 1%zA	9 2%F	12 2%zF	9 1%F	1 *	16 1%zm	13 *	17 2%zMN	8 1%	2 *	3 *	24 1%	7 *
Monthly (Net)	38 1%AFmMe	10 1%	28 1%zA	11 2%zF	14 2%zEF	11 1%F	2 *	19 2%zm	17 1%	20 2%zMN	10 1%	2 *	5 1%	31 1%e	7 *

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 129

A3a1\_16. How often in the past 3 months have you watched programmes using these services? - Hayu

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	5	4	1	-	*	-	2	-	1	*	-	-	-	-	-	1	4	-
	*	*	*	-	*	-	*	-	*	-	-	-	-	-	-	*	*	-
At least once every day	4	4	-	-	-	-	2	1	*	-	-	-	-	-	-	1	2	-
	*	*	-	-	-	-	*	*	*	-	-	-	-	-	-	*	*	-
About two or three times a week	15	14	-	-	*	1	*	-	*	2	3	1	4	-	1	2	11	-
	*A	*	-	-	*	*	*	-	*	1%	1%	1%	2%zTV	-	1%	1%	*	-
At least once a week	7	7	1	-	-	2	1	-	*	-	2	-	-	-	-	1	7	1
	*A	*	*	-	-	*	*	-	*	-	1%	-	-	-	-	*	*	*
At least once a month	7	6	1	-	-	-	1	-	3	-	-	-	-	-	-	2	-	5
	*	*	*	-	-	-	*	-	1%	-	-	-	-	-	-	1%	*	*
At least once every three months	2	*	1	1	-	-	*	-	-	-	-	-	-	-	-	-	2	-
	*O	*	*O	*O	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3868	3224	328	193	122	375	724	165	369	162	421	185	177	91	188	367	3125	366
	99%BCDIK	99%	99%	100%	99%	99%	99%	100%	99%	99%	99%	99%	98%	100%	98%	99%	99%	99%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	9	8	1	-	*	-	3	1	1	*	-	-	-	-	-	2	6	-
	*m	*	*	-	*	-	*	*	*	-	-	-	-	-	-	1%	*	-
Weekly (Net)	31	29	1	-	1	3	5	1	2	2	5	1	4	-	1	5	24	1
	1%AFm	1%	*	-	1%	1%	1%	*	1%	1%	1%	1%	2%	-	1%	1%	1%	*
Monthly (Net)	38	34	3	-	1	3	6	1	5	2	5	1	4	-	3	5	28	1
	1%AFmMe	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	2%	-	2%	1%	1%	*

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 130

A3a1\_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	25 1%FmeO	15 1%	10 *	7 1%F	13 2%zEF	5 *	-	18 2%zm	7 *	13 1%zM	6 1%	1 *	4 *	20 1%	4 *
At least once every day	38 1%BFmNe	28 1%zB	10 1%	10 2%zEF	20 3%zEF	6 *	2 *	19 2%zm	19 1%	18 2%zN	12 1%N	7 1%	2 *	29 1%	8 1%
About two or three times a week	41 1%Fm	24 1%	16 1%	11 2%F	9 1%F	15 1%F	5 *	23 2%zm	18 1%	12 1%	12 1%	9 1%	8 1%	22 1%	17 1%
At least once a week	53 1%FmN	31 2%	22 1%	18 3%zEF	9 1%	18 1%	8 1%	21 2%	29 1%	20 2%N	11 1%	16 2%N	5 1%	36 2%	14 1%
At least once a month	35 1%	22 1%	12 1%	13 2%zEF	6 1%	9 1%	7 *	15 1%	20 1%	18 2%zMN	10 1%	4 *	3 *	24 1%	11 1%
At least once every three months	9 *	5 *	4 *	1 *	2 *	3 *	3 *	1 *	8 *	1 *	5 *	-	3 *	8 *	1 *
Don't know/can't remember	1 *	-	1 *	-	-	*	*	-	*	-	-	1 *	-	*	-
Never	3706 95%ACDIK	1780 93%	1923 96%zA	485 89%	588 91%	1220 96%CD	1413 98%zCDE	1024 91%	2641 96%zI	974 92%	939 94%	839 96%K	1024 97%zKL	2286 94%	1329 96%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	63 2%BEFmNe	43 2%zB	20 1%	17 3%zEF	33 5%zEF	11 1%F	2 *	37 3%zm	25 1%	31 3%zMN	18 2%	8 1%	6 1%	50 2%ze	12 1%
Weekly (Net)	157 4%BFmNe	98 5%zB	58 3%	46 8%zEF	51 8%zEF	44 3%F	15 1%	82 7%zm	72 3%	63 6%zN	41 4%N	33 4%	20 2%	108 4%	42 3%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 130

A3a1\_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	191	121	71	59	57	53	22	96	92	81	51	37	23	131	54
	5%BfMNe	6%zB	4%	11%zEF	9%zEF	4%F	2%	9%zm	3%	8%zLMN	5%N	4%	2%	5%	4%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 130

A3a1\_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	25 1%FmeO	16 *	8 2%zO	1 1%	* *	2 1%	2 *	1 *	3 1%	- -	4 1%	- -	1 1%	- -	- -	3 1%	21 1%	- -
At least once every day	38 1%BFmNe	35 1%	1 *	1 1%	1 1%	1 *	8 1%	2 1%	3 1%	2 1%	8 2%	- -	1 1%	3 3%S	1 1%	6 2%	25 1%	6 2%
About two or three times a week	41 1%Fm	36 1%	2 *	2 1%	1 1%	2 1%	10 1%	* *	2 *	1 *	5 1%	3 2%	2 1%	- -	3 2%	8 2%	35 1%	1 *
At least once a week	53 1%FmN	44 1%	7 2%	2 1%	1 *	4 1%	11 2%	* *	3 1%	- -	6 1%	3 2%	2 1%	4 4%W	3 2%	7 2%	45 1%	5 1%
At least once a month	35 1%	31 1%	1 *	2 1%	2 1%	4 1%	6 1%	1 1%	5 1%	1 1%	7 2%	3 1%	* *	1 1%	* *	2 *	27 1%	2 1%
At least once every three months	9 *	8 *	- -	- -	2 1%zOPQ	- -	3 *	- -	- -	- -	- -	2 1%	2 1%z	- -	- -	* *	7 *	* *
Don't know/can't remember	1 *	1 *	- -	- -	- -	- -	- -	- *	- *	- *	- -	- -	- -	- -	- -	- -	- -	- -
Never	3706 95%ACDIK	3089 95%	314 95%	185 96%	117 95%	364 97%	690 95%	162 98%	357 96%	160 98%	396 93%	176 94%	171 95%	83 92%	183 96%	346 93%	2995 95%	353 96%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	63 2%BEFmNe	51 2%	9 3%	2 1%	1 1%	3 1%	10 1%	2 1%	6 2%	2 1%	12 3%	- -	3 1%	3 3%	1 1%	9 2%	46 1%	6 2%
Weekly (Net)	157 4%BFmNe	131 4%	17 5%	6 3%	3 2%	9 2%	31 4%	3 2%	11 3%	3 2%	23 5%	6 3%	7 4%	6 7%	8 4%	24 6%zSW	127 4%	12 3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 130

A3a1\_17. How often in the past 3 months have you watched programmes using these services? - A BBC YouTube Channel

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	191	161	17	8	5	13	37	4	16	4	30	9	7	7	8	26	154	14
	5%BfMNe	5%	5%	4%	4%	3%	5%	2%	4%	2%	7%	5%	4%	8%	4%	7%	5%	4%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 131

A3a1\_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	84 2%BF	55 3%zB	29 1%	26 5%zEF	29 4%zEF	27 2%F	3 *	33 3%	50 2%	26 3%	25 2%	16 2%	17 2%	57 2%	23 2%
At least once every day	102 3%FmeQ	46 2%	56 3%	38 7%zEF	33 5%zEF	25 2%F	7 *	48 4%zm	53 2%	37 3%	25 3%	16 2%	24 2%	76 3%e	25 2%
About two or three times a week	86 2%Fm	47 2%	39 2%	18 3%F	19 3%F	34 3%F	15 1%	36 3%zm	50 2%	25 2%	34 3%	13 2%	20 2%	62 3%	23 2%
At least once a week	60 2%FN	36 2%	24 1%	18 3%zEF	12 2%	19 2%	11 1%	21 2%	39 1%	25 2%zN	18 2%N	11 1%	6 1%	45 2%	15 1%
At least once a month	27 1%	12 1%	15 1%	2 *	3 *	11 1%	11 1%	9 1%	18 1%	9 1%	9 1%	6 1%	4 *	15 1%	12 1%
At least once every three months	6 *	2 *	4 *	2 *F	1 *	3 *	- -	2 *	3 *	1 *	1 *	1 *	3 *	5 *	1 *
Don't know/can't remember	2 *	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	- -	1 *	1 *	- -	* *	2 *
Never	3540 91%CDIKdR	1708 90%	1829 92%	441 81%	552 85%	1156 91%CD	1391 97%zCDE	971 87%	2526 92%zl	933 88%	889 89%	812 93%KL	906 92%zKL	2167 89%	1284 93%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	186 5%Fme	101 5%	85 4%	64 12%zEF	61 9%zEF	52 4%F	9 1%	81 7%zm	104 4%	63 6%M	50 5%	32 4%	41 4%	132 5%e	47 3%
Weekly (Net)	332 9%BFmMeQ	184 10%zB	149 7%	100 18%zEF	93 14%zEF	105 8%F	35 2%	138 12%zm	193 7%	114 11%zMN	95 10%M	56 6%	67 7%	239 10%ze	85 6%
Monthly (Net)	359 9%FmMNeQ	196 10%	164 8%	102 19%zEF	95 15%zEF	116 9%F	46 3%	147 13%zm	211 8%	122 12%zMN	104 10%MN	62 7%	71 7%	253 10%ze	97 7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 131

A3a1\_18. How often in the past 3 months have you watched programmes using these services? - Other YouTube Channel

Base = All Respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	84 2%BF	72 2%	7 2%	3 2%	3 2%	6 2%	15 2%	2 1%	12 3%	2 1%	9 2%	4 2%	4 2%	6 7%zSTUWX	3 1%	10 3%	71 2%	3 1%
At least once every day	102 3%FmeQ	90 3%	6 2%	1 1%	5 4%Q	9 2%	27 4%	3 2%	8 2%	7 4%	11 3%	3 2%	6 3%	* *	4 2%	12 3%	77 2%	7 2%
About two or three times a week	86 2%Fm	67 2%	5 2%	3 2%	11 9%zOPQ	8 2%	16 2%	2 1%	6 2%	* *	9 2%	8 4%W	4 2%	3 3%	6 3%	5 1%	69 2%	9 2%
At least once a week	60 2%FN	49 2%	8 2%	1 *	2 2%	5 1%	9 1%	2 1%	9 2%	4 3%	9 2%	5 3%	1 1%	1 1%	1 1%	3 1%	47 1%	7 2%
At least once a month	27 1%	23 1%	2 1%	1 1%	1 1%	4 1%	4 1%	- -	2 1%	- -	5 1%	1 *	1 *	2 3%	2 1%	2 *	20 1%	3 1%
At least once every three months	6 *	4 *	1 *	1 *	* *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	2 *	5 *	* *
Don't know/can't remember	2 *	2 *	- -	* *	- -	2 *	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	2 *	- -
Never	3540 91%CDIKd R	2952 91%R	303 91%R	183 94%zOR	102 83%	343 91%	659 90%	157 95%	336 90%	150 92%	382 90%	166 89%	165 91%	79 87%	175 91%	340 91%	2865 91%	338 92%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	186 5%Fme	161 5%	12 4%	5 2%	8 6%Q	15 4%	42 6%	4 3%	20 5%	9 5%	20 5%	7 4%	10 6%	6 7%	6 3%	21 6%	148 5%	10 3%
Weekly (Net)	332 9%BFmMeQ	278 9%Q	25 8%	8 4%	21 17%zOPQ	28 7%	67 9%	9 5%	35 9%	14 8%	38 9%	20 10%	15 8%	10 11%	14 7%	29 8%	263 8%	26 7%
Monthly (Net)	359 9%FmMNeQ	301 9%Q	27 8%	10 5%	21 17%zOPQ	32 8%	70 10%	9 5%	38 10%	14 8%	44 10%	20 11%	16 9%	12 13%	16 9%	31 8%	283 9%	29 8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 132

A4. Which, if any, of these websites or apps have you used in the past 3 months?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
BBC.co.uk	505 13%BFMNe c	294 15%zB	211 11%	94 17%zF	82 13%F	220 17%zDF	109 8%	171 15%zm	332 12%	218 21%zLMN	164 16%zMN	73 8%N	50 5%	398 16%ze	97 7%
ITV.com	348 9%FmNe	166 9%	181 9%	98 18%zDEF	73 11%zF	128 10%F	49 3%	137 12%zm	209 8%	129 12%zMN	107 11%zMN	62 7%	50 5%	270 11%ze	71 5%
stv.tv	37 1%fmNO	19 1%	18 1%	3 1%	13 2%zF	12 1%	9 1%	19 2%zm	17 1%	21 2%zLMN	7 1%	5 1%	4 *	28 1%	9 1%
S4C	22 1%Fme	14 1%	8 *	2 *	9 1%zF	8 1%	2 *	12 1%zm	10 *	14 1%zLM	2 *	2 *	4 *	19 1%e	2 *
SkySports.com	413 11%BFmNe	312 16%zB	100 5%	69 13%F	115 18%zCEF	163 13%zF	65 5%	181 16%zm	231 8%	161 15%zLMN	111 11%N	87 10%N	54 6%	343 14%ze	63 5%
News.sky.com (Sky News)	207 5%FmMNe	110 6%	98 5%	29 5%F	61 9%zCEF	82 6%F	35 2%	81 7%zm	125 5%	83 8%zLMN	66 7%M	32 4%	26 3%	169 7%ze	35 3%
Channel4.com	215 6%FmNe	101 5%	113 6%	64 12%zDEF	49 8%zF	75 6%F	27 2%	95 8%zm	114 4%	87 8%zLMN	67 7%M	34 4%	27 3%	171 7%ze	38 3%
5 (channel5.com)	100 3%Fme	49 3%	51 3%	29 5%zEF	28 4%zF	32 3%F	10 1%	46 4%zm	52 2%	37 4%M	28 3%	14 2%	21 2%	80 3%ze	15 1%
BBC Sport	607 16%BFmMNe	477 25%zB	130 7%	99 18%F	114 18%F	254 20%zF	140 10%	210 19%zm	392 14%	255 24%zLMN	178 18%zMN	106 12%N	68 7%	483 20%ze	117 8%
BBC News	1047 27%BFMNe P	576 30%zB	471 24%	156 29%F	205 32%zF	414 32%zF	272 19%	335 30%zm	705 26%	408 39%zLMN	318 32%zMN	180 21%N	141 14%	780 32%ze	249 18%
BBC Weather	897 23%FmMNe	449 24%	447 22%	140 26%F	152 23%F	340 27%zF	264 18%	292 26%zm	599 22%	352 33%zLMN	250 25%M	172 20%N	122 12%	655 27%ze	230 17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 132

A4. Which, if any, of these websites or apps have you used in the past 3 months?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
BBC CBeebies Playtime	101 3%AFme	36 2%	65 3%zA	13 2%F	37 6%zCF	44 3%F	7 *	86 8%zm	14 1%	43 4%zLMN	26 3%	17 2%	16 2%	81 3%ze	18 1%
BBC Music	128 3%BFmNeQ	78 4%zB	50 2%	21 4%F	51 8%zCEF	39 3%F	17 1%	60 5%zm	69 3%	57 5%zMN	35 4%N	23 3%	13 1%	104 4%ze	22 2%
BBC Food	331 8%AFmMNe	124 7%	207 10%zA	51 9%F	79 12%zF	128 10%F	73 5%	131 12%zm	200 7%	152 14%zLMN	98 10%MN	44 5%	37 4%	253 10%ze	68 5%
BBC iWonder	35 1%	20 1%	15 1%	5 1%	14 2%zEF	9 1%	7 *	15 1%	19 1%	15 1%	9 1%	6 1%	5 *	26 1%	8 1%
BBC+	48 1%Fmf	31 2%	18 1%	14 3%zF	13 2%F	16 1%F	5 *	29 3%zm	19 1%	23 2%zN	10 1%	9 1%	6 1%	39 2%ze	8 1%
BBC Bitesize	85 2%FmMN	37 2%	47 2%	32 6%zDEF	17 3%F	31 2%F	5 *	57 5%zm	27 1%	42 4%zMN	22 2%	9 1%	12 1%	58 2%	25 2%
BBC CBeebies Storytime	76 2%FmeS	28 1%	47 2%	10 2%F	32 5%zCEF	27 2%F	7 *	58 5%zm	18 1%	35 3%zLMN	14 1%	10 1%	17 2%	59 2%e	13 1%
BBC Sounds	14 *	4 *	9 *	- -	4 1%	6 *	4 *	3 *	11 *	12 1%zLMN	- -	- -	1 *	6 *	8 1%
None of these	1952 50%ACDEI KLdSY	888 47%	1063 53%zA	192 35%	255 39%	534 42%C	971 68%zCDE	421 38%	1503 55%zl	338 32%	422 42%K	503 57%zKL	689 70%zKLM	956 39%	934 67%zd
Total mentions	7167 183%	3811 200%	3347 167%	1123 206%	1405 217%	2562 201%	2076 144%	2438 217%	4669 170%	2482 235%	1935 194%	1388 159%	1361 139%	4978 205%	2033 147%
Any BBC	1788 46%BFmMN eRUC	938 49%zB	849 42%	311 57%zF	345 53%zF	685 54%zF	447 31%	620 55%zm	1155 42%	672 64%zLMN	531 53%zMN	327 37%N	258 26%	1334 55%ze	423 31%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 132

A4. Which, if any, of these websites or apps have you used in the past 3 months?

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
BBC.co.uk	505	429	31	25	20	60	114	15	38	16	63	32	24	9	25	32	428	42
	<b>13%zFmNe</b>	13%	9%	13%	<b>17%zP</b>	<b>16%zS</b>	<b>16%zV</b>	9%	10%	10%	<b>15%zX</b>	<b>17%zY</b>	13%	10%	13%	9%	14%	11%
ITV.com	348	296	22	16	13	26	71	12	39	13	41	27	14	10	16	27	280	23
	<b>9%zFmNe</b>	9%	7%	9%	11%	7%	10%	7%	10%	8%	10%	<b>14%zSc</b>	8%	11%	8%	7%	9%	6%
stv.tv	37	22	12	2	1	3	8	-	4	*	1	-	-	1	-	4	31	1
	<b>1%zNO</b>	1%	<b>4%zOR</b>	1%	1%	1%	1%	-	1%	*	*	-	-	1%	-	1%	1%	*
S4C	22	15	3	3	1	3	4	1	2	-	3	1	2	-	-	-	15	2
	<b>1%zFme</b>	*	1%	<b>1%O</b>	1%	1%	1%	*	*	-	1%	*	1%	-	-	-	*	1%
SkySports.com	413	343	38	15	16	38	61	11	49	24	60	21	17	10	20	32	338	44
	<b>11%zFmNe</b>	11%	12%	8%	<b>13%zQ</b>	10%	8%	6%	<b>13%T</b>	<b>15%TU</b>	<b>14%zTU</b>	11%	9%	11%	10%	9%	11%	12%
News.sky.com (Sky News)	207	173	19	10	5	25	35	8	16	13	25	17	11	3	6	13	162	25
	<b>5%zFmNe</b>	5%	6%	5%	4%	7%	5%	5%	4%	8%	6%	<b>9%zC</b>	6%	4%	3%	4%	5%	7%
Channel4.com	215	177	17	13	7	13	49	5	21	8	29	12	8	4	7	20	173	13
	<b>6%zFmNe</b>	5%	5%	7%	6%	4%	7%	3%	6%	5%	7%	6%	4%	4%	4%	5%	5%	4%
5 (channel5.com)	100	87	5	3	5	3	19	4	9	4	15	4	11	*	5	13	78	7
	<b>3%zFme</b>	3%	2%	1%	<b>4%zQ</b>	1%	3%	2%	2%	3%	<b>4%zS</b>	2%	<b>6%zS</b>	*	3%	<b>3%zS</b>	2%	2%
BBC Sport	607	504	52	31	19	71	110	24	49	23	73	42	25	14	24	50	506	45
	<b>16%zBFmMN</b>	15%	16%	16%	16%	19%	15%	14%	13%	14%	17%	<b>22%zTVbc</b>	14%	15%	13%	13%	16%	12%
BBC News	1047	900	65	48	33	133	208	35	86	34	117	76	51	23	52	85	847	116
	<b>27%zBFmNe</b>	<b>28%zP</b>	20%	25%	26%	<b>35%zUVWc</b>	29%	21%	23%	20%	27%	<b>41%zTUVW</b>	28%	25%	27%	23%	27%	32%
	<b>P</b>											<b>Xhabc</b>						
BBC Weather	897	757	62	51	27	108	173	29	71	32	94	57	46	24	53	72	725	85
	<b>23%zFmNe</b>	23%	19%	<b>27%zP</b>	22%	<b>29%zUVc</b>	24%	17%	19%	19%	22%	<b>31%zUVWc</b>	25%	26%	28%	19%	23%	23%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 132

A4. Which, if any, of these websites or apps have you used in the past 3 months?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
BBC CBeebies Playtime	101	81	9	8	2	7	15	1	14	3	12	3	4	2	8	11	76	13
	3%AFme	2%	3%	4%	2%	2%	2%	1%	4%	2%	3%	2%	3%	3%	4%	3%	2%	3%
BBC Music	128	114	8	2	4	9	29	4	9	8	16	8	9	4	4	14	111	3
	3%BfMNeQg	3%Q	3%	1%	3%Q	2%	4%	2%	2%	5%	4%	4%	5%	5%	2%	4%	4%g	1%
BBC Food	331	290	19	12	10	31	72	11	25	14	45	27	9	12	23	21	265	28
	8%AFmMNe	9%	6%	6%	8%	8%	10%	7%	7%	9%	11%c	14%zVhc	5%	13%hc	12%c	6%	8%	8%
BBC iWonder	35	31	2	1	1	8	11	2	2	-	4	-	-	-	4	1	30	2
	1%	1%	1%	1%	1%	2%	1%	1%	*	-	1%	-	-	-	2%	*	1%	1%
BBC+	48	42	4	-	2	5	9	-	10	1	5	1	1	-	2	9	30	5
	1%Fmef	1%	1%	-	1%Q	1%	1%	-	3%	1%	1%	1%	1%	-	1%	2%	1%	1%
BBC Bitesize	85	75	3	2	5	9	18	2	7	2	10	7	4	2	7	7	63	4
	2%FmMN	2%	1%	1%	4%zPQ	2%	2%	1%	2%	1%	2%	4%	2%	2%	4%	2%	2%	1%
BBC CBeebies Storytime	76	66	7	1	2	1	12	2	11	4	14	1	1	5	10	5	67	4
	2%FmeS	2%	2%	1%	2%	*	2%	1%	3%S	3%S	3%S	1%	*	5%SYhc	5%zSTYhc	1%	2%	1%
BBC Sounds	14	13	-	1	-	1	-	-	1	-	3	3	2	1	2	-	9	1
	*	*	-	*	-	*	-	-	*	-	1%	2%zTc	1%T	1%T	1%	-	*	*
None of these	1952	1605	177	101	70	164	349	99	184	87	219	73	83	45	88	214	1579	187
	50%ACDEIKLdSY	49%	53%	52%	57%zO	44%	48%	60%zSTYh	49%	53%Y	51%Y	39%	46%	50%	46%	58%zSTYh	50%	51%
Total mentions	7167	6022	557	346	242	719	1367	264	645	287	848	413	323	169	355	631	5815	651
	183%	185%	168%	178%	197%	191%	187%	160%	172%	175%	199%	221%	178%	186%	186%	170%	184%	177%
Any BBC	1788	1519	133	87	49	202	354	58	161	71	192	104	93	44	100	140	1441	168
	46%BfMNeRUC	47%R	40%	45%	40%	54%zUVc	48%Uc	35%	43%	43%	45%	56%zUVWX	51%Uc	49%	53%Uc	38%	46%	46%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 133

**A4a. How often in the past 3 months have you used these websites and/or apps?**

**Base = All respondents who have visited websites in the last 3 months**

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/ can't remember	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
<b>Summary Table</b>														
BBC.co.uk	588	505	417	70 14%	135 27%	115 23%	103 20%	68 13%	12 2%	1 *	505 100%	206 41%	424 84%	492 97%
ITV.com	421	348	295	31 9%	69 20%	85 25%	87 25%	59 17%	15 4%	2 1%	348 100%	100 29%	272 78%	331 95%
stv.tv	51	37	36	4 11%	10 28%	7 20%	9 24%	4 10%	2 5%	1 2%	37 100%	14 39%	31 83%	34 93%
S4C	32	22	23	5 22%	8 38%	5 25%	2 12%	1 4%	- -	- -	22 100%	13 60%	21 96%	22 100%
SkySports.com	473	413	330	53 13%	115 28%	125 30%	85 21%	28 7%	4 1%	2 1%	413 100%	168 41%	378 92%	406 98%
News.sky.com (Sky News)	255	207	183	34 16%	59 28%	63 30%	33 16%	16 8%	3 1%	* *	207 100%	93 45%	188 91%	204 98%
Channel4.com	266	215	184	26 12%	28 13%	55 26%	53 25%	38 18%	15 7%	- -	215 100%	54 25%	163 76%	200 93%
5 (channel5.com)	137	100	94	8 8%	21 21%	32 32%	20 20%	13 13%	4 4%	1 1%	100 100%	30 30%	82 82%	95 95%
BBC Sport	682	607	477	90 15%	178 29%	153 25%	128 21%	49 8%	5 1%	5 1%	607 100%	267 44%	548 90%	597 98%
BBC News	1152	1047	815	185 18%	345 33%	267 25%	168 16%	73 7%	7 1%	3 *	1047 100%	530 51%	964 92%	1037 99%
BBC Weather	974	897	690	101 11%	334 37%	239 27%	138 15%	72 8%	6 1%	7 1%	897 100%	435 49%	812 91%	884 99%
BBC CBeebies Playtime	127	101	83	14 14%	26 26%	26 26%	24 24%	9 9%	2 2%	- -	101 100%	40 40%	90 89%	98 98%
BBC Music	155	128	105	17 13%	21 17%	45 35%	27 21%	14 11%	4 3%	* *	128 100%	39 30%	110 86%	124 96%
BBC Food	372	331	255	21 6%	29 9%	68 21%	85 26%	111 34%	17 5%	- -	331 100%	50 15%	203 61%	314 95%
BBC iWonder	46	35	33	6 17%	9 26%	2 6%	10 27%	5 15%	1 3%	2 6%	35 100%	15 43%	27 77%	32 92%
BBC+	67	48	49	7 15%	13 28%	9 19%	5 11%	12 25%	- -	1 2%	48 100%	21 43%	35 73%	47 98%
BBC Bitesize	116	85	76	5 5%	11 14%	16 19%	25 29%	20 24%	5 6%	2 3%	85 100%	16 19%	57 67%	78 92%
BBC CBeebies Storytime	101	76	64	11 14%	20 26%	15 20%	14 19%	6 8%	7 9%	3 4%	76 100%	31 40%	60 78%	66 87%
BBC Sounds	12	14	10	2 17%	- -	5 36%	2 15%	4 26%	- -	1 6%	14 100%	2 17%	9 67%	13 94%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 134

**A4a\_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	588	332	255	111	103	254	120	210	373	252	184	80	72	432	143
WeightedBase	505	294	211	94*	82*	220	109*	171	332	218	164	73*	50*	398	97*
EffectiveBase	417	240	176	87	79	173	81	145	270	175	135	57	53	318	95
A few times a day	70 14%B	49 17%B	21 10%	10 11%	10 12%	37 17%	13 12%	25 15%	45 14%	30 14%	27 16%	7 9%	7 14%	51 13%	15 16%
At least once every day	135 27%L	80 27%	55 26%	23 24%	18 22%	60 27%	35 32%	49 29%	86 26%	69 31%L	29 17%	24 33%L	14 28%	110 28%	24 25%
About two or three times a week	115 23%d	68 23%	47 22%	17 18%	20 24%	51 23%	27 25%	35 20%	80 24%	54 25%	41 25%	11 15%	9 18%	82 21%	32 33%zd
At least once a week	103 20%g	52 18%	50 24%	23 25%	20 24%	45 21%	15 14%	33 19%	71 21%	40 18%	37 22%	17 24%	9 18%	87 22%	15 15%
At least once a month	68 13%EK	39 13%	29 14%	17 19%E	12 14%	21 9%	18 16%	22 13%	46 14%	21 10%	24 14%	14 19%	9 18%	58 15%	9 9%
At least once every three months	12 2%Am	4 1%	9 4%	3 3%	3 3%	5 2%	2 2%	8 5%	5 1%	4 2%	7 4%	-	1 2%	11 3%	2 2%
Don't know/can't remember	1 *	1 *	-	1 1%	-	-	-	-	1 *	-	-	-	1 1%	-	-
Total mentions	505 100%	294 100%	211 100%	94 100%	82 100%	220 100%	109 100%	171 100%	332 100%	218 100%	164 100%	73 100%	50 100%	398 100%	97 100%
Daily (Net)	206 41%L	130 44%	76 36%	33 35%	28 34%	97 44%	47 43%	74 43%	131 39%	98 45%L	55 34%	31 42%	21 43%	161 40%	40 41%
Weekly (Net)	424 84%	250 85%	173 82%	73 78%	68 83%	194 88%zC	90 82%	142 83%	281 85%	192 88%z	133 81%	59 81%	39 78%	330 83%	87 89%
Monthly (Net)	492 97%	289 98%	202 96%	90 96%	80 97%	215 98%	108 98%	163 95%	327 98%	214 98%	157 96%	73 100%	49 97%	388 97%	95 98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 134

A4a\_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk

Base = All respondents who have visited websites in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	588	441	43	48	56	49	116	17	45	18	71	33	20	9	23	40	492	52
WeightedBase	505	429	31*	25*	20*	60*	114*	15**	38*	16**	63*	32**	24**	9**	25**	32**	428	42*
EffectiveBase	417	330	32	39	51	36	80	13	37	16	59	29	15	8	19	27	349	39
A few times a day	70	59	3	5	4	11	14	1	7	3	8	5	1	*	1	8	56	9
	14%B	14%	10%	18%	20%	18%	12%	4%	19%	18%	12%	16%	3%	3%	5%	25%	13%	21%
At least once every day	135	110	10	8	7	10	28	5	12	5	15	9	7	2	10	5	124	6
	27%L	26%	33%	33%	36%	17%	25%	34%	30%	34%	24%	27%	31%	23%	41%	17%	29%z	15%
About two or three times a week	115	102	7	4	3	18	28	4	5	3	21	7	4	1	2	9	95	13
	23%L	24%	22%	14%	15%	30%	24%	25%	12%	18%	33%V	21%	18%	14%	8%	29%	22%	32%
At least once a week	103	85	8	7	3	10	27	4	8	4	9	6	8	4	3	3	92	3
	20%g	20%	26%	27%	17%	17%	24%	28%	20%	22%	14%	17%	32%	43%	14%	9%	22%	8%
At least once a month	68	63	2	1	2	11	12	1	6	1	9	6	3	1	8	6	53	9
	13%EK	15%	5%	5%	10%	18%	10%	8%	15%	8%	14%	19%	11%	8%	32%	18%	12%	22%
At least once every three months	12	10	1	1	*	-	5	-	1	-	2	-	1	-	1	-	8	1
	2%Am	2%	3%	3%	1%	-	4%	-	3%	-	2%	-	5%	9%	-	2%	2%	3%
Don't know/can't remember	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	*	-
Total mentions	505	429	31	25	20	60	114	15	38	16	63	32	24	9	25	32	428	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	206	168	13	13	12	21	42	6	19	8	23	14	8	2	11	14	179	15
	41%L	39%	43%	51%	56%zO	35%	37%	39%	49%	52%	36%	43%	34%	26%	46%	43%	42%	35%
Weekly (Net)	424	355	28	23	18	49	98	14	31	15	52	26	20	7	17	26	366	32
	84%	83%	92%	92%	88%	82%	85%	92%	81%	92%	82%	81%	84%	83%	68%	81%	86%z	75%
Monthly (Net)	492	418	30	24	20	60	109	15	37	16	61	32	23	8	25	31	419	41
	97%	97%	97%	97%	99%	100%	96%	100%	97%	100%	97%	100%	95%	91%	100%	98%	98%	97%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 135

**A4a\_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com**

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	421	194	226	109	96	158	58	177	239	164	121	63	73	310	99
WeightedBase	348	166	181	98*	73*	128	49*	137	209	129	107*	62*	50*	270	71*
EffectiveBase	295	141	153	83	65	106	41	119	173	110	86	49	54	223	66
A few times a day	31 9%e	16 10%	15 8%	8 8%	8 10%	13 10%	2 5%	16 12%	14 7%	12 9%	12 11%	3 5%	4 8%	26 10%	2 3%
At least once every day	69 20%ml	29 17%	40 22%	16 16%	18 25%	28 22%	7 14%	36 26%zm	32 15%	31 24%L	13 12%	10 17%	15 31%zL	58 21%	10 13%
About two or three times a week	85 25%	48 29%	37 20%	19 19%	14 20%	40 31%	12 25%	30 22%	56 27%	34 26%	26 24%	13 22%	12 25%	64 24%	21 30%
At least once a week	87 25%	44 26%	42 23%	27 28%	15 21%	32 25%	13 26%	32 23%	55 26%	30 24%	31 29%	15 25%	10 21%	71 26%	16 22%
At least once a month	59 17%AETF	20 12%	39 22%zA	21 22%E	15 20%	14 11%	9 18%	17 12%	41 20%	19 15%	19 17%	15 24%	6 13%	43 16%	15 21%
At least once every three months	15 4%E	9 5%	6 4%	6 6%	3 4%	2 1%	4 8%E	6 4%	9 4%	4 3%	7 6%	3 5%	1 3%	9 3%	7 9%zd
Don't know/can't remember	2 1%f	* *	1 1%	- -	- -	- -	2 4%zE	- -	2 1%	- -	* *	1 2%	- -	- -	2 3%zd
Total mentions	348 100%	166 100%	181 100%	98 100%	73 100%	128 100%	49 100%	137 100%	209 100%	129 100%	107 100%	62 100%	50 100%	270 100%	71 100%
Daily (Net)	100 29%me	45 27%	55 30%	24 25%	26 35%	41 32%	9 19%	52 38%zm	46 22%	42 33%	25 23%	13 21%	20 39%LM	84 31%e	12 16%
Weekly (Net)	272 78%e	137 83%	134 74%	70 72%	55 76%	113 88%zCDF	34 70%	114 83%	157 75%	107 82%M	81 76%	42 68%	42 85%	218 81%ze	48 68%
Monthly (Net)	331 95%Fe	157 94%	173 96%	91 94%	70 96%	126 99%zF	43 88%	131 96%	198 95%	125 97%	100 93%	57 92%	49 97%	261 97%ze	63 88%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 135

A4a\_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	421	318	34	33	36	27	76	10	44	16	46	27	15	6	12	39	336	32
WeightedBase	348	296	22**	16**	13*	26**	71*	12**	39*	13**	41*	27**	14**	10**	16**	27**	280	23**
EffectiveBase	295	233	26	29	34	21	50	8	33	14	34	24	14	5	10	30	235	22
A few times a day	31 9%e	24 8%	4 19%	1 5%	1 10%	5 18%	3 4%	-	5 12%	1 10%	4 9%	-	2 11%	2 23%	-	4 13%	25	3 14%
At least once every day	69 20%ml	62 21%	2 7%	3 17%	2 17%	1 6%	12 17%	1 6%	10 27%	3 22%	11 26%	5 20%	6 40%	1 8%	5 28%	7 27%	58	2 8%
About two or three times a week	85 25%	69 23%	6 27%	6 35%	5 39%zo	4 16%	26 36%z	1 10%	8 21%	3 21%	10 24%	4 16%	1 10%	4 44%	1 5%	6 22%	69	8 32%
At least once a week	87 25%	74 25%	5 22%	5 30%	3 21%	8 30%	20 28%	6 53%	4 12%	3 20%	7 18%	6 22%	3 22%	2 22%	9 59%	5 20%	73	3 12%
At least once a month	59 17%AETf	51 17%	5 21%	1 8%	2 13%	6 22%	5 7%	4 31%	10 25%T	2 17%	6 15%	10 36%	2 16%	* 3%	1 8%	5 18%	41	6 28%
At least once every three months	15 4%E	14 5%	1 3%	* 2%	-	3 10%	5 7%	-	1 3%	-	4 8%	2 6%	-	-	-	-	13	-
Don't know/can't remember	2 1%f	1 *	-	* 2%	-	-	-	-	-	1 11%	-	-	-	-	-	-	*	1 6%
Total mentions	348 100%	296 100%	22 100%	16 100%	13 100%	26 100%	71 100%	12 100%	39 100%	13 100%	41 100%	27 100%	14 100%	10 100%	16 100%	27 100%	280 100%	23 100%
Daily (Net)	100 29%me	87 29%	6 26%	4 22%	4 27%	6 23%	15 21%	1 6%	15 39%	4 31%	14 35%	5 20%	7 52%	3 31%	5 28%	11 40%	83	5 22%
Weekly (Net)	272 78%e	229 77%	17 76%	14 87%	12 87%	18 69%	61 85%	8 69%	28 72%	9 72%	32 76%	16 58%	12 84%	9 97%	15 92%	23 82%	225	15 66%
Monthly (Net)	331 95%Fe	281 95%	21 97%	16 96%	13 100%	24 90%	66 93%	12 100%	38 97%	11 89%	38 92%	25 94%	14 100%	10 100%	16 100%	27 100%	266	22 94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 136

**A4a\_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	51	26	25	4	17	20	10	28	22	32	11	3	5	38	11
WeightedBase	37*	19**	18**	3**	13**	12**	9**	19**	17**	21**	7**	5**	4**	28**	9**
EffectiveBase	36	19	17	4	11	17	6	20	15	23	9	2	5	26	9
A few times a day	4 11%	2 13%	2 10%	1 24%	1 10%	2 17%	-	4 19%	1 4%	3 13%	1 12%	1 12%	-	4 14%	* 4%
At least once every day	10 28%	4 20%	7 36%	1 19%	3 27%	1 9%	5 59%	4 23%	6 34%	6 28%	* 5%	3 54%	1 34%	9 31%	1 14%
About two or three times a week	7 20%	5 29%	2 10%	1 23%	3 22%	3 28%	* 4%	4 20%	4 21%	3 17%	2 21%	-	2 66%	6 22%	1 9%
At least once a week	9 24%	4 23%	5 26%	-	3 26%	3 23%	3 33%	4 21%	5 30%	6 30%	1 12%	2 34%	-	5 19%	4 45%
At least once a month	4 10%	3 16%	1 3%	-	2 15%	1 12%	* 3%	2 10%	2 10%	2 9%	2 24%	-	-	3 11%	1 6%
At least once every three months	2 5% <sup>f</sup>	-	2 10%	1 34%	-	1 5%	-	1 3%	-	1 3%	1 16%	-	-	1 2%	1 14%
Don't know/can't remember	1 2%	-	1 4%	-	-	1 6%	-	1 4%	-	-	1 10%	-	-	-	1 9%
Total mentions	37 100%	19 100%	18 100%	3 100%	13 100%	12 100%	9 100%	19 100%	17 100%	21 100%	7 100%	5 100%	4 100%	28 100%	9 100%
Daily (Net)	14 39%	6 32%	8 46%	2 43%	5 37%	3 26%	5 59%	8 42%	6 38%	9 41%	1 17%	3 66%	1 34%	13 45%	1 17%
Weekly (Net)	31 83%	16 84%	15 82%	2 66%	11 85%	9 77%	8 97%	16 83%	15 90%	19 88%	4 50%	5 100%	4 100%	24 86%	6 71%
Monthly (Net)	34 93%	19 100%	16 86%	2 66%	13 100%	11 89%	9 100%	18 93%	17 100%	21 97%	5 73%	5 100%	4 100%	27 98%	7 77%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 136

A4a\_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv

Base = All respondents who have visited websites in the last 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
UnweightedBase	51	26	18	5	2	10	-	5	1	2	-	-	1	-	5	43	3	
WeightedBase	37*	22**	12**	2**	1**	3**	8**	..*	4**	***	1**	..*	..*	1**	..*	4**	31*	1**
EffectiveBase	36	18	14	5	2	8	-	2	1	2	-	-	1	-	5	30	3	
A few times a day	4	2	1	1	-	*	-	2	-	*	-	-	-	-	-	3	1	
	11%	11%	10%	24%	-	4%	-	40%	-	30%	-	-	-	-	-	10%	48%	
At least once every day	10	8	2	*	*	3	-	3	*	-	-	-	-	2	10	1		
	28%	36%	14%	17%	50%	40%	-	60%	100%	-	-	-	-	38%	30%	52%		
About two or three times a week	7	5	2	*	-	1	1	-	-	-	-	-	1	2	7	-		
	20%	21%	20%	16%	-	25%	18%	-	-	-	-	100%	-	35%	22%	-		
At least once a week	9	4	4	1	*	2	1	-	-	1	-	-	-	-	7	-		
	24%	18%	33%	31%	50%	75%	11%	-	-	70%	-	-	-	-	21%	-		
At least once a month	4	1	2	*	-	1	-	-	-	-	-	-	-	-	4	-		
	10%	6%	17%	13%	-	17%	-	-	-	-	-	-	-	-	12%	-		
At least once every three months	2	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-		
	5% <sup>f</sup>	5%	5%	-	-	-	-	-	-	-	-	-	-	27%	2%	-		
Don't know/can't remember	1	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-		
	2%	3%	-	-	-	10%	-	-	-	-	-	-	-	-	2%	-		
Total mentions	37	22	12	2	1	3	8	-	4	*	1	-	1	4	31	1		
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	100%	-	100%	100%		
Daily (Net)	14	10	3	1	*	3	4	-	4	*	-	-	-	2	13	1		
	39%	47%	24%	40%	50%	44%	-	100%	100%	30%	-	-	-	38%	41%	100%		
Weekly (Net)	31	19	9	2	1	3	6	-	4	*	1	-	1	3	26	1		
	83%	85%	78%	87%	100%	100%	73%	-	100%	100%	100%	-	100%	-	84%	100%		
Monthly (Net)	34	20	11	2	1	3	7	-	4	*	1	-	1	3	30	1		
	93%	91%	95%	100%	100%	100%	90%	-	100%	100%	100%	-	100%	-	96%	100%		

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 137

**A4a\_4. How often in the past 3 months have you used these websites and/or apps? - S4C**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	32	21	11	3	13	13	3	20	12	20	4	2	6	27	4
WeightedBase	22**	14**	8**	2**	9**	8**	2**	12**	10**	14**	2**	2**	4**	19**	2**
EffectiveBase	23	17	7	3	8	10	2	17	8	13	3	2	5	19	3
A few times a day	5 22%	3 25%	1 17%	1 44%	2 17%	2 27%	-	3 24%	2 20%	3 21%	* 15%	1 67%	* 10%	4 23%	* 16%
At least once every day	8 38%	3 24%	5 62%	1 40%	6 62%	1 17%	* 15%	6 48%	3 26%	7 48%	1 47%	-	1 17%	8 42%	* 12%
About two or three times a week	5 25%	4 27%	2 21%	* 16%	2 22%	1 16%	2 85%	2 18%	3 33%	2 11%	1 38%	1 33%	2 58%	3 17%	2 71%
At least once a week	2 12%	2 18%	-	-	-	2 30%	-	* 3%	2 22%	2 14%	-	-	1 15%	2 13%	-
At least once a month	1 4%	1 6%	-	-	-	1 10%	-	1 7%	-	1 6%	-	-	-	1 4%	-
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	22 100%	14 100%	8 100%	2 100%	9 100%	8 100%	2 100%	12 100%	10 100%	14 100%	2 100%	2 100%	4 100%	19 100%	2 100%
Daily (Net)	13 60%	7 49%	6 79%	2 84%	7 78%	4 44%	* 15%	8 72%	5 46%	9 69%	1 62%	1 67%	1 27%	12 65%	1 29%
Weekly (Net)	21 96%	13 94%	8 100%	2 100%	9 100%	7 90%	2 100%	11 93%	10 100%	13 94%	2 100%	2 100%	4 100%	18 96%	2 100%
Monthly (Net)	22 100%	14 100%	8 100%	2 100%	9 100%	8 100%	2 100%	12 100%	10 100%	14 100%	2 100%	2 100%	4 100%	19 100%	2 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 137

A4a\_4. How often in the past 3 months have you used these websites and/or apps? - S4C

Base = All respondents who have visited websites in the last 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	32	21	3	6	2	3	6	1	5	-	4	1	1	-	-	-	23	4
WeightedBase	22**	15**	3**	3**	1**	3**	4**	1**	2**	-.**	3**	1**	2**	-.**	-.**	-.**	15**	2**
EffectiveBase	23	15	3	6	2	3	5	1	5	-	3	1	1	-	-	-	18	4
A few times a day	5	4	1	-	-	1	1	-	1	-	1	-	-	-	-	-	4	-
	22%	25%	31%	-	-	43%	31%	-	39%	-	24%	-	-	-	-	-	27%	-
At least once every day	8	7	1	1	*	-	2	1	1	-	1	-	2	-	-	-	4	1
	38%	44%	21%	25%	50%	-	49%	100%	41%	-	33%	-	100%	-	-	-	27%	46%
About two or three times a week	5	4	-	1	-	2	-	-	*	-	1	1	-	-	-	-	4	1
	25%	26%	-	53%	-	57%	-	-	21%	-	43%	100%	-	-	-	-	25%	54%
At least once a week	2	-	2	1	*	-	-	-	-	-	-	-	-	-	-	-	2	-
	12%	-	49%	23%	50%	-	-	-	-	-	-	-	-	-	-	-	16%	-
At least once a month	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	4%	5%	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	5%	-
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	22	15	3	3	1	3	4	1	2	-	3	1	2	-	-	-	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	-	-	100%	100%
Daily (Net)	13	10	2	1	*	1	3	1	1	-	2	-	2	-	-	-	8	1
	60%	69%	51%	25%	50%	43%	80%	100%	79%	-	57%	-	100%	-	-	-	53%	46%
Weekly (Net)	21	14	3	3	1	3	3	1	2	-	3	1	2	-	-	-	15	2
	96%	95%	100%	100%	100%	100%	80%	100%	100%	-	100%	100%	100%	-	-	-	95%	100%
Monthly (Net)	22	15	3	3	1	3	4	1	2	-	3	1	2	-	-	-	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	-	-	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 138

A4a\_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	473	345	127	76	130	193	74	211	259	200	114	89	70	373	89
WeightedBase	413	312	100*	69*	115*	163	65*	181	231	161	111*	87*	54*	343	63*
EffectiveBase	330	245	85	53	95	133	49	142	187	142	83	63	45	265	61
A few times a day	53 13%	41 13%	13 13%	8 11%	22 19%zF	20 12%	4 6%	27 15%	26 11%	22 14%	14 12%	8 9%	9 17%	48 14%	5 8%
At least once every day	115 28%BmL	96 31%B	19 19%	16 23%	34 30%	53 32%	12 19%	61 34%zm	54 23%	56 35%zLN	21 19%	28 32%	10 18%	97 28%	15 23%
About two or three times a week	125 30%	96 31%	29 29%	23 34%	34 29%	47 29%	21 32%	54 30%	70 30%	44 27%	36 32%	26 30%	20 37%	102 30%	23 36%
At least once a week	85 21%AIK	53 17%	31 31%zA	12 18%	19 16%	30 18%	24 37%zCDE	25 14%	60 26%zl	22 14%	32 29%zK	17 20%	13 24%	68 20%	16 25%
At least once a month	28 7%	20 6%	8 8%	9 13%	5 4%	10 6%	4 7%	13 7%	16 7%	16 10%	5 5%	6 6%	1 2%	23 7%	4 6%
At least once every three months	4 1%f	4 1%	-	1 1%	-	3 2%	-	1 *	3 1%	1 *	1 1%	1 1%	1 2%	3 1%	1 1%
Don't know/can't remember	2 1%	2 1%	-	-	2 2%	-	-	-	2 1%	-	2 2%	-	-	2 1%	-
Total mentions	413 100%	312 100%	100 100%	69 100%	115 100%	163 100%	65 100%	181 100%	231 100%	161 100%	111 100%	87 100%	54 100%	343 100%	63 100%
Daily (Net)	168 41%FmL	136 44%	32 32%	23 34%	56 49%F	73 44%F	16 24%	88 49%zm	80 35%	78 49%zL	35 31%	36 42%	19 35%	145 42%	20 31%
Weekly (Net)	378 92%	285 92%	92 92%	59 86%	108 94%	150 92%	61 93%	167 93%	210 91%	144 90%	103 92%	80 92%	52 96%	315 92%	59 92%
Monthly (Net)	406 98%	305 98%	100 100%	68 99%	113 98%	160 98%	65 100%	180 100%	225 98%	160 100%	108 97%	85 99%	53 98%	338 98%	63 99%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 138

A4a\_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com

Base = All respondents who have visited websites in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	473	357	45	28	43	31	76	14	52	29	60	21	15	8	18	33	397	42
WeightedBase	413	343	38**	15**	16*	38**	61*	11**	49*	24**	60*	21**	17**	10**	20**	32**	338	44**
EffectiveBase	330	262	29	22	40	23	54	11	35	25	45	17	13	6	16	23	279	28
A few times a day	53 13%	46 14%	3 8%	2 14%	2 11%	6 16%	7 12%	3 31%	7 15%	2 10%	7 12%	1 7%	4 21%	2 18%	2 12%	3 10%	47 14%	* 1%
At least once every day	115 28%BmL	93 27%	13 34%	6 36%	4 21%	6 15%	24 39%	1 10%	12 26%	7 31%	20 33%	6 27%	5 30%	2 21%	4 19%	6 20%	102 30%z	4 8%
About two or three times a week	125 30%	102 30%	14 35%	4 27%	6 36%	3 8%	17 27%	5 47%	16 33%	8 35%	19 32%	5 25%	4 23%	3 26%	9 47%	12 38%	97 29%	19 43%
At least once a week	85 21%AIK	72 21%	6 15%	3 19%	4 22%	20 52%	9 15%	- -	7 14%	4 18%	12 20%	6 31%	3 19%	- -	3 16%	7 21%	67 20%	15 34%
At least once a month	28 7%	24 7%	2 4%	1 4%	2 10%	2 5%	4 6%	1 12%	6 12%	2 7%	2 3%	2 11%	1 7%	1 12%	- -	3 11%	23 7%	2 3%
At least once every three months	4 1% <sup>f</sup>	3 1%	1 4%	- -	- -	1 3%	* -	- -	- -	- -	- -	- -	- -	- -	1 6%	- -	2 1%	2 5%
Don't know/can't remember	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 22%	- -	- -	- -	2 5%
Total mentions	413 100%	343 100%	38 100%	15 100%	16 100%	38 100%	61 100%	11 100%	49 100%	24 100%	60 100%	21 100%	17 100%	10 100%	20 100%	32 100%	338 100%	44 100%
Daily (Net)	168 41%FmL	139 41%	16 41%	8 50%	5 33%	12 32%	31 51%	4 41%	20 41%	10 40%	27 45%	7 33%	8 51%	4 39%	6 31%	10 30%	149 44%z	4 9%
Weekly (Net)	378 92%	313 91%	35 92%	15 96%	15 90%	35 92%	57 94%	9 88%	43 88%	23 93%	58 97%	18 89%	15 93%	7 66%	19 94%	29 89%	313 93%	38 86%
Monthly (Net)	406 98%	338 99%	37 96%	15 100%	16 100%	37 97%	60 100%	11 100%	49 100%	24 100%	60 100%	21 100%	17 100%	8 78%	19 94%	32 100%	337 99%z	40 90%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 139

**A4a\_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	255	129	126	31	69	107	48	110	143	108	78	37	32	197	51
WeightedBase	207	110	98*	29**	61*	82*	35*	81*	125	83*	66*	32**	26**	169	35*
EffectiveBase	183	100	83	24	48	76	37	77	106	75	58	26	24	142	39
A few times a day	34 16%	21 19%	13 13%	4 14%	11 18%	16 20%	3 8%	17 21%	16 13%	15 18%	8 13%	7 22%	4 14%	29 17%	4 12%
At least once every day	59 28%	36 33%	23 23%	5 17%	12 19%	32 40%zD	10 29%	26 32%	33 26%	25 30%	19 29%	9 29%	6 24%	50 29%	7 21%
About two or three times a week	63 30%	37 34%	26 26%	11 37%	24 39%	18 23%	10 28%	28 34%	35 28%	24 28%	20 30%	10 24%	8 44%	11 30%	11 30%
At least once a week	33 16%AI	10 9%	23 23%zA	4 13%	11 17%	9 11%	9 26%	8 9%	25 20%	12 15%	11 17%	7 21%	3 10%	23 14%	9 27%z
At least once a month	16 8%AI	4 4%	11 11%	6 19%	2 4%	5 6%	3 9%	2 3%	13 11%	5 6%	7 10%	2 6%	2 9%	12 7%	3 9%
At least once every three months	3 1%	1 1%	2 2%	- -	2 3%	1 1%	* 1%	1 1%	2 2%	2 3%	1 1%	- -	- -	3 2%	* 1%
Don't know/can't remember	* *	* *	- -	- -	- -	* *	- -	- *	* *	* *	- -	- -	- -	* *	- -
Total mentions	207 100%	110 100%	98 100%	29 100%	61 100%	82 100%	35 100%	81 100%	125 100%	83 100%	66 100%	32 100%	26 100%	169 100%	35 100%
Daily (Net)	93 45%B	57 52%zB	36 37%	9 31%	22 37%	49 59%zDF	13 37%	43 53%	49 39%	39 48%	27 41%	16 50%	10 37%	79 47%	12 33%
Weekly (Net)	188 91%	104 95%zB	84 86%	23 81%	57 93%	76 93%	32 90%	78 96%zm	109 87%	75 91%	59 89%	30 94%	24 91%	154 91%	32 90%
Monthly (Net)	204 98%	108 99%	95 98%	29 100%	59 97%	81 99%	35 99%	80 99%	123 98%	80 97%	66 99%	32 100%	26 100%	166 98%	35 99%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 139

A4a\_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)

Base = All respondents who have visited websites in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	255	193	28	20	14	19	43	6	27	17	27	17	11	3	6	17	204	24
WeightedBase	207	173	19**	10**	5**	25**	35*	8**	16**	13**	25**	17**	11**	3**	6**	13**	162	25**
EffectiveBase	183	144	18	19	13	16	33	6	22	13	21	14	8	2	6	12	148	17
A few times a day	34 16%	27 16%	4 23%	2 16%	1 17%	2 9%	8 22%	1 15%	1 10%	3 20%	3 11%	3 19%	- -	* 9%	2 31%	3 25%	27 17%	2 9%
At least once every day	59 28%	45 26%	7 37%	4 38%	3 61%	4 15%	8 22%	3 42%	7 42%	4 34%	10 40%	4 22%	2 17%	- -	1 10%	3 23%	53 33%z	1 4%
About two or three times a week	63 30%	54 31%	6 34%	2 15%	1 13%	10 39%	10 28%	1 14%	6 39%	2 14%	8 33%	5 27%	4 31%	2 66%	2 39%	4 31%	44 27%	11 45%
At least once a week	33 16%AI	30 17%	1 7%	2 20%	- -	6 23%	8 22%	1 15%	1 4%	2 18%	4 14%	3 17%	4 33%	- -	- -	2 14%	24 15%	7 28%
At least once a month	16 8%AI	15 8%	- -	1 5%	* 10%	4 14%	2 6%	1 14%	1 5%	2 14%	* 1%	1 7%	2 16%	- -	1 19%	1 5%	10 6%	4 14%
At least once every three months	3 1%	2 1%	- -	1 5%	- -	- -	- -	- -	- -	- -	- -	1 7%	* 3%	1 25%	- -	- -	3 2%	- -
Don't know/can't remember	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* 3%	* *	- -
Total mentions	207 100%	173 100%	19 100%	10 100%	5 100%	25 100%	35 100%	8 100%	16 100%	13 100%	25 100%	17 100%	11 100%	3 100%	6 100%	13 100%	162 100%	25 100%
Daily (Net)	93 45%B	72 42%	11 60%	5 54%	4 78%	6 24%	15 44%	4 57%	8 52%	7 54%	13 51%	7 41%	2 17%	* 9%	3 42%	6 48%	81 50%z	3 13%
Weekly (Net)	188 91%	156 90%	19 100%	9 89%	5 90%	22 86%	33 94%	7 86%	15 95%	11 86%	25 99%	14 85%	9 81%	3 75%	5 81%	12 93%	149 92%	21 86%
Monthly (Net)	204 98%	170 98%	19 100%	10 95%	5 100%	25 100%	35 100%	8 100%	16 100%	13 100%	25 100%	16 93%	11 97%	3 75%	6 100%	13 97%	158 98%	25 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 140

**A4a\_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com**

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	266	128	137	76	66	93	31	125	136	112	70	43	41	194	61
WeightedBase	215	101*	113*	64*	49*	75*	27**	95*	114*	87*	67*	34*	27**	171	38*
EffectiveBase	184	97	88	54	50	64	19	91	93	84	47	32	26	140	38
A few times a day	26 12%me	13 13%	12 11%	8 13%	12 24%zE	6 8%	-	18 19%zm	8 7%	19 22%zLM	5 7%	2 4%	* 1%	25 15%ze	-
At least once every day	28 13%	12 12%	16 14%	6 10%	8 16%	9 13%	5 18%	13 14%	13 12%	11 13%	4 6%	9 26%zL	4 16%	21 12%	4 11%
About two or three times a week	55 26%	27 26%	28 25%	15 23%	12 25%	23 31%	5 19%	27 28%	24 21%	22 26%	17 26%	5 15%	10 37%	45 26%	9 24%
At least once a week	53 25%	23 23%	30 26%	12 19%	10 20%	25 34%z	6 23%	23 24%	31 27%	19 22%	20 29%	9 26%	6 22%	43 25%	11 28%
At least once a month	38 18%l	17 17%	21 18%	15 23%	7 15%	8 10%	8 29%	9 9%	29 25%zl	11 13%	17 25%	6 17%	4 17%	29 17%	8 20%
At least once every three months	15 7%Dd	9 8%	5 5%	8 12%D	* 1%	3 4%	3 12%	5 5%	9 8%	4 4%	5 7%	4 11%	2 8%	8 4%	7 18%zd
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	215 100%	101 100%	113 100%	64 100%	49 100%	75 100%	27 100%	95 100%	114 100%	87 100%	67 100%	34 100%	27 100%	171 100%	38 100%
Daily (Net)	54 25%me	25 25%	29 25%	14 23%	20 40%zE	15 20%	5 18%	31 33%zm	21 18%	31 35%zL	9 13%	10 30%	5 17%	47 27%e	4 11%
Weekly (Net)	163 76%Cme	76 75%	87 77%	41 64%	42 85%C	64 85%zC	16 59%	81 85%zm	76 66%	72 83%z	46 68%	25 72%	20 76%	134 79%e	24 62%
Monthly (Net)	200 93%e	93 92%	108 95%	56 88%	49 99%zC	71 96%	23 88%	90 95%	105 92%	83 96%	62 93%	31 89%	25 92%	163 96%ze	32 82%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 140

A4a\_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com

Base = All respondents who have visited websites in the last 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	266	195	27	26	18	15	55	6	22	12	28	11	8	3	7	28	210	18
WeightedBase	215	177	17**	13**	7**	13**	49*	5**	21**	8**	29**	12**	8**	4**	7**	20**	173	13**
EffectiveBase	184	140	21	23	17	11	35	6	14	11	22	10	7	2	7	21	145	13
A few times a day	26 12%me	19 11%	6 35%	* 3%	1 8%	1 9%	11 22%	- 2%	* 4%	- -	- -	- 3	- *	- -	2 -	12%	18	-
At least once every day	28 13%	24 13%	-	3 19%	2 30%	1 11%	5 11%	1 22%	3 14%	- -	7 23%	- -	1 15%	- -	1 18%	4 18%	23	1
About two or three times a week	55 26%	49 27%	3 19%	2 13%	2 25%	3 21%	9 18%	1 13%	10 45%	3 32%	10 33%	2 18%	2 26%	1 34%	4 56%	5 24%	45	4
At least once a week	53 25%	46 26%	2 14%	5 37%	* 5%	3 23%	14 28%	1 26%	6 27%	1 16%	8 26%	5 39%	1 9%	2 58%	1 17%	4 20%	44	4
At least once a month	38 18%l	31 17%	3 19%	1 9%	2 33%	3 26%	7 14%	2 38%	3 12%	3 35%	4 14%	4 32%	1 9%	- -	- -	4 21%	31	4
At least once every three months	15 7%Dd	10 5%	2 13%	3 20%	-	1 10%	3 6%	- -	- -	1 12%	1 4%	1 11%	- -	- -	1 9%	1 5%	12	1
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	215 100%	177 100%	17 100%	13 100%	7 100%	13 100%	49 100%	5 100%	21 100%	8 100%	29 100%	12 100%	8 100%	4 100%	7 100%	20 100%	173 100%	13 100%
Daily (Net)	54 25%me	43 24%	6 35%	3 22%	3 38%	3 20%	16 33%	1 22%	3 16%	* 4%	7 23%	-	4 55%	* 8%	1 18%	6 31%	41	1
Weekly (Net)	163 76%Cme	137 77%	12 67%	10 72%	5 67%	9 64%	39 79%	3 62%	18 88%	4 52%	24 82%	7 56%	7 91%	4 100%	7 91%	15 74%	130	9
Monthly (Net)	200 93%e	168 95%	15 87%	11 80%	7 100%	12 90%	46 94%	5 100%	21 100%	7 88%	28 96%	11 89%	8 100%	4 100%	7 91%	19 95%	161	12

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 141

**A4a\_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	137	67	70	34	42	46	15	71	63	53	34	20	30	99	29
WeightedBase	100*	49*	51*	29**	28**	32**	10**	46*	52*	37*	28**	14**	21**	80*	15**
EffectiveBase	94	53	42	24	30	29	12	49	44	37	25	14	18	69	24
A few times a day	8 8% <sub>m</sub>	5 10%	3 7%	* 1%	3 11%	5 15%	- -	7 15% <sub>zm</sub>	1 1%	6 15%	2 7%	- -	1 3%	8 9%	* 3%
At least once every day	21 21%	10 20%	11 22%	3 10%	10 37%	4 13%	4 39%	11 24%	9 17%	11 29%	3 10%	3 23%	4 21%	15 19%	4 27%
About two or three times a week	32 32%	13 27%	19 38%	10 36%	8 30%	11 34%	2 23%	17 36%	16 30%	11 30%	11 40%	2 23%	3 32%	7 34%	3 20%
At least once a week	20 20%	12 24%	9 17%	6 20%	3 11%	10 30%	2 17%	7 16%	13 25%	7 17%	3 12%	5 39%	5 24%	15 19%	5 33%
At least once a month	13 13% <sub>l</sub>	7 15%	5 11%	6 22%	3 10%	3 9%	1 8%	3 6%	10 19%	2 6%	6 20%	1 6%	4 19%	11 14%	1 9%
At least once every three months	4 4%	1 3%	3 5%	2 8%	* 1%	- -	1 14%	1 3%	3 5%	- -	3 10%	1 9%	- -	3 3%	1 7%
Don't know/can't remember	1 1%	1 2%	- -	1 3%	- -	- -	- -	- -	1 2%	1 2%	- -	- -	- -	1 1%	- -
Total mentions	100 100%	49 100%	51 100%	29 100%	28 100%	32 100%	10 100%	46 100%	52 100%	37 100%	28 100%	14 100%	21 100%	80 100%	15 100%
Daily (Net)	30 30% <sub>m</sub>	15 30%	15 29%	3 11%	14 49%	9 27%	4 39%	18 40% <sub>zm</sub>	10 19%	16 44% <sub>z</sub>	5 17%	3 23%	5 25%	23 28%	4 30%
Weekly (Net)	82 82%	40 81%	43 84%	20 67%	25 89%	30 91%	8 78%	42 91% <sub>zm</sub>	39 74%	34 92%	19 70%	12 85%	17 81%	66 82%	12 84%
Monthly (Net)	95 95%	47 96%	48 95%	26 89%	28 99%	32 100%	9 86%	45 97%	49 93%	36 98%	25 90%	13 91%	21 100%	77 96%	14 93%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 141

**A4a\_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)**

**Base = All respondents who have visited websites in the last 3 months**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	137	104	13	6	14	3	24	5	14	5	16	4	9	1	5	18	107	11
WeightedBase	100*	87*	5**	3**	5**	3**	19**	4**	9**	4**	15**	4**	11**	***	5**	13**	78*	7**
EffectiveBase	94	75	10	6	13	3	17	4	6	4	12	4	7	1	5	13	75	6
A few times a day	8	5	3	-	*	-	2	-	*	-	-	-	-	-	-	2	6	-
	8% <sup>m</sup>	6%	51%	-	7%	-	13%	-	4%	-	-	-	-	-	-	20%	7%	-
At least once every day	21	17	1	2	2	-	2	-	2	-	4	-	5	-	1	3	16	1
	21%	19%	18%	55%	46%	-	12%	-	18%	-	27%	-	43%	-	24%	21%	20%	16%
About two or three times a week	32	30	1	*	1	1	9	2	1	1	6	2	6	-	1	2	24	3
	32%	35%	20%	12%	12%	29%	46%	48%	10%	21%	40%	50%	57%	-	15%	16%	31%	39%
At least once a week	20	19	-	1	*	1	*	1	6	2	3	1	-	*	1	4	19	*
	20%	22%	-	33%	6%	24%	2%	33%	68%	37%	19%	19%	-	100%	23%	34%	25%	4%
At least once a month	13	11	1	-	1	-	2	1	-	2	2	1	-	-	2	1	9	2
	13% <sup>l</sup>	13%	11%	-	23%	-	10%	19%	-	42%	14%	31%	-	-	38%	9%	11%	36%
At least once every three months	4	4	-	-	*	1	2	-	-	-	-	-	-	-	-	-	4	*
	4%	4%	-	-	6%	47%	13%	-	-	-	-	-	-	-	-	-	5%	5%
Don't know/can't remember	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	1%	1%	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	1%	-
Total mentions	100	87	5	3	5	3	19	4	9	4	15	4	11	*	5	13	78	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	30	22	4	2	3	-	5	-	2	-	4	-	5	-	1	5	21	1
	30% <sup>m</sup>	25%	69%	55%	52%	-	24%	-	22%	-	27%	-	43%	-	24%	41%	27%	16%
Weekly (Net)	82	71	5	3	3	1	14	3	9	2	13	3	11	*	3	11	65	4
	82%	82%	89%	100%	71%	53%	73%	81%	100%	58%	86%	69%	100%	100%	62%	91%	83%	59%
Monthly (Net)	95	82	5	3	5	1	16	4	9	4	15	4	11	*	5	13	73	6
	95%	95%	100%	100%	94%	53%	82%	100%	100%	100%	100%	100%	100%	100%	100%	100%	94%	95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 142

**A4a\_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport**

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	682	520	162	107	132	287	156	240	435	288	199	110	85	507	160
WeightedBase	607	477	130	99*	114	254	140	210	392	255	178	106*	68*	483	117
EffectiveBase	477	366	112	78	101	194	106	162	313	200	145	76	56	365	106
A few times a day	90 15%e	77 16%	12 10%	14 14%	26 23%zEF	35 14%	15 10%	37 17%	53 13%	43 17%	21 12%	16 16%	9 13%	83 17%ze	6 5%
At least once every day	178 29%BeQ	152 32%zB	26 20%	22 23%	44 38%zC	71 28%	40 29%	62 29%	115 29%	81 32%	51 28%	31 29%	16 23%	151 31%e	24 20%
About two or three times a week	153 25%P	118 25%	35 27%	26 26%	21 18%	70 28%	36 26%	51 24%	102 26%	68 27%	41 23%	24 23%	19 28%	114 24%	37 32%
At least once a week	128 21%Ad	84 18%	44 34%zA	22 22%	18 16%	54 21%	34 24%	49 23%	79 20%	48 19%	40 22%	24 23%	16 23%	90 19%	36 31%zd
At least once a month	49 8%lK	37 8%	12 9%	11 11%	4 4%	20 8%	14 10%	9 5%	39 10%zl	13 5%	23 13%zK	6 5%	8 11%	40 8%	7 6%
At least once every three months	5 1%	4 1%	2 1%	2 2%	1 1%	3 1%	-	2 1%	4 1%	2 1%	2 1%	2 1%	-	4 1%	2 1%
Don't know/can't remember	5 1%mOf	5 1%	* *	3 3%	-	2 1%	*	1 1%	* *	* *	-	3 3%KL	1 2%	-	5 4%zd
Total mentions	607 100%	477 100%	130 100%	99 100%	114 100%	254 100%	140 100%	210 100%	392 100%	255 100%	178 100%	106 100%	68 100%	483 100%	117 100%
Daily (Net)	267 44%Be	229 48%zB	38 29%	36 37%	70 61%zCEF	106 42%	55 39%	98 47%	168 43%	124 49%	72 40%	47 45%	24 36%	235 49%ze	30 25%
Weekly (Net)	548 90%L	431 90%	117 89%	84 85%	109 95%zC	230 91%	125 90%	197 94%z	349 89%	241 94%zL	153 86%	96 90%	59 87%	439 91%	103 88%
Monthly (Net)	597 98%ePg	468 98%	129 99%	95 95%	113 99%	249 98%	139 100%C	207 99%	388 99%	253 99%	176 99%	101 96%	67 98%	479 99%ze	110 95%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 142

**A4a\_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	682	504	65	61	52	60	125	25	56	27	70	38	23	13	19	48	564	55
WeightedBase	607	504	52*	31*	19*	71*	110*	24**	49*	23**	73*	42*	25**	14**	24**	50*	506	45*
EffectiveBase	477	371	45	53	49	42	88	20	45	23	52	31	18	11	16	32	391	37
A few times a day	90	73	5	7	5	14	16	2	7	3	7	5	7	2	3	8	75	5
	15%e	14%	10%	22%	24%	19%	15%	9%	14%	14%	9%	12%	27%	11%	14%	16%	15%	12%
At least once every day	178	146	22	5	4	14	30	5	17	6	33	10	8	5	9	9	153	9
	29%BeQ	29%	42%Q	17%	22%	20%	28%	22%	35%	25%	46%zSTc	24%	31%	34%	36%	19%	30%	20%
About two or three times a week	153	129	7	10	6	17	27	10	12	8	22	8	4	1	8	12	128	14
	25%P	26%	13%	34%P	33%P	23%	25%	41%	25%	37%	30%	18%	15%	9%	35%	24%	25%	30%
At least once a week	128	107	12	5	3	17	21	5	8	5	8	16	6	6	1	14	102	11
	21%Ad	21%	23%	18%	18%	24%	19%	20%	17%	20%	11%	38%zTVX	23%	46%	5%	28%	20%	25%
At least once a month	49	45	2	1	1	9	16	1	3	1	3	2	1	-	3	7	43	2
	8%IK	9%	4%	4%	3%	13%	14%z	5%	6%	5%	4%	5%	3%	-	10%	13%	8%	5%
At least once every three months	5	3	1	2	-	-	-	1	1	-	-	1	-	-	-	*	4	1
	1%	1%	1%	5%zO	-	-	-	3%	2%	-	-	3%	-	-	-	1%	1%	1%
Don't know/can't remember	5	1	4	-	-	-	-	-	*	-	-	-	*	-	-	-	1	3
	1%mOf	*	8%zO	-	-	-	-	-	1%	-	-	-	2%	-	-	-	*	6%zf
Total mentions	607	504	52	31	19	71	110	24	49	23	73	42	25	14	24	50	506	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	267	219	27	12	9	28	46	7	24	9	40	15	15	6	12	17	228	15
	44%Be	43%	52%	39%	46%	40%	42%	31%	49%	38%	55%	35%	57%	45%	50%	35%	45%	32%
Weekly (Net)	548	455	46	28	19	62	95	22	45	22	70	38	24	14	21	43	458	39
	90%L	90%	87%	91%	97%	87%	86%	91%	91%	95%	96%	92%	95%	100%	90%	86%	90%	88%
Monthly (Net)	597	500	48	29	19	71	110	23	48	23	73	40	25	14	24	50	501	42
	98%ePg	99%zPQ	91%	95%	100%	100%	100%	97%	98%	100%	100%	97%	98%	100%	100%	99%	99%zg	92%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 143

**A4a\_10. How often in the past 3 months have you used these websites and/or apps? - BBC News**

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1152	624	528	173	233	462	284	394	750	451	349	186	166	807	316
WeightedBase	1047	576	471	156	205	414	272	335	705	408	318	180	141	780	249
EffectiveBase	815	442	373	129	172	324	193	277	536	318	250	136	112	584	218
A few times a day	185 18%BF <sub>e</sub>	124 22%zB	60 13%	25 16%	40 20%F	87 21%zF	33 12%	64 19%	120 17%	89 22%zM	50 16%	25 14%	21 15%	150 19% <sub>e</sub>	30 12%
At least once every day	345 33%BCS	207 36%B	138 29%	35 23%	61 30%	147 36%C	102 37%C	107 32%	234 33%	139 34%	109 34%	58 32%	40 28%	255 33%	82 33%
About two or three times a week	267 25%AER	129 22%	138 29%zA	33 21%	66 32%zCE	89 21%	79 29%	84 25%	182 26%	105 26%	85 27%	45 25%	31 22%	186 24%	80 32%zd
At least once a week	168 16%KRYf	80 14%	88 19%	34 22%F	29 14%	69 17%	35 13%	63 19%	103 15%	52 13%	45 14%	34 19%	36 26%zKL	131 17%	35 14%
At least once a month	73 7%DKf	34 6%	38 8%	26 16%zDEF	7 3%	21 5%	20 7%	16 5%	57 8%	18 4%	26 8%	17 9%K	12 8%	55 7%	16 6%
At least once every three months	7 1%	2 *	5 1%	3 2%zE	2 1%	1 *	1 *	1 *	5 1%	3 1%	2 1%	1 *	1 1%	3 *	4 1%
Don't know/can't remember	3 *d	-	3 1%	-	-	*	3 1%	-	3 *	2 *	1 *	-	-	*	3 1%zd
Total mentions	1047 100%	576 100%	471 100%	156 100%	205 100%	414 100%	272 100%	335 100%	705 100%	408 100%	318 100%	180 100%	141 100%	780 100%	249 100%
Daily (Net)	530 51%BCSg	331 57%zB	199 42%	61 39%	101 49%	234 56%zC	134 49%	171 51%	354 50%	228 56%zMN	159 50%	82 46%	61 43%	405 52%	112 45%
Weekly (Net)	964 92%Cm	540 94%	424 90%	127 81%	197 96%zC	392 95%zC	248 91%C	318 95%zm	640 91%	385 94%z	289 91%	162 90%	128 91%	721 93%	227 91%
Monthly (Net)	1037 99%eY	574 100%zB	463 98%	153 98%	203 99%	412 100%	268 99%	334 100%	697 99%	403 99%	315 99%	179 100%	140 99%	776 100%ze	243 97%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 143

A4a\_10. How often in the past 3 months have you used these websites and/or apps? - BBC News

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1152	879	88	94	91	110	221	36	92	37	119	65	44	20	45	90	931	122
WeightedBase	1047	900	65*	48*	33*	133*	208	35**	86*	34*	117*	76*	51*	23**	52*	85*	847	116*
EffectiveBase	815	656	64	81	86	77	154	28	73	31	92	54	36	17	38	65	658	83
A few times a day	185	151	11	10	13	20	36	7	14	8	16	18	7	4	6	14	150	16
	18%BF	17%	17%	20%	39%zOPQ	15%	17%	19%	16%	25%	14%	23%	13%	17%	12%	17%	18%	13%
At least once every day	345	295	20	18	13	28	66	11	27	13	47	30	17	9	23	24	297	29
	33%BCS	33%	31%	37%	39%	21%	32%	33%	32%	38%	40%S	40%S	32%	38%	45%S	28%	35%z	25%
About two or three times a week	267	232	19	12	4	36	66	10	20	5	25	14	18	2	11	23	221	24
	25%AER	26%R	29%R	25%R	12%	27%	32%	29%	23%	16%	21%	19%	36%	8%	21%	27%	26%	20%
At least once a week	168	149	11	7	2	31	30	7	14	6	21	5	7	7	5	15	122	33
	16%KRYf	17%R	16%R	13%	5%	24%Y	15%	19%	17%	18%	18%	7%	14%	29%	10%	18%	14%	28%zf
At least once a month	73	65	4	2	1	17	9	-	9	1	7	5	1	2	5	8	49	14
	7%DKf	7%	6%	5%	3%	13%zT	4%	-	11%	3%	6%	7%	2%	8%	11%	9%	6%	13%zf
At least once every three months	7	6	-	-	1	-	1	-	1	-	-	3	-	-	1	-	6	*
	1%	1%	-	-	3%z	-	*	-	1%	-	-	4%z	-	-	2%	-	1%	*
Don't know/can't remember	3	3	-	-	-	-	-	-	-	1	*	1	-	-	-	-	3	-
	*d	*	-	-	-	-	-	-	-	1%	*	3%zT	-	-	-	-	*	-
Total mentions	1047	900	65	48	33	133	208	35	86	34	117	76	51	23	52	85	847	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	530	445	32	27	25	48	102	18	41	21	62	48	23	13	30	39	446	45
	51%BCSg	49%	48%	57%	77%zOPQ	36%	49%	52%	48%	63%S	54%S	63%S	45%	55%	57%S	45%	53%zg	39%
Weekly (Net)	964	826	61	46	31	116	198	35	76	33	109	68	49	21	45	77	789	101
	92%cm	92%	94%	95%	95%	87%	95%S	100%	88%	97%	93%	89%	95%	92%	87%	91%	93%z	87%
Monthly (Net)	1037	891	65	48	32	133	207	35	85	34	115	73	50	23	51	85	838	116
	99%eY	99%	100%	100%	97%	100%Y	100%Y	100%	99%	100%	99%	96%	97%	100%	98%	100%	99%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 144

**A4a\_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather**

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	974	486	487	161	169	381	263	338	630	377	270	177	150	662	291
WeightedBase	897	449	447	140	152	340	264	292	599	352	250	172	122	655	230
EffectiveBase	690	344	345	123	125	271	178	238	451	260	197	129	107	479	203
A few times a day	101 11%F	46 10%	55 12%	17 12%	27 18%zF	40 12%	17 6%	37 13%	63 11%	41 12%	30 12%	12 7%	18 14%	78 12%	20 9%
At least once every day	334 37%BCLN	187 42%zB	147 33%	37 27%	47 31%	138 41%C	111 42%CD	120 41%	211 35%	147 42%LN	76 30%	77 45%LN	33 27%	250 38%	78 34%
About two or three times a week	239 27%R	132 29%	106 24%	34 24%	54 36%zE	83 24%	68 26%	75 26%	164 27%	88 25%	71 28%	44 25%	36 30%	185 28%	53 23%
At least once a week	138 15%AK	53 12%	85 19%zA	27 19%	16 11%	49 14%	46 17%	39 13%	99 16%	40 12%	55 22%zK	24 14%	18 15%	95 14%	43 19%
At least once a month	72 8%Ad	23 5%	49 11%zA	21 15%zDEF	8 5%	25 7%	18 7%	16 6%	54 9%	32 9%	14 6%	14 8%	12 10%	40 6%	31 13%zd
At least once every three months	6 1%	5 1%	1 *	2 2%	-	3 1%	1 *	2 1%	4 1%	2 1%	2 1%	-	3 2%	6 1%	1 *
Don't know/can't remember	7 1% <b>d</b>	2 1%	4 1%	1 1%	-	3 1%	3 1%	3 1%	4 1%	1 *	3 1%	1 1%	2 1%	2 *	4 2% <b>zd</b>
Total mentions	897 100%	449 100%	447 100%	140 100%	152 100%	340 100%	264 100%	292 100%	599 100%	352 100%	250 100%	172 100%	122 100%	655 100%	230 100%
Daily (Net)	435 49% <b>CmLe</b>	233 52%	202 45%	55 39%	74 49%	178 52% <b>C</b>	128 49%	157 54% <b>zm</b>	274 46%	188 54% <b>zLN</b>	107 43%	89 52%	51 42%	328 50%	98 43%
Weekly (Net)	812 91% <b>BCe</b>	418 93% <b>zB</b>	392 88%	116 82%	144 95% <b>C</b>	309 91% <b>C</b>	242 92% <b>C</b>	270 93%	537 90%	317 90%	232 93%	157 91%	105 86%	607 93% <b>ze</b>	195 84%
Monthly (Net)	884 99%	442 98%	441 99%	137 97%	152 100%	335 98%	261 99%	287 98%	592 99%	349 99% <b>N</b>	246 98%	171 99%	117 96%	647 99%	225 98%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 144

**A4a\_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather**

**Base = All respondents who have visited websites in the last 3 months**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	974	731	77	92	74	91	177	29	76	33	98	48	40	20	46	73	780	97
WeightedBase	897	757	62*	51*	27*	108*	173	29**	71*	32**	94*	57*	46*	24**	53*	72*	725	85*
EffectiveBase	690	547	53	72	70	68	122	21	60	27	72	40	34	17	40	51	546	71
A few times a day	101	81	10	6	5	13	18	2	7	2	7	10	1	6	6	9	79	8
	11%F	11%	16%	11%	17%	12%	10%	6%	9%	6%	7%	18%h	3%	26%	12%	13%	11%	9%
At least once every day	334	280	20	21	13	31	62	6	25	14	40	23	22	8	19	29	282	29
	37%BCLN	37%	33%	40%	48%	29%	36%	22%	35%	45%	43%	41%	48%	33%	37%	40%	39%	34%
About two or three times a week	239	205	17	13	4	28	51	15	17	7	27	12	17	2	13	15	193	25
	27%R	27%R	27%	25%	16%	26%	30%	52%	24%	23%	29%	21%	38%	10%	24%	20%	27%	29%
At least once a week	138	117	8	9	3	23	30	2	15	7	12	5	4	2	9	7	110	14
	15%AK	15%	13%	18%	12%	21%	17%	8%	22%	22%	12%	9%	9%	10%	18%	10%	15%	16%
At least once a month	72	64	4	2	1	12	9	4	6	1	7	5	1	5	4	12	53	8
	8%Ad	9%	6%	5%	5%	11%	5%	13%	8%	4%	7%	9%	3%	20%	7%	16%zT	7%	9%
At least once every three months	6	4	2	*	-	1	2	-	-	-	-	-	-	-	1	-	5	1
	1%	1%	2%	1%	-	1%	1%	-	-	-	-	-	-	-	2%	-	1%	2%
Don't know/can't remember	7	4	1	*	1	-	-	-	1	-	1	1	-	-	-	1	4	*
	1%cd	1%	2%	1%	-	-	-	-	2%	-	2%	2%	-	-	-	1%	1%	1%
Total mentions	897	757	62	51	27	108	173	29	71	32	94	57	46	24	53	72	725	85
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	435	361	31	26	18	44	81	8	32	16	47	34	23	14	26	38	361	37
	49%cmLe	48%	49%	51%	65%zO	40%	47%	28%	44%	51%	50%	59%	50%	60%	48%	53%	50%	43%
Weekly (Net)	812	683	55	48	25	95	162	25	64	30	85	51	44	19	48	60	664	75
	91%BCe	90%	89%	93%	93%	88%	94%c	87%	90%	96%	91%	89%	97%c	80%	91%	83%	92%	89%
Monthly (Net)	884	748	59	51	26	107	170	29	70	32	92	56	46	24	51	72	717	83
	99%	99%P	95%	98%	98%	99%	99%	100%	98%	100%	98%	98%	100%	100%	98%	99%	99%	98%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 145

**A4a\_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime**

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	127	46	81	13	49	54	11	105	22	60	31	17	19	101	22
WeightedBase	101*	36**	65*	13**	37*	44*	7**	86*	14**	43*	26**	17**	16**	81*	18**
EffectiveBase	83	29	54	12	34	31	9	68	17	38	19	12	15	67	13
A few times a day	14 14%	7 18%	8 12%	* 2%	8 21%	6 14%	- -	14 16%	* 2%	7 17%	1 4%	4 23%	2 14%	13 16%	1 3%
At least once every day	26 26%	12 33%	14 22%	2 15%	13 37%	10 22%	1 12%	24 28%	2 13%	14 33%	7 28%	3 15%	2 14%	25 31%z	* 2%
About two or three times a week	26 26% <b>d</b>	8 22%	18 28%	6 44%	8 21%	11 25%	1 14%	23 26%	3 21%	9 21%	6 23%	3 20%	8 49%	16 20%	9 52%
At least once a week	24 24% <b>D</b>	7 20%	17 26%	2 17%	5 13%	16 38% <b>zD</b>	1 7%	19 22%	5 33%	8 18%	11 43%	5 30%	- -	22 28%	1 5%
At least once a month	9 9% <b>d</b>	3 7%	6 9%	3 21%	3 7%	- -	3 46%	6 6%	3 21%	2 5%	1 3%	2 12%	4 23%	4 4%	5 28%
At least once every three months	2 2% <b>d</b>	- -	2 4%	- -	* 1%	1 1%	1 21%	1 1%	1 10%	2 6%	- -	- -	- -	1 1%	2 10%
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	101 100%	36 100%	65 100%	13 100%	37 100%	44 100%	7 100%	86 100%	14 100%	43 100%	26 100%	17 100%	16 100%	81 100%	18 100%
Daily (Net)	40 40%	18 51%	22 34%	2 18%	21 58% <b>z</b>	16 36%	1 12%	38 44%	2 15%	21 50%	8 32%	6 38%	4 28%	38 47% <b>z</b>	1 5%
Weekly (Net)	90 89%	33 93%	57 87%	10 79%	34 92%	43 99% <b>z</b>	2 34%	80 93% <b>z</b>	10 68%	38 90%	25 97%	15 88%	12 77%	76 95% <b>z</b>	11 62%
Monthly (Net)	98 98%	36 100%	63 96%	13 100%	36 99%	43 99%	6 79%	86 99%	13 90%	40 94%	26 100%	17 100%	16 100%	80 99% <b>z</b>	16 90%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 145

**A4a\_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime**

**Base = All respondents who have visited websites in the last 3 months**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	127	95	12	14	6	8	20	2	19	4	15	4	4	2	6	11	101	14
WeightedBase	101*	81*	9**	8**	2**	7**	15**	1**	14**	3**	12**	3**	4**	2**	8**	11**	76*	13**
EffectiveBase	83	64	6	13	6	6	12	2	12	3	12	3	4	2	5	7	66	10
A few times a day	14	12	2	-	*	-	3	*	2	*	2	1	1	-	-	3	12	1
	14%	14%	23%	-	15%	-	17%	39%	12%	11%	13%	43%	19%	-	-	29%	15%	5%
At least once every day	26	18	6	2	1	-	4	1	3	-	6	1	3	-	-	*	19	5
	26%	22%	61%	23%	40%	-	28%	61%	25%	-	48%	25%	60%	-	-	3%	25%	37%
About two or three times a week	26	22	-	3	1	3	2	-	3	2	*	-	1	1	5	5	21	2
	26% <sup>d</sup>	27%	-	37%	45%	37%	14%	-	22%	50%	3%	-	21%	46%	62%	46%	27%	19%
At least once a week	24	22	1	1	-	3	6	-	2	1	2	1	-	1	3	2	16	4
	24% <sup>D</sup>	27%	10%	10%	-	43%	40%	-	17%	18%	17%	32%	-	54%	38%	22%	21%	30%
At least once a month	9	6	-	2	-	1	-	-	3	1	1	-	-	-	-	-	6	1
	9% <sup>d</sup>	8%	-	27%	-	19%	-	-	25%	22%	7%	-	-	-	-	-	8%	10%
At least once every three months	2	1	1	*	-	-	-	-	-	-	1	-	-	-	-	-	2	-
	2% <sup>d</sup>	2%	7%	4%	-	-	-	-	-	-	12%	-	-	-	-	-	3%	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	101	81	9	8	2	7	15	1	14	3	12	3	4	2	8	11	76	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	40	29	8	2	1	-	7	1	5	*	7	2	3	-	-	3	31	5
	40%	36%	83%	23%	55%	-	46%	100%	37%	11%	61%	68%	79%	-	-	32%	40%	42%
Weekly (Net)	90	73	9	6	2	6	15	1	10	3	10	3	4	2	8	11	67	12
	89%	90%	93%	70%	100%	81%	100%	100%	75%	78%	81%	100%	100%	100%	100%	100%	89%	90%
Monthly (Net)	98	80	9	8	2	7	15	1	14	3	11	3	4	2	8	11	73	13
	98%	98%	93%	96%	100%	100%	100%	100%	100%	100%	88%	100%	100%	100%	100%	100%	97%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 146

**A4a\_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	155	86	68	25	56	55	19	77	78	74	42	24	15	129	23
WeightedBase	128	78*	50*	21**	51*	39*	17**	60*	69*	57*	35*	23**	13**	104*	22**
EffectiveBase	105	61	43	19	41	34	12	51	54	46	31	16	12	90	14
A few times a day	17 13%f	10 13%	7 14%	3 16%	10 20%	4 9%	-	11 19%	6 9%	11 20%	4 11%	1 5%	1 5%	17 16%	1 3%
At least once every day	21 17% <b>mL</b>	9 12%	12 24%	3 16%	12 24%	4 9%	2 12%	16 27% <b>zm</b>	5 7%	10 18%	1 3%	6 25%	4 31%	21 20% <b>z</b>	-
About two or three times a week	45 35% <b>Bd</b>	34 44% <b>zB</b>	10 21%	5 26%	16 32%	17 43%	6 34%	17 29%	27 40%	16 27%	13 36%	11 49%	5 40%	30 29%	14 62%
At least once a week	27 21%	14 19%	11 23%	4 18%	9 18%	10 26%	4 22%	9 15%	18 26%	11 19%	11 30%	3 11%	3 24%	21 21%	4 20%
At least once a month	14 11% <b>D</b>	7 9%	7 14%	2 7%	2 3%	5 13%	5 31%	5 9%	8 12%	8 14%	4 12%	1 5%	-	13 12%	1 5%
At least once every three months	4 3% <b>d</b>	3 3%	2 4%	4 17%	1 2%	-	-	1 1%	4 6%	1 2%	2 7%	1 5%	-	2 2%	2 10%
Don't know/can't remember	* *	* *	- -	- -	* 1%	-	-	* 1%	-	* 1%	-	-	-	* *	-
Total mentions	128 100%	78 100%	50 100%	21 100%	51 100%	39 100%	17 100%	60 100%	69 100%	57 100%	35 100%	23 100%	13 100%	104 100%	22 100%
Daily (Net)	39 30% <b>mL</b>	19 25%	19 39%	7 32%	23 44% <b>zE</b>	7 18%	2 12%	27 46% <b>zm</b>	11 16%	22 38% <b>L</b>	5 15%	7 30%	5 36%	38 36% <b>z</b>	1 3%
Weekly (Net)	110 86%	68 88%	41 82%	16 76%	48 95% <b>z</b>	34 87%	12 69%	53 90%	57 82%	48 84%	29 81%	21 90%	13 100%	89 86%	19 85%
Monthly (Net)	124 96%	75 96%	48 96%	18 83%	50 98%	39 100%	17 100%	59 98%	65 94%	56 98%	33 93%	22 95%	13 100%	102 98%	20 90%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 146

**A4a\_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music**

**Base = All respondents who have visited websites in the last 3 months**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	155	121	18	4	12	10	34	6	10	7	17	8	6	2	5	16	132	6
WeightedBase	128	114*	8**	2**	4**	9**	29**	4**	9**	8**	16**	8**	9**	4**	4**	14**	111*	3**
EffectiveBase	105	87	14	4	11	7	25	5	9	5	13	7	5	2	4	10	89	4
A few times a day	17 13% <sup>f</sup>	14 12%	3 36%	-	* 7%	2 21%	5 16%	* 9%	1 10%	1 11%	* 2%	2 25%	1 15%	-	-	1 9%	11	-
At least once every day	21 17% <sup>mL</sup>	18 16%	2 23%	1 62%	1 14%	-	1 5%	-	1 14%	4 53%	5 35%	1 14%	1 14%	1 29%	-	2 13%	19	1
About two or three times a week	45 35% <sup>Bd</sup>	42 37%	1 12%	1 38%	1 26%	3 28%	16 55%	2 52%	1 9%	1 16%	6 40%	3 37%	2 27%	-	5 51%	5 39%	41	1
At least once a week	27 21%	24 21%	1 15%	-	1 29%	1 13%	4 15%	2 39%	4 44%	2 20%	3 19%	1 10%	4 44%	-	1 26%	3 23%	24	1
At least once a month	14 11% <sup>D</sup>	12 11%	1 15%	-	-	3 37%	1 3%	-	1 13%	-	1 4%	1 14%	-	3 71%	1 23%	1 9%	11	1
At least once every three months	4 3% <sup>d</sup>	3 3%	-	-	1 24%	-	2 6%	-	1 9%	-	-	-	-	-	-	1 7%	4	-
Don't know/can't remember	* *	* *	-	-	-	-	* 1%	-	-	-	-	-	-	-	-	-	*	-
Total mentions	128 100%	114 100%	8 100%	2 100%	4 100%	9 100%	29 100%	4 100%	9 100%	8 100%	16 100%	8 100%	9 100%	4 100%	4 100%	14 100%	111 100%	3 100%
Daily (Net)	39 30% <sup>mL</sup>	32 28%	5 59%	1 62%	1 21%	2 21%	6 21%	* 9%	2 24%	5 64%	6 37%	3 39%	3 29%	1 29%	-	3 23%	31	1
Weekly (Net)	110 86%	98 86%	7 85%	2 100%	3 76%	6 63%	27 91%	4 100%	7 78%	8 100%	15 96%	7 86%	9 100%	1 29%	3 77%	12 84%	95	2
Monthly (Net)	124 96%	110 97%	8 100%	2 100%	3 76%	9 100%	27 93%	4 100%	8 91%	8 100%	16 100%	8 100%	9 100%	4 100%	4 100%	13 93%	106	3

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 147

**A4a\_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	372	146	226	60	96	149	67	163	209	169	110	45	48	276	88
WeightedBase	331	124	207	51*	79*	128*	73*	131	200	152	98*	44*	37*	253	68*
EffectiveBase	255	106	151	46	70	100	44	110	146	110	73	36	40	189	64
A few times a day	21 6%	10 8%	11 5%	7 13%zF	7 8%	6 5%	2 2%	11 8%	10 5%	11 7%	3 3%	4 9%	2 7%	17 7%	4 6%
At least once every day	29 9%Fm	16 13%	13 6%	3 6%	15 19%zEF	10 8%	1 2%	17 13%zm	11 6%	14 9%	8 9%	3 7%	3 8%	25 10%	2 3%
About two or three times a week	68 21%	24 19%	44 21%	10 19%	20 26%	29 23%	9 12%	32 25%	36 18%	25 16%	22 22%	12 28%	10 26%	52 20%	13 20%
At least once a week	85 26%	29 23%	56 27%	16 30%	18 23%	29 23%	22 30%	29 22%	56 28%	44 29%	26 26%	9 20%	7 18%	66 26%	18 27%
At least once a month	111 34%l	41 33%	70 34%	14 28%	19 24%	43 34%	34 47%zD	35 27%	76 38%	50 33%	33 33%	16 37%	12 31%	82 33%	27 39%
At least once every three months	17 5%	4 4%	13 6%	2 3%	-	10 8%D	5 7%D	6 5%	11 5%	8 5%	6 6%	-	4 11%M	11 4%	4 6%
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	331 100%	124 100%	207 100%	51 100%	79 100%	128 100%	73 100%	131 100%	200 100%	152 100%	98 100%	44 100%	37 100%	253 100%	68 100%
Daily (Net)	50 15%BFm	26 21%zB	24 11%	10 19%F	21 27%zEF	16 12%	3 4%	28 22%zm	21 11%	25 17%	12 12%	7 16%	5 14%	42 17%	6 9%
Weekly (Net)	203 61%F	79 63%	124 60%	35 69%F	60 76%zEF	75 58%	33 46%	89 69%z	113 57%	94 62%	59 61%	28 63%	22 58%	160 63%	38 56%
Monthly (Net)	314 95%	119 96%	194 94%	49 97%	79 100%EF	118 92%	67 93%	124 95%	190 95%	144 95%	92 94%	44 100%N	33 89%	242 96%	65 94%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 147

A4a\_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food

Base = All respondents who have visited websites in the last 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	372	289	31	24	28	30	72	16	28	16	45	23	7	8	19	25	301	32
WeightedBase	331	290	19**	12**	10**	31**	72*	11**	25**	14**	45*	27**	9**	12**	23**	21**	265	28**
EffectiveBase	255	209	21	20	26	23	46	13	19	13	34	19	5	7	16	19	201	23
A few times a day	21 6%	17 6%	3 16%	1 7%	-	3 11%	4 5%	1 9%	2 7%	1 9%	1 2%	2 8%	-	1 7%	-	2 8%	14 5%	-
At least once every day	29 9%Fm	25 9%	1 5%	1 10%	1 11%	1 4%	6 8%	* 3%	3 11%	2 12%	7 15%	1 4%	-	2 19%	-	3 14%	20 8%	4 14%
About two or three times a week	68 21%	59 20%	4 21%	2 16%	3 29%	6 20%	15 20%	6 54%	5 19%	4 29%	5 12%	2 20%	2 21%	1 10%	7 30%	3 14%	54 21%	7 26%
At least once a week	85 26%	71 24%	8 43%	5 40%	1 10%	6 20%	17 23%	2 20%	1 6%	4 29%	14 31%	8 30%	2 27%	4 31%	6 27%	6 28%	70 26%	7 24%
At least once a month	111 34%	101 35%	2 12%	3 22%	4 44%	12 39%	23 32%	2 14%	13 52%	3 21%	17 38%	10 38%	5 52%	3 23%	9 38%	6 28%	91 34%	9 31%
At least once every three months	17 5%	16 5%	1 3%	1 5%	1 6%	2 11%	8 11%	-	1 4%	-	1 2%	-	-	1 9%	1 5%	2 8%	15 6%	1 4%
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	331 100%	290 100%	19 100%	12 100%	10 100%	31 100%	72 100%	11 100%	25 100%	14 100%	45 100%	27 100%	9 100%	12 100%	23 100%	21 100%	265 100%	28 100%
Daily (Net)	50 15%BfM	43 15%	4 21%	2 17%	1 11%	5 15%	10 14%	1 12%	5 18%	3 21%	8 18%	3 12%	-	3 26%	-	5 22%	34 13%	4 14%
Weekly (Net)	203 61%F	173 60%	16 85%	9 73%	5 50%	17 55%	41 57%	10 86%	11 44%	11 79%	27 61%	17 62%	4 48%	8 68%	13 57%	14 64%	158 60%	18 65%
Monthly (Net)	314 95%	274 95%	18 97%	12 95%	9 94%	29 94%	64 89%	11 100%	23 96%	14 100%	44 98%	27 100%	9 100%	11 91%	22 95%	20 92%	250 94%	27 96%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 148

A4a\_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	46	24	22	5	19	15	7	26	19	26	10	4	6	39	7
WeightedBase	35*	20**	15**	5**	14**	9**	7**	15**	19**	15**	9**	6**	5**	26**	8**
EffectiveBase	33	17	16	4	12	11	6	19	15	18	8	3	5	29	6
A few times a day	6 17%	4 22%	2 10%	2 30%	2 14%	2 27%	-	3 19%	3 16%	4 27%	2 16%	-	*	6 22%	-
At least once every day	9 26%	5 23%	5 31%	1 24%	4 31%	2 20%	2 26%	6 45%	3 14%	5 32%	1 14%	1 26%	1 32%	8 29%	1 17%
About two or three times a week	2 6%	1 6%	1 6%	-	1 9%	1 10%	-	1 6%	1 6%	2 14%	-	-	-	2 8%	-
At least once a week	10 27%	4 19%	6 38%	3 47%	4 25%	3 39%	-	2 15%	6 32%	1 8%	5 50%	4 62%	-	6 23%	4 42%
At least once a month	5 15%	3 15%	2 15%	-	3 19%	* 3%	2 34%	2 14%	3 17%	3 17%	1 7%	1 12%	1 29%	3 12%	2 24%
At least once every three months	1 3%	1 5%	-	-	* 2%	-	1 9%	* 2%	1 3%	* 2%	-	-	1 13%	* 1%	1 7%
Don't know/can't remember	2 6%	2 10%	-	-	-	-	2 30%	-	2 11%	-	1 13%	-	1 19%	1 5%	1 10%
Total mentions	35 100%	20 100%	15 100%	5 100%	14 100%	9 100%	7 100%	15 100%	19 100%	15 100%	9 100%	6 100%	5 100%	26 100%	8 100%
Daily (Net)	15 43%	9 45%	6 41%	3 53%	6 45%	4 47%	2 26%	9 63%	6 31%	9 59%	3 30%	1 26%	2 39%	14 52%	1 17%
Weekly (Net)	27 77%	14 70%	13 85%	5 100%	11 79%	9 97%	2 26%	12 84%	13 69%	12 81%	8 80%	5 88%	2 39%	22 82%	5 59%
Monthly (Net)	32 92%	17 85%	15 100%	5 100%	14 98%	9 100%	4 61%	14 98%	17 86%	15 98%	8 87%	6 100%	3 68%	25 94%	7 83%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 148

A4a\_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder

Base = All respondents who have visited websites in the last 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	46	37	5	2	2	7	14	2	4	-	5	-	-	-	4	1	40	3
WeightedBase	35*	31**	2**	1**	1**	8**	11**	2**	2**	..*	4**	..*	..*	..*	4**	1**	30**	2**
EffectiveBase	33	28	4	2	2	5	10	2	3	-	4	-	-	-	3	1	28	2
A few times a day	6	5	1	-	*	-	3	-	*	-	2	-	-	-	-	-	6	*
	17%	15%	49%	-	49%	-	25%	-	20%	-	42%	-	-	-	-	-	19%	13%
At least once every day	9	9	*	-	*	4	3	1	1	-	-	-	-	-	-	-	6	1
	26%	27%	16%	-	51%	44%	27%	45%	80%	-	-	-	-	-	-	-	21%	58%
About two or three times a week	2	2	-	1	-	1	*	-	-	-	*	-	-	-	-	-	2	-
	6%	5%	-	51%	-	11%	3%	-	-	-	9%	-	-	-	-	-	7%	-
At least once a week	10	9	-	1	-	3	3	-	-	-	-	-	-	-	3	1	8	-
	27%	29%	-	49%	-	33%	24%	-	-	-	-	-	-	-	60%	100%	28%	-
At least once a month	5	5	1	-	-	1	2	-	-	-	-	-	-	-	2	-	5	1
	15%	15%	35%	-	-	12%	18%	-	-	-	-	-	-	-	40%	-	15%	29%
At least once every three months	1	1	-	-	-	-	*	-	-	-	1	-	-	-	-	-	1	-
	3%	3%	-	-	-	-	3%	-	-	-	16%	-	-	-	-	-	3%	-
Don't know/can't remember	2	2	-	-	-	-	-	1	-	-	1	-	-	-	-	-	2	-
	6%	7%	-	-	-	-	-	55%	-	-	32%	-	-	-	-	-	7%	-
Total mentions	35	31	2	1	1	8	11	2	2	-	4	-	-	-	4	1	30	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	-	-	-	100%	100%	100%	100%
Daily (Net)	15	13	1	-	1	4	6	1	2	-	2	-	-	-	-	-	12	2
	43%	42%	65%	-	100%	44%	52%	45%	100%	-	42%	-	-	-	-	-	40%	71%
Weekly (Net)	27	24	1	1	1	7	9	1	2	-	2	-	-	-	3	1	22	2
	77%	76%	65%	100%	100%	88%	79%	45%	100%	-	51%	-	-	-	60%	100%	75%	71%
Monthly (Net)	32	28	2	1	1	8	11	1	2	-	2	-	-	-	4	1	27	2
	92%	91%	100%	100%	100%	100%	97%	45%	100%	-	51%	-	-	-	100%	100%	90%	100%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 149

**A4a\_16. How often in the past 3 months have you used these websites and/or apps? - BBC+**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	67	38	29	15	25	21	6	44	23	36	12	10	9	57	8
WeightedBase	48*	31**	18**	14**	13**	16**	5**	29*	19**	23**	10**	9**	6**	39*	8**
EffectiveBase	49	29	22	14	19	15	4	33	17	27	8	8	7	43	6
A few times a day	7 15%	6 20%	1 7%	1 10%	4 31%	2 11%	-	5 16%	3 13%	3 13%	3 29%	1 14%	-	7 18%	-
At least once every day	13 28%	10 33%	3 19%	2 14%	5 38%	4 23%	3 57%	8 28%	5 28%	7 29%	1 6%	4 41%	2 36%	11 27%	3 33%
About two or three times a week	9 19%	6 20%	3 19%	3 18%	2 18%	2 15%	2 43%	4 15%	5 26%	6 24%	* 3%	2 26%	1 16%	7 18%	1 15%
At least once a week	5 11%	1 4%	4 21%	3 24%	1 6%	1 6%	-	2 7%	3 17%	2 7%	1 15%	1 15%	1 13%	5 13%	-
At least once a month	12 25%	6 20%	6 33%	4 28%	1 5%	7 45%	-	9 30%	3 16%	5 23%	5 47%	* 3%	2 30%	8 21%	4 48%
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	1 2%	1 4%	-	1 6%	* 2%	-	-	1 4%	-	1 4%	-	-	* 5%	1 2%	* 4%
Total mentions	48 100%	31 100%	18 100%	14 100%	13 100%	16 100%	5 100%	29 100%	19 100%	23 100%	10 100%	9 100%	6 100%	39 100%	8 100%
Daily (Net)	21 43%	16 52%	5 27%	3 24%	9 69%	5 34%	3 57%	13 44%	8 41%	10 43%	3 35%	5 55%	2 36%	18 46%	3 33%
Weekly (Net)	35 73%	23 76%	12 67%	9 66%	12 93%	9 55%	5 100%	19 66%	16 84%	17 73%	5 53%	9 97%	4 65%	30 77%	4 48%
Monthly (Net)	47 98%	29 96%	18 100%	13 94%	13 98%	16 100%	5 100%	28 96%	19 100%	23 96%	10 100%	9 100%	6 95%	39 98%	8 96%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 149

**A4a\_16. How often in the past 3 months have you used these websites and/or apps? - BBC+**

**Base = All respondents who have visited websites in the last 3 months**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	67	55	7	-	5	4	17	-	12	2	6	1	1	-	1	11	45	6
WeightedBase	48*	42*	4**	..**	2**	5**	9**	..**	10**	1**	5**	1**	1**	..**	2**	9**	30*	5**
EffectiveBase	49	41	6	-	5	4	12	-	9	2	5	1	1	-	1	8	33	4
A few times a day	7	7	*	-	*	-	1	-	2	-	2	-	-	-	-	2	6	-
	15%	16%	7%	-	18%	-	14%	-	24%	-	30%	-	-	-	-	18%	19%	-
At least once every day	13	11	2	-	1	1	4	-	-	-	2	-	1	-	-	2	9	1
	28%	25%	44%	-	47%	25%	49%	-	-	-	41%	-	100%	-	-	22%	31%	20%
About two or three times a week	9	9	-	-	*	4	3	-	2	-	1	-	-	-	-	-	4	-
	19%	21%	-	-	17%	75%	31%	-	20%	-	13%	-	-	-	-	-	13%	-
At least once a week	5	4	2	-	-	-	*	-	2	1	-	-	-	-	-	1	3	1
	11%	9%	36%	-	-	-	3%	-	21%	66%	-	-	-	-	-	9%	10%	25%
At least once a month	12	11	1	-	*	-	*	-	3	-	1	1	-	-	2	4	8	3
	25%	26%	14%	-	18%	-	3%	-	26%	-	16%	100%	-	-	100%	51%	25%	54%
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	1	1	-	-	-	-	-	-	1	*	-	-	-	-	-	-	1	-
	2%	3%	-	-	-	-	-	-	9%	34%	-	-	-	-	-	-	3%	-
Total mentions	48	42	4	-	2	5	9	-	10	1	5	1	1	-	2	9	30	5
	100%	100%	100%	-	100%	100%	100%	-	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Daily (Net)	21	17	2	-	1	1	6	-	2	-	4	-	1	-	-	3	15	1
	43%	41%	51%	-	65%	25%	62%	-	24%	-	71%	-	100%	-	-	40%	49%	20%
Weekly (Net)	35	30	4	-	1	5	9	-	6	1	4	-	1	-	4	22	2	2
	73%	71%	86%	-	82%	100%	97%	-	65%	66%	84%	-	100%	-	-	49%	72%	46%
Monthly (Net)	47	41	4	-	2	5	9	-	9	1	5	1	1	-	2	9	30	5
	98%	97%	100%	-	100%	100%	100%	-	91%	66%	100%	100%	100%	-	100%	100%	97%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 150

A4a\_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize

Base = All respondents who have visited websites in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	116	52	63	45	30	35	6	74	41	55	30	14	17	76	37
WeightedBase	85*	37*	47*	32*	17**	31**	5**	57*	27**	42*	22**	9**	12**	58*	25**
EffectiveBase	76	38	38	33	22	21	5	51	24	35	19	12	13	48	28
A few times a day	5 5%	4 10%	1 2%	2 7%	1 8%	1 3%	-	3 5%	2 6%	2 4%	1 3%	-	2 18%	3 6%	1 4%
At least once every day	11 14%C	5 12%	7 15%	1 3%	4 21%	6 21%	* 9%	7 13%	4 16%	7 16%	2 9%	3 32%	-	11 18%	1 3%
About two or three times a week	16 19%	6 15%	11 23%	8 24%	3 17%	4 14%	1 32%	12 21%	5 17%	7 18%	3 14%	1 11%	5 41%	8 14%	8 34%
At least once a week	25 29%	13 36%	10 22%	9 28%	5 28%	11 36%	-	16 28%	8 31%	13 30%	8 37%	2 28%	2 14%	18 31%	6 26%
At least once a month	20 24%A	5 14%	15 32%	9 26%	4 22%	7 22%	1 32%	15 25%	6 22%	9 22%	7 32%	3 29%	2 14%	15 26%	4 17%
At least once every three months	5 6%	3 7%	2 5%	2 5%	1 6%	2 5%	1 18%	3 5%	2 7%	3 7%	1 4%	-	1 8%	3 5%	2 6%
Don't know/can't remember	2 3%	2 5%	1 1%	2 6%	-	-	* 8%	2 3%	* 1%	1 3%	* 2%	-	1 5%	-	2 10%
Total mentions	85 100%	37 100%	47 100%	32 100%	17 100%	31 100%	5 100%	57 100%	27 100%	42 100%	22 100%	9 100%	12 100%	58 100%	25 100%
Daily (Net)	16 19%	8 22%	8 17%	3 10%	5 28%	7 24%	* 9%	10 17%	6 22%	8 20%	3 12%	3 32%	2 18%	14 24%	2 7%
Weekly (Net)	57 67%	27 74%	29 62%	20 63%	13 73%	22 73%	2 42%	38 66%	19 70%	28 68%	14 62%	6 71%	9 73%	40 69%	16 67%
Monthly (Net)	78 92%	33 88%	44 94%	29 89%	16 94%	29 95%	3 74%	52 92%	25 91%	37 90%	20 94%	9 100%	11 87%	55 95%	21 84%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 150

**A4a\_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize**

**Base = All respondents who have visited websites in the last 3 months**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	116	93	4	5	14	10	20	4	11	3	14	8	4	2	7	10	89	7
WeightedBase	85*	75*	3**	2**	5**	9**	18**	2**	7**	2**	10**	7**	4**	2**	7**	7**	63*	4**
EffectiveBase	76	64	3	5	14	7	10	3	9	3	11	7	4	2	6	8	58	6
A few times a day	5	4	*	-	*	*	*	-	-	*	3	-	-	-	-	-	5	-
	5%	5%	10%	-	7%	3%	2%	-	-	20%	29%	-	-	-	-	-	7%	-
At least once every day	11	9	1	1	1	*	2	2	1	-	1	-	1	1	-	1	9	1
	14% <b>C</b>	12%	20%	41%	25%	3%	12%	84%	15%	-	12%	-	19%	40%	-	11%	14%	31%
About two or three times a week	16	15	-	-	1	4	1	*	2	-	1	-	-	1	2	3	13	-
	19%	21%	-	-	20%	46%	7%	16%	27%	-	14%	-	-	60%	34%	39%	20%	-
At least once a week	25	24	-	*	1	3	8	-	2	1	2	2	3	-	2	1	18	1
	29%	32%	-	20%	13%	34%	43%	-	30%	45%	22%	30%	81%	-	23%	12%	28%	16%
At least once a month	20	17	2	*	1	1	6	-	1	-	2	3	-	-	3	2	14	-
	24% <b>A</b>	23%	51%	18%	28%	13%	32%	-	19%	-	15%	35%	-	-	42%	29%	22%	-
At least once every three months	5	4	1	-	*	-	1	-	-	1	1	-	-	-	-	1	2	2
	6%	5%	19%	-	7%	-	3%	-	-	35%	8%	16%	-	-	-	10%	4%	53%
Don't know/can't remember	2	2	-	*	-	-	-	-	1	-	-	1	-	-	-	-	2	-
	3%	3%	-	22%	-	-	-	-	9%	-	-	19%	-	-	-	-	4%	-
Total mentions	85	75	3	2	5	9	18	2	7	2	10	7	4	2	7	7	63	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	16	13	1	1	1	1	2	2	1	*	4	-	1	1	-	1	14	1
	19%	17%	30%	41%	32%	7%	14%	84%	15%	20%	41%	-	19%	40%	-	11%	22%	31%
Weekly (Net)	57	52	1	1	3	8	11	2	5	1	8	2	4	2	4	4	44	2
	67%	69%	30%	61%	66%	87%	64%	100%	72%	65%	77%	30%	100%	100%	58%	62%	70%	47%
Monthly (Net)	78	69	3	1	4	9	17	2	6	1	9	5	4	2	7	6	58	2
	92%	92%	81%	78%	93%	100%	97%	100%	91%	65%	92%	65%	100%	100%	100%	90%	93%	47%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 151

**A4a\_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	101	36	64	14	39	38	10	78	23	55	12	14	20	77	19
WeightedBase	76*	28**	47*	10**	32**	27**	7**	58*	18**	35*	14**	10**	17**	59*	13**
EffectiveBase	64	23	40	10	23	24	8	48	16	37	7	9	16	47	13
A few times a day	11 14%	4 14%	7 15%	1 11%	6 18%	4 14%	-	10 17%	1 5%	6 18%	1 10%	1 6%	2 13%	10 17%	1 5%
At least once every day	20 26%	7 26%	13 27%	2 16%	11 36%	5 20%	1 22%	16 27%	4 23%	12 34%	5 32%	2 19%	1 7%	18 31%	-
About two or three times a week	15 20%	6 22%	9 19%	2 21%	4 12%	6 22%	3 45%	12 21%	3 15%	8 24%	* 2%	1 13%	5 30%	9 16%	5 40%
At least once a week	14 19%	4 15%	9 19%	1 10%	8 24%	5 19%	* 4%	11 19%	3 18%	5 14%	2 16%	4 38%	3 19%	10 17%	3 23%
At least once a month	6 8%	1 4%	5 11%	3 30%	* 1%	1 5%	2 25%	5 8%	2 10%	3 7%	-	2 21%	2 10%	3 6%	3 24%
At least once every three months	7 9% <b>lKf</b>	3 9%	4 9%	1 13%	3 10%	2 8%	* 4%	2 3%	5 27%	1 3%	2 16%	* 3%	3 21%	4 8%	1 9%
Don't know/can't remember	3 4%B	3 11%	* 1%	-	-	3 12%	-	3 6%	-	-	3 23%	-	-	3 6%	-
Total mentions	76 100%	28 100%	47 100%	10 100%	32 100%	27 100%	7 100%	58 100%	18 100%	35 100%	14 100%	10 100%	17 100%	59 100%	13 100%
Daily (Net)	31 40%	11 39%	20 41%	3 26%	17 54%	9 34%	1 22%	25 44%	5 29%	19 53% <b>z</b>	6 42%	3 25%	3 21%	28 48% <b>z</b>	1 5%
Weekly (Net)	60 78%	21 76%	37 79%	6 57%	29 89%	20 75%	5 71%	48 83%	11 62%	32 90% <b>z</b>	9 61%	8 76%	12 69%	47 81%	9 68%
Monthly (Net)	66 87%	23 80%	43 90%	9 87%	29 90%	22 80%	7 96%	53 91%	13 73%	34 97% <b>z</b>	9 61%	10 97%	13 79%	51 87%	12 91%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 151

**A4a\_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime**

**Base = All respondents who have visited websites in the last 3 months**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	101	76	16	2	7	1	17	3	16	6	13	1	1	3	6	9	88	4
WeightedBase	76*	66*	7**	1**	2**	1**	12**	2**	11**	4**	14**	1**	1**	5**	10**	5**	67*	4**
EffectiveBase	64	50	12	2	7	1	13	2	11	5	8	1	1	3	5	7	56	2
A few times a day	11	8	2	-	1	-	2	-	3	*	1	-	-	-	-	2	11	-
	14%	12%	32%	-	29%	-	15%	-	29%	8%	5%	-	-	-	-	33%	16%	-
At least once every day	20	19	1	-	*	-	3	2	1	*	10	1	-	-	-	1	18	1
	26%	29%	8%	-	15%	-	29%	100%	9%	7%	69%	100%	-	-	-	23%	27%	17%
About two or three times a week	15	12	1	1	1	-	3	-	3	-	2	-	1	-	2	1	13	*
	20%	18%	17%	100%	29%	-	27%	-	29%	-	11%	-	100%	-	20%	24%	20%	8%
At least once a week	14	13	1	-	-	1	3	-	1	1	-	-	-	2	5	*	13	1
	19%	20%	12%	-	-	100%	21%	-	12%	28%	-	-	-	52%	48%	6%	19%	16%
At least once a month	6	6	-	-	*	-	1	-	2	3	-	1	-	-	-	*	6	-
	8%	9%	-	-	14%	-	8%	-	21%	57%	-	-	-	-	-	7%	9%	-
At least once every three months	7	5	2	-	-	-	-	-	-	2	-	-	2	-	*	3	2	2
	9% Kf	7%	30%	-	-	-	-	-	-	15%	-	-	48%	-	7%	5%	59%	59%
Don't know/can't remember	3	3	-	-	*	-	-	-	-	-	-	-	-	3	-	3	-	-
	4%B	5%	-	-	14%	-	-	-	-	-	-	-	-	32%	-	5%	-	-
Total mentions	76	66	7	1	2	1	12	2	11	4	14	1	1	5	10	5	67	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	31	27	3	-	1	-	5	2	4	1	10	1	-	-	-	3	29	1
	40%	41%	41%	-	44%	-	44%	100%	38%	15%	74%	100%	-	-	-	56%	43%	17%
Weekly (Net)	60	52	5	1	2	1	11	2	9	2	12	1	1	2	7	4	55	2
	78%	79%	70%	100%	73%	100%	92%	100%	79%	43%	85%	100%	100%	52%	68%	86%	81%	41%
Monthly (Net)	66	58	5	1	2	1	12	2	11	4	12	1	1	2	7	4	61	2
	87%	88%	70%	100%	86%	100%	100%	100%	100%	100%	85%	100%	100%	52%	68%	93%	90%z	41%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 152

**A4a\_20. How often in the past 3 months have you used these websites and/or apps? - BBC Sounds**

**Base = All respondents who have visited websites in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	12	5	7	-	3	5	4	3	9	10	-	-	2	4	8
WeightedBase	14**	4**	9**	..	4**	6**	4**	3**	11**	12**	..	..	1**	6**	8**
EffectiveBase	10	5	6	-	2	5	3	3	7	8	-	-	2	3	6
A few times a day	2 17%	-	2 25%	-	2 58%	-	-	-	2 21%	2 19%	-	-	-	2 41%	-
At least once every day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About two or three times a week	5 36%	2 40%	3 34%	-	-	4 64%	1 33%	-	5 45%	5 40%	-	-	-	1 21%	4 46%
At least once a week	2 15%	2 47%	-	-	1 21%	1 22%	-	2 73%	-	2 17%	-	-	-	2 37%	-
At least once a month	4 26%	1 14%	3 32%	-	-	1 14%	3 67%	1 27%	3 26%	3 25%	-	-	1 42%	-	4 44%
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	1 6%	-	1 9%	-	1 21%	-	-	-	1 8%	-	-	-	1 58%	-	1 10%
Total mentions	14 100%	4 100%	9 100%	-	4 100%	6 100%	4 100%	3 100%	11 100%	12 100%	-	-	1 100%	6 100%	8 100%
Daily (Net)	2 17%	-	2 25%	-	2 58%	-	-	-	2 21%	2 19%	-	-	-	2 41%	-
Weekly (Net)	9 67%	4 86%	6 58%	-	3 79%	5 86%	1 33%	2 73%	7 66%	9 75%	-	-	-	6 100%	4 46%
Monthly (Net)	13 94%	4 100%	9 91%	-	3 79%	6 100%	4 100%	3 100%	10 92%	12 100%	-	-	1 42%	6 100%	7 90%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 152

**A4a\_20. How often in the past 3 months have you used these websites and/or apps? - BBC Sounds**

Base = All respondents who have visited websites in the last 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	12	11	-	1	-	1	-	-	1	-	3	2	1	1	2	-	9	1
WeightedBase	14**	13**	..**	1**	..**	1**	..**	..**	1**	..**	3**	3**	2**	1**	2**	..**	9**	1**
EffectiveBase	10	9	-	1	-	1	-	-	1	-	3	2	1	1	2	-	7	1
A few times a day	2	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
	17%	17%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-
At least once every day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About two or three times a week	5	4	-	1	-	1	-	-	-	-	1	-	1	1	1	-	3	1
	36%	33%	-	100%	-	100%	-	-	-	-	34%	-	100%	51%	-	-	28%	100%
At least once a week	2	2	-	-	-	-	-	1	-	1	-	-	-	-	-	-	2	-
	15%	16%	-	-	-	-	-	100%	-	46%	-	-	-	-	-	-	23%	-
At least once a month	4	4	-	-	-	-	-	-	-	1	2	-	-	1	-	-	4	-
	26%	28%	-	-	-	-	-	-	-	23%	66%	-	-	49%	-	-	40%	-
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-
	6%	6%	-	-	-	-	-	-	-	32%	-	-	-	-	-	-	9%	-
Total mentions	14	13	-	1	-	1	-	1	-	3	3	2	1	2	-	-	9	1
	100%	100%	-	100%	-	100%	-	100%	-	100%	100%	100%	100%	100%	-	-	100%	100%
Daily (Net)	2	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	17%	17%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-
Weekly (Net)	9	9	-	1	-	1	-	1	-	1	1	2	1	1	-	-	5	1
	67%	66%	-	100%	-	100%	-	100%	-	46%	34%	100%	100%	51%	-	-	51%	100%
Monthly (Net)	13	12	-	1	-	1	-	1	-	2	3	2	1	2	-	-	8	1
	94%	94%	-	100%	-	100%	-	100%	-	68%	100%	100%	100%	100%	-	-	91%	100%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 153

A4a1. How often in the past 3 months have you used these websites and/or apps?

Base = All Respondents

	Unweighted Base	Weighted Base	Effective Base	A few times a day	At least once every day	About two or three times a week	At least once a week	At least once a month	At least once every three months	Don't know/can't remember	Never	Total mentions	Daily (Net)	Weekly (Net)	Monthly (Net)
<b>Summary Table</b>															
BBC.co.uk	3907	3907	2717	70 2%	135 3%	115 3%	103 3%	68 2%	12 *	1 *	3402 87%	3907 100%	206 5%	424 11%	492 13%
ITV.com	3907	3907	2717	31 1%	69 2%	85 2%	87 2%	59 2%	15 *	2 *	3559 91%	3907 100%	100 3%	272 7%	331 8%
stv.tv	3907	3907	2717	4 *	10 *	7 *	9 *	4 *	2 *	1 *	3870 99%	3907 100%	14 *	31 1%	34 1%
S4C	3907	3907	2717	5 *	8 *	5 *	2 *	1 *	- -	- -	3885 99%	3907 100%	13 *	21 1%	22 1%
SkySports.com	3907	3907	2717	53 1%	115 3%	125 3%	85 2%	28 1%	4 *	2 *	3494 89%	3907 100%	168 4%	378 10%	406 10%
News.sky.com (Sky News)	3907	3907	2717	34 1%	59 2%	63 2%	33 1%	16 *	3 *	* *	3700 95%	3907 100%	93 2%	188 5%	204 5%
Channel4.com	3907	3907	2717	26 1%	28 1%	55 1%	53 1%	38 1%	15 *	- -	3692 94%	3907 100%	54 1%	163 4%	200 5%
5 (channel5.com)	3907	3907	2717	8 *	21 1%	32 1%	20 1%	13 *	4 *	1 *	3807 97%	3907 100%	30 1%	82 2%	95 2%
BBC Sport	3907	3907	2717	90 2%	178 5%	153 4%	128 3%	49 1%	5 *	5 *	3300 84%	3907 100%	267 7%	548 14%	597 15%
BBC News	3907	3907	2717	185 5%	345 9%	267 7%	168 4%	73 2%	7 *	3 *	2860 73%	3907 100%	530 14%	964 25%	1037 27%
BBC Weather	3907	3907	2717	101 3%	334 9%	239 6%	138 4%	72 2%	6 *	7 *	3010 77%	3907 100%	435 11%	812 21%	884 23%
BBC CBeebies Playtime	3907	3907	2717	14 *	26 1%	26 1%	24 1%	9 *	2 *	- -	3806 97%	3907 100%	40 1%	90 2%	98 3%
BBC Music	3907	3907	2717	17 *	21 1%	45 1%	27 1%	14 *	4 *	* *	3779 97%	3907 100%	39 1%	110 3%	124 3%
BBC Food	3907	3907	2717	21 1%	29 1%	68 2%	85 2%	111 3%	17 *	- -	3576 92%	3907 100%	50 1%	203 5%	314 8%
BBC iWonder	3907	3907	2717	6 *	9 *	2 *	10 *	5 *	1 *	2 *	3872 99%	3907 100%	15 *	27 1%	32 1%
BBC+	3907	3907	2717	7 *	13 *	9 *	5 *	12 *	- -	1 *	3859 99%	3907 100%	21 1%	35 1%	47 1%
BBC Bitesize	3907	3907	2717	5 *	11 *	16 *	25 1%	20 1%	5 *	2 *	3822 98%	3907 100%	16 *	57 1%	78 2%
BBC CBeebies Storytime	3907	3907	2717	11 *	20 1%	15 *	14 *	6 *	7 *	3 *	3831 98%	3907 100%	31 1%	60 2%	66 2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 154

**A4a1\_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	70	49	21	10	10	37	13	25	45	30	27	7	7	51	15
	2%BFMNe	3%zB	1%	2%	2%	3%zF	1%	2%	2%	3%zMN	3%MN	1%	1%	2%	1%
At least once every day	135	80	55	23	18	60	35	49	86	69	29	24	14	110	24
	3%BFNe	4%zB	3%	4%	3%	5%zF	2%	4%	3%	6%zLMN	3%	3%	1%	5%ze	2%
About two or three times a week	115	68	47	17	20	51	27	35	80	54	41	11	9	82	32
	3%BFMN	4%	2%	3%	3%	4%zF	2%	3%	3%	5%zMN	4%zMN	1%	1%	3%	2%
At least once a week	103	52	50	23	20	45	15	33	71	40	37	17	9	87	15
	3%FNec	3%	3%	4%zF	3%F	4%F	1%	3%	3%	4%zN	4%N	2%	1%	4%ze	1%
At least once a month	68	39	29	17	12	21	18	22	46	21	24	14	9	58	9
	2%Ne	2%	1%	3%zF	2%	2%	1%	2%	2%	2%	2%N	2%	1%	2%ze	1%
At least once every three months	12	4	9	3	3	5	2	8	5	4	7	-	1	11	2
	*m	*	*	1%	*	*	*	1%zm	*	*	1%M	-	*	*	*
Don't know/can't remember	1	1	-	1	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	*	-	-	-	-	*	-	-	-	*	-	-
Never	3402	1612	1787	451	566	1056	1329	950	2408	839	831	802	929	2027	1287
	87%ACEIK LdR	85%	89%zA	83%	87%E	83%	92%zCDE	85%	88%I	79%	84%K	92%zKL	95%zKLM	84%	93%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	206	130	76	33	28	97	47	74	131	98	55	31	21	161	40
	5%BFMNe	7%zB	4%	6%F	4%	8%zDF	3%	7%z	5%	9%zLMN	6%N	4%	2%	7%ze	3%
Weekly (Net)	424	250	173	73	68	194	90	142	281	192	133	59	39	330	87
	11%BFMNe c	13%zB	9%	13%F	10%F	15%zDF	6%	13%	10%	18%zLMN	13%zMN	7%N	4%	14%ze	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 154

A4a1\_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	492	289	202	90	80	215	108	163	327	214	157	73	49	388	95
	13%BFMNe c	15%zB	10%	17%zF	12%F	17%zDF	7%	15%z	12%	20%zLMN	16%zMN	8%N	5%	16%ze	7%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 154

A4a1\_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	70 2%BFMNe	59 2%	3 1%	5 2%	4 3%zP	11 3%	14 2%	1 *	7 2%	3 2%	8 2%	5 3%	1 *	*	1 1%	8 2%	56 2%	9 2%
At least once every day	135 3%BFNe	110 3%	10 3%	8 4%	7 6%zO	10 3%	28 4%	5 3%	12 3%	5 3%	15 4%	9 5%	7 4%	2 2%	10 5%c	5 1%	124 4%z	6 2%
About two or three times a week	115 3%BFMN	102 3%	7 2%	4 2%	3 2%	18 5%V	28 4%	4 2%	5 1%	3 2%	21 5%zV	7 4%	4 2%	1 1%	2 1%	9 2%	95 3%	13 4%
At least once a week	103 3%FNec	85 3%	8 2%	7 3%	3 3%	10 3%	27 4%c	4 3%	8 2%	4 2%	9 3%	6 4%c	8 4%c	4 4%c	3 1%	3 1%	92 3%	3 1%
At least once a month	68 2%Ne	63 2%	2 *	1 1%	2 2%	11 3%	12 2%	1 1%	6 2%	1 1%	9 3%	6 1%	3 1%	1 1%	8 4%z	6 2%	53 2%	9 2%
At least once every three months	12 *m	10 *	1 *	1 *	*	-	5 1%	-	1 *	-	2 *	-	1 1%	1 1%	-	1 *	8 *	1 *
Don't know/can't remember	1 *	1 *	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-
Never	3402 87%ACEIK LdR	2829 87%	301 91%R	169 87%	103 83%	317 84%	616 84%	150 91%	335 90%T	148 90%	363 85%	154 83%	157 87%	82 90%	166 87%	341 91%zSTXY	2727 86%	325 89%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	206 5%BFMNe	168 5%	13 4%	13 6%	12 9%zOP	21 6%	42 6%	6 4%	19 5%	8 5%	23 5%	14 7%	8 4%	2 3%	11 6%	14 4%	179 6%	15 4%
Weekly (Net)	424 11%BFMNe c	355 11%	28 8%	23 12%	18 15%zOP	49 13%c	98 13%Vc	14 9%	31 8%	15 9%	52 12%c	26 14%c	20 11%	7 8%	17 9%	26 7%	366 12%z	32 9%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 154

A4a1\_1. How often in the past 3 months have you used these websites and/or apps? - BBC.co.uk

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	492	418	30	24	20	60	109	15	37	16	61	32	23	8	25	31	419	41
	13% <b>B</b>	13% <b>M</b>	9%	12%	16% <b>z</b>	16% <b>c</b>	15% <b>c</b>	9%	10%	10%	14% <b>c</b>	17% <b>V</b>	12%	9%	13%	8%	13% <b>z</b>	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 155

**A4a1\_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	31	16	15	8	8	13	2	16	14	12	12	3	4	26	2
1%Fme	1%	1%	1%	1%F	1%F	1%F	*	1%zm	1%	1%	1%	*	*	1%e	*
At least once every day	69	29	40	16	18	28	7	36	32	31	13	10	15	58	10
2%Fme	2%	2%	2%	3%F	3%F	2%F	*	3%zm	1%	3%zLM	1%	1%	2%	2%ze	1%
About two or three times a week	85	48	37	19	14	40	12	30	56	34	26	13	12	64	21
2%FNe	3%	2%	2%	3%F	2%F	3%zF	1%	3%	2%	3%zN	3%	2%	1%	3%	2%
At least once a week	87	44	42	27	15	32	13	32	55	30	31	15	10	71	16
2%FNe	2%	2%	2%	5%zDEF	2%F	2%F	1%	3%	2%	3%N	3%N	2%	1%	3%ze	1%
At least once a month	59	20	39	21	15	14	9	17	41	19	19	15	6	43	15
2%AFN	1%	2%A	4%zEF	2%F	1%	1%	2%	2%	2%	2%N	2%N	2%	1%	2%	1%
At least once every three months	15	9	6	6	3	2	4	6	9	4	7	3	1	9	7
*	*	*	1%zEF	*	*	*	*	1%	*	*	1%	*	*	*	*
Don't know/can't remember	2	*	1	-	-	-	2	-	2	-	*	1	-	-	2
*f	*	*	-	-	-	*	*	-	*	-	*	*	-	-	*
Never	3559	1740	1817	447	575	1148	1389	985	2532	927	888	814	930	2156	1313
91%CDIKLdY	91%	91%	82%	89%C	90%C	97%zCDE	88%	92%zl	88%	89%	93%KL	95%zKL	89%	95%zd	
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	100	45	55	24	26	41	9	52	46	42	25	13	20	84	12
3%Fme	2%	3%	4%zF	4%zF	3%F	1%	5%zm	2%	4%zMN	2%	1%	2%	3%ze	1%	
Weekly (Net)	272	137	134	70	55	113	34	114	157	107	81	42	42	218	48
7%FmMNe	7%	7%	13%zDEF	9%F	9%zF	2%	10%zm	6%	10%zMN	8%MN	5%	4%	9%ze	3%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 155

**A4a1\_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	331	157	173	91	70	126	43	131	198	125	100	57	49	261	63
	8%FmNe	8%	9%	17%zDEF	11%zF	10%F	3%	12%zm	7%	12%zMN	10%MN	7%	5%	11%ze	5%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 155

A4a1\_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	31 1%Fme	24 1%	4 1%	1 *	1 1%	5 1%	3 *	- -	5 1%	1 1%	4 1%	- -	2 1%	2 2%T	- -	4 1%	25 1%	3 1%
At least once every day	69 2%Fme	62 2%	2 *	3 1%	2 2%	1 *	12 2%	1 *	10 3%S	3 2%	11 3%	5 3%S	6 3%S	1 1%	5 2%	7 2%	58 2%	2 *
About two or three times a week	85 2%FNe	69 2%	6 2%	6 3%	5 4%zO	4 1%	26 3%z	1 1%	8 2%	3 2%	10 2%	4 2%	1 1%	4 5%b	1 *	6 2%	69 2%	8 2%
At least once a week	87 2%FNe	74 2%	5 1%	5 3%	3 2%	8 2%	20 3%	6 4%	4 1%	3 2%	7 2%	6 3%	3 2%	2 2%	9 5%V	5 1%	73 2%	3 1%
At least once a month	59 2%AFN	51 2%	5 1%	1 1%	2 1%	6 1%	5 1%	4 2%	10 3%T	2 1%	6 1%	10 5%zSTXbc	2 1%	* *	1 1%	5 1%	41 1%	6 2%
At least once every three months	15 *	14 *	1 *	* *	- -	3 1%	5 1%	- -	1 *	- -	4 1%	2 1%	- -	- -	- -	- -	13 *	- -
Don't know/can't remember	2 *f	1 *	- -	* *	- -	- -	- -	- -	- -	1 1%zT	- -	- -	- -	- -	- -	- -	* *	1 *zf
Never	3559 91%CDIKL dY	2962 91%	310 93%	177 91%	110 89%	351 93%Y	659 90%	154 93%	335 90%	151 92%	385 90%	160 86%	167 92%	81 89%	175 92%	345 93%Y	2876 91%	344 94%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	100 3%Fme	87 3%	6 2%	4 2%	4 3%	6 2%	15 2%	1 *	15 4%	4 2%	14 3%	5 3%	7 4%	3 3%	5 2%	11 3%	83 3%	5 1%
Weekly (Net)	272 7%FmMNe	229 7%	17 5%	14 7%	12 9%P	18 5%	61 8%	8 5%	28 7%	9 6%	32 7%	16 8%	12 7%	9 10%	15 8%	23 6%	225 7%	15 4%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 155

A4a1\_2. How often in the past 3 months have you used these websites and/or apps? - ITV.com

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	331	281	21	16	13	24	66	12	38	11	38	25	14	10	16	27	266	22
	8%FmNe	9%	6%	8%	11%	6%	9%	7%	10%	7%	9%	14%z5	8%	11%	8%	7%	8%	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 156

A4a1\_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	4 *m	2 *	2 *	1 *	1 *	2 *	- *	4 *m	1 *	3 *	1 *	1 *	- *	4 *	* *
At least once every day	10 *	4 *	7 *	1 *	3 1%	1 *	5 *	4 *	6 *	6 1%	* *	3 *	1 *	9 *	1 *
About two or three times a week	7 *	5 *	2 *	1 *	3 *	3 *	* *	4 *	4 *	3 *	2 *	- *	2 *	6 *	1 *
At least once a week	9 *O	4 *	5 *	- *	3 1%	3 *	3 *	4 *	5 *	6 1%zN	1 *	2 *	- *	5 *	4 *
At least once a month	4 *O	3 *	1 *	- *	2 *	1 *	* *	2 *	2 *	2 *	2 *	- *	- *	3 *	1 *
At least once every three months	2 *	- *	2 *	1 *	- *	1 *	- *	1 *	- *	1 *	1 *	- *	- *	1 *	1 *
Don't know/can't remember	1 *	- *	1 *	- *	- *	1 *	- *	1 *	- *	- *	1 *	- *	- *	- *	1 *
Never	3870 99%DIKP	1887 99%	1980 99%	542 99%	635 98%	1264 99%	1429 99%D	1102 98%	2724 99%zI	1035 98%	988 99%K	871 99%K	976 100%zK	2398 99%	1376 99%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	14 *e	6 *	8 *	2 *	5 1%	3 *	5 *	8 1%	6 *	9 1%z	1 *	3 *	1 *	13 1%	1 *
Weekly (Net)	31 1%mo	16 1%	15 1%	2 *	11 2%zF	9 1%	8 1%	16 1%zm	15 1%	19 2%zLN	4 *	5 1%	4 *	24 1%	6 *
Monthly (Net)	34 1%meO	19 1%	16 1%	2 *	13 2%zCF	11 1%	9 1%	18 2%zm	17 1%	21 2%zLMN	5 1%	5 1%	4 *	27 1%	7 *

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 156

**A4a1\_3. How often in the past 3 months have you used these websites and/or apps? - stv.tv**

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	4 *m	2 *	1 *	1 *	-	-	*	-	2 *	-	*	-	-	-	-	-	3 *	1 *
At least once every day	10 *	8 *	2 1%	* *	* *	-	3 *	-	3 1%	* *	-	-	-	-	-	2 *	10 *	1 *
About two or three times a week	7 *	5 *	2 1%O	* *	-	1 *	1 *	-	-	-	-	-	-	1 1%	-	2 *	7 *	-
At least once a week	9 *O	4 *	4 1%zO	1 *	* *	2 1%	1 *	-	-	-	1 *	-	-	-	-	-	7 *	-
At least once a month	4 *O	1 *	2 1%zO	* *	-	-	1 *	-	-	-	-	-	-	-	-	-	4 *	-
At least once every three months	2 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	-
Don't know/can't remember	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Never	3870 99%DKP	3236 99%zP	320 96%	191 99%	122 99%P	374 99%	723 99%	166 100%	369 99%	164 100%	425 100%	187 100%	181 100%	90 99%	191 100%	368 99%	3124 99%	366 100%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	14 *e	10 *	3 1%	1 *	* *	-	3 *	-	4 1%z	* *	* *	-	-	-	-	2 *	13 *	1 *
Weekly (Net)	31 1%mo	19 1%	9 3%zO	2 1%	1 1%	3 1%	6 1%	-	4 1%	* *	1 *	-	-	1 1%	-	3 1%	26 1%	1 *
Monthly (Net)	34 1%meO	20 1%	11 3%zOR	2 1%	1 1%	3 1%	7 1%	-	4 1%	* *	1 *	-	-	1 1%	-	3 1%	30 1%	1 *

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 157

A4a1\_4. How often in the past 3 months have you used these websites and/or apps? - S4C

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	5 *	3 *	1 *	1 *	2 *	2 *	- *	3 *	2 *	3 *	* *	1 *	* *	4 *	* *
At least once every day	8 *mef	3 *	5 *	1 *	6 1%zEF	1 *	* *	6 *m	3 *	7 1%z	1 *	- *	1 *	8 *	* *
About two or three times a week	5 *	4 *	2 *	* *	2 *	1 *	2 *	2 *	3 *	2 *	1 *	1 *	2 *	3 *	2 *
At least once a week	2 *	2 *	- *	- *	- *	2 *	- *	* *	2 *	2 *	- *	- *	1 *	2 *	- *
At least once a month	1 *	1 *	- *	- *	- *	1 *	- *	1 *	- *	1 *	- *	- *	- *	1 *	- *
At least once every three months	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *
Don't know/can't remember	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *
Never	3885 99%DIK	1892 99%	1990 100%	543 100%	639 99%	1268 99%	1436 100%zD	1110 99%	2731 100%zl	1043 99%	993 100%K	874 100%K	975 100%	2407 99%	1382 100%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	13 *Fme	7 *	6 *	2 *	7 1%zF	4 *	* *	8 1%zm	5 *	9 1%zLN	1 *	1 *	1 *	12 1%e	1 *
Weekly (Net)	21 1%Fe	13 1%	8 *	2 *	9 1%zF	7 1%	2 *	11 1%	10 *	13 1%zLM	2 *	2 *	4 *	18 1%e	2 *
Monthly (Net)	22 1%Fme	14 1%	8 *	2 *	9 1%zF	8 1%	2 *	12 1%zm	10 *	14 1%zLM	2 *	2 *	4 *	19 1%e	2 *

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 157

A4a1\_4. How often in the past 3 months have you used these websites and/or apps? - S4C

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	5	4	1	-	-	1	1	-	1	-	1	-	-	-	-	-	4	-
	*	*	*	-	-	*	*	-	*	-	*	-	-	-	-	-	*	-
At least once every day	8	7	1	1	*	-	2	1	1	-	1	-	2	-	-	-	4	1
	*mef	*	*	*	*	-	*	*	*	-	*	-	1%z	-	-	-	*	*
About two or three times a week	5	4	-	1	-	2	-	-	*	-	1	1	-	-	-	-	4	1
	*	*	-	1%zO	-	*	-	-	*	-	*	*	-	-	-	-	*	*
At least once a week	2	-	2	1	*	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	*zO	*O	*O	-	-	-	-	-	-	-	-	-	-	-	*	-
At least once a month	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3885	3243	329	191	122	374	726	165	372	164	424	186	178	91	191	372	3140	365
	99%DIK	100%Q	99%	99%	99%	99%	99%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	13	10	2	1	*	1	3	1	1	-	2	-	2	-	-	-	8	1
	*Fme	*	*	*	*	*	*	*	*	-	*	-	1%	-	-	-	*	*
Weekly (Net)	21	14	3	3	1	3	3	1	2	-	3	1	2	-	-	-	15	2
	1%Fe	*	1%	1%zO	1%	1%	*	*	*	-	1%	*	1%	-	-	-	*	1%
Monthly (Net)	22	15	3	3	1	3	4	1	2	-	3	1	2	-	-	-	15	2
	1%Fme	*	1%	1%O	1%	1%	1%	*	*	-	1%	*	1%	-	-	-	*	1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 158

A4a1\_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	53	41	13	8	22	20	4	27	26	22	14	8	9	48	5
	1%BFme	2%zB	1%	1%F	3%zEF	2%F	*	2%zm	1%	2%z	1%	1%	1%	2%ze	*
At least once every day	115	96	19	16	34	53	12	61	54	56	21	28	10	97	15
	3%BFmNeg	5%zB	1%	3%F	5%zF	4%zF	1%	5%zm	2%	5%zLN	2%	3%N	1%	4%ze	1%
About two or three times a week	125	96	29	23	34	47	21	54	70	44	36	26	20	102	23
	3%BFmNeS	5%zB	1%	4%F	5%zF	4%F	1%	5%zm	3%	4%N	4%	3%	2%	4%ze	2%
At least once a week	85	53	31	12	19	30	24	25	60	22	32	17	13	68	16
	2%Be	3%zB	2%	2%	3%	2%	2%	2%	2%	2%	3%zN	2%	1%	3%ze	1%
At least once a month	28	20	8	9	5	10	4	13	16	16	5	6	1	23	4
	1%BFNe	1%B	*	2%zF	1%	1%	*	1%	1%	2%zN	1%	1%	*	1%e	*
At least once every three months	4	4	-	1	-	3	-	1	3	1	1	1	1	3	1
	*	*	-	*	-	*	-	*	*	*	*	*	*	*	*
Don't know/can't remember	2	2	-	-	2	-	-	-	2	-	2	-	-	2	-
	*	*	-	-	*z	-	-	-	*	-	*	-	-	*	-
Never	3494	1594	1898	476	533	1113	1373	941	2510	896	884	789	926	2082	1321
	89%ADEIKdX	84%	95%zA	87%D	82%	87%D	95%zCDE	84%	92%zI	85%	89%K	90%K	94%zKLM	86%	95%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	168	136	32	23	56	73	16	88	80	78	35	36	19	145	20
	4%BFmNeg	7%zB	2%	4%F	9%zCEF	6%zF	1%	8%zm	3%	7%zLMN	4%	4%N	2%	6%ze	1%
Weekly (Net)	378	285	92	59	108	150	61	167	210	144	103	80	52	315	59
	10%BFmNe	15%zB	5%	11%F	17%zCEF	12%zF	4%	15%zm	8%	14%zMN	10%N	9%N	5%	13%ze	4%

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

**Ofcom - BBC Performance Tracker - April 2018 to April 2019**

Table 158

**A4a1\_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	406	305	100	68	113	160	65	180	225	160	108	85	53	338	63
	10%BfMNe	16%zB	5%	12%F	17%zCEF	13%zF	5%	16%zm	8%	15%zLMN	11%N	10%N	5%	14%ze	5%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 158

A4a1\_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com

Base = All Respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	53 1%BFme	46 1%	3 1%	2 1%	2 1%	6 2%	7 1%	3 2%	7 2%	2 1%	7 2%	1 1%	4 2%	2 1%	2 1%	3 1%	47 1%	* *
At least once every day	115 3%BFmNeg	93 3%	13 4%	6 3%	4 3%	6 2%	24 3%	1 1%	12 3%	7 5%	20 5%	6 3%	5 3%	2 2%	4 2%	6 2%	102 3%g	4 1%
About two or three times a week	125 3%BFmNeS	102 3%	14 4%	4 2%	6 5%	3 1%	17 2%	5 3%	16 4%S	8 5%S	19 5%S	5 3%	4 2%	3 3%	9 5%S	12 3%	97 3%	19 5%
At least once a week	85 2%Be	72 2%	6 2%	3 2%	4 3%	20 5%zTUVc	9 1%	- -	7 2%	4 3%	12 3%	6 3%	3 2%	- -	3 2%	7 2%	67 2%	15 4%zf
At least once a month	28 1%BFNe	24 1%	2 *	1 *	2 1%	2 1%	4 *	1 1%	6 2%	2 1%	2 1%	2 1%	1 1%	1 1%	- -	3 1%	23 1%	2 *
At least once every three months	4 *	3 *	1 *	- -	- -	1 *	* *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	2 *	2 1%zf
Don't know/can't remember	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%zSTVXc	- -	- -	- -	2 1%zf
Never	3494 89%ADEIK dX	2916 89%	293 88%	178 92%R	107 87%	339 90%	670 92%VWX	155 94%WX	325 87%	140 85%	366 86%	166 89%	164 91%	80 89%	171 90%	340 91%	2817 89%	323 88%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	168 4%BFmNeg	139 4%	16 5%	8 4%	5 4%	12 3%	31 4%	4 3%	20 5%	10 6%	27 6%c	7 4%	8 5%	4 3%	6 3%	10 3%	149 5%zg	4 1%
Weekly (Net)	378 10%BFmNe	313 10%	35 11%	15 8%	15 12%	35 9%	57 8%	9 6%	43 12%	23 14%TU	58 14%zTuc	18 10%	15 9%	7 7%	19 10%	29 8%	313 10%	38 10%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 158

A4a1\_5. How often in the past 3 months have you used these websites and/or apps? - SkySports.com

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	406	338	37	15	16	37	60	11	49	24	60	21	17	8	19	32	337	40
	10%BmNe	10%	11%	8%	13%Q	10%	8%	6%	13%T	15%TU	14%zTU	11%	9%	9%	10%	9%	11%	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 159

**A4a1\_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	34	21	13	4	11	16	3	17	16	15	8	7	4	29	4
1%Fme	1%	1%	1%	1%	2%zF	1%F	*	2%zm	1%	1%N	1%	1%	*	1%ze	*
At least once every day	59	36	23	5	12	32	10	26	33	25	19	9	6	50	7
2%FmNe	2%	2%	1%	1%	2%	3%zCF	1%	2%zm	1%	2%zN	2%N	1%	1%	2%ze	1%
About two or three times a week	63	37	26	11	24	18	10	28	35	24	20	8	11	52	11
2%Fme	2%	2%	1%	2%F	4%zEF	1%	1%	2%zm	1%	2%	2%	1%	1%	2%ze	1%
At least once a week	33	10	23	4	11	9	9	8	25	12	11	7	3	23	9
1%N	1%	1%	1%	1%	2%z	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
At least once a month	16	4	11	6	2	5	3	2	13	5	7	2	2	12	3
*	*	*	1%	1%zF	*	*	*	*	*	*	1%	*	*	1%	*
At least once every three months	3	1	2	-	2	1	*	1	2	2	1	-	-	3	*
*	*	*	*	-	*	*	*	*	*	*	*	-	-	*	*
Don't know/can't remember	*	*	-	-	-	*	-	-	*	*	-	-	-	*	-
*	*	-	-	-	-	*	-	-	*	*	-	-	-	*	-
Never	3700	1796	1900	516	587	1194	1403	1040	2616	974	929	844	954	2256	1349
95%DIKd	94%	95%	95%D	91%	94%D	98%zCDE	93%	95%zl	92%	93%	96%zKL	97%zKL	93%	97%zd	
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	93	57	36	9	22	49	13	43	49	39	27	16	10	79	12
2%BFmNe	3%B	2%	2%	3%F	4%zCF	1%	1%	4%zm	2%	4%zMN	3%N	2%	1%	3%ze	1%
Weekly (Net)	188	104	84	23	57	76	32	78	109	75	59	30	24	154	32
5%FmNe	5%	4%	4%F	9%zCF	6%F	2%	2%	7%zm	4%	7%zMN	6%MN	3%	2%	6%ze	2%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 159

**A4a1\_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	204	108	95	29	59	81	35	80	123	80	66	32	26	166	35
	5%FmNe	6%	5%	5%F	9%zCF	6%F	2%	7%zm	4%	8%zMN	7%MN	4%	3%	7%ze	3%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 159

**A4a1\_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)**

Base = All Respondents

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	34 1%Fme	27 1%	4 1%	2 1%	1 1%	2 1%	8 1%	1 *	1 2%	3 1%	3 2%	3 -	- *	2 1%	3 1%	3 1%	27 1%	2 1%
At least once every day	59 2%FmNe	45 1%	7 2%	4 2%	3 2%	4 1%	8 1%	3 2%	7 2%	4 3%	10 2%	4 2%	2 2%	- 1%	1 *	3 1%	53 2%	1 *
About two or three times a week	63 2%Fme	54 2%	6 2%	2 1%	1 1%	10 3%	10 1%	1 1%	6 2%	2 1%	8 2%	5 2%	4 2%	2 2%	2 1%	4 1%	44 1%	11 3% <b>f</b>
At least once a week	33 1%N	30 1%	1 *	2 1%	-	6 2%	8 1%	1 1%	1 *	2 1%	4 2%	3 2%	4 -	- -	- -	2 *	24 1%	7 2%
At least once a month	16 *	15 *	-	1 *	* *	4 1%	2 *	1 1%	1 *	2 1%	* 1%	1 1%	2 1%	- -	1 1%	1 *	10 *	4 1%
At least once every three months	3 *	2 *	-	1 *	-	-	-	-	-	-	-	1 1% <b>z</b>	* 1% <b>T</b>	1 -	-	-	3 *	-
Don't know/can't remember	* *	* *	-	-	-	-	-	-	-	-	-	-	-	-	-	*	* *	-
Never	3700 95% <b>D</b> Kd	3085 95%	313 94%	184 95%	118 96%	352 93%	695 95%	158 95%	358 96%	151 92%	401 94%	170 91%	169 94%	87 96%	185 97%	359 96% <b>Y</b>	2994 95%	342 93%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	93 2% <b>F</b> mNe	72 2%	11 3%	5 3%	4 3%	6 2%	15 2%	4 3%	8 2%	7 4%	13 3%	7 4%	2 1%	* *	3 1%	6 2%	81 3%	3 1%
Weekly (Net)	188 5% <b>F</b> mNe	156 5%	19 6%	9 5%	5 4%	22 6%	33 5%	7 4%	15 4%	11 7%	25 6%	14 8%	9 5%	3 3%	5 3%	12 3%	149 5%	21 6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 159

A4a1\_6. How often in the past 3 months have you used these websites and/or apps? - News.sky.com (Sky News)

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	204	170	19	10	5	25	35	8	16	13	25	16	11	3	6	13	158	25
	5%FmNe	5%	6%	5%	4%	7%	5%	5%	4%	8%	6%	8% <b>c</b>	6%	3%	3%	3%	5%	7%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 160

A4a1\_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	26	13	12	8	12	6	-	18	8	19	5	2	*	25	-
1%FmNe	1%	1%	1%	1%zEF	2%zEF	*F	-	2%zm	*	2%zLMN	*	*	*	1%ze	-
At least once every day	28	12	16	6	8	9	5	13	13	11	4	9	4	21	4
1%me	1%	1%	1%	1%	1%F	1%	*	1% <b>m</b>	*	1%	*	1%	*	1%	*
About two or three times a week	55	27	28	15	12	23	5	27	24	22	17	5	10	45	9
1%Fme	1%	1%	1%	3%zF	2%F	2%F	*	2%zm	1%	2% <b>M</b>	2%	1%	1%	2%ze	1%
At least once a week	53	23	30	12	10	25	6	23	31	19	20	9	6	43	11
1%FNe	1%	1%	1%	2%F	2%F	2%F	*	2%	1%	2% <b>N</b>	2% <b>N</b>	1%	1%	2%e	1%
At least once a month	38	17	21	15	7	8	8	9	29	11	17	6	4	29	8
1%e	1%	1%	1%	3%zEF	1%	1%	1%	1%	1%	1%	2%z <b>N</b>	1%	*	1%	1%
At least once every three months	15	9	5	8	*	3	3	5	9	4	5	4	2	8	7
*	*	*	*	1%zDEF	*	*	*	*	*	*	*	*	*	*	*
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3692	1805	1885	481	598	1201	1411	1027	2627	970	928	841	953	2255	1346
94%CDIKd	95%	94%	88%	92% <b>C</b>	94% <b>C</b>	98%zCDE	92%	96%z <b>l</b>	92%	93%	96% <b>KL</b>	97%z <b>KL</b>	93%	97%z <b>d</b>	
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	54	25	29	14	20	15	5	31	21	31	9	10	5	47	4
1%FmNe	1%	1%	1%	3%zEF	3%zEF	1%F	*	3%zm	1%	3%zLMN	1%	1%	*	2%ze	*
Weekly (Net)	163	76	87	41	42	64	16	81	76	72	46	25	20	134	24
4%FmNe	4%	4%	8%zF	6%zF	5%F	1%	7%zm	3%	7%zMN	5% <b>N</b>	3%	2%	6%ze	2%	

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

**Ofcom - BBC Performance Tracker - April 2018 to April 2019**

Table 160

**A4a1\_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	200	93	108	56	49	71	23	90	105	83	62	31	25	163	32
	5%FmMNe	5%	5%	10%zEF	8%zF	6%F	2%	8%zm	4%	8%zMN	6%MNe	3%	3%	7%ze	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 160

A4a1\_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	26	19	6	*	1	1	11	-	*	*	-	-	3	*	-	2	18	-
	1%FmNe	1%	2%zO	*	*	*	1%zX	-	*	*	-	-	2%X	*	-	1%	1%	-
At least once every day	28	24	-	3	2	1	5	1	3	-	7	-	1	-	1	4	23	1
	1%me	1%	-	1%P	2%zP	*	1%	1%	1%	-	2%	-	1%	-	1%	1%	1%	*
About two or three times a week	55	49	3	2	2	3	9	1	10	3	10	2	2	1	4	5	45	4
	1%Fme	1%	1%	1%	1%	1%	1%	*	3%	2%	2%	1%	1%	1%	2%	1%	1%	1%
At least once a week	53	46	2	5	*	3	14	1	6	1	8	5	1	2	1	4	44	4
	1%FNe	1%	1%	3%R	*	1%	2%	1%	2%	1%	2%	3%	*	2%	1%	1%	1%	1%
At least once a month	38	31	3	1	2	3	7	2	3	3	4	4	1	-	-	4	31	4
	1%e	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	*	-	-	1%	1%	1%
At least once every three months	15	10	2	3	-	1	3	-	-	1	1	1	-	-	1	1	12	1
	*	*	1%	1%zO	-	*	*	-	-	1%	*	1%	-	-	*	*	*	*
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3692	3081	314	180	116	364	681	160	353	156	397	175	173	87	184	352	2982	354
	94%CDIKd	95%	95%	93%	94%	96%	93%	97%	94%	95%	93%	94%	96%	96%	96%	95%	95%	96%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	54	43	6	3	3	3	16	1	3	*	7	-	4	*	1	6	41	1
	1%FmNe	1%	2%	2%	2%	1%	2%	1%	1%	*	2%	-	2%	*	1%	2%	1%	*
Weekly (Net)	163	137	12	10	5	9	39	3	18	4	24	7	7	4	7	15	130	9
	4%FmNe	4%	4%	5%	4%	2%	5%	2%	5%	3%	6%	4%	4%	4%	3%	4%	4%	2%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 160

A4a1\_7. How often in the past 3 months have you used these websites and/or apps? - Channel4.com

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	200	168	15	11	7	12	46	5	21	7	28	11	8	4	7	19	161	12
	5%FmMNe	5%	5%	6%	6%	3%	6%	3%	6%	4%	7%	6%	4%	4%	3%	5%	5%	3%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 161

**A4a1\_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	8 *me	5 *	3 *	* *	3 *F	5 *	- -	7 1%zm	1 *	6 1%	2 *	- -	1 *	8 *	* *
At least once every day	21 1% <b>m</b>	10 1%	11 1%	3 1%	10 2%zEF	4 *	4 *	11 1% <b>m</b>	9 *	11 1%	3 *	3 *	4 *	15 1%	4 *
About two or three times a week	32 1% <b>Fme</b>	13 1%	19 1%	10 2%zF	8 1% <b>F</b>	11 1% <b>F</b>	2 *	17 1% <b>zm</b>	16 1%	11 1%	11 1%	3 *	7 1%	28 1% <b>e</b>	3 *
At least once a week	20 1% <b>F</b>	12 1%	9 *	6 1% <b>F</b>	3 *	10 1% <b>F</b>	2 *	7 1%	13 *	7 1%	3 *	5 1%	5 1%	15 1%	5 *
At least once a month	13 * <b>F</b>	7 *	5 *	6 1%zEF	3 *	3 *	1 *	3 *	10 *	2 *	6 1%	1 *	4 *	11 *	1 *
At least once every three months	4 *	1 *	3 *	2 *E	* *	- -	1 *	1 *	3 *	- -	3 *	1 *	- -	3 *	1 *
Don't know/can't remember	1 *	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -
Never	3807 97% <b>CDldh</b>	1857 97%	1947 97%	516 95%	620 96%	1244 97% <b>C</b>	1428 99%zCDE	1075 96%	2689 98% <b>zl</b>	1019 96%	967 97%	862 98% <b>K</b>	959 98%	2345 97%	1369 99% <b>zd</b>
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	30 1% <b>Fme</b>	15 1%	15 1%	3 1%	14 2%zEF	9 1%	4 *	18 2% <b>zm</b>	10 *	16 2%zLM	5 *	3 *	5 1%	23 1%	4 *
Weekly (Net)	82 2% <b>Fme</b>	40 2%	43 2%	20 4%zF	25 4%zF	30 2% <b>F</b>	8 1%	42 4% <b>zm</b>	39 1%	34 3%zM	19 2%	12 1%	17 2%	66 3% <b>ze</b>	12 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 161

**A4a1\_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	95	47	48	26	28	32	9	45	49	36	25	13	21	77	14
	2%FmeS	2%	2%	5%zEF	4%zF	3%F	1%	4%zm	2%	3%zM	3%	1%	2%	3%ze	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 161

**A4a1\_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)**

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	8 *me	5 *	3 1%zO	-	*	-	2 *	-	*	-	-	-	-	-	-	2 1%	6 *	-
At least once every day	21 1%m	17 1%	1 *	2 1%	2 2%zOP	-	2 *	-	2 *	-	4 1%	-	5 3%zST	-	1 1%	3 1%	16 *	1 *
About two or three times a week	32 1%Fme	30 1%	1 *	* *	1 *	1 *	9 1%	2 1%	1 *	1 1%	6 1%	2 1%	6 3%zSVc	-	1 *	2 1%	24 1%	3 1%
At least once a week	20 1%F	19 1%	-	1 *	* *	1 *	* 1%	1 1%	6 2%zT	2 1%	3 1%	1 *	-	* *	1 1%	4 1%	19 1%	* *
At least once a month	13 *F	11 *	1 *	-	1 1%	-	2 *	1 *	-	2 1%	1 *	1 1%	-	-	2 1%	1 *	9 *	2 1%
At least once every three months	4 *	4 *	-	-	* *	1 *	2 *	-	-	-	-	-	-	-	-	-	4 *	* *
Don't know/can't remember	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Never	3807 97%CDldh	3171 97%	326 98%	191 99%R	118 96%	374 99%Xhc	711 97%	162 98%	365 98%	160 97%	411 96%	182 98%	170 94%	90 100%	186 97%	360 97%	3078 98%	360 98%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	30 1%Fme	22 1%	4 1%	2 1%	3 2%zO	-	5 1%	-	2 1%	-	4 1%	-	5 3%zS	-	1 1%	5 1%	21 1%	1 *
Weekly (Net)	82 2%Fme	71 2%	5 1%	3 1%	3 3%	1 *	14 2%	3 2%	9 2%	2 1%	13 3%S	3 2%	11 6%zST	* *	3 2%	11 3%S	65 2%	4 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 161

**A4a1\_8. How often in the past 3 months have you used these websites and/or apps? - 5 (channel5.com)**

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	95	82	5	3	5	1	16	4	9	4	15	4	11	*	5	13	73	6
	2%FmeS	3%	2%	1%	4%	*	2%	2%	2%	3%	4%S	2%	6%zST	*	3%	3%S	2%	2%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 162

A4a1\_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	90 2%BFmNe	77 4%zB	12 1%	14 3%F	26 4%zF	35 3%F	15 1%	37 3%zm	53 2%	43 4%zLMN	21 2%	16 2%	9 1%	83 3%ze	6 *
At least once every day	178 5%BFNe	152 8%zB	26 1%	22 4%	44 7%zF	71 6%F	40 3%	62 5%	115 4%	81 8%zLMN	51 5%N	31 4%N	16 2%	151 6%ze	24 2%
About two or three times a week	153 4%BFNe	118 6%zB	35 2%	26 5%F	21 3%	70 5%zF	36 3%	51 5%	102 4%	68 6%zLMN	41 4%N	24 3%	19 2%	114 5%ze	37 3%
At least once a week	128 3%BFN	84 4%zB	44 2%	22 4%	18 3%	54 4%F	34 2%	49 4%	79 3%	48 5%zN	40 4%N	24 3%	16 2%	90 4%	36 3%
At least once a month	49 1%Be	37 2%zB	12 1%	11 2%	4 1%	20 2%	14 1%	9 1%	39 1%	13 1%	23 2%zMN	6 1%	8 1%	40 2%ze	7 1%
At least once every three months	5 *	4 *	2 *	2 *	1 *	3 *	- *	2 *	4 *	2 *	2 *	2 *	- *	4 *	2 *
Don't know/can't remember	5 *BmOf	5 *	* *	3 1%zF	- *	2 *	* *	1 *	* *	* *	- *	3 *	1 *	- *	5 *zd
Never	3300 84%AEIKLdY	1429 75%	1868 93%zA	446 82%	534 82%	1022 80%	1298 90%zCDE	911 81%	2349 86%zl	801 76%	817 82%K	770 88%zKL	912 93%zKLM	1943 80%	1267 92%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	267 7%BFmNe g	229 12%zB	38 2%	36 7%F	70 11%zCF	106 8%zF	55 4%	98 9%zm	168 6%	124 12%zLMN	72 7%N	47 5%N	24 2%	235 10%ze	30 2%
Weekly (Net)	548 14%BFmMNe	431 23%zB	117 6%	84 15%F	109 17%F	230 18%zF	125 9%	197 18%zm	349 13%	241 23%zLMN	153 15%MN	96 11%N	59 6%	439 18%ze	103 7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 162

A4a1\_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	597	468	129	95	113	249	139	207	388	253	176	101	67	479	110
	15%BFmMNe	25%zB	6%	17%F	18%F	20%zF	10%	18%zm	14%	24%zLMN	18%zMN	12%N	7%	20%ze	8%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 162

A4a1\_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	90 2%BFmNe	73 2%	5 2%	7 4%	5 4%	14 4%	16 2%	2 1%	7 2%	3 2%	7 2%	5 3%	7 4%	2 2%	3 2%	8 2%	75 2%	5 1%
At least once every day	178 5%BFNe	146 4%	22 7%Q	5 3%	4 4%	14 4%	30 4%	5 3%	17 5%	6 3%	33 8%zTc	10 5%	8 4%	5 5%	9 4%	9 3%	153 5%	9 3%
About two or three times a week	153 4%BFNe	129 4%	7 2%	10 5%P	6 5%P	17 4%	27 4%	10 6%	12 3%	8 5%	22 5%	8 4%	4 2%	1 1%	8 4%	12 3%	128 4%	14 4%
At least once a week	128 3%BFN	107 3%	12 4%	5 3%	3 3%	17 5%	21 3%	5 3%	8 2%	5 3%	8 2%	16 9%zTVXbc	6 3%	6 7%VXb	1 1%	14 4%	102 3%	11 3%
At least once a month	49 1%Be	45 1%	2 1%	1 1%	1 *	9 2%	16 2%	1 1%	3 1%	1 1%	3 1%	2 1%	1 *	- -	3 1%	7 2%	43 1%	2 1%
At least once every three months	5 *	3 *	1 *	2 1%zO	- -	- -	- -	1 *	1 *	- -	- -	1 1%	- -	- -	- -	* *	4 *	1 *
Don't know/can't remember	5 *BmOf	1 *	4 1%zO	- -	- -	- -	- -	- *	- *	- -	- -	- *	- -	- -	- -	- -	1 *	3 1%zf
Never	3300 84%AEIKL dY	2754 85%	279 84%	163 84%	104 84%	306 81%	620 85%Y	142 86%	325 87%Y	141 86%	354 83%	145 78%	155 86%	77 85%	167 87%Y	322 87%Y	2649 84%	322 88%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	267 7%BFmNeg	219 7%	27 8%	12 6%	9 7%	28 7%	46 6%	7 4%	24 6%	9 5%	40 9%c	15 8%	15 8%	6 7%	12 6%	17 5%	228 7%g	15 4%
Weekly (Net)	548 14%BFmMN e	455 14%	46 14%	28 14%	19 15%	62 16%	95 13%	22 13%	45 12%	22 13%	70 16%	38 21%zTVbc	24 13%	14 15%	21 11%	43 12%	458 15%	39 11%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 162

A4a1\_9. How often in the past 3 months have you used these websites and/or apps? - BBC Sport

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	597	500	48	29	19	71	110	23	48	23	73	40	25	14	24	50	501	42
	15% <b>BfM</b>	15%	14%	15%	16%	19%	15%	14%	13%	14%	17%	22% <b>zVc</b>	14%	15%	13%	13%	16%	11%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 163

**A4a1\_10. How often in the past 3 months have you used these websites and/or apps? - BBC News**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	185 5%BFMNe	124 7%zB	60 3%	25 5%F	40 6%F	87 7%zF	33 2%	64 6%	120 4%	89 8%zLMN	50 5%MN	25 3%	21 2%	150 6%ze	30 2%
At least once every day	345 9%BFMNe	207 11%zB	138 7%	35 6%	61 9%	147 12%zCF	102 7%	107 10%	234 9%	139 13%zMN	109 11%zMN	58 7%N	40 4%	255 11%ze	82 6%
About two or three times a week	267 7%FNR	129 7%	138 7%	33 6%	66 10%zCEF	89 7%	79 6%	84 8%	182 7%	105 10%zMN	85 9%zMN	45 5%	31 3%	186 8%	80 6%
At least once a week	168 4%FmeRf	80 4%	88 4%	34 6%zF	29 5%F	69 5%F	35 2%	63 6%zm	103 4%	52 5%	45 5%	34 4%	36 4%	131 5%ze	35 2%
At least once a month	73 2%ef	34 2%	38 2%	26 5%zDEF	7 1%	21 2%	20 1%	16 1%	57 2%	18 2%	26 3%N	17 2%	12 1%	55 2%e	16 1%
At least once every three months	7 *	2 *	5 *	3 1%zF	2 *	1 *	1 *	1 *	5 *	3 *	2 *	1 *	1 *	3 *	4 *
Don't know/can't remember	3 *	-	3 *	-	-	*	3 *	-	3 *	2 *	1 *	-	-	*	3 *
Never	2860 73%ADEIK LdSY	1330 70%	1528 76%zA	389 71%	443 68%	862 68%	1166 81%zCDE	786 70%	2036 74%l	649 61%	677 68%K	696 79%zKL	839 86%zKLM	1646 68%	1135 82%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	530 14%BFMNe P	331 17%zB	199 10%	61 11%	101 16%CF	234 18%zCF	134 9%	171 15%	354 13%	228 22%zLMN	159 16%zMN	82 9%N	61 6%	405 17%ze	112 8%
Weekly (Net)	964 25%BFmMN eP	540 28%zB	424 21%	127 23%F	197 30%zCF	392 31%zCF	248 17%	318 28%zm	640 23%	385 36%zLMN	289 29%zMN	162 18%N	128 13%	721 30%ze	227 16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 163

**A4a1\_10. How often in the past 3 months have you used these websites and/or apps? - BBC News**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	1037	574	463	153	203	412	268	334	697	403	315	179	140	776	243
	27%BFmMN eP	30%zB	23%	28%F	31%zF	32%zF	19%	30%zm	25%	38%zLMN	32%zMN	20%N	14%	32%ze	18%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 163

A4a1\_10. How often in the past 3 months have you used these websites and/or apps? - BBC News

Base = All Respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	185	151	11	10	13	20	36	7	14	8	16	18	7	4	6	14	150	16
	5%BFMNe	5%	3%	5%	10%zOPQ	5%	5%	4%	4%	5%	4%	10%zTVXbc	4%	4%	3%	4%	5%	4%
At least once every day	345	295	20	18	13	28	66	11	27	13	47	30	17	9	23	24	297	29
	9%BFMNe	9%	6%	9%	10%	7%	9%	7%	7%	8%	11%	16%zSTUVW	9%	10%	12%	7%	9%z	8%
About two or three times a week	267	232	19	12	4	36	66	10	20	5	25	14	18	2	11	23	221	24
	7%FNr	7%R	6%	6%	3%	10%Wa	9%zW	6%	5%	3%	6%	8%	10%Wa	2%	6%	6%	7%	6%
At least once a week	168	149	11	7	2	31	30	7	14	6	21	5	7	7	5	15	122	33
	4%FmeRf	5%R	3%	3%	1%	8%zTVYb	4%	4%	4%	4%	5%	3%	4%	7%	3%	4%	4%	9%zf
At least once a month	73	65	4	2	1	17	9	-	9	1	7	5	1	2	5	8	49	14
	2%ef	2%	1%	1%	1%	5%zTUW	1%	-	2%	1%	2%	3%	1%	2%	3%	2%	2%	4%zf
At least once every three months	7	6	-	-	1	-	1	-	1	-	-	3	-	-	1	-	6	*
	*	*	-	-	1%z	-	*	-	*	-	-	2%zSTXc	-	-	1%	-	*	*
Don't know/can't remember	3	3	-	-	-	-	-	-	-	-	1	*	1	-	-	-	3	-
	*	*	-	-	-	-	-	-	-	-	*	*	1%z	-	-	-	*	-
Never	2860	2358	266	146	90	244	522	130	288	131	310	110	129	68	139	287	2308	251
	73%ADEIK	72%	80%zO	75%	74%	65%	71%Y	79%SY	77%SY	80%SY	73%Y	59%	72%Y	75%Y	73%Y	77%SY	73%	68%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	530	445	32	27	25	48	102	18	41	21	62	48	23	13	30	39	446	45
	14%BFMNe	14%	10%	14%	20%zOPQ	13%	14%	11%	11%	13%	15%	26%zSTUV	13%	14%	15%	10%	14%	12%
	P											WXhbc						
Weekly (Net)	964	826	61	46	31	116	198	35	76	33	109	68	49	21	45	77	789	101
	25%BfMmN	25%P	18%	24%	25%	31%zVWc	27%V	21%	20%	20%	25%	36%zTUVW	27%	23%	24%	21%	25%	28%
	eP											Xbc						

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 163

**A4a1\_10. How often in the past 3 months have you used these websites and/or apps? - BBC News**

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	1037	891	65	48	32	133	207	35	85	34	115	73	50	23	51	85	838	116
eP	27% <b>BfM</b>	27% <b>MN</b>	20%	25%	26%	35% <b>z</b>	28% <b>UVWX</b>	21%	23%	20%	27%	39% <b>z</b>	28% <b>TUVW</b>	25%	27%	23%	27%	31%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 164

**A4a1\_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	101 3%FMe	46 2%	55 3%	17 3%F	27 4%zF	40 3%F	17 1%	37 3%	63 2%	41 4%zMN	30 3%M	12 1%	18 2%	78 3%ze	20 1%
At least once every day	334 9%BmNe	187 10%zB	147 7%	37 7%	47 7%	138 11%zCDF	111 8%	120 11%zm	211 8%	147 14%zLMN	76 8%N	77 9%N	33 3%	250 10%ze	78 6%
About two or three times a week	239 6%FNeR	132 7%	106 5%	34 6%	54 8%zF	83 6%	68 5%	75 7%	164 6%	88 8%zMN	71 7%N	44 5%	36 4%	185 8%ze	53 4%
At least once a week	138 4%AN	53 3%	85 4%zA	27 5%	16 3%	49 4%	46 3%	39 3%	99 4%	40 4%N	55 6%zMN	24 3%	18 2%	95 4%	43 3%
At least once a month	72 2%A	23 1%	49 2%zA	21 4%zDEF	8 1%	25 2%	18 1%	16 1%	54 2%	32 3%zLN	14 1%	14 2%	12 1%	40 2%	31 2%
At least once every three months	6 *	5 *	1 *	2 *	- -	3 *	1 *	2 *	4 *	2 *	2 *	- -	3 *	6 *	1 *
Don't know/can't remember	7 *	2 *	4 *	1 *	- -	3 *	3 *	3 *	4 *	1 *	3 *	1 *	2 *	2 *	4 *
Never	3010 77%ElKdS Y	1457 76%	1551 78%	405 74%	496 77%	936 73%	1174 82%zCDE	829 74%	2141 78%zl	704 67%	745 75%K	703 80%zKL	858 88%zKLM	1771 73%	1154 83%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	435 11%FmNeU	233 12%	202 10%	55 10%	74 11%	178 14%zF	128 9%	157 14%zm	274 10%	188 18%zLMN	107 11%N	89 10%N	51 5%	328 14%ze	98 7%
Weekly (Net)	812 21%FmNe	418 22%	392 20%	116 21%	144 22%F	309 24%zF	242 17%	270 24%zm	537 20%	317 30%zLMN	232 23%MN	157 18%N	105 11%	607 25%ze	195 14%
Monthly (Net)	884 23%FmMNe	442 23%	441 22%	137 25%F	152 23%F	335 26%zF	261 18%	287 26%zm	592 22%	349 33%zLMN	246 25%MN	171 20%N	117 12%	647 27%ze	225 16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 164

**A4a1\_11. How often in the past 3 months have you used these websites and/or apps? - BBC Weather**

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	101 3%FMe	81 2%	10 3%	6 3%	5 4%	13 3%	18 2%	2 1%	7 2%	2 1%	7 2%	10 6%zVXh	1 1%	6 7%zTUVWXh	6 3%	9 3%	79 3%	8 2%
At least once every day	334 9%BmNe	280 9%	20 6%	21 11%	13 10%	31 8%	62 9%	6 4%	25 7%	14 9%	40 9%	23 13%U	22 12%U	8 9%	19 10%	29 8%	282 9%	29 8%
About two or three times a week	239 6%FNeR	205 6%	17 5%	13 7%	4 3%	28 8%	51 7%	15 9%	17 5%	7 4%	27 6%	12 7%	17 10%c	2 3%	13 7%	15 4%	193 6%	25 7%
At least once a week	138 4%AN	117 4%	8 2%	9 5%	3 3%	23 6%zc	30 4%	2 1%	15 4%	7 4%	12 3%	5 3%	4 2%	2 3%	9 5%	7 2%	110 3%	14 4%
At least once a month	72 2%A	64 2%	4 1%	2 1%	1 1%	12 3%	9 1%	4 2%	6 2%	1 1%	7 2%	5 3%	1 1%	5 5%zTWh	4 2%	12 3%	53 2%	8 2%
At least once every three months	6 *	4 *	2 *	* *	- -	1 *	2 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	5 *	1 *
Don't know/can't remember	7 *	4 *	1 *	* *	1 *	- -	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	4 *	* *
Never	3010 77%ElKdSY	2502 77%	270 81%Q	142 73%	96 78%	269 71%	557 76%	137 83%SY	303 81%SY	133 81%Y	333 78%	130 69%	135 75%	67 74%	138 72%	300 81%SY	2430 77%	282 77%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	435 11%FmNeU	361 11%	31 9%	26 13%	18 14%	44 12%	81 11%	8 5%	32 8%	16 10%	47 11%	34 18%zTUVXc	23 13%U	14 16%U	26 13%U	38 10%	361 11%	37 10%
Weekly (Net)	812 21%FmNe	683 21%	55 17%	48 25%P	25 20%	95 25%UVc	162 22%	25 15%	64 17%	30 19%	85 20%	51 27%UVc	44 24%	19 21%	48 25%c	60 16%	664 21%	75 20%
Monthly (Net)	884 23%FmMNe	748 23%	59 18%	51 26%P	26 21%	107 28%zUVc	170 23%	29 17%	70 19%	32 19%	92 22%	56 30%zUVc	46 25%	24 26%	51 27%	72 19%	717 23%	83 23%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 165

**A4a1\_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	14 *me	7 *	8 *	* *	8 1%zCF	6 *F	- -	14 1%zm	* *	7 1%	1 *	4 *	2 *	13 1%e	1 *
At least once every day	26 1%Fme	12 1%	14 1%	2 *	13 2%zCEF	10 1%F	1 *	24 2%zm	2 *	14 1%zMN	7 1%	3 *	2 *	25 1%ze	* *
About two or three times a week	26 1%Fm	8 *	18 1%	6 1%F	8 1%F	11 1%F	1 *	23 2%zm	3 *	9 1%	6 1%	3 *	8 1%	16 1%	9 1%
At least once a week	24 1%FmNe	7 *	17 1%	2 *	5 1%F	16 1%zF	1 *	19 2%zm	5 *	8 1%N	11 1%N	5 1%N	- -	22 1%ze	1 *
At least once a month	9 *m	3 *	6 *	3 1%E	3 *	- -	3 *	6 *	3 *	2 *	1 *	2 *	4 *	4 *	5 *
At least once every three months	2 *	- -	2 *	- -	* *	1 *	1 *	1 *	1 *	2 *	- -	- -	- -	1 *	2 *
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3806 97%BDIKd	1870 98%zB	1933 97%	532 98%D	611 94%	1232 97%	1431 100%zCDE	1035 92%	2727 99%zl	1014 96%	969 97%	859 98%K	964 98%K	2345 97%	1366 99%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	40 1%Fme	18 1%	22 1%	2 *	21 3%zCEF	16 1%F	1 *	38 3%zm	2 *	21 2%zMN	8 1%	6 1%	4 *	38 2%ze	1 *
Weekly (Net)	90 2%AFmNe	33 2%	57 3%	10 2%F	34 5%zCF	43 3%zF	2 *	80 7%zm	10 *	38 4%zMN	25 2%	15 2%	12 1%	76 3%ze	11 1%
Monthly (Net)	98 3%AFme	36 2%	63 3%zA	13 2%F	36 6%zCEF	43 3%F	6 *	86 8%zm	13 *	40 4%zMN	26 3%	17 2%	16 2%	80 3%ze	16 1%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 165

A4a1\_12. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Playtime

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	14 *me	12 *	2 1%	- *	* *	- *	3 *	* *	2 *	* *	2 *	1 1%	1 *	- -	- -	3 1%	12 *	1 *
At least once every day	26 1%Fme	18 1%	6 2%zO	2 1%	1 1%	- -	4 1%	1 *	3 1%	- -	6 1%	1 *	3 1%	- -	- -	* *	19 1%	5 1%
About two or three times a week	26 1%Fm	22 1%	- -	3 2%P	1 1%P	3 1%	2 *	- -	3 1%	2 1%	* *	- -	1 *	1 1%	5 3%zTX	5 1%	21 1%	2 1%
At least once a week	24 1%FmNe	22 1%	1 *	1 *	- -	3 1%	6 1%	- -	2 1%	1 *	2 *	1 1%	- -	1 1%	3 2%	2 1%	16 1%	4 1%
At least once a month	9 *m	6 *	- -	2 1%zOP	- -	1 *	- -	- -	3 1%zT	1 *	- -	- -	- -	- -	- -	- -	6 *	1 *
At least once every three months	2 *	1 *	1 *	* *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	2 *	- -
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3806 97%BDIKd	3177 98%	323 97%	186 96%	121 98%	370 98%	715 98%	165 99%	360 96%	161 98%	414 97%	184 98%	177 98%	88 97%	183 96%	361 97%	3080 98%	354 97%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	40 1%Fme	29 1%	8 2%zO	2 1%	1 1%	- -	7 1%	1 1%	5 1%	* *	7 2%S	2 1%	3 2%S	- -	- -	3 1%	31 1%	5 1%
Weekly (Net)	90 2%AFmNe	73 2%	9 3%	6 3%	2 2%	6 2%	15 2%	1 1%	10 3%	3 2%	10 2%	3 2%	4 2%	2 3%	8 4%	11 3%	67 2%	12 3%
Monthly (Net)	98 3%AFme	80 2%	9 3%	8 4%	2 2%	7 2%	15 2%	1 1%	14 4%	3 2%	11 3%	3 2%	4 2%	2 3%	8 4%	11 3%	73 2%	13 3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 166

A4a1\_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	17	10	7	3	10	4	-	11	6	11	4	1	1	17	1
*Fme	1%	1%	*	1%F	2%zEF	*	-	1%zm	*	1%zMN	*	*	*	1%ze	*
At least once every day	21	9	12	3	12	4	2	16	5	10	1	6	4	21	-
1%Fme	*	1%	1%	1%	2%zEF	*	*	1%zm	*	1%L	*	1%	*	1%ze	-
About two or three times a week	45	34	10	5	16	17	6	17	27	16	13	11	5	30	14
1%BF	2%zB	1%	1%	1%	3%zF	1%F	*	2%	1%	1%	1%	1%	1%	1%	1%
At least once a week	27	14	11	4	9	10	4	9	18	11	11	3	3	21	4
1%Fe	1%	1%	1%	1%	1%zF	1%	*	1%	1%	1%	1%	*	*	1%	*
At least once a month	14	7	7	2	2	5	5	5	8	8	4	1	-	13	1
*e	*	*	*	*	*	*	*	*	*	1%zN	*	*	-	1%	*
At least once every three months	4	3	2	4	1	-	-	1	4	1	2	1	-	2	2
*	*	*	*	1%zEF	*	-	-	*	*	*	*	*	-	*	*
Don't know/can't remember	*	*	-	-	*	-	-	*	-	*	-	-	-	*	-
*	*	-	-	*	*	-	-	*	-	*	-	-	-	*	-
Never	3779	1828	1948	524	597	1237	1421	1062	2672	999	959	853	967	2321	1362
97%ADIKd	96%	98%zA	96%D	92%	97%D	99%zCDE	95%	97%zl	95%	96%	97%K	99%zKL	96%	98%zd	
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	39	19	19	7	23	7	2	27	11	22	5	7	5	38	1
1%Fme	1%	1%	1%	1%F	3%zCEF	1%	*	2%zm	*	2%zLN	1%	1%	*	2%ze	*
Weekly (Net)	110	68	41	16	48	34	12	53	57	48	29	21	13	89	19
3%BFmNeg	4%zB	2%	3%F	7%zCEF	3%F	1%	5%zm	2%	5%zMN	3%N	2%	1%	4%ze	1%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 166

**A4a1\_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	124	75	48	18	50	39	17	59	65	56	33	22	13	102	20
	3%BfMNeQg	4%zB	2%	3%F	8%zCEF	3%F	1%	5%zm	2%	5%zMN	3%N	3%	1%	4%ze	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 166

A4a1\_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	17	14	3	-	*	2	5	*	1	1	*	2	1	-	-	1	11	-
	*Fme	*	1%	-	*	1%	1%	*	*	1%	*	1%	1%	-	-	*	*	-
At least once every day	21	18	2	1	1	-	1	-	1	4	5	1	1	1	-	2	19	1
	1%Fme	1%	1%	1%	*	-	*	-	*	3%zSTV	1%	1%	1%	1%	-	1%	1%	*
About two or three times a week	45	42	1	1	1	3	16	2	1	1	6	3	2	-	2	5	41	1
	1%BF	1%	*	*	1%	1%	2%zV	1%	*	1%	1%	2%	1%	-	1%	1%	1%	*
At least once a week	27	24	1	-	1	1	4	2	4	2	3	1	4	-	1	3	24	1
	1%Fe	1%	*	-	1%	*	1%	1%	1%	1%	*	2%	-	1%	1%	1%	1%	*
At least once a month	14	12	1	-	-	3	1	-	1	-	1	1	-	3	1	1	11	1
	*e	*	*	-	-	1%	*	-	*	-	*	1%	-	3%zTVWXh	*	*	*	*
At least once every three months	4	3	-	-	1	-	2	-	1	-	-	-	-	-	-	1	4	-
	*	*	-	-	1%zOP	-	*	-	*	-	-	-	-	-	-	*	*	-
Don't know/can't remember	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Never	3779	3144	323	192	119	368	701	161	365	156	411	178	172	86	187	358	3044	364
	97%ADIKd	97%	97%	99%zOR	97%	98%	96%	98%	98%	95%	96%	96%	95%	95%	98%	96%	96%	99%zf
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	39	32	5	1	1	2	6	*	2	5	6	3	3	1	-	3	31	1
	1%Fme	1%	1%	1%	1%	1%	1%	*	1%	3%zSTVb	1%	2%	1%	1%	-	1%	1%	*
Weekly (Net)	110	98	7	2	3	6	27	4	7	8	15	7	9	1	3	12	95	2
	3%BfMNeg	3%	2%	1%	3%	2%	4%	2%	2%	5%	4%	4%	5%	1%	2%	3%	3%g	1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 166

**A4a1\_13. How often in the past 3 months have you used these websites and/or apps? - BBC Music**

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	124	110	8	2	3	9	27	4	8	8	16	8	9	4	4	13	106	3
g	3%BfMNeQ	3%Q	3%	1%	3%	2%	4%	2%	2%	5%	4%	4%	5%	5%	2%	3%	3%g	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 167

**A4a1\_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	21 1%Fm	10 1%	11 1%	7 1%zF	7 1%F	6 *	2 *	11 1% <b>m</b>	10 *	11 1% <b>z</b>	3 *	4 *	2 *	17 1%	4 *
At least once every day	29 1%Fme	16 1%	13 1%	3 1%	15 2% <b>z</b> CEF	10 1%F	1 *	17 2% <b>z</b> m	11 *	14 1% <b>z</b> N	8 1%	3 *	3 *	25 1% <b>z</b> e	2 *
About two or three times a week	68 2%AFme	24 1%	44 2%	10 2%F	20 3% <b>z</b> F	29 2%F	9 1%	32 3% <b>z</b> m	36 1%	25 2% <b>N</b>	22 2%	12 1%	10 1%	52 2% <b>e</b>	13 1%
At least once a week	85 2%AMNeV	29 2%	56 3% <b>z</b> A	16 3%	18 3%	29 2%	22 2%	29 3%	56 2%	44 4% <b>z</b> MN	26 3% <b>MN</b>	9 1%	7 1%	66 3% <b>z</b> e	18 1%
At least once a month	111 3%ANeP	41 2%	70 4% <b>z</b> A	14 3%	19 3%	43 3%	34 2%	35 3%	76 3%	50 5% <b>z</b> MN	33 3% <b>N</b>	16 2%	12 1%	82 3% <b>e</b>	27 2%
At least once every three months	17 *	4 *	13 1%	2 *	- -	10 1%	5 *	6 1%	11 *	8 1% <b>M</b>	6 1%	- -	4 *	11 *	4 *
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3576 92%BDIKd Y	1782 93% <b>z</b> B	1791 90%	494 91%	569 88%	1148 90%	1365 95% <b>z</b> CDE	991 88%	2541 93% <b>z</b> l	905 86%	897 90% <b>K</b>	832 95% <b>z</b> KL	942 96% <b>z</b> KL	2172 90%	1316 95% <b>z</b> d
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	50 1%FmNe	26 1%	24 1%	10 2%F	21 3% <b>z</b> EF	16 1%F	3 *	28 3% <b>z</b> m	21 1%	25 2% <b>z</b> MN	12 1%	7 1%	5 1%	42 2% <b>z</b> e	6 *
Weekly (Net)	203 5%AFmMNe	79 4%	124 6% <b>z</b> A	35 6%F	60 9% <b>z</b> EF	75 6%F	33 2%	89 8% <b>z</b> m	113 4%	94 9% <b>z</b> LMN	59 6% <b>MN</b>	28 3%	22 2%	160 7% <b>z</b> e	38 3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 167

**A4a1\_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)	
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384	
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132	
Monthly (Net)	314	119	194	49	79	118	67	124	190	144	92	44	33	242	65	
		8%AFmMNe	6%	10%zA	9%F	12%zF	9%F	5%	11%zm	7%	14%zLMN	9%MN	5%	3%	10%ze	5%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 167

A4a1\_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	21 1%Fm	17 1%	3 1%	1 *	-	3 1%	4 1%	1 1%	2 *	1 1%	1 *	2 1%	-	1 1%	-	2 *	14 *	-
At least once every day	29 1%Fme	25 1%	1 *	1 1%	1 1%	1 *	6 1%	* *	3 1%	2 1%	7 2%	1 1%	-	2 2%	-	3 1%	20 1%	4 1%
About two or three times a week	68 2%AFme	59 2%	4 1%	2 1%	3 2%	6 2%	15 2%	6 4%	5 1%	4 2%	5 1%	2 3%	2 1%	1 1%	7 4%	3 1%	54 2%	7 2%
At least once a week	85 2%AMNeV	71 2%	8 2%	5 3%	1 1%	6 2%	17 2%	2 1%	1 *	4 2%	14 3%V	8 4%V	2 1%	4 4%V	6 3%V	6 2%	70 2%	7 2%
At least once a month	111 3%ANeP	101 3%P	2 1%	3 1%	4 4%P	12 3%	23 3%	2 1%	13 3%	3 2%	17 4%	10 5%c	5 3%	3 3%	9 5%	6 2%	91 3%	9 2%
At least once every three months	17 *	16 *	1 *	1 *	1 *	2 *	8 1%z	-	1 *	-	1 *	-	-	1 1%	1 1%	2 *	15 *	1 *
Don't know/can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	3576 92%BDIKd Y	2968 91%	313 94%	182 94%	113 92%	346 92%	658 90%	154 93%	349 93%Y	150 91%	381 89%	160 86%	172 95%Ya	79 87%	168 88%	351 94%XYab	2891 92%	339 92%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	50 1%FmNe	43 1%	4 1%	2 1%	1 1%	5 1%	10 1%	1 1%	5 1%	3 2%	8 2%	3 2%	-	3 3%hb	-	5 1%	34 1%	4 1%
Weekly (Net)	203 5%AFmMNe	173 5%	16 5%	9 5%	5 4%	17 5%	41 6%	10 6%	11 3%	11 7%	27 6%	17 9%Vhc	4 2%	8 9%Vh	13 7%	14 4%	158 5%	18 5%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 167

A4a1\_14. How often in the past 3 months have you used these websites and/or apps? - BBC Food

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	314	274	18	12	9	29	64	11	23	14	44	27	9	11	22	20	250	27
	8%AFmMNe	8%	5%	6%	8%	8%	9%	7%	6%	9%	10%c	14%zSVhc	5%	12%	11%c	5%	8%	7%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 168

**A4a1\_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	6 *	4 *	2 *	2 *	2 *	2 *	- *	3 *	3 *	4 *	2 *	- *	* *	6 *	- *
At least once every day	9 *m	5 *	5 *	1 *	4 1%	2 *	2 *	6 1%zm	3 *	5 *	1 *	1 *	1 *	8 *	1 *
About two or three times a week	2 *	1 *	1 *	- *	1 *	1 *	- *	1 *	1 *	2 *	- *	- *	- *	2 *	- *
At least once a week	10 *	4 *	6 *	3 *F	4 1%F	3 *	- *	2 *	6 *	1 *	5 *	4 *	- *	6 *	4 *
At least once a month	5 *	3 *	2 *	- *	3 *	* *	2 *	2 *	3 *	3 *	1 *	1 *	1 *	3 *	2 *
At least once every three months	1 *	1 *	- *	- *	* *	- *	1 *	* *	1 *	* *	- *	- *	1 *	* *	1 *
Don't know/can't remember	2 *	2 *	- *	- *	- *	- *	2 *	- *	2 *	- *	1 *	- *	1 *	1 *	1 *
Never	3872 99%D	1886 99%	1983 99%	540 99%	634 98%	1267 99%D	1431 100%D	1107 99%	2722 99%	1041 99%	986 99%	870 99%	975 100%	2399 99%	1376 99%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	15 *me	9 *	6 *	3 1%	6 1%zF	4 *	2 *	9 1%zm	6 *	9 1%z	3 *	1 *	2 *	14 1%	1 *
Weekly (Net)	27 1%FmN	14 1%	13 1%	5 1%F	11 2%zF	9 1%	2 *	12 1%	13 *	12 1%N	8 1%	5 1%	2 *	22 1%	5 *
Monthly (Net)	32 1%Fm	17 1%	15 1%	5 1%	14 2%zEF	9 1%	4 *	14 1%	17 1%	15 1%zN	8 1%	6 1%	3 *	25 1%	7 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 168

A4a1\_15. How often in the past 3 months have you used these websites and/or apps? - BBC iWonder

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	6	5	1	-	*	-	3	-	*	-	2	-	-	-	-	-	6	*
	*	*	*	-	*	-	*	-	*	-	*	-	-	-	-	-	*	*
At least once every day	9	9	*	-	*	4	3	1	1	-	-	-	-	-	-	-	6	1
	*m	*	*	-	*	1%z	*	*	*	-	-	-	-	-	-	-	*	*
About two or three times a week	2	2	-	1	-	1	*	-	-	-	*	-	-	-	-	-	2	-
	*	*	-	*	-	*	*	-	-	-	*	-	-	-	-	-	*	-
At least once a week	10	9	-	1	-	3	3	-	-	-	-	-	-	-	3	1	8	-
	*	*	-	*	-	1%	*	-	-	-	-	-	-	-	1%z	*	*	-
At least once a month	5	5	1	-	-	1	2	-	-	-	-	-	-	-	-	-	5	1
	*	*	*	-	-	*	*	-	-	-	-	-	-	-	1%	-	*	*
At least once every three months	1	1	-	-	-	-	*	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-
Don't know/can't remember	2	2	-	-	-	-	-	1	-	-	1	-	-	-	-	-	2	-
	*	*	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	*	-
Never	3872	3227	330	193	122	369	719	164	372	164	423	187	181	91	187	371	3126	365
	99%D	99%	99%	99%	99%	98%	99%	99%	100%	100%	99%	100%	100%	100%	98%	100%	99%	99%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	15	13	1	-	1	4	6	1	2	-	2	-	-	-	-	-	12	2
	*me	*	*	-	1%	1%	1%	*	*	-	*	-	-	-	-	-	*	*
Weekly (Net)	27	24	1	1	1	7	9	1	2	-	2	-	-	-	3	1	22	2
	1%FmN	1%	*	1%	1%	2%z	1%	*	*	-	*	-	-	-	1%	*	1%	*
Monthly (Net)	32	28	2	1	1	8	11	1	2	-	2	-	-	-	4	1	27	2
	1%Fm	1%	1%	1%	1%	2%z	1%	*	*	-	*	-	-	-	2%	*	1%	1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 169

**A4a1\_16. How often in the past 3 months have you used these websites and/or apps? - BBC+**

**Base = All Respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	7 * *	6 * *	1 * *	1 * *	4 1%zF *	2 * *	- * *	5 * *	3 * *	3 * *	3 * *	1 * *	- * *	7 * *	- * *
At least once every day	13 *m	10 1%	3 *	2 *	5 1%	4 *	3 *	8 1%m	5 *	7 1%	1 *	4 *	2 *	11 *	3 *
About two or three times a week	9 *f	6 *	3 *	3 *	2 *	2 *	2 *	4 *	5 *	6 1%	* *	2 *	1 *	7 *	1 *
At least once a week	5 *	1 *	4 *	3 1%zF	1 *	1 *	- *	2 *	3 *	2 *	1 *	1 *	1 *	5 *	- *
At least once a month	12 *m	6 *	6 *	4 1%F	1 *	7 1%F	- *	9 1%zm	3 *	5 1%	5 *	* *	2 *	8 *	4 *
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	1 *	1 *	-	1 *	* *	-	-	1 *	-	1 *	-	-	* *	1 *	* *
Never	3859 99%ClKd	1875 98%	1980 99%	531 97%	635 98%	1260 99%	1433 100%zCDE	1092 97%	2722 99%zl	1033 98%	985 99%	866 99%	974 99%K	2386 98%	1376 99%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	21 1%BFme	16 1%B	5 *	3 1%	9 1%zEF	5 *	3 *	13 1%zm	8 *	10 1%	3 *	5 1%	2 *	18 1%	3 *
Weekly (Net)	35 1%Fmef	23 1%	12 1%	9 2%F	12 2%zEF	9 1%	5 *	19 2%zm	16 1%	17 2%zLN	5 1%	9 1%	4 *	30 1%ze	4 *
Monthly (Net)	47 1%Fmef	29 2%	18 1%	13 2%zF	13 2%F	16 1%F	5 *	28 2%zm	19 1%	23 2%zN	10 1%	9 1%	6 1%	39 2%e	8 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 169

**A4a1\_16. How often in the past 3 months have you used these websites and/or apps? - BBC+**

**Base = All Respondents**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	7	7	*	-	*	-	1	-	2	-	2	-	-	-	-	2	6	-
	*	*	*	-	*	-	*	-	1%	-	*	-	-	-	-	*	*	-
At least once every day	13	11	2	-	1	1	4	-	-	-	2	-	1	-	-	2	9	1
	*m	*	1%	-	1%	*	1%	-	-	-	*	-	1%	-	-	*	*	*
About two or three times a week	9	9	-	-	*	4	3	-	2	-	1	-	-	-	-	-	4	-
	*f	*	-	-	*	1%z	*	-	1%	-	*	-	-	-	-	-	*	-
At least once a week	5	4	2	-	-	-	*	-	2	1	-	-	-	-	-	1	3	1
	*	*	*	-	-	-	*	-	1%	*	-	-	-	-	-	*	*	-
At least once a month	12	11	1	-	*	-	*	-	3	-	1	1	-	-	2	4	8	3
	*m	*	*	-	*	-	*	-	1%	-	*	1%	-	-	1%	1%zT	*	1%
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	1	1	-	-	-	-	-	-	1	*	-	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	-	*	*	-	-	-	-	-	-	*	-
Never	3859	3216	327	194	121	372	721	166	364	163	421	185	180	91	189	364	3125	362
	99%CIkd	99%	99%	100%R	99%	99%	99%	100%	97%	99%	99%	99%	99%	100%	99%	98%	99%z	99%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	21	17	2	-	1	1	6	-	2	-	4	-	1	-	-	3	15	1
	1%Bfme	1%	1%	-	1%	*	1%	-	1%	-	1%	-	1%	-	-	1%	*	*
Weekly (Net)	35	30	4	-	1	5	9	-	6	1	4	-	1	-	-	4	22	2
	1%Fmef	1%	1%	-	1%Q	1%	1%	-	2%	*	1%	-	1%	-	-	1%	1%	1%
Monthly (Net)	47	41	4	-	2	5	9	-	9	1	5	1	1	-	2	9	30	5
	1%Fmef	1%	1%	-	1%Q	1%	1%	-	2%	*	1%	1%	1%	-	1%	2%	1%	1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 170

A4a1\_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	5 *	4 *	1 *	2 *F	1 *	1 *	- -	3 *	2 *	2 *	1 *	- -	2 *	3 *	1 *
At least once every day	11 *Fme	5 *	7 *	1 *	4 *F	6 *F	* *	7 *m	4 *	7 *N	2 *	3 *	- -	11 *	1 *
About two or three times a week	16 *Fm	6 *	11 1%	8 *zEF	3 *	4 *	1 *	12 *zm	5 *	7 1%	4 *	3 *	1 1%	5 *	8 1%
At least once a week	25 *Fm	13 1%	10 1%	9 *zF	5 *F	11 *F	- -	16 *zm	8 *	13 *zN	8 1%	2 *	2 *	18 1%	6 *
At least once a month	20 *Fm	5 *	15 1%	9 *zF	4 1%	7 1%	1 *	15 *zm	6 *	9 1%	7 1%	3 *	2 *	15 1%	4 *
At least once every three months	5 *	3 *	2 *	2 *	1 *	2 *	1 *	3 *	2 *	3 *	1 *	- -	1 *	3 *	2 *
Don't know/can't remember	2 *	2 *	1 *	2 *z	- -	- -	* *	2 *	* *	1 *	* *	- -	1 *	- -	2 *
Never	3822 98%CIKR	1869 98%	1951 98%	513 94%	631 97%C	1246 98%C	1433 100%zCDE	1064 95%	2713 99%zI	1015 96%	973 98%	867 99%zK	967 99%zK	2367 98%	1360 98%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	16 *Fme	8 *	8 *	3 *F	5 *F	7 *F	* *	10 *zm	6 *	8 1%	3 *	3 *	2 *	14 1%	2 *
Weekly (Net)	57 *Fm	27 1%	29 1%	20 *zEF	13 *F	22 *F	2 *	38 *zm	19 1%	28 *zMN	14 1%	6 1%	9 1%	40 2%	16 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 170

**A4a1\_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	78	33	44	29	16	29	3	52	25	37	20	9	11	55	21
	2%FmN	2%	2%	5%zDEF	3%F	2%F	*	5%zm	1%	4%zMN	2%	1%	1%	2%	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 170

A4a1\_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize

Base = All Respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	5	4	*	-	*	*	*	-	-	*	3	-	-	-	-	-	5	-
	*	*	*	-	*	*	*	-	-	*	1%z	-	-	-	-	-	*	-
At least once every day	11	9	1	1	1	*	2	2	1	-	1	-	1	1	-	1	9	1
	*Fme	*	*	*	1%zO	*	*	1%	*	-	*	-	*	1%	-	*	*	*
About two or three times a week	16	15	-	-	1	4	1	*	2	-	1	-	-	1	2	3	13	-
	*Fm	*	-	-	1%P	1%	*	*	1%	-	*	-	-	1%	1%	1%	*	-
At least once a week	25	24	-	*	1	3	8	-	2	1	2	2	3	-	2	1	18	1
	1%Fm	1%	-	*	*	1%	1%	-	1%	*	1%	1%	2%	-	1%	*	1%	*
At least once a month	20	17	2	*	1	1	6	-	1	-	2	3	-	-	3	2	14	-
	1%Fm	1%	*	*	1%	*	1%	-	*	-	*	1%	-	-	2%	1%	*	-
At least once every three months	5	4	1	-	*	-	1	-	-	1	1	-	-	-	-	1	2	2
	*	*	*	-	*	-	*	-	-	*	*	1%	-	-	-	*	*	1%zf
Don't know/can't remember	2	2	-	*	-	-	-	-	1	-	-	1	-	-	-	-	2	-
	*	*	-	*	-	-	-	-	*	-	-	1%z	-	-	-	-	*	-
Never	3822	3183	329	192	118	368	713	163	367	162	416	179	177	89	184	365	3093	363
	98%CIKR	98%	99%R	99%R	96%	98%	98%	99%	98%	99%	98%	96%	98%	98%	96%	98%	98%	98%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	16	13	1	1	1	1	2	2	1	*	4	-	1	1	-	1	14	1
	*Fme	*	*	*	1%zO	*	*	1%	*	*	1%	-	*	1%	-	*	*	*
Weekly (Net)	57	52	1	1	3	8	11	2	5	1	8	2	4	2	4	4	44	2
	1%Fm	2%	*	1%	2%PQ	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	2%	1%	1%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 170

A4a1\_17. How often in the past 3 months have you used these websites and/or apps? - BBC Bitesize

Base = All Respondents

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	78	69	3	1	4	9	17	2	6	1	9	5	4	2	7	6	58	2
	2%FmN	2%	1%	1%	3%zPQ	2%	2%	1%	2%	1%	2%	3%	2%	2%	4%	2%	2%	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 171

**A4a1\_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	11 *me	4 *	7 *	1 *	6 1%zF	4 *	- -	10 1%zm	1 *	6 1%	1 *	1 *	2 *	10 *	1 *
At least once every day	20 1%Fme	7 *	13 1%	2 *	11 2%zCEF	5 *	1 *	16 1%zm	4 *	12 1%zN	5 *	2 *	1 *	18 1%e	- -
About two or three times a week	15 *m	6 *	9 *	2 *	4 1%	6 *	3 *	12 1%zm	3 *	8 1%L	* *	1 *	5 1%	9 *	5 *
At least once a week	14 *Fm	4 *	9 *	1 *	8 1%zF	5 *	* *	11 1%zm	3 *	5 *	2 *	4 *	3 *	10 *	3 *
At least once a month	6 *m	1 *	5 *	3 1%	* *	1 *	2 *	5 *	2 *	3 *	- -	2 *	2 *	3 *	3 *
At least once every three months	7 *	3 *	4 *	1 *	3 *F	2 *	* *	2 *	5 *	1 *	2 *	* *	3 *	4 *	1 *
Don't know/can't remember	3 *	3 *	* *	- -	- -	3 *	- -	3 *m	- -	- -	3 *z	- -	- -	3 *	- -
Never	3831 98%DIKb	1878 99%	1951 98%	535 98%D	616 95%	1249 98%D	1431 100%zCDE	1063 95%	2723 99%zl	1021 97%	981 99%K	866 99%K	963 98%K	2367 98%	1371 99%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	31 1%Fme	11 1%	20 1%	3 *	17 3%zCEF	9 1%F	1 *	25 2%zm	5 *	19 2%zLMN	6 1%	3 *	3 *	28 1%ze	1 *
Weekly (Net)	60 2%Fme	21 1%	37 2%	6 1%	29 4%zCEF	20 2%F	5 *	48 4%zm	11 *	32 3%zLMN	9 1%	8 1%	12 1%	47 2%ze	9 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 171

**A4a1\_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime**

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Monthly (Net)	66	23	43	9	29	22	7	53	13	34	9	10	13	51	12
	2%AFmLe	1%	2%	2%F	4%zCEF	2%F	*	5%zm	*	3%zLMN	1%	1%	1%	2%e	1%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 171

A4a1\_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime

Base = All Respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
A few times a day	11 *me	8 *	2 1%	-	1 1%	-	2 *	-	3 1%	* *	1 *	-	-	-	-	2 *	11 *	-
At least once every day	20 1%Fme	19 1%	1 *	-	* *	-	3 *	2 1%	1 *	* *	10 2%zSTV	1 1%	-	-	-	1 *	18 1%	1 *
About two or three times a week	15 *m	12 *	1 *	1 1%	1 1%	-	3 *	-	3 1%	-	2 *	-	1 *	-	2 1%	1 *	13 *	* *
At least once a week	14 *Fm	13 *	1 *	-	-	1 *	3 *	-	1 *	1 1%	-	-	-	2 3%zSTXc	5 2%zSTXc	* *	13 *	1 *
At least once a month	6 *m	6 *	-	-	* *	-	1 *	-	2 1%	3 2%zSTX	-	-	-	-	-	* *	6 *	- -
At least once every three months	7 *	5 *	2 1%	-	-	-	-	-	-	2 *	-	-	2 2%zSTVc	-	-	* *	3 *	2 1%
Don't know/can't remember	3 *	3 *	-	-	* *	-	-	-	-	-	-	-	-	-	3 2%zTX	-	3 *	- -
Never	3831 98%DIKb	3193 98%	324 98%	193 99%	121 98%	376 100%zVWXa	718 98%b	163 99%	363 97%	160 97%	412 97%	185 99%ab	180 100%ab	86 95%	181 95%	367 99%ab	3088 98%	363 99%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Daily (Net)	31 1%Fme	27 1%	3 1%	-	1 1%	-	5 1%	2 1%	4 1%	1 *	10 2%zS	1 1%	-	-	-	3 1%	29 1%	1 *
Weekly (Net)	60 2%Fme	52 2%	5 2%	1 1%	2 1%	1 *	11 2%	2 1%	9 2%S	2 1%	12 3%S	1 1%	1 *	2 3%S	7 3%S	4 1%	55 2%	2 *

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 171

A4a1\_18. How often in the past 3 months have you used these websites and/or apps? - BBC CBeebies Storytime

Base = All Respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Monthly (Net)	66	58	5	1	2	1	12	2	11	4	12	1	1	2	7	4	61	2
	2%AFmLe	2%	2%	1%	2%	*	2%	1%	3%S	3%S	3%S	1%	*	3%S	3%S	1%	2%	*

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 172

A4a1\_20. How often in the past 3 months have you used these websites and/or apps? - BBC Sounds

Base = All Respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A few times a day	2 *	- -	2 *	- -	2 *z	- -	- -	- -	2 *	2 *	- -	- -	- -	2 *	- -
At least once every day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About two or three times a week	5 *	2 *	3 *	- -	- -	4 *	1 *	- -	5 *	5 *z	- -	- -	- -	1 *	4 *
At least once a week	2 *	2 *	- -	- -	1 *	1 *	- -	2 *	- -	2 *	- -	- -	- -	2 *	- -
At least once a month	4 *	1 *	3 *	- -	- -	1 *	3 *	1 *	3 *	3 *	- -	- -	1 *	- -	4 *zd
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
Never	3893 100%KY	1901 100%	1989 100%	545 100%	644 99%	1271 100%	1434 100%	1118 100%	2730 100%	1044 99%	995 100%K	876 100%K	978 100%K	2420 100%	1376 99%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	2 *	- -	2 *	- -	2 *z	- -	- -	- -	2 *	2 *	- -	- -	- -	2 *	- -
Weekly (Net)	9 *f	4 *	6 *	- -	3 *	5 *	1 *	2 *	7 *	9 1%zLMN	- -	- -	- -	6 *	4 *
Monthly (Net)	13 *	4 *	9 *	- -	3 *	6 *	4 *	3 *	10 *	12 1%zLMN	- -	- -	1 *	6 *	7 1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 172

A4a1\_20. How often in the past 3 months have you used these websites and/or apps? - BBC Sounds

Base = All Respondents

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
A few times a day	2*	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
		*	-	-	-	-	-	-	-	-	-	-	1%zT	-	-	-	-	-	-
At least once every day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About two or three times a week	5*	4	-	1	-	1	-	-	-	-	-	1	-	1	1	-	3	1	
		*	-	*	-	*	-	-	-	-	1%	-	1%zTX	*	-	-	*	*	
At least once a week	2*	2	-	-	-	-	-	1	-	1	-	-	-	-	-	-	2	-	
		*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	
At least once a month	4*	4	-	-	-	-	-	-	-	1	2	-	-	1	-	-	4	-	
		*	-	-	-	-	-	-	-	*	1%zT	-	-	*	-	-	*	-	
At least once every three months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/can't remember	1*	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	
		*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-	
Never	3893	3245	332	193	123	376	730	166	373	164	424	183	178	89	189	372	3146	366	
	100%kY	100%	100%	100%	100%	100%	100%Yha	100%	100%	100%	99%	98%	99%	99%	99%	100%Y	100%	100%	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Daily (Net)	2*	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
		*	-	-	-	-	-	-	-	-	-	-	1%zT	-	-	-	-	-	
Weekly (Net)	9*	9	-	1	-	1	-	1	-	1	1	2	1	1	1	-	5	1	
		*f	-	*	-	*	-	*	-	*	1%	1%zT	1%T	*	-	-	*	*	
Monthly (Net)	13*	12	-	1	-	1	-	1	-	2	3	2	1	2	-	-	8	1	
		*	-	*	-	*	-	*	-	*	2%zTc	1%T	1%T	1%	-	-	*	*	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 173

## Section A summary. Cross-Media Consumption

Base = All Respondents

### Summary Table

	Unweighted Base	Weighted Base	Effective Base	Daily	Weekly	Monthly	At least once in the last 3 months	Never
Consumption of BBC on TV	3907	3907	2717	2138 55%	3201 82%	3312 85%	279 7%	498 13%
Radio	3907	3907	2717	1220 31%	2044 52%	2174 56%	97 2%	1665 43%
On-demand	3907	3907	2717	309 8%	1250 32%	1528 39%	72 2%	2317 59%
online	3907	3907	2717	891 23%	1603 41%	1756 45%	63 2%	2119 54%
Any BBC across TV, Radio, On-demand or Online	3907	3907	2717	2700 69%	3510 90%	3587 92%	440 11%	286 7%



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 174

**B1TV. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers?**

**Base = Users of each platform in the past 3 months**

	Summary Table								
	BBC television channels (including BBC One, BBC Two, BBC Four, BBC News, ITV(including ITV1, ITV2, ITV3, ITV4, ITV Be, ITV Encore, CITV and the ITV Hub) OR STV	Channel 4 (including Channel 4, E4, More 4, 4 Seven, Film 4, 4 Music and All4)	Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)	S4C	Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV	Netflix	Amazon Prime Video	Now TV	
UnweightedBase	3411	3090	2765	2153	151	1305	1491	865	351
WeightedBase	3409	3081	2725	2091	104	1246	1426	807	324
EffectiveBase	2387	2172	1933	1509	107	901	1034	631	247
Extremely Dissatisfied 1	49 1%	24 1%	17 1%	16 1%	1 1%	13 1%	3 *	4 1%	1 *
2	41 1%	15 *	27 1%	24 1%	- -	6 *	2 *	8 1%	4 1%
3	96 3%	71 2%	40 1%	40 2%	2 2%	18 1%	9 1%	11 1%	7 2%
4	143 4%	125 4%	105 4%	123 6%	8 7%	43 3%	22 2%	27 3%	4 1%
5	403 12%	377 12%	359 13%	366 18%	20 19%	137 11%	61 4%	55 7%	26 8%
6	418 12%	477 15%	456 17%	366 18%	17 16%	121 10%	81 6%	81 10%	32 10%
7	687 20%	702 23%	624 23%	484 23%	16 15%	263 21%	195 14%	151 19%	55 17%
8	822 24%	682 22%	645 24%	379 18%	19 18%	326 26%	366 26%	204 25%	92 28%
9	383 11%	299 10%	232 9%	135 6%	9 9%	147 12%	289 20%	142 18%	50 16%
Extremely Satisfied 10	365 11%	309 10%	219 8%	156 7%	12 12%	173 14%	397 28%	124 15%	53 16%
Total mentions	3409 100%	3081 100%	2725 100%	2091 100%	104 100%	1246 100%	1426 100%	807 100%	324 100%
Mean	7.04	7.03	6.96	6.65	6.77	7.35	8.26	7.60	7.63
1-3 (Net)	187 5%	110 4%	85 3%	81 4%	4 4%	37 3%	15 1%	23 3%	12 4%
1-4 (Net)	331 10%	235 8%	190 7%	204 10%	11 11%	80 6%	37 3%	50 6%	15 5%
1-2 (Net)	91 3%	39 1%	45 2%	40 2%	1 1%	19 2%	5 *	12 2%	5 1%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 174

**B1TV. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers?**

**Base = Users of each platform in the past 3 months**

	Summary Table								
	BBC television channels (including BBC One, BBC Two, BBC Four, BBC News, News, ITV Hub) OR STV	ITV(including ITV1, ITV2, ITV3, ITV4, ITV Be, ITV Encore, CITV and the ITV Hub) OR STV	Channel 4 (including Channel 4, E4, More 4, 4 Seven, Film 4, 4 Music and All4)	Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)	S4C	Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV	Netflix	Amazon Prime Video	Now TV
WeightedBase	3409	3081	2725	2091	104	1246	1426	807	324
EffectiveBase	2387	2172	1933	1509	107	901	1034	631	247
4-7 (Net)	1652 48%	1681 55%	1544 57%	1340 64%	61 58%	563 45%	359 25%	314 39%	117 36%
5-6 (Net)	822 24%	854 28%	814 30%	732 35%	37 35%	257 21%	142 10%	136 17%	58 18%
8-10 (Net)	1570 46%	1290 42%	1097 40%	670 32%	40 38%	646 52%	1052 74%	471 58%	196 60%
7-10 (Net)	2257 66%	1992 65%	1721 63%	1155 55%	56 54%	909 73%	1247 87%	622 77%	251 77%
9-10 (Net)	748 22%	608 20%	452 17%	291 14%	21 21%	320 26%	686 48%	266 33%	104 32%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 175

**B1TV\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3411	1647	1761	469	571	1108	1263	1040	2340	979	893	707	832	1919	1408
WeightedBase	3409	1672	1735	434	528	1103	1344	957	2416	947	893	784	786	2100	1240
EffectiveBase	2387	1162	1223	345	397	746	909	692	1677	678	630	508	576	1354	1010
Extremely Dissatisfied 1	49 1%IK	29 2%	20 1%	2 *	5 1%	16 1%	27 2% <b>C</b>	7 1%	39 2%	2 *	24 3% <b>zK</b>	12 2% <b>K</b>	11 1% <b>K</b>	22 1%	26 2% <b>zd</b>
2	41 1%B	29 2% <b>zB</b>	12 1%	2 *	4 1%	13 1%	22 2%	5 1%	36 1%	8 1%	7 1%	10 1%	17 2% <b>z</b>	18 1%	20 2%
3	96 3%I	51 3%	45 3%	11 3%	9 2%	26 2%	50 4%	15 2%	78 3% <b>I</b>	23 2%	20 2%	26 3%	27 3%	50 2%	45 4% <b>z</b>
4	143 4%I	83 5%	60 3%	20 5%	19 4%	45 4%	59 4%	26 3%	117 5% <b>zI</b>	35 4%	30 3%	35 4%	43 6%	80 4%	58 5%
5	403 12% <b>KLd</b>	202 12%	200 12%	49 11%	53 10%	114 10%	188 14% <b>zE</b>	102 11%	296 12%	93 10%	79 9%	106 13% <b>KL</b>	127 16% <b>zKL</b>	214 10%	175 14% <b>zd</b>
6	418 12% <b>ef</b>	220 13%	198 11%	73 17% <b>zEF</b>	72 14%	129 12%	144 11%	122 13%	289 12%	115 12%	106 12%	111 14%	86 11%	282 13% <b>ze</b>	131 11%
7	687 20% <b>KQR</b>	341 20%	346 20%	73 17%	109 21%	231 21%	275 20%	179 19%	501 21%	164 17%	202 23% <b>K</b>	157 20%	165 21%	432 21%	241 19%
8	822 24% <b>MN</b>	385 23%	436 25%	104 24%	115 22%	293 27%	310 23%	249 26%	565 23%	270 28% <b>zMN</b>	232 26% <b>MN</b>	161 21%	159 20%	509 24%	298 24%
9	383 11% <b>mNePc</b>	171 10%	212 12%	55 13%	71 13%	124 11%	133 10%	140 15% <b>zm</b>	243 10%	129 14% <b>zN</b>	103 12%	86 11%	65 8%	256 12% <b>e</b>	118 10%
Extremely Satisfied 10	365 11% <b>U</b>	160 10%	205 12%	47 11%	71 13%	112 10%	135 10%	112 12%	252 10%	109 12%	89 10%	80 10%	86 11%	236 11%	126 10%
Total mentions	3409 100%	1672 100%	1735 100%	434 100%	528 100%	1103 100%	1344 100%	957 100%	2416 100%	947 100%	893 100%	784 100%	786 100%	2100 100%	1240 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 175

**B1TV\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3409	1672	1735	434	528	1103	1344	957	2416	947	893	784	786	2100	1240
EffectiveBase	2387	1162	1223	345	397	746	909	692	1677	678	630	508	576	1354	1010
Mean	7.04AFmN ePU	6.88	7.19zA	7.14F	7.28zF	7.11F	6.86	7.35zm	6.94	7.32zLMN	7.10N	6.90	6.77	7.17ze	6.85
1-3 (Net)	187 5%BIKd	110 7%zB	77 4%	14 3%	19 4%	56 5%	99 7%zCD	28 3%	154 6%zl	33 3%	52 6%K	48 6%K	55 7%K	91 4%	92 7%zd
1-4 (Net)	331 10%BIKdY	193 12%zB	137 8%	34 8%	37 7%	101 9%	158 12%zD	53 6%	271 11%zl	68 7%	81 9%	83 11%K	98 12%zK	171 8%	150 12%zd
1-2 (Net)	91 3%BCKd	59 4%zB	32 2%	3 1%	10 2%	29 3%	49 4%zC	12 1%	75 3%zl	10 1%	31 4%K	22 3%K	28 4%K	41 2%	47 4%zd
4-7 (Net)	1652 48%BIKQR	846 51%zB	804 46%	214 49%	253 48%	519 47%	667 50%	428 45%	1203 50%zl	406 43%	417 47%	409 52%K	421 53%zKL	1008 48%	605 49%
5-6 (Net)	822 24%Lf	422 25%	398 23%	122 28%E	125 24%	243 22%	332 25%	224 23%	584 24%	207 22%	185 21%	216 28%zKL	213 27%KL	497 24%	306 25%
8-10 (Net)	1570 46%AFmMN P	716 43%	853 49%zA	205 47%	257 49%	529 48%F	579 43%	501 52%zm	1060 44%	507 54%zLMN	424 48%MN	327 42%	311 40%	1001 48%	543 44%
7-10 (Net)	2257 66%AFmMN e	1056 63%	1200 69%zA	278 64%	366 69%F	759 69%F	854 64%	680 71%zm	1561 65%	671 71%zMN	626 70%zMN	484 62%	476 60%	1433 68%ze	783 63%
9-10 (Net)	748 22%AmePU	331 20%	417 24%zA	102 23%	142 27%zEF	236 21%	268 20%	251 26%zm	495 20%	238 25%zN	192 22%	166 21%	152 19%	492 23%ze	245 20%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 175

**B1TV\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels**

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3411	2535	295	306	275	270	596	131	302	132	339	146	130	74	131	284	2741	338
WeightedBase	3409	2865	266	180	98	344	619	150*	340	139	383	164	165	84*	172	306	2760	327
EffectiveBase	2387	1876	220	244	252	204	410	94	225	104	258	116	101	63	107	203	1909	236
Extremely Dissatisfied 1	49	40	5	2	2	2	5	4	8	1	7	1	*	1	-	10	40	6
2	41	29	7	4	2	5	8	3	1	-	3	-	2	1	2	4	33	5
3	96	79	10	4	2	10	19	3	12	3	5	2	7	-	3	14	82	6
4	143	120	12	8	4	12	30	8	16	2	20	2	6	1	9	13	111	19
5	403	346	29	16	12	29	78	29	49	11	47	14	15	6	40	28	322	37
6	418	354	32	23	10	69	66	17	47	13	34	23	28	16	13	29	315	53
7	687	574	72	27	14	67	139	31	59	33	77	30	27	18	28	65	572	54
8	822	687	59	55	21	83	147	38	67	42	88	39	37	27	39	79	675	83
9	383	337	18	18	10	36	71	13	45	16	56	29	21	7	22	21	308	39
Extremely Satisfied 10	365	299	22	22	21	30	56	5	36	16	46	23	22	7	17	41	302	27
Total mentions	3409	2865	266	180	98	344	619	150	340	139	383	164	165	84	172	306	2760	327
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 175

**B1TV\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - BBC television channels**

Base = Users of each platform in the past 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3409	2865	266	180	98	344	619	150*	340	139	383	164	165	84*	172	306	2760	327
EffectiveBase	2387	1876	220	244	252	204	410	94	225	104	258	116	101	63	107	203	1909	236
Mean	7.04AFmN ePU	7.05P	6.74	7.16P	7.29zP	7.01U	7.00U	6.53	6.93	7.44zSTU Vc	7.18U	7.56zSTU Vbc	7.18U	7.16U	6.98	6.94	7.06	6.92
1-3 (Net)	187 5%BIKd	148 5%	22 8%	11 6%	6 7%	17 5%	32 5%	10 6%	21 6%	4 3%	16 4%	4 2%	9 6%	3 3%	4 3%	29 9%zTXyb	155 6%	17 5%
1-4 (Net)	331 10%BIKdY	268 9%	34 13%	19 10%	10 10%	29 9%	62 10%Y	18 12%Y	36 11%Y	7 5%	36 9%	6 4%	15 9%	4 4%	13 8%	42 14%WYa	266 10%	36 11%
1-2 (Net)	91 3%BCIKd	69 2%	12 4%	6 3%	4 4%	7 2%	12 2%	7 4%	9 3%	1 1%	10 3%	1 1%	3 2%	3 3%	2 1%	14 5%	73 3%	10 3%
4-7 (Net)	1652 48%BIKQR	1394 49%QR	145 54%QR	74 41%	40 40%	177 52%	313 51%	85 57%Yc	170 50%	60 43%	178 46%	69 42%	75 46%	41 49%	90 52%	135 44%	1319 48%	163 50%
5-6 (Net)	822 24%Lf	700 24%	61 23%	39 22%	22 22%	98 29%Wc	144 23%	46 31%Wc	96 28%Wc	24 17%	81 21%	37 22%	42 26%	22 26%	53 31%Wc	57 19%	636 23%	90 27%
8-10 (Net)	1570 46%AFmMN P	1323 46%P	99 37%	95 53%zOP	52 53%zOP	149 43%	274 44%	55 37%	149 44%	75 54%U	190 50%U	91 55%zSTUV	80 49%	40 48%	78 45%	142 46%	1286 47%	148 45%
7-10 (Net)	2257 66%AFmMN e	1897 66%	171 64%	123 68%	67 68%	216 63%	413 67%	86 57%	207 61%	108 78%zSTUV hb	267 70%U	121 74%SUv	107 65%	58 69%	106 62%	207 68%	1858 67%z	202 62%
9-10 (Net)	748 22%AmePU	636 22%P	40 15%	40 22%P	31 32%zOPQ	66 19%	127 21%	18 12%	81 24%U	33 24%U	102 27%U	52 32%zSTUa c	43 26%U	13 16%	39 23%U	63 20%	610 22%	65 20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 176

**B1TV\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - ITV**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3090	1472	1615	421	480	1014	1175	922	2141	867	801	639	783	1732	1280
WeightedBase	3081	1492	1586	389	443	1014	1236	863	2187	824	802	696	758	1888	1127
EffectiveBase	2172	1037	1133	310	335	683	852	620	1538	607	567	458	543	1224	926
Extremely Dissatisfied 1	24 1%B	18 1%B	6 *	- -	2 *	13 1%	9 1%	3 *	21 1%	2 *	10 1%K	7 1%	4 1%	11 1%	11 1%
2	15 *I	11 1%	5 *	* *	3 1%	6 1%	6 1%	* *	14 1%	3 *	6 1%	4 1%	1 *	9 *	5 *
3	71 2%	43 3%	28 2%	5 1%	9 2%	27 3%	31 2%	15 2%	56 3%	19 2%	29 4%zMN	11 2%	11 1%	38 2%	31 3%
4	125 4%	71 5%	54 3%	14 4%	14 3%	43 4%	54 4%	33 4%	92 4%	37 4%	27 3%	23 3%	38 5%	71 4%	52 5%
5	377 12%Bld	214 14%zB	163 10%	49 12%	47 11%	110 11%	172 14%	73 8%	302 14%zl	92 11%	87 11%	88 13%	110 15%	206 11%	165 15%zd
6	477 15%Bh	282 19%zB	193 12%	54 14%	62 14%	156 15%	204 16%	123 14%	342 16%	138 17%	126 16%	104 15%	109 14%	288 15%	178 16%
7	702 23%CQ	346 23%	356 22%	71 18%	102 23%	244 24%C	286 23%	203 24%	491 22%	187 23%	167 21%	170 24%	177 23%	457 24%	237 21%
8	682 22%ANU	285 19%	396 25%zA	95 24%	85 19%	246 24%	256 21%	200 23%	480 22%	185 22%	194 24%N	158 23%	145 19%	413 22%	248 22%
9	299 10%Ame	119 8%	181 11%zA	52 13%zEF	48 11%	92 9%	107 9%	112 13%zm	184 8%	87 11%	69 9%	69 10%	74 10%	206 11%ze	88 8%
Extremely Satisfied 10	309 10%AE	106 7%	203 13%zA	49 13%E	71 16%zEF	78 8%	111 9%	101 12%	206 9%	73 9%	85 11%	62 9%	89 12%	191 10%	113 10%
Total mentions	3081 100%	1492 100%	1586 100%	389 100%	443 100%	1014 100%	1236 100%	863 100%	2187 100%	824 100%	802 100%	696 100%	758 100%	1888 100%	1127 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 176

**B1TV\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - ITV**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3081	1492	1586	389	443	1014	1236	863	2187	824	802	696	758	1888	1127
EffectiveBase	2172	1037	1133	310	335	683	852	620	1538	607	567	458	543	1224	926
Mean	7.03AFmeU	6.72	7.32zA	7.34zEF	7.31zEF	6.95	6.91	7.33zm	6.92	7.04	6.99	7.04	7.06	7.12ze	6.90
1-3 (Net)	110 4%BCIN	71 5%zB	39 2%	5 1%	13 3%	45 4%C	46 4%C	18 2%	91 4%zl	25 3%	46 6%zKN	22 3%	17 2%	58 3%	47 4%
1-4 (Net)	235 8%BCR	142 9%zB	93 6%	19 5%	27 6%	88 9%C	100 8%	51 6%	183 8%z	62 7%	73 9%	45 6%	55 7%	129 7%	99 9%
1-2 (Net)	39 1%BCI	28 2%zB	11 1%	* *	4 1%	19 2%C	16 1%	3 *	35 2%zl	6 1%	17 2%K	11 2%	5 1%	20 1%	16 1%
4-7 (Net)	1681 55%BCLRh	912 61%zB	767 48%	188 48%	225 51%	553 55%	716 58%zCD	431 50%	1227 56%zl	455 55%	407 51%	385 55%	434 57%L	1021 54%	632 56%
5-6 (Net)	854 28%BIW	495 33%zB	357 23%	103 26%	109 25%	266 26%	376 30%zD	196 23%	644 29%zl	231 28%	213 27%	192 28%	219 29%	493 26%	343 30%zd
8-10 (Net)	1290 42%AFmSU	509 34%	780 49%zA	196 50%zEF	204 46%F	416 41%	474 38%	413 48%zm	870 40%	345 42%	348 43%	289 41%	308 41%	809 43%	448 40%
7-10 (Net)	1992 65%AFmeS	855 57%	1136 72%zA	267 69%F	306 69%F	659 65%	760 61%	616 71%zm	1360 62%	532 65%	515 64%	459 66%	485 64%	1266 67%ze	685 61%
9-10 (Net)	608 20%AEFme	224 15%	384 24%zA	101 26%zEF	120 27%zEF	169 17%	218 18%	214 25%zm	390 18%	159 19%	154 19%	131 19%	163 22%	397 21%	201 18%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 176

**B1TV\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - ITV**

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3090	2247	279	283	281	246	474	108	270	134	320	137	116	67	122	253	2469	324
WeightedBase	3081	2565	248	167	101	308	516	125*	302	141	368	153	143*	76*	159*	275	2488	305
EffectiveBase	2172	1684	205	224	258	187	338	77	203	105	243	110	89	56	99	182	1736	222
Extremely Dissatisfied 1	24 1%B	19 1%	3 1%	1 *	1 1%	* *	4 1%	6 5%zSTXh c	3 1%	1 *	2 1%	- -	- -	- -	2 1%	1 *	21 1%	1 *
2	15 *1	12 *	- -	4 2%zOPR	- -	- -	2 *	- -	- -	2 2%	2 *	1 1%	- -	* *	3 2%	1 *	10 *	2 1%
3	71 2%	59 2%	5 2%	6 3%	1 1%	3 1%	6 1%	1 1%	9 3%	2 2%	7 2%	11 7%zSTUWX c	6 4%T	1 1%	5 3%	6 2%	62 3%	6 2%
4	125 4%	106 4%	8 3%	8 5%	2 2%	17 6%	29 6%Y	7 5%	11 3%	4 3%	13 3%	2 1%	1 1%	4 5%	3 2%	17 6%Yh	109 4%	11 3%
5	377 12%Bld	319 12%	28 11%	18 11%	12 12%	41 13%	67 13%	26 21%zWYc	37 12%	9 7%	52 14%W	11 7%	17 12%	6 8%	23 14%	30 11%	294 12%	39 13%
6	477 15%Bh	390 15%	46 19%	29 18%	12 12%	77 25%zTUWX habc	75 15%	17 13%	57 19%h	16 12%	46 13%	26 17%	11 8%	9 12%	19 12%	36 13%	392 16%	48 16%
7	702 23%CQ	587 23%Q	67 27%Q	26 16%	22 22%	64 21%	118 23%	37 29%V	54 18%	37 26%	92 25%	37 24%	32 23%	16 21%	44 28%V	57 21%	558 22%	77 25%
8	682 22%ANU	566 22%	53 21%	39 23%	24 24%	59 19%	104 20%	16 13%	71 24%U	31 22%	78 21%	35 23%	40 28%U	27 35%zSTUX	37 23%	68 25%U	546 22%	73 24%
9	299 10%Ame	256 10%	17 7%	16 10%	10 10%	23 7%	53 10%	7 6%	41 14%zSc	17 12%	42 11%	15 10%	20 14%	6 8%	11 7%	20 7%	245 10%	26 8%
Extremely Satisfied 10	309 10%AE	251 10%	21 9%	20 12%	16 16%zOP	24 8%	57 11%	9 7%	19 6%	21 15%V	34 9%	16 10%	15 10%	7 9%	12 7%	38 14%V	250 10%	23 7%
Total mentions	3081 100%	2565 100%	248 100%	167 100%	101 100%	308 100%	516 100%	125 100%	302 100%	141 100%	368 100%	153 100%	143 100%	76 100%	159 100%	275 100%	2488 100%	305 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 176

**B1TV\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - ITV**

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3081	2565	248	167	101	308	516	125*	302	141	368	153	143*	76*	159*	275	2488	305
EffectiveBase	2172	1684	205	224	258	187	338	77	203	105	243	110	89	56	99	182	1736	222
Mean	7.03AFmeU	7.03	6.94	6.98	7.41zOPQ	6.85	7.04U	6.43	6.98U	7.41zSub	7.07U	7.05U	7.35SU	7.26U	6.84	7.15U	7.02	6.98
1-3 (Net)	110 4%BCIN	90 3%	8 3%	10 6%zR	2 2%	3 1%	13 2%	7 6%S	12 4%	5 4%	11 3%	13 8%zSTXc	6 4%	1 2%	10 6%S	8 3%	94 4%	9 3%
1-4 (Net)	235 8%BCR	196 8%R	16 7%	18 11%R	4 4%	20 7%	42 8%	14 11%	22 7%	9 6%	24 6%	14 9%	8 5%	5 7%	13 8%	25 9%	202 8%	19 6%
1-2 (Net)	39 1%BCI	31 1%	3 1%	4 3%	1 1%	* *	6 1%	6 5%zTXhc	3 1%	3 2%	4 1%	1 1%	- *	* 3%S	5 1%	2 1%	31 1%	3 1%
4-7 (Net)	1681 55%BCLRh	1402 55%	149 60%QR	82 49%	48 48%	198 64%zVWWhac	289 56%h	86 68%zTVWXhac	158 52%	67 47%	204 55%	75 49%	61 43%	35 46%	88 56%	140 51%	1353 54%	175 57%
5-6 (Net)	854 28%BIW	709 28%	74 30%	48 28%	24 23%	118 38%zTWXYhabc	142 27%	42 34%Wh	94 31%Wh	26 18%	99 27%	37 24%	28 19%	16 21%	42 26%	66 24%	686 28%	88 29%
8-10 (Net)	1290 42%AFmSU	1073 42%	91 37%	75 45%	50 50%zOP	106 34%	214 41%U	32 26%	132 44%U	69 49%SU	154 42%U	65 43%U	75 52%zSub	39 52%SU	60 38%	126 46%SU	1042 42%	122 40%
7-10 (Net)	1992 65%AFmeS	1660 65%	158 64%	101 61%	73 72%zOPQ	170 55%	332 64%S	69 55%	186 61%	106 75%zSTUV	246 67%S	102 67%	107 75%zSUV	55 73%SU	104 66%	183 67%S	1600 64%	198 65%
9-10 (Net)	608 20%AEFme	508 20%	38 15%	36 22%	26 26%zOP	47 15%	110 21%	16 13%	60 20%	38 27%Sub	76 21%	31 20%	35 24%	13 17%	23 15%	58 21%	495 20%	49 16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 177

**B1TV\_3.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)  
 Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2765	1310	1452	379	445	911	1030	821	1921	826	730	555	654	1594	1101
WeightedBase	2725	1294	1429	339	421	887	1078	761	1937	792	715	615	603	1721	945
EffectiveBase	1933	920	1010	280	314	616	732	555	1366	565	513	404	457	1124	791
Extremely Dissatisfied 1	17 1%	12 1%	5 *	- -	2 *	9 1%	7 1%	3 *	15 1%	2 *	9 1%	4 1%	2 *	8 *	9 1%
2	27 1%l	16 1%	11 1%	- -	5 1%	10 1%	12 1%	1 *	26 1%zl	6 1%	13 2%	4 1%	4 1%	16 1%	8 1%
3	40 1%lKd	20 2%	20 1%	3 1%	3 1%	8 1%	27 3%zDE	2 *	38 2%zl	4 *	13 2%K	5 1%	18 3%zKM	12 1%	28 3%zd
4	105 4%CIL	43 3%	62 4%	5 2%	9 2%	29 3%	61 6%zCDE	18 2%	85 4%l	37 5%	18 2%	23 4%	27 4%	61 4%	41 4%
5	359 13%DEIKd VY	186 14%	172 12%	44 13%E	35 8%	78 9%	202 19%zCDE	70 9%	287 15%zl	81 10%	85 12%	93 15%K	100 17%zKL	183 11%	166 18%zd
6	456 17%BDf	240 19%zB	214 15%	51 15%	49 12%	141 16%	215 20%zD	110 14%	336 17%	125 16%	122 17%	126 20%zN	83 14%	264 15%	183 19%zd
7	624 23%V	304 24%	319 22%	63 18%	101 24%	230 26%zC	232 21%	175 23%	445 23%	200 25%	155 22%	134 22%	136 23%	412 24%	205 22%
8	645 24%AFme	276 21%	369 26%zA	97 29%zF	108 26%F	239 27%zF	201 19%	210 28%zm	429 22%	200 25%	174 24%	139 23%	132 22%	444 26%ze	181 19%
9	232 9%Fm	102 8%	130 9%	33 10%	48 11%F	84 10%F	67 6%	87 11%zm	142 7%	73 9%	68 9%	45 7%	47 8%	157 9%	70 7%
Extremely Satisfied 10	219 8%Fme	93 7%	126 9%	43 13%zEF	62 15%zEF	60 7%	54 5%	84 11%zm	134 7%	64 8%	60 8%	43 7%	53 9%	164 10%ze	54 6%
Total mentions	2725 100%	1294 100%	1429 100%	339 100%	421 100%	887 100%	1078 100%	761 100%	1937 100%	792 100%	715 100%	615 100%	603 100%	1721 100%	945 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 177

**B1TV\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,**

**overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)**

**Base = Users of each platform in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2725	1294	1429	339	421	887	1078	761	1937	792	715	615	603	1721	945
EffectiveBase	1933	920	1010	280	314	616	732	555	1366	565	513	404	457	1124	791
Mean	6.96AFme Xg	6.83	7.07zA	7.37zEF	7.47zEF	7.08zF	6.52	7.40zm	6.78	7.10zMN	6.96	6.86	6.86	7.15ze	6.62
1-3 (Net)	85 3%CIkd	49 4%	36 3%	3 1%	9 2%	27 3%	46 4%zC	6 1%	79 4%zl	13 2%	35 5%zKM	13 2%	24 4%K	36 2%	45 5%zd
1-4 (Net)	190 7%Cl d	92 7%	98 7%	8 2%	19 4%	56 6%C	107 10%zCDE	24 3%	164 8%zl	50 6%	52 7%	36 6%	51 9%	97 6%	86 9%zd
1-2 (Net)	45 2%BCI	29 2%	16 1%	-	7 2%C	19 2%C	19 2%C	4 *	41 2%zl	9 1%	22 3%zKN	7 1%	7 1%	25 1%	17 2%
4-7 (Net)	1544 57%BCDId Y	774 60%zB	768 54%	163 48%	194 46%	477 54%D	710 66%zCDE	373 49%	1153 60%zl	443 56%	379 53%	376 61%zL	346 57%	920 53%	595 63%zd
5-6 (Net)	814 30%BDEIK dY	427 33%zB	387 27%	95 28%D	84 20%	219 25%	417 39%zCDE	180 24%	623 32%zl	206 26%	207 29%	218 36%zKL	183 30%	447 26%	349 37%zd
8-10 (Net)	1097 40%AFmeS g	471 36%	625 44%zA	173 51%zEF	218 52%zEF	383 43%F	323 30%	382 50%zm	706 36%	337 42%	301 42%	227 37%	232 39%	765 44%ze	305 32%
7-10 (Net)	1721 63%AFmMe g	775 60%	944 66%zA	236 70%zF	318 76%zEF	613 69%zF	554 51%	556 73%zm	1150 59%	536 68%zMN	456 64%	360 59%	369 61%	1177 68%ze	510 54%
9-10 (Net)	452 17%Fme	195 15%	257 18%	76 22%zEF	110 26%zEF	145 16%F	121 11%	172 23%zm	277 14%	136 17%	128 18%	88 14%	100 17%	321 19%ze	124 13%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 177

**B1TV\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,**

**overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4,4 Seven, Film 4, 4 Music and All4)**

**Base = Users of each platform in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2765	2027	246	241	251	220	441	94	238	103	296	127	107	67	117	217	2209	285
WeightedBase	2725	2293	204	138	90	277	469	113*	268	105*	335	142	127*	77*	153*	226	2197	266
EffectiveBase	1933	1511	184	193	231	165	305	70	176	83	226	102	83	56	94	157	1538	199
Extremely Dissatisfied 1	17 1%	15 1%	1 1%	1 1%	* *	1 *	5 1%	2 2%	1 *	- *	2 1%	- -	1 1%	- -	- -	4 2%	15 1%	1 *
2	27 1%	23 1%	1 1%	2 2%	1 1%	1 1%	- -	* *	7 2%TX	2 2%T	1 *	3 2%T	- -	2 3%TX	5 3%zTX	1 *	20 1%	6 2%
3	40 1%Kd	32 1%	2 1%	5 4%zO	1 1%	1 *	9 2%	- -	8 3%	1 1%	7 2%	1 1%	2 2%	2 3%	- -	1 *	36 2%	3 1%
4	105 4%CL	87 4%	9 4%	6 4%	3 3%	12 4%	15 3%	6 5%	15 6%b	2 2%	24 7%zTYab	2 2%	4 3%	- *	1 3%	8 3%	82 4%	13 5%
5	359 13%DEIKd VY	288 13%	30 15%	26 19%zO	14 16%	29 11%	68 15%VY	19 17%VY	22 8%	13 13%	55 16%VY	10 7%	15 12%	7 10%	22 14%	27 12%	296 13%	28 11%
6	456 17%BDf	393 17%	33 16%	17 13%	12 14%	76 27%zTUWX Yhc	72 15%	14 12%	55 20%W	11 10%	51 15%	16 11%	16 12%	19 24%WY	30 19%	35 15%	339 15%	69 26%zf
7	624 23%V	528 23%	55 27%Q	25 18%	17 19%	67 24%	108 23%	30 27%	44 17%	31 29%V	76 23%	37 26%	32 25%	13 17%	37 24%	53 23%	517 24%	60 23%
8	645 24%AFme	551 24%	42 21%	34 25%	18 21%	52 19%	97 21%	32 28%	74 28%	27 26%	75 22%	38 27%	33 26%	24 31%	41 26%	57 25%	524 24%	52 19%
9	232 9%Fm	198 9%	16 8%	9 6%	10 11%	15 6%	55 12%zS	4 4%	26 10%	10 9%	27 8%	15 10%	7 6%	6 8%	10 7%	21 9%	187 8%	18 7%
Extremely Satisfied 10	219 8%Fme	179 8%	14 7%	13 9%	13 15%zOP	23 8%	40 9%	5 5%	16 6%	7 7%	19 6%	21 b	16 14%zUVXa	3 13%X	9 3%	20 9%	181 8%	16 6%
Total mentions	2725 100%	2293 100%	204 100%	138 100%	90 100%	277 100%	469 100%	113 100%	268 100%	105 100%	335 100%	142 100%	127 100%	77 100%	153 100%	226 100%	2197 100%	266 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 177

**B1TV\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,**

**overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 4 (including Channel 4, E4, More 4, 4 Seven, Film 4, 4 Music and All4)**

**Base = Users of each platform in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	2725	2293	204	138	90	277	469	113*	268	105*	335	142	127*	77*	153*	226	2197	266
EffectiveBase	1933	1511	184	193	231	165	305	70	176	83	226	102	83	56	94	157	1538	199
Mean	6.96AFme Xg	6.97	6.87	6.75	7.20zQ	6.88	7.03	6.78	6.84	7.09	6.74	7.47zSTU VXab	7.20X	6.86	6.91	7.08	6.97	6.72
1-3 (Net)	85 3%ClKd	70 3%	5 2%	8 6%zO	2 2%	3 1%	13 3%	2 2%	16 6%zS	4 3%	9 3%	4 3%	3 2%	5 6%S	5 3%	5 2%	71 3%	10 4%
1-4 (Net)	190 7%Cl d	157 7%	14 7%	14 10%	5 6%	15 5%	28 6%	8 7%	31 11%zSTb	5 5%	33 10%	6 5%	7 6%	5 4%	6 4%	13 6%	153 7%	23 9%
1-2 (Net)	45 2%BCI	37 2%	3 1%	3 2%	1 1%	2 1%	5 1%	2 2%	8 3%	2 2%	3 1%	3 2%	1 1%	2 3%	5 3%	5 2%	35 2%	7 2%
4-7 (Net)	1544 57%BCDId Y	1296 57%	127 62%R	74 54%	47 52%	183 66%zTVVh ac	263 56%	69 61%Y	136 51%	57 54%	205 61%VY	65 46%	67 53%	39 51%	89 58%	122 54%	1234 56%	171 64%zf
5-6 (Net)	814 30%BDEIK dY	681 30%	63 31%	44 31%	27 30%	105 38%zWYhc	140 30%Y	33 30%	77 29%Y	24 23%	106 32%Y	26 18%	31 24%	26 34%Y	51 33%Y	62 27%	635 29%	97 36%zf
8-10 (Net)	1097 40%AFmeS g	927 40%	73 36%	56 40%	41 46%P	91 33%	192 41%	42 37%	116 43%S	45 43%	121 36%	73 51%zSX	57 45%	33 43%	59 39%	99 44%S	892 41%g	86 32%
7-10 (Net)	1721 63%AFmMe g	1455 63%	127 62%	80 58%	58 65%	158 57%	300 64%	72 64%	160 60%	75 72%SX	197 59%	110 77%zSTVX ab	89 70%S	46 60%	96 63%	152 67%	1409 64%g	146 55%
9-10 (Net)	452 17%Fme	377 16%	30 15%	22 16%	23 25%zOPQ	38 14%	95 20%UX	10 9%	42 16%	17 16%	46 14%	35 25%zSUXb	24 19%	9 12%	19 12%	41 18%	368 17%	34 13%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 178

**B1TV\_4.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,

overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2153	1022	1130	232	306	752	863	628	1508	614	557	462	520	1220	872
WeightedBase	2091	1000	1090	200	270	733	889	573	1497	564	550	486	491	1291	749
EffectiveBase	1509	715	793	173	218	511	616	424	1077	429	388	332	361	858	631
Extremely Dissatisfied 1	16 1% <sup>l</sup>	11 1%	5 *	* *	3 1%	8 1%	5 1%	1 *	15 1%	2 *	10 2% <sup>zKM</sup>	* *	4 1%	12 1%	4 1%
2	24 1%	16 2%	9 1%	1 *	2 1%	7 1%	15 2%	3 1%	21 1%	4 1%	5 1%	7 1%	8 2%	13 1%	10 1%
3	40 2% <sup>B</sup>	28 3% <sup>zB</sup>	12 1%	3 2%	5 2%	12 2%	20 2%	11 2%	29 2%	12 2%	10 2%	11 2%	7 1%	18 1%	22 3% <sup>zd</sup>
4	123 6%	71 7%	53 5%	7 3%	15 6%	42 6%	59 7%	29 5%	94 6%	38 7%	27 5%	30 6%	29 6%	66 5%	53 7%
5	366 18% <sup>Eld</sup>	179 18%	187 17%	27 13%	38 14%	96 13%	206 23% <sup>zCDE</sup>	68 12%	295 20% <sup>zl</sup>	84 15%	100 18%	88 18%	94 19%	193 15%	159 21% <sup>zd</sup>
6	366 18% <sup>BQh</sup>	203 20% <sup>zB</sup>	164 15%	50 25% <sup>zDEF</sup>	43 16%	127 17%	146 16%	89 16%	146 18%	114 20% <sup>N</sup>	84 15%	96 20%	72 15%	223 17%	136 18%
7	484 23% <sup>me</sup>	227 23%	257 24%	38 19%	67 25%	193 26% <sup>zF</sup>	186 21%	158 28% <sup>zm</sup>	323 22%	137 24%	131 24%	117 24%	101 20%	328 25% <sup>ze</sup>	149 20%
8	379 18% <sup>Ae</sup>	155 16%	223 20% <sup>zA</sup>	43 21%	42 16%	151 21% <sup>F</sup>	143 16%	111 19%	268 18%	95 17%	117 21% <sup>M</sup>	74 15%	94 19%	252 20% <sup>e</sup>	115 15%
9	135 6% <sup>m</sup>	57 6%	79 7%	13 7%	21 8%	50 7%	52 6%	51 9% <sup>zm</sup>	84 6%	37 6%	30 5%	32 6%	38 8%	88 7%	45 6%
Extremely Satisfied 10	156 7% <sup>A</sup>	55 5%	101 9% <sup>zA</sup>	18 9%	34 13% <sup>zEF</sup>	47 6%	57 6%	53 9%	102 7%	41 7%	37 7%	32 7%	46 9%	98 8%	56 7%
Total mentions	2091 100%	1000 100%	1090 100%	200 100%	270 100%	733 100%	889 100%	573 100%	1497 100%	564 100%	550 100%	486 100%	491 100%	1291 100%	749 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 178

**B1TV\_4.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,

**overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2091	1000	1090	200	270	733	889	573	1497	564	550	486	491	1291	749
EffectiveBase	1509	715	793	173	218	511	616	424	1077	429	388	332	361	858	631
Mean	6.65AFme	6.41	6.88zA	6.90F	6.92zF	6.75F	6.43	7.00zm	6.53	6.67	6.63	6.57	6.74	6.77ze	6.47
1-3 (Net)	81 4%B	54 5%zB	26 2%	4 2%	9 3%	27 4%	41 5%	15 3%	66 4%	19 3%	25 5%	18 4%	18 4%	42 3%	36 5%
1-4 (Net)	204 10%BCd	125 12%zB	79 7%	11 6%	24 9%	69 9%	99 11%C	43 8%	160 11%	57 10%	52 9%	48 10%	47 10%	109 8%	89 12%zd
1-2 (Net)	40 2%Bl	26 3%	14 1%	1 *	4 2%	15 2%	20 2%	4 1%	36 2%zl	6 1%	15 3%	7 1%	12 2%	25 2%	14 2%
4-7 (Net)	1340 64%Bl	680 68%zB	661 61%	122 61%	163 61%	458 62%	597 67%z	344 60%	977 65%	373 66%	342 62%	330 68%N	295 60%	810 63%	497 66%
5-6 (Net)	732 35%BEldh	382 38%zB	351 32%	77 39%E	81 30%	222 30%	352 40%zDE	157 27%	559 37%zl	198 35%	185 34%	184 38%	166 34%	416 32%	295 39%zd
8-10 (Net)	670 32%AFme	267 27%	403 37%zA	74 37%F	97 36%F	248 34%F	252 28%	215 37%zm	455 30%	173 31%	183 33%	137 28%	177 36%M	438 34%e	216 29%
7-10 (Net)	1155 55%AFme	494 49%	660 61%zA	112 56%	164 61%F	441 60%zF	438 49%	373 65%zm	778 52%	309 55%	314 57%	254 52%	278 57%	766 59%ze	366 49%
9-10 (Net)	291 14%Am	111 11%	180 17%zA	31 16%	55 20%zEF	97 13%	109 12%	104 18%zm	187 12%	78 14%	66 12%	64 13%	84 17%	186 14%	101 13%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 178

**B1TV\_4.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,

**overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)**

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2153	1531	205	213	204	165	316	66	187	90	237	92	75	57	91	155	1731	221
WeightedBase	2091	1706	182	130	74	201	333	74*	201	96*	271	102*	87*	65*	122*	155	1705	198
EffectiveBase	1509	1141	151	168	184	125	219	51	138	72	183	76	55	47	72	109	1211	156
Extremely Dissatisfied 1	16 1%	13 1%	2 1%	1 1%	* *	3 2%	3 1%	2 2%	1 1%	1 1%	- *	- -	- -	- -	- -	1 *	13 1%	2 1%
2	24 1%	18 1%	4 2%	2 1%	1 2%	- -	3 1%	3 4%zS	3 1%	- -	3 1%	- -	- -	- -	- -	6 4%zS	23 1%	- -
3	40 2%B	34 2%	1 1%	3 2%	1 2%	2 1%	7 2%	- -	9 4%z	1 1%	8 3%	1 1%	2 2%	2 2%	1 1%	2 1%	34 2%	3 2%
4	123 6%	98 6%	8 4%	13 10%zO	5 6%	10 5%	30 9%zUc	- -	16 8%U	4 4%	15 6%	4 4%	4 4%	3 5%	8 7%	4 3%	106 6%	7 3%
5	366 18%Ed	282 17%	39 21%	31 24%zO	14 19%	37 18%	52 15%	10 14%	32 16%	18 18%	51 19%	13 12%	14 16%	9 13%	30 24%c	18 12%	286 17%	41 21%
6	366 18%BQh	302 18%	37 20%Q	15 12%	11 16%	51 25%zTWXh	52 16%	17 23%h	32 16%	12 13%	41 15%	19 19%h	5 6%	14 21%h	26 21%h	34 22%h	295 17%	39 19%
7	484 23%me	414 24%	33 18%	24 19%	13 18%	44 22%	81 24%	18 24%	46 23%	28 29%	66 24%	30 29%	33 38%zSTVX abc	11 17%	24 19%	34 22%	403 24%	46 23%
8	379 18%Ae	309 18%	36 20%	21 16%	14 19%	35 18%	51 15%	15 20%	33 16%	19 19%	51 19%	16 16%	15 18%	22 33%zSTVX Yb	21 17%	31 20%	312 18%	34 17%
9	135 6% m	114 7%	11 6%	6 5%	4 5%	9 4%	27 8%	2 3%	20 10%	9 10%	15 5%	9 9%	6 7%	3 5%	5 4%	8 5%	101 6%	18 9%
Extremely Satisfied 10	156 7%A	121 7%	12 7%	13 10%	10 13%zOP	10 5%	28 8%	7 9%	9 4%	4 5%	20 7%	10 10%	8 9%	2 2%	7 6%	16 10%	133 8%	9 5%
Total mentions	2091 100%	1706 100%	182 100%	130 100%	74 100%	201 100%	333 100%	74 100%	201 100%	96 100%	271 100%	102 100%	87 100%	65 100%	122 100%	155 100%	1705 100%	198 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 178

**B1TV\_4.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,

**overall how satisfied or dissatisfied are you with these television and video service providers? - Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5)**

Base = Users of each platform in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	2091	1706	182	130	74	201	333	74*	201	96*	271	102*	87*	65*	122*	155	1705	198
EffectiveBase	1509	1141	151	168	184	125	219	51	138	72	183	76	55	47	72	109	1211	156
Mean	6.65AFme	6.67	6.57	6.47	6.76	6.51	6.65	6.68	6.51	6.80	6.62	7.03SVb	7.00	6.78	6.48	6.81	6.65	6.63
1-3 (Net)	81 4%B	65 4%	7 4%	6 4%	3 4%	5 3%	13 4%	5 7%	13 6%	2 2%	12 5%	1 1%	2 2%	2 2%	1 1%	9 6%	70 4%	6 3%
1-4 (Net)	204 10%BCd	163 10%	15 8%	18 14%	8 10%	15 8%	43 13%	5 7%	29 14%Y	6 6%	28 10%	5 5%	6 6%	5 8%	10 8%	13 8%	176 10%	13 6%
1-2 (Net)	40 2%B	31 2%	5 3%	3 2%	2 2%	3 2%	6 2%	5 7%zXYhb	4 2%	1 1%	4 2%	- -	- -	- -	- -	6 4%	36 2%	2 1%
4-7 (Net)	1340 64%B	1097 64%	116 64%	84 65%	43 59%	141 70%	214 64%	45 61%	125 62%	62 65%	173 64%	66 64%	55 64%	37 57%	87 72%	91 59%	1090 64%	132 66%
5-6 (Net)	732 35%BEl dh	584 34%	76 42%	47 36%	26 35%	88 44%zTh	103 31%	27 37%	64 32%	30 31%	92 34%	32 31%	19 21%	22 34%	55 45%Th	52 34%	581 34%	79 40%
8-10 (Net)	670 32%AFme	544 32%	59 32%	40 31%	27 37%	54 27%	106 32%	24 33%	62 31%	32 33%	86 32%	35 34%	29 34%	27 41%	33 27%	55 36%	545 32%	61 31%
7-10 (Net)	1155 55%AFme	958 56%	91 50%	65 50%	40 55%	98 49%	187 56%	42 57%	108 54%	60 63%	152 56%	65 63%Sb	63 b	38 72%zSTVX	57 47%	90 58%	948 56%	106 54%
9-10 (Net)	291 14%Am	235 14%	23 13%	19 15%	13 18%	19 9%	55 16%	9 12%	29 15%	14 14%	35 13%	19 19%	14 16%	5 8%	12 10%	24 16%	233 14%	27 13%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 179

**B1TV\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - S4C**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	151	92	59	13	36	43	59	59	92	65	29	26	31	94	55
WeightedBase	104	65*	39*	10**	22**	30**	42*	38*	66*	45*	22**	17**	20**	68*	35*
EffectiveBase	107	64	43	10	25	30	42	45	63	42	20	22	25	63	45
Extremely Dissatisfied 1	1	1	1	-	-	-	1	-	1	1	1	-	-	-	1
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	2	*	-	1	-	1	1	1	1	-	1	1	2	1
4	8	5	3	3	4	-	1	5	3	3	3	1	1	7	1
5	20	12	8	1	3	6	10	5	15	9	3	5	2	10	10
6	17	11	6	2	2	6	7	5	12	7	1	2	7	8	9
7	16	10	6	4	2	5	5	6	10	8	2	4	2	12	4
8	19	10	9	-	3	8	7	5	13	5	9	1	4	14	5
9	9	6	3	-	4	4	2	7	2	5	1	2	1	8	1
Extremely Satisfied 10	12	9	4	1	3	1	7	3	9	6	1	3	2	7	5
Total mentions	104	65	39	10	22	30	42	38	66	45	22	17	20	68	35
Mean	6.77	6.81	6.70	6.18	6.77	7.03	6.72	6.80	6.75	6.72	6.73	6.75	6.93	6.91	6.50
1-3 (Net)	4	3	1	-	1	-	2	1	2	2	1	1	1	2	2
1-4 (Net)	11	7	4	3	5	-	3	6	5	5	4	1	1	9	3

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 179

**B1TV\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - S4C**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	104	65*	39*	10**	22**	30**	42*	38*	66*	45*	22**	17**	20**	68*	35*
EffectiveBase	107	64	43	10	25	30	42	45	63	42	20	22	25	63	45
1-2 (Net)	1 1%	1 1%	1 2%	-	-	-	1 3%	-	1 2%	1 1%	1 3%	-	-	-	1 4%
4-7 (Net)	61 58%	38 58%	23 58%	9 88%	11 48%	17 57%	24 57%	21 56%	39 59%	28 62%	10 45%	11 65%	12 58%	37 55%	23 64%
5-6 (Net)	37 35% <sup>d</sup>	23 36%	14 35%	3 25%	5 22%	12 40%	18 42%	10 27%	27 40%	16 37%	4 19%	7 41%	9 45%	18 27%	18 51% <sup>zd</sup>
8-10 (Net)	40 38%	25 38%	15 39%	1 12%	10 46%	13 43%	16 37%	15 40%	25 37%	15 34%	11 52%	5 31%	8 40%	29 43%	11 31%
7-10 (Net)	56 54% <sup>e</sup>	34 53%	21 54%	5 47%	12 54%	18 60%	21 50%	21 56%	34 52%	23 52%	14 63%	9 52%	10 49%	41 60%	15 42%
9-10 (Net)	21 21%	15 23%	7 17%	1 12%	7 31%	5 16%	9 20%	10 27%	11 17%	11 24%	3 12%	5 26%	4 18%	15 22%	6 17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 179

**B1TV\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - S4C**

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	151	67	7	73	4	3	20	2	15	3	9	2	-	8	2	3	113	26
WeightedBase	104	55*	7**	42*	1**	2**	16**	2**	11**	2**	6**	2**	..*	11**	2**	2**	77*	20**
EffectiveBase	107	46	6	61	4	2	14	2	10	3	7	2	-	6	2	3	82	18
Extremely Dissatisfied 1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1
2	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	1%	4%
3	2	1	-	2	-	-	-	-	1	-	-	-	-	-	-	-	2	*
4	8	2%	-	4%	-	-	-	-	8%	-	-	-	-	-	-	-	3%	2%
5	20	6	1	1	-	-	3	-	-	-	-	-	-	3	-	-	4	2
6	17	7%FeQf	11%	15%	2%	-	20%	-	-	-	-	-	-	26%	-	-	5%	11%
7	19	8	3	8	1	-	1	1	2	*	-	-	-	2	1	1	15	6
8	16	15%	44%	20%	50%	-	5%	67%	20%	19%	-	-	-	18%	74%	42%	19%	29%
9	16	8	-	8	-	-	4	-	1	1	-	-	-	1	*	*	14	2
10	15	15%	-	20%	-	-	24%	-	13%	41%	20%	-	-	5%	26%	16%	18%	12%
11	16	10	-	6	-	1	3	-	3	1	1	1	-	-	-	-	12	1
12	19	8	2	8	*	1	1	-	2	-	3	-	-	1	-	-	13	4
13	18%	15%	23%	20%	25%	47%	4%	-	20%	-	55%	-	-	12%	-	-	17%	21%
14	9	5	*	3	*	-	2	-	1	-	1	1	-	-	-	1	7	1
15	9%me	10%	5%	7%	26%	-	15%	-	9%	-	10%	39%	-	-	-	41%	9%	5%
16	12	7	1	4	-	-	2	1	1	-	-	-	-	4	-	-	10	2
17	12%	13%	14%	10%	-	-	11%	33%	6%	-	-	-	-	38%	-	-	13%	11%
18	104	55	7	42	1	2	16	2	11	2	6	2	-	11	2	2	77	20
19	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%
20	6.77	6.89	6.44	6.67	6.77	7.47	6.71	6.63	6.72	6.20	7.56	7.79	-	7.08	5.26	6.81	6.89	6.31
21	4	1	-	3	-	-	-	-	1	-	-	-	-	-	-	-	3	1
22	4%	2%	-	7%	-	-	-	-	8%	-	-	-	-	-	-	-	3%	6%
23	11	7	1	4	-	-	3	-	1	-	-	-	-	3	-	-	6	3
24	11%	13%	15%	9%	-	-	20%	-	8%	-	-	-	-	26%	-	-	8%	17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 179

**B1TV\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - S4C**

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	104	55*	7**	42*	1**	2**	16**	2**	11**	2**	6**	2**	-**	11**	2**	2**	77*	20**
EffectiveBase	107	46	6	61	4	2	14	2	10	3	7	2	-	6	2	3	82	18
1-2 (Net)	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1
1%	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	1%	4%
4-7 (Net)	61	33	4	23	1	1	11	1	6	2	2	1	-	5	2	1	44	11
58%	60%	58%	56%	50%	53%	71%	67%	57%	100%	35%	61%	-	49%	100%	59%	58%	58%	
5-6 (Net)	37	17	3	17	1	-	5	1	4	1	1	-	-	3	2	1	29	8
35% <sup>d</sup>	31%	44%	40%	50%	-	29%	67%	33%	60%	20%	-	-	23%	100%	59%	37%	40%	
8-10 (Net)	40	21	3	16	1	1	5	1	4	-	4	1	-	5	-	1	30	7
38%	38%	42%	37%	50%	47%	29%	33%	35%	-	65%	39%	-	51%	-	41%	39%	37%	
7-10 (Net)	56	31	3	21	1	2	8	1	6	1	5	2	-	5	-	1	42	8
54% <sup>e</sup>	57%	42%	52%	50%	100%	51%	33%	59%	40%	80%	100%	-	51%	-	41%	55%	43%	
9-10 (Net)	21	13	1	7	*	-	4	1	2	-	1	1	-	4	-	1	17	3
21%	23%	19%	17%	26%	-	26%	33%	15%	-	10%	39%	-	38%	-	41%	22%	16%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 180

**B1TV\_6.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,

overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1305	622	681	163	247	497	398	506	790	412	326	278	289	820	452
WeightedBase	1246	607	637	139	220	484	403	455	781	375	316	294	262	849	368
EffectiveBase	901	437	462	118	177	335	277	341	555	281	229	199	193	576	314
Extremely Dissatisfied 1	13	8	5	*	4	1	7	2	11	3	4	2	3	6	7
2	6	3	3	-	1	1	5	*	6	2	1	2	1	3	4
3	18	13	6	1	6	5	6	5	12	6	1	3	8	13	5
4	43	23	18	8	8	13	13	15	26	10	9	12	13	27	16
5	137	65	72	13	12	47	65	49	88	27	32	43	33	70	58
6	121	65	56	18	14	46	42	45	75	36	29	38	18	79	39
7	263	115	148	23	53	110	77	96	166	94	66	47	56	194	66
8	326	159	166	36	63	129	98	116	204	99	91	69	68	232	87
9	147	78	70	21	24	60	43	60	87	52	42	35	18	107	35
Extremely Satisfied 10	173	78	95	18	36	71	47	67	106	44	42	43	44	118	52
Total mentions	1246	607	637	139	220	484	403	455	781	375	316	294	262	849	368
Mean	7.35FeS	7.28	7.42	7.42	7.46F	7.52zF	7.06	7.47	7.28	7.42	7.46	7.25	7.23	7.47ze	7.08

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 180

**B1TV\_6.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,

**overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV**

**Base = Users of each platform in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1246	607	637	139	220	484	403	455	781	375	316	294	262	849	368
EffectiveBase	901	437	462	118	177	335	277	341	555	281	229	199	193	576	314
1-3 (Net)	37 3%EI	24 4%	13 2%	2 1%	11 5%E	7 1%	18 4%E	7 2%	29 4%	12 3%	6 2%	7 2%	12 5%	21 2%	16 4%
1-4 (Net)	80 6%E	47 8%	32 5%	9 7%	19 9%E	20 4%	31 8%	22 5%	56 7%	22 6%	15 5%	19 6%	25 9%	48 6%	31 9%
1-2 (Net)	19 2%EId	12 2%	8 1%	* *	5 2%	2 *	12 3%zE	2 *	17 2%I	5 1%	6 2%	4 1%	4 2%	8 1%	11 3%zd
4-7 (Net)	563 45%Vh	268 44%	294 46%	62 45%	87 40%	217 45%	197 49%	206 45%	356 46%	168 45%	135 43%	140 48%	120 46%	370 44%	179 49%
5-6 (Net)	257 21%Dd	130 21%	128 20%	31 22%D	26 12%	93 19%D	107 27%zDE	95 21%	163 21%	64 17%	61 19%	81 28%zKL	51 20%	150 18%	97 26%zd
8-10 (Net)	646 52%Fe	315 52%	331 52%	76 54%	122 55%	260 54%	188 47%	242 53%	397 51%	195 52%	174 55%	147 50%	130 50%	458 54%	174 47%
7-10 (Net)	909 73%FMe	430 71%	478 75%	99 71%	175 79%zF	371 77%F	265 66%	339 74%	563 72%	289 77%zM	240 76%M	194 66%	186 71%	651 77%ze	239 65%
9-10 (Net)	320 26%S	155 26%	165 26%	39 28%	59 27%	132 27%	90 22%	126 28%	193 25%	96 26%	84 26%	78 27%	63 24%	225 27%	86 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 180

**B1TV\_6.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,

**overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV**

**Base = Users of each platform in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1305	934	121	148	102	90	228	46	106	68	116	57	49	24	44	106	1034	144
WeightedBase	1246	1008	110*	92	37*	127*	211	50*	114*	70*	129*	61*	57*	27**	55*	107*	986	142*
EffectiveBase	901	682	82	115	92	69	153	32	73	56	90	43	39	19	37	78	712	97
Extremely Dissatisfied 1	13 1%	10 1%	2 2%	1 1%	-	2 1%	1 1%	* 1%	2 1%	2 3%	3 2%	-	-	-	-	-	11 1%	-
2	6 *	4 *	1 1%	1 1%	-	* *	1 1%	-	-	* *	* *	-	1 3%	-	-	1 1%	4 *	-
3	18 1%	14 1%	3 3%	1 1%	1 2%	4 4%	2 1%	-	-	* *	1 1%	1 2%	-	-	-	3 3%	16 2%	2 1%
4	43 3%	38 4%	2 2%	2 2%	1 2%	7 5%	7 3%	4 8%V	1 1%	3 4%	5 4%	2 3%	1 2%	-	4 7%	5 4%	36 4%	2 1%
5	137 11%DKd	110 11%	12 11%	12 13%	2 6%	9 7%	19 9%	8 16%h	14 12%	7 11%	18 14%	10 16%h	1 3%	3 12%	6 11%	14 13%	108 11%	14 10%
6	121 10%	98 10%	5 4%	13 14%P	5 12%P	22 17%zX	18 9%	3 6%	10 9%	4 6%	9 7%	5 8%	4 8%	4 15%	7 12%	12 11%	89 9%	19 13%
7	263 21%MV	211 21%	29 26%	17 18%	6 17%	30 23%	58 27%zV	6 12%	13 12%	18 26%V	29 23%	9 15%	8 14%	4 14%	13 24%	23 21%	217 22%	32 22%
8	326 26%	263 26%	35 31%	19 20%	10 26%	35 28%	52 24%	18 37%	26 23%	17 24%	35 27%	25 41%zTVhc	9 16%	10 39%	12 22%	24 22%	251 25%	41 29%
9	147 12%Nc	120 12%	7 7%	15 16%P	5 13%	11 8%	33 16%Yc	2 3%	19 17%Yc	13 18%UYc	14 11%c	2 3%	17 31%zSTUXY	2 9%	4 8%	3 3%	120 12%	13 9%
Extremely Satisfied 10	173 14%T	139 14%	13 12%	13 14%	8 22%zO	8 6%	19 9%	8 16%	29 26%zSTWX	5 7%	15 12%	8 12%	14 24%STW	3 11%	8 14%	23 21%STW	134 14%	20 14%
Total mentions	1246 100%	1008 100%	110 100%	92 100%	37 100%	127 100%	211 100%	50 100%	114 100%	70 100%	129 100%	61 100%	57 100%	27 100%	55 100%	107 100%	986 100%	142 100%
Mean	7.35FeS	7.35	7.19	7.37	7.83zOP	6.92	7.34	7.23	7.89zSTX	7.23	7.19	7.29	8.18zSTU WXYbc	7.49	7.15	7.27	7.34	7.47

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 180

**B1TV\_6.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied,

overall how satisfied or dissatisfied are you with these television and video service providers? - Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	1246	1008	110*	92	37*	127*	211	50*	114*	70*	129*	61*	57*	27**	55*	107*	986	142*	
EffectiveBase	901	682	82	115	92	69	153	32	73	56	90	43	39	19	37	78	712	97	
1-3 (Net)	37	28	7	2	1	7	5	*	2	3	4	1	1	-	1	4	30	2	
	3%EI	3%	6%	2%	2%	5%	2%	1%	1%	4%	3%	2%	3%	-	2%	3%	3%	3%	1%
1-4 (Net)	80	66	9	4	1	13	12	5	2	5	10	3	3	-	5	8	66	4	
	6%E	7%	8%	4%	3%	10%V	6%	9%	2%	7%	8%	5%	5%	-	9%	8%	7%	3%	
1-2 (Net)	19	14	3	2	-	2	3	*	2	2	3	-	1	-	-	1	15	-	
	2%EId	1%	3%	2%	-	2%	1%	1%	1%	3%	2%	-	3%	-	-	1%	1%	-	
4-7 (Net)	563	458	48	43	14	67	102	22	38	33	61	25	15	11	30	54	450	67	
	45%Vh	45%	44%	47%	37%	53%Vh	48%Vh	43%	34%	47%h	47%h	41%	26%	41%	54%Vh	50%Vh	46%	47%	
5-6 (Net)	257	209	17	25	7	30	38	11	24	12	26	14	6	7	13	26	197	33	
	21%Dd	21%	15%	27%P	18%	24%	18%	22%	21%	17%	20%	24%	10%	28%	23%	24%	20%	23%	
8-10 (Net)	646	522	55	46	23	53	104	28	74	35	64	35	40	16	24	50	505	73	
	52%Fe	52%	50%	50%	61%	42%	49%	56%	65%zSTXb	49%	49%	57%	71%zSTWX	59%	44%	47%	51%	52%	
									c				bc						
7-10 (Net)	909	733	84	63	29	83	162	34	87	53	93	44	48	19	37	73	722	105	
	73%FMe	73%	76%	69%	78%	66%	76%	69%	77%	76%	72%	71%	85%S	72%	67%	68%	73%	74%	
9-10 (Net)	320	259	21	28	13	18	52	10	48	18	29	10	31	5	12	26	254	33	
	26%S	26%	19%	30%	35%zP	15%	25%	19%	42%zSTUX	26%	23%	16%	55%zSTUW	20%	22%	24%	26%	23%	
									Ybc				XYbc						

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 181

**B1TV\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1491	685	804	362	392	540	197	623	853	521	405	268	297	1050	402
WeightedBase	1426	670	754	324	368	527	207	578	836	496	391	283	256	1102	292
EffectiveBase	1034	481	551	266	277	364	134	429	596	363	288	189	196	748	285
Extremely Dissatisfied 1	3 *d	3 *	1 *	- -	1 *	- -	3 1%zE	* *	3 *	1 *	- -	* *	2 1%	* *	3 1%zd
2	2 *	1 *	1 *	1 *	- -	1 *	- -	2 *	- -	- -	1 *	1 *	- -	2 *	- -
3	9 1%f	5 1%	4 1%	2 1%	* *	3 1%	3 2%	4 1%	6 1%	2 *	1 *	6 2%z	1 *	7 1%	1 *
4	22 2%	12 2%	10 1%	9 3%	2 1%	6 1%	5 3%	11 2%	10 1%	6 1%	7 2%	5 2%	4 2%	19 2%	3 1%
5	61 4%d	27 4%	35 5%	10 3%	11 3%	25 5%	16 8%zCD	21 4%	39 5%	18 4%	22 6%	12 4%	9 4%	38 3%	23 8%zd
6	81 6%	41 6%	40 5%	23 7%	17 5%	23 4%	19 9%E	25 4%	56 7%	26 5%	18 4%	20 7%	17 7%	54 5%	26 9%zd
7	195 14%	97 15%	97 13%	42 13%	48 13%	80 15%	24 12%	73 13%	119 14%	69 14%	51 13%	36 13%	39 15%	151 14%	41 14%
8	366 26%D	171 26%	196 26%	75 23%	77 21%	153 29%D	62 30%D	139 24%	222 27%	133 27%	92 24%	87 31%N	54 21%	279 25%	75 26%
9	289 20%CMe	149 22%	138 18%	47 15%	103 28%zCEF	107 20%	31 15%	132 23%	157 19%	117 24%M	83 21%M	39 14%	50 20%	236 21%	46 16%
Extremely Satisfied 10	397 28%AU	165 25%	233 31%zA	115 35%zEF	109 30%	129 25%	44 21%	170 29%	226 27%	123 25%	116 30%	77 27%	81 32%	317 29%	73 25%
Total mentions	1426 100%	670 100%	754 100%	324 100%	368 100%	527 100%	207 100%	578 100%	836 100%	496 100%	391 100%	283 100%	256 100%	1102 100%	292 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1426	670	754	324	368	527	207	578	836	496	391	283	256	1102	292
EffectiveBase	1034	481	551	266	277	364	134	429	596	363	288	189	196	748	285
Mean	8.26FeU	8.19	8.32	8.33F	8.52zEF	8.23F	7.78	8.36	8.21	8.29	8.31	8.09	8.31	8.34ze	7.96
1-3 (Net)	15 1% <sup>f</sup>	8 1%	7 1%	4 1%	1 *	4 1%	6 3% <sup>zD</sup>	6 1%	9 1%	3 1%	3 1%	7 2%	2 1%	9 1%	4 2%
1-4 (Net)	37 3% <sup>D</sup>	20 3%	17 2%	12 4% <sup>D</sup>	3 1%	10 2%	11 5% <sup>zDE</sup>	17 3%	18 2%	9 2%	9 2%	12 4%	6 3%	28 3%	8 3%
1-2 (Net)	5 *	3 *	2 *	1 *	1 *	1 *	3 1%	2 *	3 *	1 *	1 *	1 *	2 1%	2 *	3 1%
4-7 (Net)	359 25%	176 26%	181 24%	83 26%	77 21%	134 25%	64 31% <sup>D</sup>	131 23%	223 27%	120 24%	97 25%	73 26%	69 27%	262 24%	93 32% <sup>zd</sup>
5-6 (Net)	142 10% <sup>d</sup>	67 10%	74 10%	32 10%	27 7%	47 9%	35 17% <sup>zDE</sup>	46 8%	95 11%	44 9%	40 10%	31 11%	26 10%	92 8%	49 17% <sup>zd</sup>
8-10 (Net)	1052 74% <sup>FeU</sup>	485 72%	566 75%	237 73%	289 79% <sup>zF</sup>	389 74%	137 66%	441 76%	604 72%	374 75%	291 74%	203 72%	185 72%	831 75% <sup>e</sup>	194 66%
7-10 (Net)	1247 87% <sup>Fe</sup>	582 87%	663 88%	279 86% <sup>F</sup>	337 92% <sup>zCF</sup>	470 89% <sup>F</sup>	161 78%	514 89%	723 86%	443 89%	342 87%	239 85%	223 87%	982 89% <sup>ze</sup>	235 81%
9-10 (Net)	686 48% <sup>FMeU</sup>	314 47%	371 49%	162 50% <sup>F</sup>	212 58% <sup>zEF</sup>	237 45%	75 36%	302 52% <sup>zm</sup>	382 46%	240 48%	199 51% <sup>M</sup>	116 41%	131 51% <sup>M</sup>	552 50% <sup>ze</sup>	119 41%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**B1TV\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Netflix**

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1491	1079	146	121	145	107	260	47	128	70	145	75	54	28	57	108	1190	123
WeightedBase	1426	1169	136*	71*	50	133*	267	50*	135*	70*	156	83*	69*	31**	65*	111*	1142	122*
EffectiveBase	1034	799	100	97	136	79	178	34	92	59	108	57	43	25	49	79	825	81
Extremely Dissatisfied 1	3	3	-	*	-	-	3	-	-	-	1	-	-	-	-	-	3	-
	*d	*	-	1%	-	-	1%	-	-	-	*	-	-	-	-	-	*	-
2	2	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	*	*	*	-	-	-	-	-	1%	-	-	-	-	-	-	-	*	-
3	9	9	-	*	*	-	2	3	-	1	-	-	3	-	-	*	4	3
	1% <sup>f</sup>	1%	-	*	1%	-	1%	6% <sup>z</sup> STVX	-	1%	-	-	4% <sup>z</sup>	-	-	*	*	2% <sup>f</sup>
4	22	21	1	-	1	6	7	-	*	-	4	1	-	1	1	1	18	-
	2%	2%	1%	-	1%	5% <sup>z</sup>	3%	-	*	-	2%	1%	-	4%	1%	1%	2%	-
5	61	49	7	3	2	3	6	3	7	4	11	2	5	-	*	8	47	8
	4% <sup>d</sup>	4%	5%	4%	5%	3%	2%	5%	5%	6%	7% <sup>T</sup>	2%	7%	-	*	7%	4%	7%
6	81	67	4	6	3	9	14	5	8	2	6	3	5	-	5	11	65	6
	6%	6%	3%	6%	6%	7%	5%	10%	6%	3%	4%	3%	7%	-	7%	10%	6%	5%
7	195	170	13	6	6	21	50	15	21	8	22	8	5	-	7	13	152	19
	14%	15%	9%	8%	12%	16%	19% <sup>z</sup>	30% <sup>z</sup> WXYhbc	15%	12%	14%	10%	7%	-	11%	12%	13%	15%
8	366	286	46	25	10	37	63	9	32	11	43	34	9	14	12	22	291	33
	26% <sup>D</sup>	24%	34% <sup>OR</sup>	35% <sup>zOR</sup>	20%	28%	24%	18%	24%	15%	27%	41% <sup>z</sup> TUVWhbc	13%	44%	18%	20%	25%	27%
9	289	236	33	11	9	25	51	11	23	19	24	20	18	7	16	22	237	25
	20% <sup>CMe</sup>	20%	24%	15%	18%	19%	19%	22%	17%	27%	15%	24%	26%	21%	25%	20%	21%	20%
Extremely Satisfied 10	397	327	32	20	19	31	71	4	43	25	45	16	25	10	24	33	324	28
	28% <sup>AU</sup>	28%	23%	28%	38% <sup>zOP</sup>	23%	27% <sup>U</sup>	9%	32% <sup>U</sup>	36% <sup>UY</sup>	29% <sup>U</sup>	19%	36% <sup>U</sup>	30%	37% <sup>UY</sup>	30% <sup>U</sup>	28%	23%
Total mentions	1426	1169	136	71	50	133	267	50	135	70	156	83	69	31	65	111	1142	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Base = Users of each platform in the past 3 months

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	1426	1169	136*	71*	50	133*	267	50*	135*	70*	156	83*	69*	31**	65*	111*	1142	122*
EffectiveBase	1034	799	100	97	136	79	178	34	92	59	108	57	43	25	49	79	825	81
Mean	8.26FeU	8.24	8.35	8.28	8.47	8.09	8.15U	7.43	8.32U	8.59U	8.18U	8.36U	8.36U	8.65	8.66SU	8.24U	8.30	8.10
1-3 (Net)	15 1% <sup>f</sup>	13 1%	1 *	1 1%	* 1%	- -	5 2%	3 6% <sup>zSX</sup>	1 1%	1 1%	1 *	- -	3 4%	- -	- -	* *	8 1%	3 2%
1-4 (Net)	37 3% <sup>D</sup>	34 3%	2 1%	1 1%	1 2%	6 5%	12 4%	3 6%	2 1%	1 1%	4 3%	1 1%	3 4%	1 4%	1 1%	1 1%	26 2%	3 2%
1-2 (Net)	5 *	4 *	1 *	* 1%	- -	- -	3 1%	- -	1 1%	- -	1 *	- -	- -	- -	- -	- -	5 *	- -
4-7 (Net)	359 25%	307 26%	25 18%	15 21%	12 24%	40 30%	77 29%	23 46% <sup>zVWYh</sup>	36 26%	14 21%	43 28%	13 16%	14 21%	1 4%	13 20%	33 29%	282 25%	33 27%
5-6 (Net)	142 10% <sup>d</sup>	117 10%	11 8%	9 13%	5 11%	12 9%	20 8%	8 15%	15 11%	6 9%	18 11%	4 5%	10 14%	- -	5 8%	18 17% <sup>zTY</sup>	111 10%	14 12%
8-10 (Net)	1052 74% <sup>FeU</sup>	849 73%	111 81%	55 78%	38 75%	93 70% <sup>U</sup>	186 69% <sup>U</sup>	24 48%	98 73% <sup>U</sup>	55 78% <sup>U</sup>	112 72% <sup>U</sup>	70 84% <sup>TU</sup>	52 75% <sup>U</sup>	30 96%	52 80% <sup>U</sup>	78 70% <sup>U</sup>	852 75%	86 71%
7-10 (Net)	1247 87% <sup>Fe</sup>	1019 87%	124 91%	61 86%	44 88%	114 86%	236 88%	39 79%	119 88%	63 90%	134 86%	78 94% <sup>Uc</sup>	57 82%	30 96%	59 91%	91 82%	1004 88%	105 86%
9-10 (Net)	686 48% <sup>FMeU</sup>	563 48%	65 48%	31 43%	28 56%	56 42%	122 46%	15 31%	66 49%	44 63% <sup>zSTUX</sup>	69 45%	35 43%	43 62% <sup>SU</sup>	16 51%	40 62% <sup>STUX</sup>	56 50%	561 49%	53 44%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 182

**B1TV\_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video**  
 Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	865	411	452	194	211	324	136	361	495	343	254	131	137	633	221
WeightedBase	807	391	415	173	195	312	127*	323	473	329	237	129*	113	638	161
EffectiveBase	631	309	320	152	150	237	94	259	367	243	190	98	103	473	159
Extremely Dissatisfied 1	4 1%	2 *	3 1%	-	1 1%	1 *	2 1%	2 *	3 1%	2 1%	2 1%	-	-	3 *	2 1%
2	8 1%	4 1%	4 1%	-	4 2%	3 1%	1 1%	3 1%	5 1%	3 1%	1 1%	1 1%	3 3%	5 1%	3 2%
3	11 1%	7 2%	4 1%	-	5 2%	3 1%	3 2%	5 2%	6 1%	6 2%	3 1%	1 1%	-	9 1%	1 1%
4	27 3%EL	12 3%	15 4%	6 3%	11 6%E	5 1%	5 4%	8 2%	19 4%	13 4%	3 1%	4 3%	6 5%L	20 3%	6 3%
5	55 7%	30 8%	26 6%	8 5%	10 5%	23 7%	15 12%C	19 6%	36 8%	25 8%	16 7%	10 8%	4 3%	38 6%	15 10%
6	81 10%	44 11%	37 9%	15 9%	18 9%	38 12%	10 8%	32 10%	49 10%	41 12%	22 9%	8 6%	10 9%	57 9%	24 15%zd
7	151 19%	77 20%	73 17%	36 21%	39 20%	52 17%	23 18%	57 18%	91 19%	66 20%	49 21%	17 13%	19 17%	119 19%	31 19%
8	204 25%K	92 24%	112 27%	47 27%	39 20%	86 28%	32 25%	71 22%	126 27%	62 19%	72 30%K	42 32%K	29 25%	163 25%	39 24%
9	142 18%ml	72 19%	70 17%	34 20%	43 22%	48 15%	17 13%	71 22%zm	69 15%	66 20%L	24 10%	29 23%L	23 20%L	123 19%e	18 11%
Extremely Satisfied 10	124 15%	52 13%	72 17%	28 16%	25 13%	53 17%	19 15%	56 17%	69 15%	44 13%	45 19%	16 13%	20 17%	101 16%	23 14%
Total mentions	807 100%	391 100%	415 100%	173 100%	195 100%	312 100%	127 100%	323 100%	473 100%	329 100%	237 100%	129 100%	113 100%	638 100%	161 100%
Mean	7.60e	7.51	7.68	7.87zDF	7.44	7.66	7.31	7.75	7.49	7.43	7.67	7.76	7.73	7.69ze	7.25

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	807	391	415	173	195	312	127*	323	473	329	237	129*	113	638	161
EffectiveBase	631	309	320	152	150	237	94	259	367	243	190	98	103	473	159
1-3 (Net)	23 3% <b>C</b>	12 3%	11 3%	-	10 5% <b>C</b>	8 2%	6 4% <b>C</b>	10 3%	13 3%	11 3%	7 3%	2 2%	3 3%	17 3%	6 4%
1-4 (Net)	50 6%	24 6%	25 6%	6 3%	21 11% <b>zCE</b>	12 4%	11 9%	17 5%	32 7%	25 8%	9 4%	7 5%	9 8%	37 6%	12 7%
1-2 (Net)	12 2%	5 1%	7 2%	-	5 3% <b>C</b>	5 1%	3 2%	4 1%	8 2%	5 2%	4 2%	1 1%	3 3%	8 1%	5 3%
4-7 (Net)	314 39%	162 41%	150 36%	64 37%	77 40%	118 38%	54 42%	115 36%	195 41%	145 44% <b>zM</b>	89 38%	40 31%	39 35%	234 37%	76 47% <b>zd</b>
5-6 (Net)	136 17% <b>d</b>	73 19%	63 15%	23 13%	27 14%	61 20%	25 20%	51 16%	85 18%	66 20%	38 16%	18 14%	14 12%	95 15%	39 24% <b>zd</b>
8-10 (Net)	471 58% <b>Ke</b>	216 55%	254 61%	109 63%	108 55%	187 60%	68 53%	198 61%	265 56%	172 52%	141 59%	87 68% <b>zK</b>	71 63%	387 61% <b>ze</b>	79 49%
7-10 (Net)	622 77% <b>Ke</b>	293 75%	326 79%	144 84% <b>zF</b>	147 75%	239 77%	91 72%	255 79%	355 75%	238 72%	189 80%	104 81%	90 80%	506 79% <b>ze</b>	110 68%
9-10 (Net)	266 33% <b>me</b>	124 32%	142 34%	62 36%	69 35%	101 32%	35 28%	127 39% <b>zm</b>	138 29%	110 33%	69 29%	46 35%	42 37%	224 35% <b>e</b>	40 25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = Users of each platform in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	865	635	89	72	69	67	138	23	71	36	82	52	39	27	32	68	702	68
WeightedBase	807	665	77*	41*	24*	75*	141*	25**	69*	34*	88*	62*	43*	30**	35**	62*	658	63*
EffectiveBase	631	492	61	59	63	50	97	19	57	31	62	44	31	25	27	54	506	54
Extremely Dissatisfied 1	4	4	-	-	-	-	-	-	-	-	2	-	-	-	-	3	4	-
	1%	1%	-	-	-	-	-	-	-	-	2%	-	-	-	-	4%zT	1%	-
2	8	8	-	-	-	2	-	-	1	-	1	1	1	-	2	-	6	-
	1%	1%	-	-	-	3%	-	-	1%	-	1%	2%	2%	-	6%	-	1%	-
3	11	7	3	1	*	1	-	1	1	-	-	1	-	1	-	1	9	1
	1%	1%	3%	1%	1%	1%	-	5%	2%	-	-	2%	-	4%	-	2%	1%	1%
4	27	24	1	2	*	3	9	2	4	-	1	-	1	1	-	2	23	2
	3%EL	4%	1%	5%	1%	4%	6%	7%	6%	-	1%	-	3%	4%	-	4%	4%	3%
5	55	46	6	1	2	5	11	-	4	6	8	3	2	1	3	3	45	5
	7%	7%	8%	3%	8%	7%	8%	-	6%	16%z	9%	5%	4%	3%	8%	5%	7%	8%
6	81	66	9	3	2	3	13	1	4	3	10	9	6	3	4	11	69	5
	10%	10%	12%	8%	8%	4%	9%	3%	5%	10%	11%	14%	15%	8%	12%	17%SV	10%	8%
7	151	120	15	13	2	17	21	5	13	5	18	12	6	5	9	10	122	14
	19%	18%	20%	32%zOR	10%	23%	15%	20%	18%	14%	20%	19%	14%	16%	26%	15%	18%	23%
8	204	170	20	9	6	22	36	13	15	11	22	19	6	10	4	14	157	15
	25%K	26%	25%	21%	24%	30%	25%	51%	21%	31%	25%	30%	13%	34%	11%	23%	24%	24%
9	142	115	17	6	5	14	23	1	15	2	19	7	12	6	6	9	117	12
	18%ml	17%	21%	15%	19%	19%	16%	5%	22%	7%	21%	11%	29%W	19%	17%	15%	18%	19%
Extremely Satisfied 10	124	105	7	6	7	7	29	2	12	8	9	10	9	3	7	9	105	9
	15%	16%	9%	14%	29%zOPQ	9%	20%	9%	18%	22%	10%	16%	20%	11%	20%	15%	16%	15%
Total mentions	807	665	77	41	24	75	141	25	69	34	88	62	43	30	35	62	658	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.60e	7.59	7.51	7.58	8.15zOP	7.47	7.74	7.45	7.69	7.70	7.49	7.59	7.93	7.61	7.46	7.23	7.59	7.71

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 182

**B1TV\_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Amazon Prime Video**

Base = Users of each platform in the past 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	807	665	77*	41*	24*	75*	141*	25**	69*	34*	88*	62*	43*	30**	35**	62*	658	63*
EffectiveBase	631	492	61	59	63	50	97	19	57	31	62	44	31	25	27	54	506	54
1-3 (Net)	23	19	3	1	*	3	-	1	2	-	3	2	1	1	2	4	19	1
	3%C	3%	3%	1%		4%	-	5%	3%	-	3%	4%T	2%	4%	6%	6%T	3%	1%
1-4 (Net)	50	43	3	3	1	6	9	3	6	-	3	2	2	2	2	6	42	3
	6%	6%	4%	6%	3%	8%	6%	12%	9%	-	4%	4%	5%	8%	6%	10%	6%	4%
1-2 (Net)	12	12	-	-	-	2	-	-	1	-	3	1	1	-	2	3	10	-
	2%	2%	-	-	-	3%	-	-	1%	-	3%	2%	2%	-	6%	4%T	2%	-
4-7 (Net)	314	256	31	20	7	29	54	8	25	14	36	24	15	10	16	26	259	26
	39%	38%	41%	49%R	28%	38%	38%	30%	36%	40%	41%	38%	35%	32%	45%	41%	39%	41%
5-6 (Net)	136	112	15	5	4	8	24	1	8	9	18	12	8	4	7	14	114	10
	17% <sup>d</sup>	17%	20%	11%	16%	11%	17%	3%	11%	26%	20%	19%	19%	12%	20%	22%	17%	15%
8-10 (Net)	471	390	43	20	17	44	87	16	42	21	49	36	27	19	17	33	380	36
	58% <sup>Ke</sup>	59%	56%	50%	71% <sup>zQ</sup>	58%	62%	65%	61%	60%	56%	58%	63%	64%	48%	52%	58%	58%
7-10 (Net)	622	509	59	34	20	61	108	21	55	26	67	48	33	24	26	42	501	50
	77% <sup>Ke</sup>	77%	76%	82%	81%	81%	76%	85%	79%	74%	76%	77%	77%	80%	74%	68%	76%	81%
9-10 (Net)	266	219	24	12	12	21	51	4	28	10	27	17	21	9	13	18	222	21
	33% <sup>me</sup>	33%	31%	29%	47% <sup>zOQ</sup>	28%	36%	14%	40%	29%	31%	28%	50% <sup>z</sup>	30%	37%	29%	34%	34%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 183

**B1TV\_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	351	179	171	88	99	121	43	152	193	127	101	64	59	274	68
WeightedBase	324	171	152	84*	86*	117*	38**	141	175	119*	90*	70*	46*	276	44*
EffectiveBase	247	131	116	63	75	82	29	105	139	89	71	46	44	197	53
Extremely Dissatisfied 1	1 *	- -	1 1%	* *	- -	1 1%	- -	1 1%	- -	- -	* *	1 1%	- -	1 *	- -
2	4 1%	1 1%	2 2%	2 3%	1 1%	* *	- -	1 1%	2 1%	- -	4 4%z	- -	- -	2 1%	1 3%
3	7 2%	6 3%	1 1%	1 1%	- -	5 4%	1 3%	3 2%	4 2%	4 4%	1 2%	1 2%	- -	6 2%	1 2%
4	4 1% <b>f</b>	3 2%	1 *	1 1%	- -	- -	3 8%	* *	3 2%	* *	- -	3 4%	* 1%	3 1%	* 1%
5	26 8% <b>l</b>	13 8%	13 8%	7 8%	7 9%	9 7%	3 8%	5 4%	21 12% <b>z</b>	7 6%	7 8%	9 12%	4 8%	22 8%	4 8%
6	32 10%	17 10%	15 10%	9 10%	6 7%	16 13%	2 5%	12 9%	19 11%	9 7%	14 15%	6 8%	4 8%	27 10%	4 10%
7	55 17%	28 17%	27 18%	19 22%	14 17%	15 13%	7 19%	21 15%	30 17%	25 21%	16 18%	10 14%	5 12%	47 17%	8 18%
8	92 28% <b>LO</b>	50 30%	40 26%	17 20%	18 21%	44 38% <b>zCD</b>	13 34%	41 29%	48 27%	46 39% <b>zL</b>	16 18%	17 24%	12 26%	76 27%	16 35%
9	50 16%	25 14%	26 17%	9 11%	18 21%	17 14%	6 16%	28 20%	21 12%	18 15%	12 13%	14 20%	7 15%	46 17%	3 8%
Extremely Satisfied 10	53 16% <b>EK</b>	27 16%	26 17%	20 23% <b>E</b>	21 24% <b>zE</b>	10 9%	3 7%	27 19%	26 15%	10 8%	20 22% <b>K</b>	10 15%	13 29% <b>zK</b>	46 17%	7 15%
Total mentions	324 100%	171 100%	152 100%	84 100%	86 100%	117 100%	38 100%	141 100%	175 100%	119 100%	90 100%	70 100%	46 100%	276 100%	44 100%
Mean	7.63 <b>m</b>	7.58	7.69	7.63	8.07 <b>zE</b>	7.42	7.31	7.91 <b>zm</b>	7.41	7.60	7.52	7.49	8.18 <b>zK</b>	7.66	7.46

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 183

**B1TV\_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV**

Base = Users of each platform in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	324	171	152	84*	86*	117*	38**	141	175	119*	90*	70*	46*	276	44*
EffectiveBase	247	131	116	63	75	82	29	105	139	89	71	46	44	197	53
1-3 (Net)	12 4%	7 4%	5 3%	3 4%	1 1%	6 5%	1 3%	5 4%	6 4%	4 4%	5 6%	2 3%	-	9 3%	2 5%
1-4 (Net)	15 5%D	10 6%	5 3%	4 5%	1 1%	6 5%	4 11%	6 4%	10 5%	5 4%	5 6%	5 7%	*	13 5%	2 6%
1-2 (Net)	5 1%	1 1%	4 2%	3 3%	1 1%	1 1%	-	2 2%	2 1%	-	4 4%zK	1 1%	-	3 1%	1 3%
4-7 (Net)	117 36%l	62 36%	55 36%	35 42%	28 32%	39 34%	15 39%	39 28%	73 42%zl	40 34%	37 41%	27 38%	13 29%	99 36%	16 37%
5-6 (Net)	58 18%	31 18%	28 18%	16 19%	14 16%	24 21%	5 12%	18 13%	40 23%zl	15 13%	21 23%	14 20%	7 16%	49 18%	8 18%
8-10 (Net)	196 60%m	102 60%	92 61%	45 54%	57 67%	71 61%	22 58%	96 68%zm	96 55%	74 62%	48 53%	41 59%	32 71%	168 61%	26 58%
7-10 (Net)	251 77%m	130 76%	120 78%	64 76%	72 83%	86 74%	29 76%	117 83%zm	126 72%	99 83%	64 71%	51 72%	38 83%	215 78%	34 77%
9-10 (Net)	104 32%EK	52 30%	52 34%	29 34%	39 45%zE	27 23%	9 24%	55 39%	48 27%	28 23%	32 35%	24 34%	20 45%K	92 33%	10 23%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 183

**B1TV\_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV**

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	351	259	30	26	36	25	51	10	34	20	33	12	18	7	13	36	285	22
WeightedBase	324	273	23**	15**	14*	32**	52*	10**	41**	16**	33**	13**	22**	7**	16**	32**	258	24**
EffectiveBase	247	195	20	19	31	19	36	9	24	17	28	11	16	6	11	25	201	15
Extremely Dissatisfied 1	1	1	-	-	*	-	-	-	-	-	1	-	-	-	-	-	1	-
2	4	3	-	*	-	-	1	-	-	-	-	-	1	-	-	1	3	-
3	7	6	-	2	-	-	1	-	1	*	1	-	-	-	-	1	7	-
4	4	4	-	-	-	-	1	-	3	-	-	-	-	-	-	-	1	3
5	26	24	1	*	1	4	4	-	3	1	2	4	3	1	-	3	17	1
6	32	26	2	1	3	7	4	2	5	2	2	1	2	*	1	1	26	2
7	55	50	1	1	3	7	12	5	5	3	5	3	1	4	2	4	48	-
8	92	69	15	6	2	8	12	-	10	5	11	3	3	1	6	10	72	12
9	50	46	*	1	3	5	12	2	8	1	4	2	7	-	2	3	37	3
Extremely Satisfied 10	53	44	4	4	2	2	6	-	5	5	8	-	4	1	5	9	46	3
Total mentions	324	273	23	15	14	32	52	10	41	16	33	13	22	7	16	32	258	24
Mean	7.63m	7.61	8.01	7.66	7.52	7.36	7.60	7.29	7.40	8.03	7.80	6.85	7.65	7.05	8.43	7.82	7.68	7.60

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 183

**B1TV\_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers? - Now TV**

Base = Users of each platform in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	324	273	23**	15**	14*	32**	52*	10**	41**	16**	33**	13**	22**	7**	16**	32**	258	24**
EffectiveBase	247	195	20	19	31	19	36	9	24	17	28	11	16	6	11	25	201	15
1-3 (Net)	12	10	-	2	*	-	2	-	1	*	2	-	1	-	-	2	10	-
	4%	3%	-	12%	2%	-	4%	-	3%	3%	6%	-	6%	-	-	8%	4%	-
1-4 (Net)	15	13	-	2	*	-	3	-	4	*	2	-	1	-	-	2	11	3
	5% <b>D</b>	5%	-	12%	2%	-	5%	-	10%	3%	6%	-	6%	-	-	8%	4%	12%
1-2 (Net)	5	4	-	*	*	-	1	-	-	-	1	-	1	-	-	1	4	-
	1%	1%	-	2%	2%	-	2%	-	-	-	2%	-	6%	-	-	4%	1%	-
4-7 (Net)	117	104	4	3	6	17	20	7	17	5	8	8	7	5	3	7	92	6
	36% <b>I</b>	38%	16%	17%	47%	52%	39%	76%	40%	31%	26%	61%	31%	73%	22%	23%	36%	25%
5-6 (Net)	58	50	3	1	4	10	8	2	8	2	3	5	6	2	1	4	44	3
	18%	18%	14%	8%	26%	31%	15%	19%	20%	15%	11%	40%	26%	22%	8%	11%	17%	13%
8-10 (Net)	196	159	19	11	7	15	29	2	23	10	23	5	14	2	13	22	155	18
	60% <b>m</b>	58%	84%	72%	50%	48%	57%	24%	57%	67%	68%	39%	63%	27%	78%	70%	60%	75%
7-10 (Net)	251	209	19	12	10	22	41	8	29	13	27	8	15	6	15	26	203	18
	77% <b>m</b>	77%	86%	80%	72%	69%	80%	81%	70%	83%	83%	60%	69%	78%	92%	81%	79%	75%
9-10 (Net)	104	90	4	5	5	7	18	2	13	6	11	2	11	1	7	12	83	6
	32% <b>EK</b>	33%	18%	30%	34%	22%	34%	24%	32%	37%	35%	16%	51%	8%	43%	37%	32%	27%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 184

**B2Radio. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers?**

**Base = Users of each radio station in the past 3 months**

	Summary Table									
	BBC Radio	Absolute Radio	Classic FM	Heart	Capital	Smooth	TalkRadio/Sport	Kiss	Magic	
UnweightedBase	2309	403	551	806	619	416	481	570	509	
WeightedBase	2242	373	505	807	568	411	440	518	447	
EffectiveBase	1614	290	394	560	436	298	330	392	351	
Extremely Dissatisfied 1	16 1%	1 *	3 1%	1 *	1 *	1 *	2 *	- -	1 *	
2	16 1%	1 *	4 1%	5 1%	2 *	2 1%	2 *	4 1%	4 1%	
3	26 1%	2 *	5 1%	10 1%	10 2%	6 1%	1 *	4 1%	2 *	
4	82 4%	11 3%	17 3%	25 3%	21 4%	7 2%	8 2%	10 2%	8 2%	
5	181 8%	33 9%	36 7%	62 8%	43 8%	33 8%	37 8%	44 8%	42 9%	
6	275 12%	50 13%	57 11%	107 13%	69 12%	47 11%	53 12%	74 14%	61 14%	
7	461 21%	75 20%	106 21%	197 24%	141 25%	94 23%	112 25%	115 22%	103 23%	
8	534 24%	100 27%	131 26%	191 24%	134 24%	109 26%	112 26%	132 26%	121 27%	
9	297 13%	53 14%	85 17%	75 9%	64 11%	60 15%	53 12%	56 11%	52 12%	
Extremely Satisfied 10	354 16%	47 13%	62 12%	132 16%	82 14%	51 13%	60 14%	78 15%	54 12%	
Total mentions	2242 100%	373 100%	505 100%	807 100%	568 100%	411 100%	440 100%	518 100%	447 100%	
Mean	7.46	7.49	7.50	7.44	7.41	7.50	7.51	7.49	7.42	
1-3 (Net)	57 3%	4 1%	12 2%	16 2%	13 2%	9 2%	4 1%	7 1%	6 1%	
1-4 (Net)	139 6%	14 4%	29 6%	42 5%	34 6%	16 4%	12 3%	18 3%	14 3%	
1-2 (Net)	32 1%	2 1%	7 1%	6 1%	3 1%	3 1%	4 1%	4 1%	4 1%	
4-7 (Net)	998 45%	169 45%	216 43%	392 49%	274 48%	181 44%	210 48%	244 47%	215 48%	
5-6 (Net)	456 20%	83 22%	93 18%	170 21%	112 20%	80 20%	91 21%	118 23%	104 23%	

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 184

**B2Radio. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers?**

**Base = Users of each radio station in the past 3 months**

	Summary Table									
	BBC Radio	Absolute Radio	Classic FM	Heart	Capital	Smooth	TalkRadio/Sport	Kiss	Magic	
<b>WeightedBase</b>	2242	373	505	807	568	411	440	518	447	
<b>EffectiveBase</b>	1614	290	394	560	436	298	330	392	351	
8-10 (Net)	1186 53%	200 54%	278 55%	398 49%	280 49%	220 54%	225 51%	266 51%	226 51%	
7-10 (Net)	1647 73%	275 74%	383 76%	596 74%	422 74%	314 77%	337 77%	382 74%	330 74%	
9-10 (Net)	652 29%	100 27%	147 29%	207 26%	146 26%	111 27%	113 26%	134 26%	106 24%	



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 185

**B2Radio\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2309	1207	1101	348	431	762	768	745	1545	795	617	458	439	1454	802
WeightedBase	2242	1190	1051	317	379	739	806	652	1567	745	599	495	403	1517	686
EffectiveBase	1614	846	767	261	303	518	543	507	1100	550	437	325	306	1027	568
Extremely Dissatisfied 1	16 1%	10 1%	6 1%	2 1%	2 1%	4 *	8 1%	6 1%	10 1%	5 1%	3 *	6 1%	3 1%	10 1%	6 1%
2	16 1%Kf	9 1%	7 1%	3 1%	1 *	6 1%	6 1%	3 1%	11 1%	1 *	5 1%	10 2%zKN	-	11 1%	5 1%
3	26 1%BF	21 2%zB	5 *	5 2%	2 1%	16 2%zF	3 *	5 1%	20 1%	4 1%	7 1%	7 1%	7 2%	19 1%	6 1%
4	82 4%	51 4%	30 3%	14 4%	18 5%	29 4%	21 3%	23 4%	55 4%	23 3%	28 5%	18 4%	12 3%	63 4%	18 3%
5	181 8%Kd	100 8%	81 8%	32 10%	35 9%	48 7%	66 8%	46 7%	134 9%	45 6%	46 8%	52 11%K	38 9%	103 7%	74 11%zd
6	275 12%FMeR	142 12%	133 13%	54 17%zF	47 12%	93 13%	81 10%	79 12%	193 12%	93 13%	76 13%	44 9%	62 15%M	201 13%e	66 10%
7	461 21%e	249 21%	212 20%	64 20%	86 23%	156 21%	155 19%	141 22%	320 20%	158 21%	112 19%	112 23%	79 20%	335 22%ze	119 17%
8	534 24%	290 24%	244 23%	70 22%	84 22%	194 26%	187 23%	166 26%	358 23%	179 24%	169 28%zMN	99 20%	87 22%	353 23%	173 25%
9	297 13%	156 13%	141 13%	30 10%	49 13%	109 15%C	109 14%	96 15%	198 13%	119 16%z	72 12%	62 13%	45 11%	209 14%	85 12%
Extremely Satisfied 10	354 16%AEId	162 14%	192 18%zA	43 14%	56 15%	85 12%	171 21%zCDE	86 13%	268 17%zl	118 16%	81 13%	85 17%	70 17%	213 14%	134 20%zd
Total mentions	2242 100%	1190 100%	1051 100%	317 100%	379 100%	739 100%	806 100%	652 100%	1567 100%	745 100%	599 100%	495 100%	403 100%	1517 100%	686 100%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 185

**B2Radio\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2242	1190	1051	317	379	739	806	652	1567	745	599	495	403	1517	686
EffectiveBase	1614	846	767	261	303	518	543	507	1100	550	437	325	306	1027	568
Mean	<b>7.46AC</b>	7.34	<b>7.60zA</b>	7.17	7.40	7.37	<b>7.68zCDE</b>	7.47	7.47	<b>7.63zLM</b>	7.39	7.33	7.42	7.41	7.57
1-3 (Net)	57	40	17	10	6	25	17	14	42	10	15	22	10	40	17
	<b>3%BK</b>	<b>3%zB</b>	2%	3%	2%	3%	2%	2%	3%	1%	2%	<b>5%zK</b>	2%	3%	2%
1-4 (Net)	139	91	48	24	24	54	38	37	97	33	43	41	22	102	35
	<b>6%BKX</b>	<b>8%zB</b>	5%	7%	6%	7%	5%	6%	6%	4%	7%	<b>8%K</b>	6%	7%	5%
1-2 (Net)	32	19	13	5	4	9	14	9	21	6	7	16	3	21	11
	<b>1%</b>	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	<b>3%zKN</b>	1%	1%	2%
4-7 (Net)	998	542	457	164	185	327	322	289	702	319	263	226	191	702	277
	<b>45%Fe</b>	<b>46%</b>	<b>43%</b>	<b>52%zEF</b>	<b>49%F</b>	<b>44%</b>	<b>40%</b>	<b>44%</b>	<b>45%</b>	<b>43%</b>	<b>44%</b>	<b>46%</b>	<b>47%</b>	<b>46%e</b>	<b>40%</b>
5-6 (Net)	456	241	215	86	81	142	147	125	327	138	122	96	100	304	140
	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>27%zEF</b>	<b>21%</b>	<b>19%</b>	<b>18%</b>	<b>19%</b>	<b>21%</b>	<b>19%</b>	<b>20%</b>	<b>19%</b>	<b>25%zK</b>	<b>20%</b>	<b>20%</b>
8-10 (Net)	1186	608	577	143	189	388	467	349	824	416	321	246	202	775	392
	<b>53%C</b>	<b>51%</b>	<b>55%</b>	<b>45%</b>	<b>50%</b>	<b>52%</b>	<b>58%zCD</b>	<b>53%</b>	<b>53%</b>	<b>56%</b>	<b>54%</b>	<b>50%</b>	<b>50%</b>	<b>51%</b>	<b>57%zd</b>
7-10 (Net)	1647	857	788	207	274	544	621	489	1144	574	434	358	281	1110	511
	<b>73%C</b>	<b>72%</b>	<b>75%</b>	<b>65%</b>	<b>72%</b>	<b>74%C</b>	<b>77%zC</b>	<b>75%</b>	<b>73%</b>	<b>77%zN</b>	<b>72%</b>	<b>72%</b>	<b>70%</b>	<b>73%</b>	<b>75%</b>
9-10 (Net)	652	319	333	73	105	194	280	182	466	237	152	147	115	422	219
	<b>29%ACL</b>	<b>27%</b>	<b>32%zA</b>	<b>23%</b>	<b>28%</b>	<b>26%</b>	<b>35%zCDE</b>	<b>28%</b>	<b>30%</b>	<b>32%L</b>	<b>25%</b>	<b>30%</b>	<b>29%</b>	<b>28%</b>	<b>32%</b>

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 185

**B2Radio\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2309	1682	201	229	197	207	352	95	207	76	227	109	88	52	88	181	1838	246
WeightedBase	2242	1862	173	135	71	264	370	105*	214	73*	251	120*	106*	58*	111*	190	1796	234
EffectiveBase	1614	1247	148	182	181	155	244	67	152	64	174	86	69	44	72	131	1282	170
Extremely Dissatisfied 1	16 1%	14 1%	-	1 1%	* *	3 1%	2 1%	1 1%	4 2%	-	-	-	-	1 1%	-	4 2%	14 1%	-
2	16 1%Kf	13 1%	2 1%	1 1%	* *	1 *	2 1%	-	3 1%	-	1 *	2 2%	-	-	-	3 2%	8 *	3 1%
3	26 1%BF	20 1%	2 1%	2 1%	2 3%	3 1%	8 2%	1 1%	2 1%	-	1 *	2 1%	-	-	1 1%	3 1%	25 1%	1 *
4	82 4%	67 4%	6 4%	5 4%	3 4%	14 5%	7 2%	4 4%	6 3%	1 1%	4 2%	6 5%	5 4%	3 6%	8 8%TX	10 5%	64 4%	9 4%
5	181 8%Kd	152 8%	10 6%	13 9%	7 9%	21 8%	28 8%	19 18%zSTV	16 7% c	5 7%	28 11%a	6 5%	7 7%	1 1%	8 7%	12 6%	151 8%	13 5%
6	275 12%FMER	227 12%R	31 18%zOQR	12 9%	5 7%	35 13%	36 10%	13 12%	21 10%	8 11%	31 12%	10 8%	19 18%	15 27%zSTVW XYc	15 14%	24 13%	210 12%	34 15%
7	461 21%e	377 20%	40 23%	31 23%	14 19%	59 22%	86 23%	22 21%	41 19%	15 21%	42 17%	30 25%	21 20%	8 14%	23 21%	29 15%	367 20%	41 18%
8	534 24%	447 24%	41 24%	30 22%	16 23%	61 23%	94 25%	18 17%	69 32%zUhb	19 26%	58 23%	27 23%	19 18%	16 27%	22 20%	44 23%	430 24%	61 26%
9	297 13%	245 13%	21 12%	23 17%	8 11%	30 11%	49 13%	16 15%	19 9%	12 17%	42 17%V	18 15%	14 13%	6 10%	11 10%	29 15%	240 13%	36 15%
Extremely Satisfied 10	354 16%AEId	300 16%	20 12%	19 14%	16 23%zOPQ	37 14%	58 16%	11 11%	33 15%	12 17%	45 18%	20 16%	21 20%	9 15%	22 20%	32 17%	287 16%	36 15%
Total mentions	2242 100%	1862 100%	173 100%	135 100%	71 100%	264 100%	370 100%	105 100%	214 100%	73 100%	251 100%	120 100%	106 100%	58 100%	111 100%	190 100%	1796 100%	234 100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 185

**B2Radio\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - BBC Radio**

Base = Users of each radio station in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	2242	1862	173	135	71	264	370	105*	214	73*	251	120*	106*	58*	111*	190	1796	234
EffectiveBase	1614	1247	148	182	181	155	244	67	152	64	174	86	69	44	72	131	1282	170
Mean	7.46AC	7.47	7.33	7.45	7.58	7.28	7.54	7.10	7.42	7.80U	7.67SU	7.54	7.59	7.40	7.44	7.38	7.47	7.58
1-3 (Net)	57 3%BK	47 3%	4 2%	4 3%	2 3%	7 3%	12 3%	2 2%	9 4%X	- -	2 1%	4 3%	- -	1 1%	1 1%	9 5%X	47 3%	4 2%
1-4 (Net)	139 6%BKX	115 6%	10 6%	9 7%	6 8%	21 8%X	19 5%	6 6%	15 7%X	1 1%	6 2%	10 8%X	5 4%	4 7%	10 9%X	19 10%WX	111 6%	13 5%
1-2 (Net)	32 1%	27 1%	2 1%	2 1%	1 1%	4 2%	5 1%	1 1%	7 3%	- *	1 2%	2 2%	- -	1 1%	- -	7 4%zX	22 1%	3 1%
4-7 (Net)	998 45%Fe	823 44%	87 50%	60 44%	28 40%	129 49%	156 42%	58 55%Vc	84 39%	30 41%	105 42%	52 43%	52 49%	27 47%	55 49%	75 40%	792 44%	97 41%
5-6 (Net)	456 20%	379 20%	41 24%	25 18%	12 16%	56 21%	64 17%	32 30%zTVY	37 17%	13 18%	58 23%	16 13%	26 25%	16 28%Y	23 21%	36 19%	361 20%	47 20%
8-10 (Net)	1186 53%C	992 53%	82 48%	71 53%	40 57%	128 48%	202 54%	46 43%	121 57%	43 59%	144 57%U	65 54%	54 51%	30 52%	55 50%	105 55%	957 53%	133 57%
7-10 (Net)	1647 73%C	1369 74%	122 71%	102 75%	54 76%	186 71%	287 78%U	68 64%	162 76%	59 80%U	187 74%	95 79%U	75 71%	38 65%	78 71%	134 71%	1324 74%	174 75%
9-10 (Net)	652 29%ACL	545 29%	41 24%	41 31%	24 34%P	67 25%	108 29%	27 26%	52 24%	24 33%	86 34%V	37 31%	35 33%	14 25%	33 30%	61 32%	527 29%	72 31%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 186

**B2Radio\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	403	205	198	62	99	192	50	172	227	183	102	62	56	329	63
WeightedBase	373	194	179	62*	76*	189	46*	140	229	162	94*	65*	51*	319	47*
EffectiveBase	290	152	137	51	75	135	34	120	168	128	75	48	39	240	45
Extremely Dissatisfied 1	1	-	1	-	-	1	-	-	1	-	-	1	-	1	-
	*	-	1%	-	-	1%	-	-	1%	-	-	2%	-	*	-
2	1	1	-	1	-	-	-	1	-	-	-	1	-	1	-
	*	*	-	1%	-	-	-	1%	-	-	-	1%	-	*	-
3	2	2	-	-	-	1	1	1	1	1	-	1	-	1	1
	*	1%	-	-	-	*	2%	1%	*	*	-	1%	-	*	2%
4	11	5	6	3	3	2	3	2	9	3	4	4	*	10	1
	3%	2%	3%	5%	3%	1%	6%	1%	4%	2%	4%	6%	1%	3%	1%
5	33	24	9	7	5	17	4	17	16	16	10	2	5	28	4
	9%B	12%B	5%	11%	7%	9%	9%	12%	7%	10%	11%	3%	10%	9%	9%
6	50	27	23	13	11	24	2	19	30	26	11	2	6	44	5
	13%	14%	13%	21%F	14%	13%	5%	14%	13%	16%	12%	9%	15%	14%	12%
7	75	45	31	10	15	42	8	29	45	23	23	16	13	67	8
	20%K	23%	17%	16%	20%	22%	18%	21%	20%	14%	25%	24%	25%	21%	17%
8	100	48	52	13	16	59	13	30	69	49	24	14	14	83	15
	27%	25%	29%	21%	21%	31%	28%	21%	30%	30%	26%	21%	27%	26%	32%
9	53	27	26	8	13	25	6	21	31	26	13	6	8	47	6
	14%	14%	14%	14%	17%	13%	12%	15%	14%	16%	14%	9%	15%	15%	12%
Extremely Satisfied 10	47	17	31	7	14	18	9	21	26	19	8	16	4	37	7
	13%Af	9%	17%zA	11%	18%	9%	19%	15%	12%	12%	9%	25%zKLN	8%	12%	15%
Total mentions	373	194	179	62	76	189	46	140	229	162	94	65	51	319	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.49A	7.27	7.72zA	7.18	7.71	7.46	7.63	7.49	7.49	7.55	7.34	7.58	7.43	7.46	7.63

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 186

**B2Radio\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	373	194	179	62*	76*	189	46*	140	229	162	94*	65*	51*	319	47*
EffectiveBase	290	152	137	51	75	135	34	120	168	128	75	48	39	240	45
1-3 (Net)	4 1%	2 1%	1 1%	1 1%	- -	2 1%	1 2%	2 1%	2 1%	1 *	- -	3 4%z	- -	3 1%	1 2%
1-4 (Net)	14 4%	7 4%	7 4%	4 6%	3 3%	4 2%	3 7%	3 2%	11 5%	4 2%	4 4%	7 10%zK	* 1%	13 4%	1 3%
1-2 (Net)	2 1%	1 *	1 1%	1 1%	- -	1 1%	- -	1 1%	1 1%	- -	- -	2 3%z	- -	2 1%	- -
4-7 (Net)	169 45%B	100 52%zB	69 39%	33 53%	33 44%	85 45%	18 39%	67 48%	100 44%	68 42%	49 52%	27 42%	26 50%	148 47%	18 39%
5-6 (Net)	83 22%M	51 26%	32 18%	20 32%	16 21%	41 22%	7 15%	36 26%	46 20%	41 26%M	22 23%	8 12%	13 25%	72 23%	9 20%
8-10 (Net)	200 54%A	91 47%	108 61%zA	28 46%	42 56%	102 54%	28 60%	72 51%	127 55%	94 58%	46 48%	35 54%	25 50%	167 53%	28 60%
7-10 (Net)	275 74%C	136 70%	139 78%	38 62%	57 76%	143 76%	36 78%	101 72%	172 75%	117 72%	69 73%	51 78%	38 75%	234 73%	36 77%
9-10 (Net)	100 27%	44 23%	56 31%	15 25%	27 35%	43 23%	15 32%	42 30%	58 25%	45 28%	21 23%	22 33%	12 23%	84 26%	13 28%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 186

**B2Radio\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	403	307	46	20	30	29	85	14	47	13	39	22	11	6	9	32	340	24
WeightedBase	373	313	37*	11**	11**	30**	77*	16**	46*	10**	43**	27**	14**	7**	11**	31**	310	24**
EffectiveBase	290	232	32	15	28	22	61	13	33	12	29	19	9	6	8	23	246	16
Extremely Dissatisfied 1	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	*	-
2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	*	-
3	2	2	-	-	-	-	-	-	1	-	-	-	-	-	-	1	2	-
	*	1%	-	-	-	-	-	-	2%	-	-	-	-	-	-	3%	1%	-
4	11	10	1	-	*	1	4	-	-	-	-	1	3	-	-	-	10	-
	3%	3%	2%	-	3%	4%	6%	-	-	-	5%	19%	-	-	-	-	3%	-
5	33	27	4	1	*	1	4	7	1	-	5	2	4	-	1	2	29	1
	9%B	9%	11%	12%	3%	3%	5%	42%	3%	-	12%	8%	29%	-	11%	5%	9%	3%
6	50	44	5	-	1	5	9	1	7	1	11	2	1	1	2	3	42	3
	13%	14%	14%	-	11%	17%	11%	8%	15%	8%	26%	9%	9%	19%	20%	9%	13%	14%
7	75	62	8	2	3	6	16	4	9	6	4	2	2	3	2	8	63	3
	20%K	20%	21%	17%	27%	20%	21%	23%	19%	57%	9%	9%	14%	50%	23%	26%	20%	13%
8	100	89	6	2	3	10	20	4	13	2	17	6	2	1	4	10	84	10
	27%	28%	17%	18%	31%	33%	26%	26%	27%	17%	39%	23%	17%	20%	34%	31%	27%	42%
9	53	40	10	1	2	2	9	-	6	1	6	10	-	1	1	4	47	4
	14%	13%	26%zO	9%	15%	6%	12%	-	14%	9%	14%	37%	-	12%	11%	14%	15%	16%
Extremely Satisfied 10	47	38	3	5	1	5	16	-	8	1	*	3	2	-	-	3	33	3
	13%Af	12%	9%	44%	10%	17%	21%z	-	18%	9%	1%	9%	13%	-	-	10%	11%	11%
Total mentions	373	313	37	11	11	30	77	16	46	10	43	27	14	7	11	31	310	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.49A	7.44	7.51	8.44	7.67	7.60	7.74	6.33	7.65	7.52	7.19	7.84	6.32	7.24	7.13	7.46	7.42	7.88

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 186

**B2Radio\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Absolute Radio**

Base = Users of each radio station in the past 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>373</b>	313	37*	11**	11**	30**	77*	16**	46*	10**	43**	27**	14**	7**	11**	31**	310	24**
EffectiveBase	<b>290</b>	232	32	15	28	22	61	13	33	12	29	19	9	6	8	23	246	16
1-3 (Net)	<b>4</b>	4	-	-	-	-	-	-	2	-	-	-	-	-	-	2	4	-
	<b>1%</b>	1%	-	-	-	-	-	-	4%	-	-	-	-	-	-	5%	1%	-
1-4 (Net)	<b>14</b>	13	1	-	*	1	4	-	2	-	-	1	3	-	-	2	13	-
	<b>4%</b>	4%	2%	-	3%	4%	6%	-	4%	-	-	5%	19%	-	-	5%	4%	-
1-2 (Net)	<b>2</b>	2	-	-	-	-	-	-	1	-	-	-	-	-	-	1	2	-
	<b>1%</b>	1%	-	-	-	-	-	-	3%	-	-	-	-	-	-	3%	1%	-
4-7 (Net)	<b>169</b>	143	18	3	5	13	32	12	17	6	20	8	10	5	6	13	143	7
	<b>45%B</b>	46%	48%	29%	44%	45%	42%	74%	37%	66%	47%	31%	70%	69%	55%	40%	46%	31%
5-6 (Net)	<b>83</b>	71	9	1	2	6	12	8	8	1	16	5	6	1	3	4	71	4
	<b>22%M</b>	23%	25%	12%	14%	20%	16%	50%	18%	8%	38%	17%	38%	19%	32%	14%	23%	17%
8-10 (Net)	<b>200</b>	167	19	8	6	17	45	4	27	3	23	19	4	2	5	17	164	16
	<b>54%A</b>	53%	52%	71%	56%	55%	58%	26%	59%	34%	53%	69%	30%	31%	45%	55%	53%	69%
7-10 (Net)	<b>275</b>	229	27	10	9	23	61	8	36	9	27	21	6	5	7	26	227	19
	<b>74%C</b>	73%	73%	88%	83%	76%	79%	50%	78%	92%	62%	78%	43%	81%	68%	81%	73%	83%
9-10 (Net)	<b>100</b>	78	13	6	3	7	25	-	14	2	6	13	2	1	1	7	80	6
	<b>27%</b>	25%	35%	53%	26%	23%	32%	-	31%	18%	14%	46%	13%	12%	11%	24%	26%	27%

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 187

**B2Radio\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Classic FM**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	551	296	254	77	108	170	196	187	358	224	149	87	91	346	197
WeightedBase	505	270	234	71*	94*	155	185	159	340	198	137	90*	80*	327	174
EffectiveBase	394	208	184	59	71	122	141	126	263	152	110	67	66	249	141
Extremely Dissatisfied 1	3	3	-	3	-	-	-	-	3	1	-	1	-	3	-
2	4	4	*	1	1	3	-	1	3	1	3	-	*	4	*
3	5	2	2	-	1	1	2	2	2	2	1	1	-	4	1
4	17	6	11	4	3	2	9	6	11	8	5	3	1	13	5
5	36	19	17	10	9	5	13	8	27	9	12	10	6	19	17
6	57	35	22	6	10	28	12	22	35	24	13	11	10	43	13
7	106	68	37	17	21	32	35	27	75	41	35	16	14	76	29
8	131	67	64	10	23	42	56	42	88	57	27	17	30	78	51
9	85	38	46	13	13	25	33	30	53	35	26	13	11	56	28
Extremely Satisfied 10	62	28	34	7	12	17	25	19	43	20	15	18	9	33	30
Total mentions	505	270	234	71	94	155	185	159	340	198	137	90	80	327	174
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 187

**B2Radio\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Classic FM**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	505	270	234	71*	94*	155	185	159	340	198	137	90*	80*	327	174
EffectiveBase	394	208	184	59	71	122	141	126	263	152	110	67	66	249	141
Mean	7.50Cd	7.33	7.69zA	7.03	7.47	7.51	7.68C	7.56	7.47	7.51	7.36	7.53	7.65	7.36	7.75zd
1-3 (Net)	12 2%	9 3%	3 1%	3 5%	2 2%	4 3%	2 1%	4 2%	8 2%	5 2%	5 3%	2 2%	*	11 3%	1 1%
1-4 (Net)	29 6%	15 6%	14 6%	7 10%	4 5%	6 4%	11 6%	10 6%	19 6%	12 6%	10 7%	5 6%	2 2%	23 7%	6 3%
1-2 (Net)	7 1%B	7 2%B	* *	3 5%zF	1 1%	3 2%	- -	1 1%	6 2%	2 1%	3 2%	1 1%	*	7 2%	* *
4-7 (Net)	216 43%BX	128 48%zB	86 37%	37 52%	43 46%	67 43%	69 37%	63 40%	148 44%	81 41%	65 47%	40 44%	30 38%	150 46%	64 37%
5-6 (Net)	93 18%	54 20%	39 17%	16 22%	19 20%	33 21%	25 14%	30 19%	62 18%	32 16%	25 18%	21 23%	15 19%	62 19%	30 17%
8-10 (Net)	278 55%Adc	133 49%	145 62%zA	31 44%	49 52%	84 54%	114 62%zC	92 58%	184 54%	112 57%	68 49%	49 54%	49 62%	166 51%	109 63%zd
7-10 (Net)	383 76%	201 74%	182 78%	48 67%	70 75%	116 75%	149 80%C	119 75%	259 76%	153 77%	103 75%	65 71%	63 79%	242 74%	138 79%
9-10 (Net)	147 29%Ac	66 25%	81 35%zA	21 29%	26 28%	42 27%	59 32%	49 31%	96 28%	55 28%	41 30%	32 35%	20 25%	88 27%	58 33%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 187

**B2Radio\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Classic FM**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	551	410	55	50	36	48	111	14	48	16	49	22	19	10	22	51	438	58
WeightedBase	505	426	40*	26*	13*	58*	108*	15**	47*	13**	53*	26**	22**	11**	26**	47*	408	42*
EffectiveBase	394	310	39	39	34	38	80	10	37	13	36	18	14	9	19	40	312	44
Extremely Dissatisfied 1	3	3	-	-	-	-	1	-	-	-	1	-	-	-	-	-	3	-
	1%	1%	-	-	-	-	1%	-	-	-	2%	-	-	-	-	-	1%	-
2	4	4	*	-	-	-	3	-	1	-	-	-	-	-	-	*	4	-
	1%	1%	1%	-	-	-	3%	-	2%	-	-	-	-	-	-	1%	1%	-
3	5	2	-	2	-	-	2	-	-	1	-	-	-	-	-	-	2	1
	1%	1%	-	8%zO	-	-	2%	-	-	6%	-	-	-	-	-	-	1%	2%
4	17	15	2	-	*	4	2	-	6	-	-	-	-	3	-	1	15	-
	3%	4%	5%	-	2%	6%	1%	-	13%zTX	-	-	-	-	28%	-	2%	4%	-
5	36	29	4	2	1	2	6	1	4	*	4	*	-	2	3	5	29	1
	7%E	7%	10%	8%	10%	3%	6%	9%	9%	3%	8%	2%	-	22%	10%	11%	7%	3%
6	57	51	4	1	1	6	11	4	5	-	5	2	4	1	5	7	48	6
	11%F	12%	11%	4%	6%	11%	10%	26%	11%	-	10%	7%	18%	10%	18%	15%	12%	15%
7	106	89	7	8	2	17	28	4	8	*	3	6	2	2	4	15	88	7
	21%BX	21%	17%	31%	14%	29%X	26%X	23%	18%	2%	6%	21%	9%	16%	16%	32%X	22%	17%
8	131	107	13	7	4	10	19	5	10	8	14	9	11	-	9	13	94	17
	26%cf	25%	32%	28%	29%	17%	18%	32%	21%	56%	27%	33%	52%	-	33%	27%	23%	39%zf
9	85	75	6	3	2	7	22	2	8	2	13	8	1	3	6	2	71	4
	17%c	18%	14%	10%	14%	12%	21%c	10%	17%	17%	25%c	31%	6%	24%	22%	5%	17%	10%
Extremely Satisfied 10	62	52	4	3	3	12	14	-	4	2	11	1	3	-	*	3	53	6
	12%	12%	10%	12%	24%zO	21%	13%	-	10%	16%	20%	5%	15%	-	2%	7%	13%	15%
Total mentions	505	426	40	26	13	58	108	15	47	13	53	26	22	11	26	47	408	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 187

**B2Radio\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Classic FM**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	505	426	40*	26*	13*	58*	108*	15**	47*	13**	53*	26**	22**	11**	26**	47*	408	42*
EffectiveBase	394	310	39	39	34	38	80	10	37	13	36	18	14	9	19	40	312	44
Mean	7.50Cd	7.50	7.43	7.34	7.96	7.68	7.45	7.09	7.08	8.05	7.98Vc	8.01	7.92	6.10	7.43	7.11	7.49	7.75
1-3 (Net)	12 2%	9 2%	* 1%	2 8%zO	- -	- -	6 6%	- -	1 2%	1 6%	1 2%	- -	- -	- -	- -	* 1%	9 2%	1 2%
1-4 (Net)	29 6%	24 6%	2 5%	2 8%	* 2%	4 6%	8 7%	- -	7 15%z	1 6%	1 2%	- -	- -	3 28%	- -	1 2%	24 6%	1 2%
1-2 (Net)	7 1%B	7 2%	* 1%	- -	- -	- -	4 4%	- -	1 2%	- -	1 2%	- -	- -	- -	- -	* 1%	7 2%	- -
4-7 (Net)	216 43%BX	184 43%	17 42%	11 43%	4 33%	29 50%X	47 43%	9 58%	24 51%X	1 5%	13 25%	8 30%	6 27%	8 76%	11 44%	28 60%zX	180 44%	15 35%
5-6 (Net)	93 18%	80 19%	8 21%	3 11%	2 17%	8 14%	17 16%	5 35%	9 20%	* 3%	10 18%	2 9%	4 18%	3 32%	7 28%	12 26%	77 19%	7 18%
8-10 (Net)	278 55%Adc	233 55%	23 57%	13 50%	9 67%	29 50%	55 51%	6 42%	22 48%	12 88%	38 73%zTVc	18 70%	16 73%	3 24%	15 56%	18 39%	218 54%	27 63%
7-10 (Net)	383 76%	322 76%	29 74%	21 81%	11 81%	46 80%	83 77%	10 65%	31 65%	12 91%	42 79%	24 91%	18 82%	4 40%	19 72%	33 71%	307 75%	34 81%
9-10 (Net)	147 29%Ac	127 30%	10 25%	6 22%	5 38%	19 33%c	36 34%c	2 10%	12 27%	4 33%	24 46%zc	10 37%	5 21%	3 24%	6 23%	5 12%	124 30%	10 24%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 188

**B2Radio\_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Heart**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	806	323	482	146	187	317	156	328	467	236	223	165	182	588	197
WeightedBase	807	333	473	135	178	328	166	305	488	223	219	191	174	638	155
EffectiveBase	560	230	330	110	133	217	105	221	334	159	160	119	124	414	146
Extremely Dissatisfied 1	1	1	-	-	-	1	-	-	1	1	-	-	-	1	-
2	5	*	5	*	1	*	3	1	3	-	-	1	4	3	*
	1%	*	1%	*	1%	*	2%	*	1%	-	-	*	2%z	*	*
3	10	3	7	3	2	3	2	3	7	2	3	3	2	6	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%
4	25	13	12	4	3	11	7	6	20	10	10	4	2	18	8
	3%	4%	3%	3%	2%	3%	4%	2%	4%	5%	5%	2%	1%	3%	5%
5	62	34	28	10	14	21	18	16	44	17	14	20	11	48	13
	8%	10%	6%	7%	8%	7%	11%	5%	9%	8%	6%	10%	6%	8%	8%
6	107	49	59	15	33	43	17	41	66	22	40	33	12	86	20
	13%N	15%	12%	11%	18%	13%	10%	13%	14%	10%	18%zKN	17%N	7%	13%	13%
7	197	88	109	28	44	87	39	81	116	54	44	44	55	157	38
	24%XYf	26%	23%	21%	25%	26%	23%	26%	24%	24%	20%	23%	32%zL	25%	25%
8	191	76	115	31	35	93	32	72	111	67	60	30	34	160	26
	24%Me	23%	24%	23%	20%	28%z	20%	24%	23%	30%zM	27%M	16%	20%	25%e	17%
9	75	24	50	12	18	26	19	35	37	21	21	16	17	57	16
	9%	7%	11%	9%	10%	8%	12%	11%	8%	10%	10%	8%	10%	9%	10%
Extremely Satisfied 10	132	45	87	34	28	41	29	51	81	28	26	41	37	102	30
	16%E	14%	18%	25%zE	16%	13%	18%	17%	17%	13%	12%	22%KL	21%KL	16%	19%
Total mentions	807	333	473	135	178	328	166	305	488	223	219	191	174	638	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.44A	7.25	7.58zA	7.73	7.39	7.38	7.38	7.60	7.34	7.40	7.32	7.45	7.64	7.47	7.40

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 188

**B2Radio\_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Heart**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	807	333	473	135	178	328	166	305	488	223	219	191	174	638	155
EffectiveBase	560	230	330	110	133	217	105	221	334	159	160	119	124	414	146
1-3 (Net)	16 2%	5 1%	12 2%	3 2%	4 2%	5 2%	5 3%	5 2%	11 2%	3 2%	3 1%	3 2%	6 4%	10 2%	5 3%
1-4 (Net)	42 5%	18 5%	24 5%	7 5%	7 4%	16 5%	12 7%	10 3%	31 6%	14 6%	13 6%	7 4%	8 5%	28 4%	12 8%
1-2 (Net)	6 1%	2 *	5 1%	* *	1 1%	2 1%	3 2%	1 *	5 1%	1 1%	- -	1 *	4 2%z	4 1%	* *
4-7 (Net)	392 49%BQ	183 55%zB	209 44%	56 41%	94 53%	163 50%	80 48%	143 47%	246 51%	103 46%	109 50%	101 53%	79 46%	309 48%	78 50%
5-6 (Net)	170 21%N	83 25%	87 18%	24 18%	46 26%	65 20%	34 21%	57 19%	111 23%	39 17%	55 25%N	53 28%zKN	23 13%	134 21%	32 21%
8-10 (Net)	398 49%ASg	145 44%	252 53%zA	76 57%	81 45%	160 49%	81 49%	157 52%	230 47%	116 52%	107 49%	87 45%	88 51%	319 50%	73 47%
7-10 (Net)	596 74%	233 70%	362 77%	104 77%	125 70%	247 75%	119 72%	238 78%	346 71%	170 76%	152 69%	131 68%	143 82%zLM	476 75%	111 71%
9-10 (Net)	207 26%AEg	69 21%	137 29%zA	45 34%zE	46 26%	67 21%	49 29%	86 28%	119 24%	49 22%	47 22%	57 30%	54 31%	159 25%	46 30%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 188

**B2Radio\_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Heart**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	806	629	56	89	32	99	125	21	79	25	78	55	45	22	41	39	643	78
WeightedBase	807	700	45*	51*	11*	138*	115*	21**	84*	24**	87*	56*	56*	24**	58*	37**	636	91*
EffectiveBase	560	456	41	72	30	73	88	13	55	19	59	47	33	18	34	27	447	55
Extremely Dissatisfied 1	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	*	-
2	5	5	-	-	-	1	*	-	-	-	-	-	-	*	3	-	4	*
	1%	1%	-	-	-	1%	*	-	-	-	-	-	-	1%	5%z	-	1%	*
3	10	10	-	-	-	2	2	-	1	-	1	1	-	2	1	1	8	1
	1%	1%	-	-	-	1%	1%	-	1%	-	1%	2%	-	-	4%	2%	1%	1%
4	25	23	1	2	-	6	6	-	-	*	2	2	1	1	2	1	22	1
	3%	3%	2%	4%	-	4%	6%	-	-	1%	3%	4%	2%	5%	4%	2%	4%	1%
5	62	56	2	4	*	5	6	1	11	-	11	8	2	1	7	4	55	5
	8%	8%	4%	8%	3%	4%	5%	4%	13%	-	13%	15%S	4%	3%	12%	11%	9%	5%
6	107	93	7	5	2	25	12	1	10	1	11	10	5	6	9	3	84	15
	13%N	13%	16%	10%	22%	18%	11%	4%	12%	3%	13%	17%	9%	25%	15%	9%	13%	17%
7	197	176	11	8	2	49	32	8	16	12	12	7	16	6	11	7	139	37
	24%XYf	25%	23%	15%	23%	36%zVXY	28%XY	36%	19%	49%	13%	12%	28%	25%	20%	19%	22%	41%zf
8	191	158	15	14	4	23	32	6	17	6	26	11	17	5	6	11	147	19
	24%Me	23%	32%	28%	35%	16%	28%b	27%	20%	23%	30%b	20%	29%	20%	10%	29%	23%	21%
9	75	63	5	7	*	10	11	3	10	6	4	6	5	-	7	1	63	5
	9%	9%	12%	13%	3%	7%	10%	16%	12%	23%	4%	10%	10%	-	12%	2%	10%	6%
Extremely Satisfied 10	132	115	5	11	2	16	12	1	19	*	20	11	10	5	11	9	112	7
	16%E	16%	10%	22%	15%	12%	11%	7%	22%	2%	23%	20%	18%	20%	19%	25%	18%	8%
Total mentions	807	700	45	51	11	138	115	21	84	24	87	56	56	24	58	37	636	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.44A	7.40	7.57	7.84z	7.59	7.16	7.35	7.33	7.69	7.68	7.55	7.31	7.77	7.28	6.99	7.64	7.45	7.17

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 188

**B2Radio\_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Heart**

Base = Users of each radio station in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	807	700	45*	51*	11*	138*	115*	21**	84*	24**	87*	56*	56*	24**	58*	37**	636	91*
EffectiveBase	560	456	41	72	30	73	88	13	55	19	59	47	33	18	34	27	447	55
1-3 (Net)	16 2%	16 2%	-	-	-	3 2%	2 2%	1 6%	1 1%	-	1 2%	1 2%	-	*	5 9%z	1 2%	13 2%	2 2%
1-4 (Net)	42 5%	39 6%	1 2%	2 4%	-	9 7%	8 7%	1 6%	1 1%	*	4 4%	4 6%	1 2%	2 6%	7 13%zV	1 4%	36 6%	3 3%
1-2 (Net)	6 1%	6 1%	-	-	-	1 1%	* *	1 6%	-	-	-	-	-	*	3 5%z	-	5 1%	* *
4-7 (Net)	392 49%BQ	348 50%Q	21 45%	19 37%	5 47%	86 63%zVX	57 50%	9 44%	37 44%	13 52%	36 42%	27 48%	25 44%	14 58%	29 50%	15 41%	301 47%	58 64%zf
5-6 (Net)	170 21%N	149 21%	9 20%	9 18%	3 25%	31 22%	18 16%	2 8%	20 24%	1 3%	22 25%	18 32%T	7 13%	7 28%	16 27%	7 20%	139 22%	20 22%
8-10 (Net)	398 49%ASg	336 48%	25 55%	32 63%zO	6 53%	48 35%	56 49%	11 50%	46 55%S	12 48%	50 57%S	28 49%	32 56%S	10 40%	24 41%	21 57%	322 51%g	31 35%
7-10 (Net)	596 74%	512 73%	35 78%	40 78%	8 75%	98 71%	88 77%	18 86%	62 74%	23 96%	61 70%	35 62%	48 85%Yb	16 65%	35 60%	28 76%	461 72%	68 75%
9-10 (Net)	207 26%AEg	177 25%	10 22%	18 35%	2 18%	26 19%	24 21%	5 23%	29 35%S	6 25%	23 27%	17 30%	15 27%	5 20%	18 31%	10 27%	175 27%g	12 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 189

**B2Radio\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Capital**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	619	274	344	171	169	209	70	276	339	209	169	116	125	457	141
WeightedBase	568	260	307	155	159	192	61*	233	330	182	156	126*	104*	449	105
EffectiveBase	436	197	238	128	121	143	46	191	245	142	124	82	92	326	102
Extremely Dissatisfied 1	1 *	1 *	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 1%	- -	- -	1 *	- -
2	2 *	2 1%	1 *	1 1%	* *	- -	1 1%	* *	2 1%	2 1%	1 *	- -	- -	2 *	1 1%
3	10 2%	4 2%	6 2%	2 1%	3 2%	6 3%	- -	1 1%	8 3%	5 3%	2 2%	1 1%	2 2%	8 2%	2 2%
4	21 4%BDI	16 6%zB	5 2%	8 5%	1 1%	8 4%	3 5%	3 1%	18 5%zI	9 5%	7 5%	4 3%	1 1%	14 3%	7 6%
5	43 8%	22 8%	21 7%	16 10%	7 4%	14 7%	7 11%	15 7%	27 8%	10 5%	14 9%	7 6%	12 11%	28 6%	11 10%
6	69 12%	31 12%	38 13%	19 12%	20 13%	25 13%	6 10%	34 14%	36 11%	23 13%	16 11%	6 13%	14 13%	53 12%	15 14%
7	141 25%	73 28%	68 22%	39 25%	41 25%	48 25%	13 22%	58 25%	80 24%	41 22%	39 25%	41 33%N	20 19%	118 26%	22 21%
8	134 24%	57 22%	76 25%	29 18%	35 22%	50 26%	20 33%C	60 26%	73 22%	48 26%	37 24%	24 19%	24 24%	112 25%	19 18%
9	64 11%A	21 8%	43 14%	21 13%	17 11%	23 12%	3 4%	32 14%	32 10%	24 13%	17 11%	13 10%	10 9%	50 11%	13 12%
Extremely Satisfied 10	82 14%E	34 13%	49 16%	21 14%	35 22%zE	18 9%	8 14%	30 13%	52 16%	22 12%	21 13%	19 15%	21 20%	64 14%	16 16%
Total mentions	568 100%	260 100%	307 100%	155 100%	159 100%	192 100%	61 100%	233 100%	330 100%	182 100%	156 100%	126 100%	104 100%	449 100%	105 100%
Mean	7.41A	7.18	7.61zA	7.26	7.78zCE	7.27	7.29	7.57	7.31	7.35	7.31	7.48	7.59	7.46	7.27

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 189

**B2Radio\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Capital**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	568	260	307	155	159	192	61*	233	330	182	156	126*	104*	449	105
EffectiveBase	436	197	238	128	121	143	46	191	245	142	124	82	92	326	102
1-3 (Net)	13 2%l	7 3%	6 2%	4 2%	3 2%	6 3%	1 1%	2 1%	11 3%	7 4%	4 3%	1 1%	2 2%	11 2%	2 2%
1-4 (Net)	34 6%Bl	23 9%zB	11 4%	11 7%	4 3%	14 7%	4 7%	5 2%	29 9%zl	15 8%	11 7%	5 4%	2 2%	25 5%	9 9%
1-2 (Net)	3 1%	3 1%	1 *	2 1%	* *	- -	1 1%	* *	3 1%	2 1%	2 1%	- -	- -	3 1%	1 1%
4-7 (Net)	274 48%B	142 55%zB	132 43%	81 52%	69 43%	95 49%	29 48%	110 47%	161 49%	82 45%	77 49%	69 55%	47 45%	213 47%	54 52%
5-6 (Net)	112 20%	53 20%	59 19%	35 22%	27 17%	38 20%	12 20%	49 21%	63 19%	32 18%	31 20%	23 19%	26 25%	81 18%	26 24%
8-10 (Net)	280 49%A	111 43%	168 55%zA	70 45%	87 55%	92 48%	31 51%	121 52%	158 48%	93 51%	75 48%	56 45%	55 53%	226 50%	48 46%
7-10 (Net)	422 74%	184 71%	236 77%	109 70%	128 80%	140 73%	44 73%	179 77%	238 72%	134 74%	114 73%	98 77%	76 73%	343 76%	71 67%
9-10 (Net)	146 26%A	55 21%	92 30%zA	42 27%	52 33%zE	41 22%	11 18%	61 26%	85 26%	46 25%	38 24%	32 25%	31 30%	113 25%	30 28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 189

**B2Radio\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Capital**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	619	495	55	44	25	29	145	34	67	37	60	31	16	3	13	60	516	26
WeightedBase	568	493	44*	22*	9**	34**	147**	29**	61*	39**	56*	34**	17**	4**	15**	57*	468	28**
EffectiveBase	436	360	41	40	24	19	99	24	48	28	48	26	13	2	12	46	364	18
Extremely Dissatisfied 1	1*	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	2%zO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	2*	2	-	1	-	-	2	-	-	-	-	-	-	-	-	-	2	-
	*	*	-	3%zO	-	-	1%	-	-	-	-	-	-	-	-	-	*	-
3	10	9	-	*	-	-	4	-	1	-	-	2	-	1	1	1	8	-
	2%	2%	-	2%	-	-	3%	-	2%	-	-	14%	-	5%	1%	2%	-	-
4	21	15	5	*	-	2	8	1	1	1	-	1	-	-	1	18	-	
	4%BDI	3%	11%zO	2%	-	6%	5%	5%	1%	3%	-	3%	-	-	2%	4%	-	
5	43	37	5	1	*	3	9	4	5	3	5	4	*	-	4	36	3	
	8%	8%	10%	3%	4%	9%	6%	13%	9%	8%	8%	12%	2%	-	7%	8%	11%	
6	69	64	3	1	2	1	22	4	9	2	9	6	3	-	1	6	59	2
	12%	13%	6%	7%	18%	4%	15%	13%	14%	4%	17%	18%	21%	-	8%	11%	13%	9%
7	141	123	9	7	2	10	37	10	12	9	14	8	3	-	7	12	118	9
	25%	25%	21%	34%	24%	29%	25%	35%	20%	23%	25%	24%	20%	-	48%	21%	25%	32%
8	134	121	9	3	2	11	32	5	17	10	11	9	5	1	4	15	108	4
	24%	24%	19%	15%	20%	32%	22%	18%	28%	27%	19%	28%	31%	23%	26%	26%	23%	15%
9	64	54	5	3	1	1	17	3	8	10	6	4	1	-	1	3	55	3
	11%A	11%	12%	15%	17%	3%	11%	11%	14%	25%	11%	11%	5%	-	8%	5%	12%	11%
Extremely Satisfied 10	82	69	8	4	2	6	17	2	8	4	11	1	1	3	1	15	64	6
	14%E	14%	18%	19%	18%	17%	11%	5%	12%	10%	20%	4%	7%	77%	5%	27%zT	14%	22%
Total mentions	568	493	44	22	9	34	147	29	61	39	56	34	17	4	15	57	468	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.41A	7.41	7.23	7.63	7.81	7.52	7.20	7.02	7.49	7.78	7.67	7.09	6.82	9.53	7.28	7.81	7.40	7.74

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 189

**B2Radio\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Capital**

Base = Users of each radio station in the past 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>568</b>	493	44*	22*	9**	34**	147*	29**	61*	39**	56*	34**	17**	4**	15**	57*	468	28**
EffectiveBase	<b>436</b>	360	41	40	24	19	99	24	48	28	48	26	13	2	12	46	364	18
1-3 (Net)	<b>13</b>	11	1	1	-	-	6	-	1	-	-	-	2	-	1	1	10	-
	<b>2%</b>	2%	2%	5%	-	-	4%	-	2%	-	-	-	14%	-	5%	1%	2%	-
1-4 (Net)	<b>34</b>	26	6	1	-	2	14	1	2	1	-	1	2	-	1	2	28	-
	<b>6%BI</b>	5%	<b>14%zO</b>	7%	-	6%	<b>9%IX</b>	5%	4%	3%	-	3%	14%	-	5%	3%	6%	-
1-2 (Net)	<b>3</b>	2	1	1	-	-	2	-	-	-	-	-	-	-	-	-	2	-
	<b>1%</b>	*	2%	<b>3%zO</b>	-	-	1%	-	-	-	-	-	-	-	-	-	*	-
4-7 (Net)	<b>274</b>	239	21	10	4	16	76	19	27	15	28	19	7	-	9	23	231	14
	<b>48%B</b>	48%	48%	45%	46%	48%	51%	66%	43%	38%	50%	57%	43%	-	56%	41%	49%	52%
5-6 (Net)	<b>112</b>	101	7	2	2	4	31	8	14	5	14	10	4	-	1	10	94	5
	<b>20%</b>	20%	16%	10%	22%	13%	21%	27%	22%	12%	25%	30%	23%	-	8%	18%	20%	19%
8-10 (Net)	<b>280</b>	243	22	11	5	18	66	10	33	24	28	15	7	4	6	33	227	13
	<b>49%A</b>	49%	49%	50%	54%	52%	45%	34%	54%	62%	50%	43%	43%	100%	39%	58%	49%	48%
7-10 (Net)	<b>422</b>	366	31	18	7	27	103	20	45	33	42	23	11	4	13	45	346	22
	<b>74%</b>	74%	70%	84%	78%	82%	70%	69%	74%	85%	75%	67%	63%	100%	87%	79%	74%	81%
9-10 (Net)	<b>146</b>	123	13	8	3	7	34	5	16	14	17	5	2	3	2	18	120	9
	<b>26%A</b>	25%	30%	35%	34%	21%	23%	16%	26%	35%	31%	15%	12%	77%	13%	32%	26%	33%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 190

**B2Radio\_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Smooth**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	416	189	226	47	73	142	154	127	283	135	96	85	100	264	137
WeightedBase	411	185	225	43*	67*	138*	163	114*	290	120*	93*	93*	105*	271	125
EffectiveBase	298	141	157	36	50	98	115	82	212	94	71	65	70	185	105
Extremely Dissatisfied 1	1	1	-	-	1	-	-	-	1	-	-	-	1	-	1
	*	1%	-	-	2%	-	-	-	*	-	-	-	1%	-	1%
2	2	-	2	-	-	2	-	-	2	2	-	-	-	2	-
	1%	-	1%	-	-	2%	-	-	1%	2%	-	-	-	1%	-
3	6	4	2	1	1	3	1	1	5	4	-	2	-	3	3
	1%	2%	1%	2%	2%	2%	1%	1%	2%	3%	-	3%	-	1%	2%
4	7	3	4	1	*	5	1	3	4	1	2	*	4	6	1
	2%	2%	2%	2%	1%	4%	1%	2%	1%	1%	2%	*	4%	2%	1%
5	33	19	15	3	2	13	15	9	24	8	9	9	7	25	8
	8%T	10%	7%	8%	3%	10%	9%	8%	8%	6%	10%	10%	7%	9%	6%
6	47	15	32	9	11	16	12	16	30	20	11	4	11	31	10
	11%M	8%	14%	20%F	16%	11%	7%	14%	10%	17%zM	12%	5%	11%	12%	8%
7	94	45	49	6	19	32	37	22	72	22	29	23	20	61	31
	23%	25%	22%	14%	29%	23%	23%	20%	25%	19%	31%	25%	19%	23%	25%
8	109	54	54	10	12	40	46	29	77	31	25	29	24	75	30
	26%	29%	24%	24%	19%	29%	28%	25%	27%	26%	27%	31%	23%	28%	24%
9	60	25	35	6	11	14	29	20	38	21	9	9	21	34	26
	15%O	14%	15%	13%	17%	10%	18%	18%	13%	18%	9%	10%	20%	12%	21%z
Extremely Satisfied 10	51	18	33	8	8	13	22	14	37	11	9	15	17	32	15
	13%	10%	15%	18%	13%	10%	13%	12%	13%	9%	9%	16%	16%	12%	12%
Total mentions	411	185	225	43	67	138	163	114	290	120	93	93	105	271	125
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.50E	7.41	7.58	7.57	7.49	7.20	7.74zE	7.56	7.47	7.34	7.36	7.64	7.69	7.42	7.66
1-3 (Net)	9	5	5	1	2	5	1	1	8	6	-	2	1	5	4
	2%	3%	2%	2%	4%	4%	1%	1%	3%	5%	-	3%	1%	2%	3%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 190

**B2Radio\_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Smooth**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	411	185	225	43*	67*	138*	163	114*	290	120*	93*	93*	105*	271	125
EffectiveBase	298	141	157	36	50	98	115	82	212	94	71	65	70	185	105
1-4 (Net)	16 4%F	8 4%	8 4%	1 3%	3 4%	10 7%F	2 1%	4 4%	12 4%	7 6%	2 2%	3 3%	5 5%	12 4%	5 4%
1-2 (Net)	3 1%	1 1%	2 1%	-	1 2%	2 2%	-	-	3 1%	2 2%	-	-	1 1%	2 1%	1 1%
4-7 (Net)	181 44%	82 45%	99 44%	18 43%	32 48%	66 48%	65 40%	50 44%	130 45%	51 43%	51 55%z	37 40%	42 40%	124 46%	50 40%
5-6 (Net)	80 20%	34 18%	47 21%	12 28%	12 19%	29 21%	27 16%	25 22%	54 19%	28 23%	20 21%	14 15%	18 18%	56 21%	18 15%
8-10 (Net)	220 54%	98 53%	121 54%	24 55%	32 48%	67 49%	97 59%	63 55%	152 52%	62 52%	42 45%	53 57%	61 59%	141 52%	72 57%
7-10 (Net)	314 77%X	143 77%	170 76%	30 69%	52 77%	99 72%	134 82%	85 75%	224 77%	85 71%	72 77%	76 82%	81 78%	202 75%	102 82%
9-10 (Net)	111 27%E	44 24%	68 30%	13 31%	20 29%	27 20%	51 31%	34 30%	75 26%	32 26%	17 19%	24 26%	38 36%L	66 24%	41 33%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 190

**B2Radio\_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Smooth**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	416	324	60	19	13	22	56	15	39	37	97	12	17	2	6	21	351	28
WeightedBase	411	341	53*	12**	5**	27**	49*	22**	41**	39*	104*	10**	22**	2**	7**	17**	341	30**
EffectiveBase	298	238	43	15	12	17	41	11	30	30	72	11	12	2	5	15	252	20
Extremely Dissatisfied 1	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	*	-
2	2	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-
	1%	1%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	1%	-
3	6	4	2	*	-	-	1	-	1	-	1	-	-	1	-	-	4	-
	1%	1%	3%	3%	-	-	2%	-	2%	-	1%	-	-	61%	-	-	1%	-
4	7	5	2	-	-	1	2	-	-	-	1	-	-	-	-	1	7	-
	2%	1%	5%	-	-	4%	4%	-	-	-	1%	-	-	-	-	4%	2%	-
5	33	29	4	-	-	1	*	3	6	1	16	1	-	-	-	1	27	4
	8%T	9%	8%	-	-	4%	1%	12%	14%	4%	15%zT	6%	-	-	-	9%	8%	12%
6	47	43	2	1	*	1	7	7	4	3	14	1	3	-	2	1	36	4
	11%M	13%	3%	12%	6%	5%	14%	32%	9%	8%	14%	9%	12%	-	30%	7%	11%	13%
7	94	81	10	2	1	12	12	6	8	7	18	2	5	-	2	10	74	6
	23%	24%	20%	19%	13%	42%	23%	26%	20%	19%	17%	24%	23%	-	21%	57%	22%	19%
8	109	89	13	4	2	6	17	7	7	12	24	5	7	1	2	1	91	10
	26%	26%	25%	36%	45%	22%	34%	31%	18%	31%	23%	46%	34%	39%	30%	7%	27%	32%
9	60	42	14	3	1	3	5	-	9	6	13	1	2	-	1	1	51	6
	15%O	12%	26%zO	24%	30%	11%	9%	-	22%	16%	12%	15%	11%	-	19%	7%	15%	19%
Extremely Satisfied 10	51	45	5	1	*	1	7	-	7	8	16	-	4	-	-	2	48	1
	13%	13%	10%	6%	6%	4%	14%	-	16%	21%	15%	-	19%	-	-	10%	14%	4%
Total mentions	411	341	53	12	5	27	49	22	41	39	104	10	22	2	7	17	341	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.50E	7.47	7.60	7.81	8.17	6.95	7.63	6.75	7.66	8.13zX	7.34	7.54	8.02	4.95	7.39	7.13	7.56	7.45
1-3 (Net)	9	7	2	*	-	2	1	-	1	-	2	-	-	1	-	-	8	-
	2%	2%	3%	3%	-	8%	2%	-	2%	-	2%	-	-	61%	-	-	2%	-

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 190

**B2Radio\_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Smooth**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	411	341	53*	12**	5**	27**	49*	22**	41**	39*	104*	10**	22**	2**	7**	17**	341	30**
EffectiveBase	298	238	43	15	12	17	41	11	30	30	72	11	12	2	5	15	252	20
1-4 (Net)	16	12	4	*	-	3	3	-	1	-	4	-	-	1	-	1	15	-
	4%F	3%	8%	3%	-	11%	5%	-	2%	-	3%	-	-	61%	-	4%	4%	-
1-2 (Net)	3	3	-	-	-	2	-	-	-	-	1	-	-	-	-	-	3	-
	1%	1%	-	-	-	8%	-	-	-	-	1%	-	-	-	-	-	1%	-
4-7 (Net)	181	158	19	4	1	15	20	15	18	12	49	4	8	-	4	13	144	13
	44%	46%	36%	31%	19%	55%	41%	69%	43%	31%	47%	39%	36%	-	51%	77%	42%	45%
5-6 (Net)	80	72	6	1	*	2	7	10	9	5	30	2	3	-	2	3	63	8
	20%	21%	12%	12%	6%	9%	14%	44%	23%	12%	29%z	15%	12%	-	30%	16%	18%	25%
8-10 (Net)	220	176	32	8	4	10	28	7	23	27	52	6	14	1	4	4	190	16
	54%	52%	61%	67%	81%	37%	57%	31%	56%	69%	50%	61%	64%	39%	49%	23%	56%	55%
7-10 (Net)	314	257	43	10	4	22	40	13	31	34	70	8	19	1	5	13	264	22
	77%X	75%	81%	85%	94%	80%	81%	56%	76%	88%X	68%	85%	88%	39%	70%	80%	77%	75%
9-10 (Net)	111	87	19	4	2	4	12	-	16	15	28	1	7	-	1	3	99	7
	27%E	26%	35%	30%	36%	15%	24%	-	38%	38%	27%	15%	31%	-	19%	17%	29%	23%

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 191

**B2Radio\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	481	370	110	54	111	197	119	202	273	189	117	89	86	362	110
WeightedBase	440	353	86*	49*	100*	180	110*	174	260	167	105*	88*	80*	353	83*
EffectiveBase	330	252	80	39	80	131	80	133	193	127	84	62	58	250	81
Extremely Dissatisfied 1	2	2	-	-	-	2	-	-	2	1	-	-	1	1	1
2	*	1%	-	-	-	1%	-	-	1%	*	-	-	1%	*	1%
3	2	*	2	*	-	2	-	-	2	-	-	2	-	-	2
4	*AO	*	2%A	1%	-	1%	-	-	1%	-	-	2%	-	-	2%d
5	1	-	1	1	-	-	-	1	-	1	-	-	-	-	1
6	*	-	1%	1%	-	-	-	*	-	*	-	-	-	-	1%
7	8	6	1	3	1	2	2	2	6	1	1	5	1	3	4
8	2%d	2%	2%	5%	1%	1%	2%	1%	2%	1%	1%	5%z	1%	1%	5%zd
9	37	26	12	4	9	13	12	8	29	9	10	7	11	25	12
10	8%l	7%	14%	9%	9%	7%	11%	5%	11%l	6%	9%	8%	14%	7%	14%zd
1	53	47	7	6	11	25	11	24	27	13	14	9	17	41	12
2	12%K	13%	8%	12%	11%	14%	10%	14%	10%	8%	14%	10%	22%zK	12%	14%
3	112	100	11	11	22	47	32	37	73	44	32	20	16	96	15
4	25%B	28%zB	12%	22%	22%	26%	29%	21%	28%	26%	31%	22%	20%	27%	18%
5	112	91	22	11	23	50	29	46	66	50	21	19	22	91	20
6	26%	26%	26%	22%	23%	28%	26%	26%	26%	30%	20%	21%	28%	26%	24%
7	53	36	16	2	14	24	12	30	23	26	12	11	4	45	7
8	12%m	10%	19%zA	4%	14%	13%	11%	17%zm	9%	16%N	11%	12%	5%	13%	9%
9	60	45	15	12	20	16	12	27	33	22	15	17	7	50	10
10	14%E	13%	18%	24%zE	20%E	9%	11%	15%	13%	13%	14%	19%	9%	14%	12%
Total mentions	440	353	86	49	100	180	110	174	260	167	105	88	80	353	83
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.51mNe	7.48	7.64	7.49	7.83z	7.38	7.44	7.78zm	7.35	7.76zN	7.48	7.50	7.03	7.65ze	6.98

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 191

**B2Radio\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	440	353	86*	49*	100*	180	110*	174	260	167	105*	88*	80*	353	83*
EffectiveBase	330	252	80	39	80	131	80	133	193	127	84	62	58	250	81
1-3 (Net)	4 1%df	2 1%	2 3%	1 2%	- -	3 2%	- -	1 *	3 1%	1 1%	- -	2 2%	1 1%	1 *	3 4%zd
1-4 (Net)	12 3%d	8 2%	4 4%	4 7%D	1 1%	6 3%	2 2%	3 2%	9 4%	2 1%	1 1%	7 7%zK	2 2%	4 1%	7 9%zd
1-2 (Net)	4 1%d	2 1%	2 2%	* 1%	- -	3 2%	- -	- -	3 1%	1 *	- -	2 2%	1 1%	1 *	3 3%zd
4-7 (Net)	210 48%BIK	179 51%B	30 35%	24 48%	42 42%	87 48%	57 52%	71 41%	134 52%	67 40%	58 55%K	40 45%	45 57%K	165 47%	43 52%
5-6 (Net)	91 21%K	72 21%	18 21%	10 21%	20 20%	38 21%	23 21%	32 18%	56 21%	22 13%	24 23%	16 18%	28 36%zKM	66 19%	24 29%z
8-10 (Net)	225 51%	172 49%	53 62%zA	25 50%	58 58%	90 50%	52 48%	102 59%zm	123 47%	98 59%zN	47 45%	46 52%	33 42%	187 53%	37 44%
7-10 (Net)	337 77%Ne	272 77%	64 75%	36 72%	80 80%	137 76%	85 77%	140 80%	195 75%	142 85%zN	80 76%	66 75%	49 62%	283 80%ze	52 62%
9-10 (Net)	113 26%AmN	81 23%	32 37%zA	14 28%	35 35%zE	40 22%	24 22%	56 32%zm	56 22%	48 29%N	26 25%	28 31%N	11 14%	95 27%	17 20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 191

**B2Radio\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	481	352	49	32	48	34	74	12	58	22	61	15	18	13	19	26	403	36
WeightedBase	440	365	40*	17**	18*	40**	68*	9**	62*	19**	62*	15**	26**	20**	23**	19**	366	37**
EffectiveBase	330	254	36	28	43	24	55	9	40	18	49	11	14	10	14	19	275	24
Extremely Dissatisfied 1	2	2	-	-	-	*	-	-	-	*	1	-	-	-	-	-	2	-
2	2	*	2	-	-	1%	-	-	-	2%	2%	-	-	-	-	-	*	-
3	1	*	2	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-
4	8	6	1	1	-	-	1	-	-	-	-	-	-	*	-	-	-	-
5	37	26	5	4	2	-	3	4	5	1	4	2	2	-	2	4	32	-
6	53	47	4	1	2	-	4%	37%	8%	4%	6%	14%	9%	-	8%	21%	9%	-
7	112	95	8	4	4	6	9	3	4	2	14	1	6	-	3	-	47	1
8	112	92	11	4	6	14%	14%	28%	6%	10%	23%zV	7%	21%	-	11%	-	13%	2%
9	112	26%	21%	26%	21%	11	17	1	16	5	14	2	4	11	12	3	96	11
Extremely Satisfied 10	60	50	6	1	4	27%	24%	7%	26%	29%	22%	11%	15%	57%	50%	18%	26%	30%
Total mentions	440	365	40	17	18	18	22	-	13	6	14	2	3	3	5	6	88	15
Mean	7.51mNe	7.55	7.25	6.95	7.80	45%	33%	-	21%	33%	22%	13%	10%	15%	20%	33%	24%	40%
		13%	8%	11%	8%	4%	7	3	9	1	8	7	5	2	1	1	41	5
		14%	14%	6%	21%	9%	12%	-	26%z	16%	10%	10%	26%	11%	2%	6%	14%	15%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		7.55	7.25	6.95	7.80	7.62	7.64	6.54	8.02zX	7.66	7.27	8.01	7.87	7.54	6.99	6.75	7.51	8.09

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 191

**B2Radio\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - TalkRadio/Sport**

Base = Users of each radio station in the past 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	440	365	40*	17**	18*	40**	68*	9**	62*	19**	62*	15**	26**	20**	23**	19**	366	37**
EffectiveBase	330	254	36	28	43	24	55	9	40	18	49	11	14	10	14	19	275	24
1-3 (Net)	4	3	2	-	-	*	-	-	-	*	1	-	-	*	-	1	2	-
	1%df	1%	4%	-	-	1%	-	-	-	2%	2%	-	-	2%	-	3%	*	-
1-4 (Net)	12	9	2	1	-	*	1	-	-	*	2	-	-	1	1	3	9	-
	3%cd	2%	6%	5%	-	1%	2%	-	-	2%	4%	-	-	5%	3%	15%	2%	-
1-2 (Net)	4	2	2	-	-	*	-	-	-	*	1	-	-	*	-	-	2	-
	1%cd	1%	4%O	-	-	1%	-	-	-	2%	2%	-	-	2%	-	-	*	-
4-7 (Net)	210	174	18	10	8	16	30	7	25	8	33	5	12	12	17	10	183	12
	48%BIK	48%	45%	61%	41%	41%	44%	72%	40%	43%	53%	31%	45%	61%	73%	50%	50%	32%
5-6 (Net)	91	73	9	5	4	6	12	6	9	3	18	3	8	-	5	4	80	1
	21%K	20%	23%	29%	19%	14%	18%	65%	15%	14%	29%	21%	30%	-	19%	21%	22%	2%
8-10 (Net)	225	188	20	7	11	23	38	3	37	10	28	10	14	7	6	9	182	25
	51%	51%	50%	39%	59%	58%	56%	28%	60%	56%	45%	69%	55%	38%	27%	46%	50%	68%
7-10 (Net)	337	283	29	11	15	34	55	3	53	16	42	12	18	19	18	12	278	36
	77%Ne	78%	71%	66%	81%	85%	80%	35%	85%	84%	68%	79%	70%	95%	77%	64%	76%	98%
9-10 (Net)	113	96	9	3	5	5	16	3	25	4	14	8	12	5	2	2	94	10
	26%AmN	26%	22%	17%	29%	13%	23%	28%	39%z	23%	23%	56%	45%	23%	7%	13%	26%	28%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 192

**B2Radio\_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Kiss**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	570	258	311	167	179	184	40	281	282	206	157	111	96	442	116
WeightedBase	518	234	283	155	158	168	37**	237	276	175	145	114*	84*	430	82*
EffectiveBase	392	185	207	120	131	118	25	191	198	142	112	78	62	310	80
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	4	1	3	-	1	3	-	-	4	2	-	-	1	1	3
	1% <b>d</b>	1%	1%	-	1%	2%	-	-	1%	1%	-	-	2%	*	3% <b>zd</b>
3	4	3	1	-	3	1	-	3	1	-	1	1	2	3	1
	1%	1%	*	-	2%	*	-	1%	*	-	1%	1%	2%	1%	1%
4	10	5	5	5	3	1	1	3	7	4	4	2	1	8	2
	2%	2%	2%	3%	2%	1%	2%	1%	3%	2%	3%	2%	1%	2%	2%
5	44	21	23	17	10	14	4	18	26	13	12	14	5	30	13
	8% <b>d</b>	9%	8%	11%	6%	8%	11%	8%	9%	7%	8%	13%	6%	7%	15% <b>zd</b>
6	74	29	46	24	18	26	6	26	45	34	14	8	19	61	12
	14% <b>Mf</b>	12%	16%	16%	11%	15%	17%	11%	16%	19% <b>zLM</b>	10%	7%	23% <b>zLM</b>	14%	15%
7	115	64	51	31	38	36	11	52	64	35	41	25	15	103	11
	22% <b>Be</b>	27% <b>zB</b>	18%	20%	24%	21%	30%	22%	23%	20%	28%	22%	18%	24%	14%
8	132	54	78	43	42	39	8	59	73	46	41	24	21	112	18
	26% <b>X</b>	23%	27%	28%	26%	23%	23%	25%	26%	26%	28%	21%	26%	26%	22%
9	56	25	31	13	23	17	3	31	25	19	11	19	7	49	7
	11% <b>OS</b>	11%	11%	8%	15%	10%	8%	13%	9%	11%	8%	17%	8%	11%	8%
Extremely Satisfied 10	78	33	45	21	21	32	3	45	33	23	22	21	13	62	16
	15%	14%	16%	14%	13%	19%	9%	19%	12%	13%	15%	18%	15%	14%	19%
Total mentions	518	234	283	155	158	168	37	237	276	175	145	114	84	430	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.49 <b>mS</b>	7.42	7.54	7.40	7.56	7.57	7.23	7.73 <b>zm</b>	7.30	7.40	7.53	7.70	7.31	7.54	7.24

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 192

**B2Radio\_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Kiss**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	518	234	283	155	158	168	37**	237	276	175	145	114*	84*	430	82*
EffectiveBase	392	185	207	120	131	118	25	191	198	142	112	78	62	310	80
1-3 (Net)	7 1%	4 2%	3 1%	-	4 2%	3 2%	-	3 1%	4 2%	2 1%	1 1%	1 1%	4 4%	4 1%	3 4% <b>d</b>
1-4 (Net)	18 3%	9 4%	9 3%	5 3%	7 5%	5 3%	1 2%	6 2%	12 4%	6 3%	5 3%	3 2%	4 5%	13 3%	5 6%
1-2 (Net)	4 1% <b>d</b>	1 1%	3 1%	-	1 1%	3 2%	-	-	4 1%	2 1%	-	-	1 2%	1 *	3 3% <b>zd</b>
4-7 (Net)	244 47% <b>lf</b>	119 51%	125 44%	77 50%	68 43%	77 46%	22 60%	100 42%	141 51%	85 49%	70 48%	49 43%	39 47%	203 47%	38 47%
5-6 (Net)	118 23% <b>f</b>	49 21%	69 24%	41 27%	27 17%	40 24%	10 28%	45 19%	70 25%	47 27%	26 18%	22 19%	24 28%	91 21%	25 31%
8-10 (Net)	266 51% <b>X</b>	111 48%	154 55%	78 50%	86 54%	88 52%	15 40%	135 57% <b>z</b>	130 47%	87 50%	74 51%	64 56%	41 49%	223 52%	40 49%
7-10 (Net)	382 74% <b>e</b>	175 75%	205 73%	109 70%	124 78%	123 74%	26 70%	187 79% <b>z</b>	194 70%	123 70%	115 79%	89 78%	55 66%	326 76% <b>e</b>	51 63%
9-10 (Net)	134 26% <b>mOS</b>	58 25%	77 27%	35 22%	44 28%	49 29%	6 18%	76 32% <b>zm</b>	58 21%	42 24%	33 23%	40 35% <b>z</b>	19 23%	111 26%	23 28%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 192

**B2Radio\_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Kiss**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	570	449	41	47	33	77	142	11	45	14	42	22	17	9	29	41	439	50
WeightedBase	518	449	32**	26*	11*	94*	128*	13**	40*	11**	42*	26**	18**	9**	32**	34**	381	56*
EffectiveBase	392	323	26	37	32	56	98	7	31	12	31	19	14	8	26	28	303	33
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	4 1%d	3 1%	-	* 1%	-	-	-	-	-	-	1 3%	-	-	-	2 7%	-	3 1%	-
3	4 1%	4 1%	-	-	-	2 2%	-	-	-	-	-	-	-	-	1 5%	-	4 1%	-
4	10 2%	8 2%	1 4%	1 3%	-	4 4%	3 2%	-	-	-	-	-	-	-	1 4%	-	5 1%	-
5	44 8%d	40 9%	1 3%	2 8%	1 8%	9 9%	5 4%	-	7 17%T	1 6%	6 15%T	2 9%	2 14%	3 27%	1 3%	4 10%	32 8%	5 9%
6	74 14%Mf	69 15%	2 6%	2 8%	1 11%	19 20%	16 13%	3 23%	8 19%	1 10%	7 16%	6 22%	3 17%	2 6%	2 8%	3 8%	44 12%	16 29%zf
7	115 22%Be	104 23%	3 10%	7 29%	1 11%	22 23%	32 25%	-	5 13%	5 47%	14 33%	5 19%	2 14%	3 27%	4 13%	11 33%	87 23%	6 11%
8	132 26%X	116 26%	8 26%	5 18%	3 29%	24 25%	35 27%X	7 55%	10 24%	* 3%	4 10%	6 23%	6 35%	1 14%	12 36%	11 31%	99 26%	17 31%
9	56 11%OS	41 9%	9 28%	4 17%	2 20%O	2 3%	17 13%S	1 11%	3 8%	2 17%	3 7%	4 15%	1 4%	-	4 14%	3 8%	42 11%	7 13%
Extremely Satisfied 10	78 15%	65 14%	7 22%	4 16%	2 20%	12 12%	20 16%	2 12%	8 19%	2 16%	7 16%	3 13%	3 16%	1 15%	4 12%	3 9%	64 17%	4 8%
Total mentions	518 100%	449 100%	32 100%	26 100%	11 100%	94 100%	128 100%	13 100%	40 100%	11 100%	42 100%	26 100%	18 100%	9 100%	32 100%	34 100%	381 100%	56 100%
Mean	7.49mS	7.41	8.24	7.63	8.02	7.07	7.72S	7.89	7.45	7.62	7.14	7.52	7.46	6.87	7.23	7.47	7.59z	7.31

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 192

**B2Radio\_8. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Kiss**

Base = Users of each radio station in the past 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>518</b>	449	32**	26*	11*	94*	128*	13**	40*	11**	42*	26**	18**	9**	32**	34**	381	56*
EffectiveBase	<b>392</b>	323	26	37	32	56	98	7	31	12	31	19	14	8	26	28	303	33
1-3 (Net)	<b>7</b>	7	-	*	-	2	-	-	-	-	1	-	-	-	4	-	6	-
	<b>1%</b>	2%	-	1%	-	2%	-	-	-	-	3%	-	-	-	12%	-	2%	-
1-4 (Net)	<b>18</b>	15	1	1	-	6	3	-	-	-	1	-	-	-	5	-	12	-
	<b>3%</b>	3%	4%	4%	-	6%	2%	-	-	-	3%	-	-	-	16%	-	3%	-
1-2 (Net)	<b>4</b>	3	-	*	-	-	-	-	-	-	1	-	-	-	2	-	3	-
	<b>1%</b>	1%	-	1%	-	-	-	-	-	-	3%	-	-	-	7%	-	1%	-
4-7 (Net)	<b>244</b>	221	7	12	3	54	56	3	20	7	27	13	8	7	8	18	169	28
	<b>47%lf</b>	<b>49%R</b>	24%	48%	31%	57%	44%	23%	49%	64%	50%	45%	71%	26%	51%	44%	49%	
5-6 (Net)	<b>118</b>	109	3	4	2	28	22	3	14	2	13	8	5	4	3	6	76	21
	<b>23%fi</b>	24%	10%	16%	19%	30%	17%	23%	<b>36%T</b>	16%	30%	31%	31%	44%	9%	18%	20%	<b>38%zf</b>
8-10 (Net)	<b>266</b>	221	24	13	8	38	72	10	21	4	14	13	10	3	20	17	206	29
	<b>51%X</b>	49%	76%	51%	<b>69%zO</b>	40%	<b>56%X</b>	77%	51%	36%	34%	50%	55%	29%	62%	49%	54%	51%
7-10 (Net)	<b>382</b>	325	27	21	9	60	104	10	26	9	28	18	12	5	24	28	293	35
	<b>74%e</b>	72%	86%	80%	81%	64%	<b>81%S</b>	77%	64%	84%	67%	69%	69%	56%	75%	82%	77%z	62%
9-10 (Net)	<b>134</b>	105	16	9	4	14	37	3	11	4	10	7	4	1	8	6	106	11
	<b>26%moS</b>	23%	50%	34%	<b>40%O</b>	15%	29%	22%	27%	33%	24%	28%	20%	15%	26%	17%	28%	20%

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 193

**B2Radio\_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	509	243	265	87	131	212	79	232	275	187	127	89	106	373	120
WeightedBase	447	219	227	72*	116*	180	79*	183	263	157	119*	86*	85*	339	97*
EffectiveBase	351	175	176	64	92	143	54	160	193	132	88	64	70	262	81
Extremely Dissatisfied 1	1	-	1	-	1	-	-	1	-	-	-	-	1	1	-
2	4	1	3	1	-	-	3	1	3	-	-	4	-	4	-
3	2	*	1	1	-	1	-	1	1	*	-	*	1	1	1
4	8	7	1	-	3	4	1	2	6	2	5	-	2	8	1
5	42	22	20	10	8	14	10	16	27	10	11	8	13	26	16
6	61	35	25	11	19	24	8	27	35	23	17	13	8	49	12
7	103	54	49	10	33	43	18	36	67	39	33	18	14	76	24
8	121	57	64	22	25	51	23	40	80	47	28	21	25	97	20
9	52	25	27	7	16	20	9	30	22	21	12	10	9	42	9
Extremely Satisfied 10	54	18	36	10	12	23	9	31	23	15	13	12	13	38	15
Total mentions	447	219	227	72	116	180	79	183	263	157	119	86	85	339	97
Mean	7.42Am	7.24	7.60zA	7.39	7.38	7.51	7.31	7.64zm	7.27	7.53	7.32	7.35	7.44	7.44	7.35

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 193

**B2Radio\_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic**

Base = Users of each radio station in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	447	219	227	72*	116*	180	79*	183	263	157	119*	86*	85*	339	97*
EffectiveBase	351	175	176	64	92	143	54	160	193	132	88	64	70	262	81
1-3 (Net)	6 1%	1 1%	5 2%	1 2%	1 *	1 1%	3 3%	2 1%	4 1%	* *	- -	4 4%zKL	2 2%	5 1%	1 1%
1-4 (Net)	14 3%	8 4%	6 3%	1 2%	4 3%	5 3%	3 4%	4 2%	10 4%	2 1%	5 4%	4 4%	3 4%	12 4%	1 1%
1-2 (Net)	4 1%	1 *	3 1%	1 1%	1 *	- -	3 3%E	1 1%	3 1%	- -	- -	4 4%zK	1 1%	4 1%	- -
4-7 (Net)	215 48%B	119 54%zB	95 42%	31 44%	63 54%	85 47%	36 45%	81 44%	134 51%	74 47%	66 56%	39 45%	36 43%	157 46%	52 54%
5-6 (Net)	104 23%	58 26%	45 20%	22 30%	27 23%	38 21%	18 22%	42 23%	61 23%	34 21%	29 24%	21 24%	20 24%	74 22%	28 29%
8-10 (Net)	226 51%AX	99 45%	127 56%zA	39 54%	52 45%	94 52%	41 51%	100 55%	125 48%	83 53%	53 44%	44 51%	47 56%	177 52%	44 45%
7-10 (Net)	330 74%	154 70%	176 78%	49 68%	86 74%	137 76%	59 74%	137 75%	192 73%	121 77%	86 72%	61 71%	62 72%	252 74%	68 70%
9-10 (Net)	106 24%m	42 19%	63 28%	17 24%	27 24%	43 24%	18 22%	61 33%zm	45 17%	36 23%	25 21%	22 26%	23 26%	80 23%	24 25%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 193

**B2Radio\_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic**

Base = Users of each radio station in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	509	379	48	30	52	33	140	7	38	19	43	25	18	5	12	39	411	31
WeightedBase	447	377	37*	15**	18*	37**	135*	9**	30**	20**	42*	27**	21**	7**	15**	34**	363	22**
EffectiveBase	351	280	30	24	49	24	98	4	29	16	34	21	15	4	10	28	284	21
Extremely Dissatisfied 1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	*	-
2	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-
	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	1%	-
3	2	1	-	*	-	-	1	-	*	-	*	-	-	-	-	-	2	-
	*	*	-	2%	-	-	1%	-	1%	-	1%	-	-	-	-	-	*	-
4	8	8	1	-	-	1	4	-	1	-	2	-	-	-	-	-	7	-
	2%B	2%	1%	-	-	2%	3%	-	4%	-	4%	-	-	-	-	-	2%	-
5	42	35	5	2	1	2	7	3	6	1	4	5	6	-	-	1	33	4
	9% <b>d</b>	9%	12%	10%	6%	7%	5%	32%	21%	4%	10%	20%	26%	-	-	2%	9%	16%
6	61	53	3	2	2	6	21	-	3	1	5	2	7	1	4	2	49	2
	14%	14%	9%	14%	13%	15%	16%	-	10%	6%	13%	7%	34%	19%	28%	7%	13%	8%
7	103	88	10	1	4	13	22	1	6	9	16	6	4	4	1	7	81	8
	23% <b>C</b>	23%	26%	8%	24%	34%	16%	7%	21%	44%	39% <b>zT</b>	21%	18%	58%	6%	20%	22%	35%
8	121	102	11	3	4	9	43	5	5	4	8	7	2	2	6	11	103	4
	27% <b>I</b>	27%	30%	23%	23%	25%	32%	58%	15%	19%	19%	26%	12%	23%	43%	33%	28%	16%
9	52	45	3	2	2	3	25	*	5	1	5	3	-	-	1	1	42	3
	12% <b>m</b>	12%	8%	16%	9%	8%	19% <b>z</b>	3%	16%	7%	11%	13%	-	-	8%	2%	12%	12%
Extremely Satisfied 10	54	41	5	4	4	3	13	-	3	4	2	3	2	-	2	9	43	3
	12% <b>Am</b>	11%	13%	24%	24% <b>zO</b>	9%	10%	-	11%	19%	4%	13%	9%	-	15%	26%	12%	13%
Total mentions	447	377	37	15	18	37	135	9	30	20	42	27	21	7	15	34	363	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.42 <b>Am</b>	7.39	7.46	7.64	7.87 <b>z</b>	7.32	7.61	7.01	7.12	7.78	7.04	7.41	6.53	7.03	7.77	7.51	7.42	7.39

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 193

**B2Radio\_9. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers? - Magic**

Base = Users of each radio station in the past 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	447	377	37*	15**	18*	37**	135*	9**	30**	20**	42*	27**	21**	7**	15**	34**	363	22**
EffectiveBase	351	280	30	24	49	24	98	4	29	16	34	21	15	4	10	28	284	21
1-3 (Net)	6	5	-	1	-	-	1	-	*	-	*	-	-	-	-	4	6	-
	1%	1%	-	6%	-	-	1%	-	1%	-	1%	-	-	-	-	10%	2%	-
1-4 (Net)	14	12	1	1	-	1	5	-	2	-	2	-	-	-	-	4	13	-
	3%	3%	1%	6%	-	2%	3%	-	5%	-	5%	-	-	-	-	10%	3%	-
1-2 (Net)	4	4	-	1	-	-	-	-	-	-	-	-	-	-	-	4	4	-
	1%	1%	-	4%	-	-	-	-	-	-	-	-	-	-	-	10%	1%	-
4-7 (Net)	215	184	18	5	8	22	54	4	17	11	28	13	16	5	5	10	170	13
	48%B	49%	49%	32%	44%	58%	40%	39%	56%	54%	66%zT	49%	79%	77%	34%	29%	47%	59%
5-6 (Net)	104	88	8	4	4	8	28	3	9	2	10	7	13	1	4	3	82	5
	23%	23%	21%	24%	19%	22%	21%	32%	31%	10%	23%	28%	61%	19%	28%	9%	23%	24%
8-10 (Net)	226	188	19	10	10	15	81	6	13	9	14	14	4	2	10	21	188	9
	51%AX	50%	51%	63%	56%	42%	60%zX	61%	43%	46%	33%	51%	21%	23%	66%	61%	52%	41%
7-10 (Net)	330	276	29	11	15	28	103	6	19	18	30	19	8	6	11	28	268	17
	74%	73%	77%	71%	81%	76%	76%	68%	64%	90%	72%	72%	39%	81%	72%	81%	74%	76%
9-10 (Net)	106	86	8	6	6	6	38	*	8	5	6	7	2	-	3	10	85	6
	24%m	23%	21%	40%	33%	17%	28%	3%	27%	27%	15%	25%	9%	-	23%	28%	23%	25%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 194

**B3MEAPP. On a scale of 1 to 10, where 1 means extremely dissatisfied and**

**10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps?**

**Base = Users of each website/app in the past 3 months**

	Summary Table						
	BBC website and apps	ITV website and apps	Sky website and apps	Channel 4 website and apps	Channel 5 website and apps	STV website and apps	S4C website and apps
UnweightedBase	1915	407	546	263	137	51	32
WeightedBase	1785	341	488	213	100	37	22
EffectiveBase	1345	287	386	183	94	36	23
Extremely Dissatisfied 1	9	*	1	-	-	-	-
	*	*	*	-	-	-	-
2	4	*	5	-	*	-	-
	*	*	1%	-	*	-	-
3	17	4	*	1	4	3	-
	1%	1%	*	1%	4%	7%	-
4	42	8	9	2	1	*	-
	2%	2%	2%	1%	1%	1%	-
5	146	24	32	14	7	3	*
	8%	7%	7%	6%	7%	9%	2%
6	184	47	50	35	17	6	7
	10%	14%	10%	17%	17%	15%	32%
7	397	103	107	55	27	10	5
	22%	30%	22%	26%	27%	28%	23%
8	515	65	139	50	18	7	2
	29%	19%	29%	23%	18%	19%	11%
9	245	40	75	29	12	5	3
	14%	12%	15%	14%	12%	13%	15%
Extremely Satisfied 10	226	50	69	28	13	3	4
	13%	15%	14%	13%	13%	8%	17%
Total mentions	1785	341	488	213	100	37	22
	100%	100%	100%	100%	100%	100%	100%
Mean	7.53	7.47	7.65	7.56	7.25	7.04	7.57
1-3 (Net)	29	5	7	1	5	3	-
	2%	1%	1%	1%	5%	7%	-
1-4 (Net)	72	12	16	3	6	3	-
	4%	4%	3%	1%	6%	8%	-
1-2 (Net)	13	1	7	-	*	-	-
	1%	*	1%	-	*	-	-
4-7 (Net)	770	181	198	105	53	20	12
	43%	53%	41%	49%	53%	53%	57%
5-6 (Net)	330	71	83	49	24	9	7
	18%	21%	17%	23%	24%	24%	34%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 194

**B3MEAPP. On a scale of 1 to 10, where 1 means extremely dissatisfied and**

**10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps?**

**Base = Users of each website/app in the past 3 months**

	Summary Table						
	BBC website and apps	ITV website and apps	Sky website and apps	Channel 4 website and apps	Channel 5 website and apps	STV website and apps	S4C website and apps
WeightedBase	1785	341	488	213	100	37	22
EffectiveBase	1345	287	386	183	94	36	23
8-10 (Net)	985 55%	155 46%	283 58%	107 50%	43 43%	15 40%	9 43%
7-10 (Net)	1383 77%	258 76%	389 80%	162 76%	70 70%	25 68%	14 66%
9-10 (Net)	471 26%	90 26%	143 29%	57 27%	24 24%	8 21%	7 32%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 195  
**B3MEAPP\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1915	997	917	341	393	728	453	697	1202	725	560	325	305	1330	540
WeightedBase	1785	937	847	311	341	685	447	619	1152	668	531	327	258	1331	423
EffectiveBase	1345	706	638	259	286	501	308	483	855	506	397	234	210	959	367
Extremely Dissatisfied 1	9	6	2	-	-	7	2	3	5	2	3	2	2	6	3
2	4	4	-	1	*	2	*	-	4	3	*	-	*	2	1
3	17	14	3	5	4	5	4	6	10	5	4	6	1	8	9
4	42	21	22	6	6	16	14	11	32	10	7	16	9	30	13
5	146	84	62	31	27	52	36	50	94	48	40	26	32	101	37
6	184	96	88	41	36	64	43	58	124	55	62	37	29	130	52
7	397	222	175	79	66	147	105	134	259	149	114	81	54	298	94
8	515	246	267	68	95	221	130	170	344	204	175	68	69	401	106
9	245	130	115	41	54	88	62	104	137	95	69	48	33	185	55
Extremely Satisfied 10	226	112	114	39	53	83	50	82	143	98	55	43	30	171	54
Total mentions	1785	937	847	311	341	685	447	619	1152	668	531	327	258	1331	423
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 195  
**B3MEAPP\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1785	937	847	311	341	685	447	619	1152	668	531	327	258	1331	423
EffectiveBase	1345	706	638	259	286	501	308	483	855	506	397	234	210	959	367
Mean	<b>7.53AePV</b>	7.43	<b>7.63zA</b>	7.40	<b>7.69C</b>	7.53	7.49	7.63	7.47	<b>7.69zMN</b>	7.52	7.35	7.34	<b>7.59ze</b>	7.37
1-3 (Net)	29	24	5	5	4	14	6	10	19	10	8	9	3	16	13
	<b>2%Bdf</b>	<b>3%zB</b>	1%	2%	1%	2%	1%	2%	2%	1%	1%	3%	1%	1%	<b>3%zd</b>
1-4 (Net)	72	45	27	11	10	30	20	20	51	20	15	25	12	46	26
	<b>4%T</b>	5%	3%	4%	3%	4%	5%	3%	4%	3%	3%	<b>8%zKL</b>	5%	3%	<b>6%zd</b>
1-2 (Net)	13	10	2	1	*	9	2	3	9	5	4	2	2	8	4
	<b>1%</b>	1%	*	*	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
4-7 (Net)	770	423	346	158	136	278	198	253	509	262	224	160	123	559	195
	<b>43%KRY</b>	45%	41%	<b>51%zDE</b>	40%	41%	44%	41%	44%	39%	42%	<b>49%zK</b>	<b>48%K</b>	42%	46%
5-6 (Net)	330	180	150	73	63	115	79	108	218	103	103	64	60	232	89
	<b>18%KY</b>	19%	18%	<b>23%zE</b>	18%	17%	18%	17%	19%	15%	19%	19%	<b>23%zK</b>	17%	21%
8-10 (Net)	985	489	495	149	201	393	243	356	624	396	299	159	131	756	215
	<b>55%ACMeP</b>	52%	<b>59%zA</b>	48%	<b>59%C</b>	<b>57%C</b>	54%	58%	54%	<b>59%zMN</b>	56%	48%	51%	57%	51%
7-10 (Net)	1383	711	671	228	268	539	348	491	883	546	413	239	185	1054	308
	<b>77%NeV</b>	76%	79%	73%	78%	79%	78%	79%	77%	<b>82%zMN</b>	78%	73%	72%	<b>79%ze</b>	73%
9-10 (Net)	471	242	228	80	107	172	112	186	280	193	124	91	63	355	109
	<b>26%mpU</b>	26%	27%	26%	<b>31%z</b>	25%	25%	<b>30%zm</b>	24%	29%	23%	28%	24%	27%	26%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 195  
**B3MEAPP\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1915	1464	155	159	137	168	363	63	168	72	196	97	77	38	78	144	1545	177
WeightedBase	1785	1516	133	87	49	202	354	58*	161	71*	192	104*	91*	44*	100*	140	1440	168
EffectiveBase	1345	1081	107	130	128	123	244	47	129	58	145	80	65	33	64	103	1079	123
Extremely Dissatisfied 1	9*	5	3	*	-	-	1	1	-	-	2	1	-	-	-	-	6	3
		*	2%zO	*	-	-	*	2%	-	-	1%	1%	-	-	-	-	*	2%zf
2	4*	3	-	-	*	-	-	-	2	-	*	1	-	-	-	-	3	-
		*	-	-	1%	-	-	-	1%zT	-	*	1%	-	-	-	-	*	-
3	17	13	3	1	-	2	2	-	4	2	-	2	-	-	-	-	9	3
	1%Bdf	1%	2%	1%	-	1%	*	-	3%	3%X	-	2%	-	-	-	1%	1%	2%
4	42	36	2	4	*	3	4	1	7	1	5	-	4	-	7	4	35	4
	2%	2%	2%	4%	1%	1%	1%	2%	5%T	1%	3%	-	4%	-	7%zSTY	3%	2%	2%
5	146	126	14	4	2	21	27	4	18	6	20	4	7	2	5	11	126	8
	8%R	8%	11%	5%	4%	11%	8%	7%	11%	8%	10%	4%	8%	4%	5%	8%	9%	5%
6	184	154	10	13	6	20	35	10	20	4	13	6	6	7	15	16	139	14
	10%	10%	8%	16%z	12%	10%	10%	18%XY	12%	6%	7%	6%	7%	16%	15%	11%	10%	8%
7	397	330	41	17	9	49	99	14	28	11	31	21	19	12	19	28	317	44
	22%	22%	31%zOR	20%	18%	24%	28%zVX	24%	18%	16%	20%	21%	27%	19%	20%	20%	22%	26%
8	515	440	38	23	14	67	96	19	37	21	52	34	25	10	32	46	428	46
	29%ACM	29%	29%	27%	28%	33%	27%	33%	23%	30%	27%	33%	28%	22%	32%	33%	30%	27%
9	245	214	9	14	8	19	50	2	22	18	36	20	13	5	14	14	198	25
	14%mpU	14%P	7%	16%P	17%P	10%	14%	4%	14%	25%zSTUC	19%SU	19%U	14%	11%	14%	10%	14%	15%
Extremely Satisfied 10	226	195	11	10	10	22	40	5	21	8	32	15	16	9	8	20	180	20
	13%	13%	8%	11%	20%zOPQ	11%	11%	9%	13%	11%	16%	14%	18%	19%	8%	14%	13%	12%
Total mentions	1785	1516	133	87	49	202	354	58	161	71	192	104	91	44	100	140	1440	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 195  
**B3MEAPP\_1. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? BBC website and apps**  
 Base = Users of each website/app in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1785	1516	133	87	49	202	354	58*	161	71*	192	104*	91*	44*	100*	140	1440	168
EffectiveBase	1345	1081	107	130	128	123	244	47	129	58	145	80	65	33	64	103	1079	123
Mean	7.53AePV	7.55P	7.09	7.49	7.99zOPQ	7.46	7.59	7.18	7.25	7.76	7.70V	7.79V	7.73	7.78	7.35	7.57	7.54	7.49
1-3 (Net)	29 2%Bdf	22 1%	6 5%zO	1 1%	* 1%	2 1%	2 1%	1 2%	6 4%zT	2 3%	3 1%	4 4%T	-	-	-	1 -	18 1%	6 4%f
1-4 (Net)	72 4%T	58 4%	9 7%	5 5%	1 1%	4 2%	6 2%	2 4%	14 9%zST	3 4%	8 4%	4 4%	4 4%	-	7 7%T	5 4%	53 4%	11 6%
1-2 (Net)	13 1%	9 1%	3 2%O	* *	* 1%	- -	1 *	1 2%	2 1%	- -	3 1%	2 2%	-	-	-	-	9 1%	3 2%
4-7 (Net)	770 43%KRY	646 43%	68 51%R	39 45%	17 34%	92 46%Y	165 47%WXY	30 51%WY	74 46%Y	22 31%	70 36%	31 30%	37 40%	21 48%	47 47%Y	59 42%	617 43%	71 42%
5-6 (Net)	330 18%KY	280 18%	25 19%	18 21%	8 16%	41 20%	62 18%	15 25%Y	38 24%Y	10 14%	34 18%	10 10%	14 15%	9 20%	21 21%	27 19%	265 18%	22 13%
8-10 (Net)	985 55%ACMeP	848 56%P	59 44%	47 54%	32 65%zP	108 53%	187 53%	27 47%	81 50%	47 66%UV	120 62%V	68 66%zTUV	54 60%	23 52%	53 53%	80 57%	805 56%	91 54%
7-10 (Net)	1383 77%NeV	1178 78%	100 75%	64 74%	41 83%	157 78%	286 81%V	41 71%	109 68%	58 82%V	150 78%V	89 86%UVb	73 80%	35 80%	72 72%	108 77%	1122 78%	136 81%
9-10 (Net)	471 26%mPU	408 27%P	21 15%	24 27%P	18 37%zOP	41 20%	91 26%	8 13%	44 27%	26 36%SU	67 35%zSTUb	34 33%SU	29 32%U	13 30%	21 21%	34 24%	378 26%	45 27%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 196  
**B3MEAPP\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	407	186	220	107	90	153	57	168	234	154	119	63	71	299	98
WeightedBase	341	162	179	97*	70*	126	49*	132	207	125	106*	62*	48*	265	70*
EffectiveBase	287	136	150	82	61	104	40	114	171	105	84	49	52	216	65
Extremely Dissatisfied 1	*	*	-	-	*	-	-	-	*	*	-	-	-	*	-
2	*	*	-	*	-	-	-	-	-	-	-	*	-	-	-
	*	*	-	*	-	-	-	-	-	-	-	*	-	-	-
3	4	1	3	2	-	1	1	2	2	-	2	1	1	2	2
	1%	*	2%	2%	-	1%	3%	2%	1%	-	2%	2%	1%	1%	3%
4	8	4	3	2	1	*	4	*	7	-	4	2	2	2	5
	2%Ed	3%	2%	3%	1%	*	9%zE	*	4%	-	4%	4%	3%K	1%	8%zd
5	24	13	10	15	2	3	4	6	16	8	9	4	3	13	9
	7%Ed	8%	6%	15%zDE	2%	2%	8%	5%	8%	6%	9%	6%	6%	5%	13%zd
6	47	26	21	14	12	16	5	18	28	19	13	9	6	38	9
	14%	16%	12%	15%	17%	12%	10%	14%	14%	15%	13%	14%	13%	14%	13%
7	103	57	45	23	23	43	15	32	71	45	32	15	11	80	20
	30%B	35%	25%	24%	32%	34%	30%	24%	34%	36%	30%	24%	23%	30%	29%
8	65	26	39	14	10	34	8	29	36	24	19	11	11	50	14
	19%	16%	22%	15%	14%	27%zC	16%	22%	17%	19%	18%	17%	23%	19%	20%
9	40	15	24	9	8	17	6	16	23	15	9	8	7	37	3
	12%eV	9%	14%	9%	12%	14%	12%	12%	11%	12%	9%	13%	14%	14%e	4%
Extremely Satisfied 10	50	19	32	17	15	13	6	28	22	14	17	12	8	43	8
	15%mf	12%	18%	18%	21%	10%	12%	22%zm	10%	11%	16%	19%	16%	16%	11%
Total mentions	341	162	179	97	70	126	49	132	207	125	106	62	48	265	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.47Ame	7.26	7.66zA	7.23	7.73	7.64F	7.10	7.81zm	7.26	7.48	7.36	7.51	7.60	7.64ze	6.88

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 196  
**B3MEAPP\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	341	162	179	97*	70*	126	49*	132	207	125	106*	62*	48*	265	70*
EffectiveBase	287	136	150	82	61	104	40	114	171	105	84	49	52	216	65
1-3 (Net)	5 1%	1 1%	3 2%	2 2%	* *	1 1%	1 3%	2 2%	2 1%	* *	2 2%	2 3%	1 1%	2 1%	2 3%
1-4 (Net)	12 4% <b>EKd</b>	6 3%	7 4%	5 5%	1 1%	1 1%	6 12% <b>zDE</b>	2 2%	10 5%	* *	6 6% <b>K</b>	4 6% <b>K</b>	2 5% <b>K</b>	5 2%	7 11% <b>zd</b>
1-2 (Net)	1 *	1 *	- -	* *	* *	- -	- -	- *	* *	* *	- -	* *	- -	* *	- -
4-7 (Net)	181 53% <b>BIR</b>	101 62% <b>zB</b>	80 45%	54 56%	37 53%	62 49%	28 57%	57 43%	123 60% <b>zl</b>	72 57%	58 55%	30 48%	22 45%	134 50%	44 62%
5-6 (Net)	71 21% <b>T</b>	39 24%	32 18%	29 30% <b>zE</b>	14 20%	19 15%	9 18%	25 19%	45 22%	26 21%	23 21%	12 20%	9 19%	51 19%	18 26%
8-10 (Net)	155 46% <b>AmO</b>	60 37%	95 53% <b>zA</b>	40 41%	33 47%	64 50%	19 40%	74 56% <b>zm</b>	81 39%	54 43%	46 43%	30 49%	26 53%	129 49%	25 35%
7-10 (Net)	258 76% <b>Ce</b>	117 72%	140 78%	63 65%	55 79%	106 84% <b>zCF</b>	34 70%	105 80%	152 74%	99 79%	77 73%	45 73%	37 76%	209 79% <b>ze</b>	45 64%
9-10 (Net)	90 26% <b>Ame</b>	34 21%	56 31% <b>zA</b>	26 27%	23 33%	30 24%	12 24%	45 34% <b>zm</b>	45 22%	29 23%	26 25%	20 32%	15 30%	79 30% <b>ze</b>	11 15%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 196  
**B3MEAPP\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	407	309	31	31	36	26	74	10	42	16	44	26	15	6	12	38	323	32
WeightedBase	341	291	21**	16**	13*	25**	70*	12**	38*	13**	41*	26**	14**	10**	16**	27**	274	23**
EffectiveBase	287	227	24	27	34	20	49	8	32	14	33	23	14	5	10	29	227	22
Extremely Dissatisfied 1	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
2	*	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-
3	4	4	-	-	-	1	2	-	-	1	-	-	-	-	-	-	3	1
1%	1%	-	-	-	3%	3%	-	-	11%	-	-	-	-	-	-	-	1%	6%
4	8	7	-	-	1	4	-	1	-	-	-	-	-	-	-	1	7	-
2%Ed	2%	2%	-	-	5%	5%	6%	-	2%	-	-	-	-	-	-	2%	3%	-
5	24	22	1	1	1	3	3	4	-	1	5	1	1	1	2	1	19	1
7%Ed	7%	7%	2%	4%	8%	11%	4%	30%	-	10%	13%V	2%	9%	13%	13%	3%	7%	3%
6	47	42	3	2	1	3	4	4	5	1	8	5	1	4	2	5	37	3
14%	14%	12%	11%	5%	13%	6%	33%	14%	6%	19%	18%	8%	45%	15%	17%	13%	14%	
7	103	93	5	3	2	9	21	1	18	2	9	9	5	4	7	7	90	5
30%B	32%	25%	18%	16%	36%	30%	10%	46%zX	19%	22%	36%	39%	39%	42%	27%	33%z	20%	
8	65	51	7	3	4	4	11	-	9	5	7	5	4	-	3	5	50	7
19%	18%	34%	19%	31%	15%	15%	-	23%	37%	16%	18%	28%	-	19%	17%	18%	28%	
9	40	29	5	4	1	1	12	3	*	1	4	1	-	-	1	4	36	1
12%eV	10%	25%	28%	10%	5%	17%V	27%	1%	10%	10%	5%	-	-	7%	15%	13%	5%	
Extremely Satisfied 10	50	44	*	3	3	3	13	-	5	1	8	5	2	-	1	5	32	6
15%mf	15%	1%	20%	26%	13%	19%	-	14%	6%	20%	21%	17%	-	4%	17%	12%	24%	
Total mentions	341	291	21	16	13	25	70	12	38	13	41	26	14	10	16	27	274	23
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Mean	7.47Arne	7.39	7.71	8.16	7.93	7.01	7.60	6.61	7.46	7.04	7.52	7.69	7.53	6.13	7.05	7.70	7.40	7.66

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 196  
**B3MEAPP\_2. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? ITV website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	341	291	21**	16**	13*	25**	70*	12**	38*	13**	41*	26**	14**	10**	16**	27**	274	23**
EffectiveBase	287	227	24	27	34	20	49	8	32	14	33	23	14	5	10	29	227	22
1-3 (Net)	5 1%	5 2%	-	-	-	1 3%	2 3%	-	-	1 11%	-	-	-	*	-	-	3	1
1-4 (Net)	12 4%EKd	12 4%	-	-	1 5%	2 8%	7 9%z	-	1 2%	1 11%	-	-	-	*	-	1 2%	10 4%	1 6%
1-2 (Net)	1 *	1 *	-	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-
4-7 (Net)	181 53%BIR	163 56%R	8 40%	5 33%	4 33%	16 64%	32 46%	9 73%	24 62%	5 35%	22 54%	15 56%	8 55%	9 97%	11 70%	13 50%	153 56%	9 37%
5-6 (Net)	71 21%T	63 22%	3 15%	2 15%	2 13%	6 24%	7 10%	7 63%	5 14%	2 16%	13 32%T	5 20%	2 17%	6 58%	4 28%	5 20%	56 20%	4 17%
8-10 (Net)	155 46%AmO	123 42%	13 60%	11 67%	9 67%zO	8 32%	36 51%	3 27%	14 38%	7 53%	19 46%	12 44%	6 45%	-	5 30%	13 50%	118 43%	13 57%
7-10 (Net)	258 76%Ce	216 74%	18 85%	13 85%	11 82%	17 68%	57 81%	4 37%	32 84%	9 72%	28 68%	21 80%	12 83%	4 39%	11 72%	21 78%	208 76%	18 77%
9-10 (Net)	90 26%Ame	72 25%	6 26%	8 48%	5 36%	4 17%	25 36%V	3 27%	6 15%	2 16%	12 30%	7 26%	2 17%	-	2 11%	9 33%	68 25%	7 29%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 197  
**B3MEAPP\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	546	361	184	90	151	206	99	227	316	207	154	100	85	417	115
WeightedBase	488	329	158	85*	139	180	84*	201	286	178	144	100*	67*	400	82*
EffectiveBase	386	258	127	66	110	144	67	155	230	149	111	71	56	301	81
Extremely Dissatisfied 1	1 *f	1 *	-	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 *	-
2	5 1%AO	1 *	4 3%A	1 2%	-	1 1%	3 4%D	* *	5 2%	* *	4 3%	1 1%	1 1%	4 1%	1 2%
3	* *	* *	-	* *	-	-	-	- -	* *	- -	- -	* *	-	* *	-
4	9 2%	5 2%	4 2%	-	3 2%	2 1%	5 5%zE	2 1%	7 3%	5 3%	2 2%	-	2 3%	6 1%	3 4%
5	32 7%l	20 6%	12 8%	6 7%	6 4%	11 6%	9 11%	4 2%	28 10%zl	10 6%	15 10%	4 4%	3 4%	22 5%	9 11%
6	50 10%m	36 11%	15 9%	11 13%	18 13%	14 8%	7 9%	28 14%	22 8%	19 11%	14 10%	12 12%	5 8%	36 9%	14 17%zd
7	107 22%f	75 23%	32 20%	17 20%	25 18%	46 26%	19 22%	36 18%	70 24%	37 21%	36 25%	20 20%	14 21%	89 22%	15 18%
8	139 29%	98 30%	40 25%	23 28%	41 30%	53 29%	22 26%	66 33%	73 26%	57 32%	40 28%	22 22%	21 31%	116 29%	22 27%
9	75 15%	50 15%	25 16%	13 15%	20 14%	28 15%	14 17%	33 16%	42 15%	25 14%	18 13%	24 24%zL	8 12%	67 17%	7 9%
Extremely Satisfied 10	69 14%F	43 13%	26 16%	12 15%F	27 19%F	26 14%F	4 4%	31 16%	37 13%	24 14%	14 10%	17 17%	13 20%	58 14%	10 12%
Total mentions	488 100%	329 100%	158 100%	85 100%	139 100%	180 100%	84 100%	201 100%	286 100%	178 100%	144 100%	100 100%	67 100%	400 100%	82 100%
Mean	7.65FmLe	7.67	7.60	7.64F	7.89F	7.77F	6.98	7.90zm	7.46	7.70L	7.27	7.95L	7.85L	7.74ze	7.22

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 197  
**B3MEAPP\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	488	329	158	85*	139	180	84*	201	286	178	144	100*	67*	400	82*
EffectiveBase	386	258	127	66	110	144	67	155	230	149	111	71	56	301	81
1-3 (Net)	7 1%l	3 1%	4 3%	2 2%	- -	1 1%	4 5%zDE	* *	7 2%	* *	5 4%K	1 1%	1 1%	6 1%	1 2%
1-4 (Net)	16 3%l	8 2%	8 5%	2 2%	3 2%	3 1%	9 11%zCDE	2 1%	14 5%zl	5 3%	8 5%	1 1%	3 4%	12 3%	5 6%
1-2 (Net)	7 1%l	2 1%	4 3%	1 2%	- -	1 1%	4 5%zDE	* *	7 2%	* *	5 4%zK	1 1%	1 1%	6 1%	1 2%
4-7 (Net)	198 41%f	136 41%	63 40%	34 41%	51 37%	73 41%	40 47%	70 35%	127 44%	71 40%	67 47%	36 36%	24 36%	153 38%	41 50%
5-6 (Net)	83 17%d	56 17%	27 17%	17 20%	24 17%	26 14%	17 20%	32 16%	50 18%	30 17%	29 20%	16 16%	8 12%	58 15%	23 28%zd
8-10 (Net)	283 58%ml	190 58%	91 58%	49 57%	88 63%F	106 59%	40 47%	130 65%zm	152 53%	106 60%	72 50%	63 63%	42 63%	241 60%	39 48%
7-10 (Net)	389 80%Fe	265 81%	123 78%	66 78%	112 81%	152 84%F	59 70%	166 83%	222 78%	143 81%	107 75%	83 83%	56 84%	330 83%ze	54 66%
9-10 (Net)	143 29%L	92 28%	51 32%	25 30%	47 34%	54 30%	18 21%	64 32%	79 28%	49 28%	32 22%	41 41%zL	21 32%	125 31%	17 21%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 197  
**B3MEAPP\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	546	422	44	36	44	39	94	16	62	31	65	28	20	8	18	41	448	53
WeightedBase	488	412	40*	19**	17*	52**	77*	15**	56*	28**	64*	28**	22**	11**	20**	39**	390	59*
EffectiveBase	386	311	31	29	41	29	68	13	43	27	49	22	15	7	16	29	320	36
Extremely Dissatisfied 1	1 *f	1	-	-	-	-	1	-	*	-	-	-	-	-	-	-	*	-
2	5 1%AO	2 1%	3 7%zO	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	2%	5 1%	-
3	* *	* *	-	-	-	-	-	-	-	*	1%	-	-	-	-	-	* *	-
4	9 2%	8 2%	-	1 3%	* 2%	1 3%	3 3%	-	-	* 1%	3 4%	-	-	-	-	-	8 2%	1 2%
5	32 7%l	24 6%	6 14%	3 14%	-	1 2%	2 3%	-	3 5%	3 11%	3 4%	5 17%	-	2 21%	-	5 13%	23 6%	4 7%
6	50 10% m	39 10%	5 12%	2 13%	25%zO	5 10%	8 10%	2 10%	9 16%	3 13%	5 8%	1 2%	-	1 12%	-	5 13%	40 10%	7 12%
7	107 22%f	92 22%	5 13%	6 32%	3 21%	19 37%	15 20%	5 36%	11 19%	3 9%	14 21%	12 42%	2 7%	1 8%	4 21%	6 16%	77 20%	21 36%zf
8	139 29%	119 29%	12 30%	4 20%	4 23%	15 28%	21 27%	4 30%	14 24%	7 27%	22 35%	3 11%	10 44%	3 31%	9 44%	11 29%	117 30%	13 23%
9	75 15%	64 15%	5 13%	3 13%	3 18%	4 7%	12 16%	2 14%	8 15%	6 22%	8 12%	5 18%	6 28%	2 22%	5 23%	5 13%	61 16%	7 12%
Extremely Satisfied 10	69 14%F	62 15%	4 10%	1 5%	2 11%	6 12%	14 18%	2 10%	10 19%	5 18%	10 15%	3 10%	4 20%	1 7%	2 12%	4 11%	59 15%	5 8%
Total mentions	488 100%	412 100%	40 100%	19 100%	17 100%	52 100%	77 100%	15 100%	56 100%	28 100%	64 100%	28 100%	22 100%	11 100%	20 100%	39 100%	390 100%	59 100%
Mean	7.65FmLe	7.72P	7.10	7.13	7.63	7.56	7.73	7.78	7.73	7.87	7.73	7.41	8.61	7.42	8.26	7.30	7.71	7.41

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 197  
**B3MEAPP\_3. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Sky website and apps**  
 Base = Users of each website/app in the past 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>488</b>	412	40*	19**	17*	52**	77*	15**	56*	28**	64*	28**	22**	11**	20**	39**	390	59*
EffectiveBase	<b>386</b>	311	31	29	41	29	68	13	43	27	49	22	15	7	16	29	320	36
1-3 (Net)	<b>7</b> 1%	4 1%	3 7%zO	-	-	-	2 3%	-	1 2%	-	* 1%	-	-	-	-	1 2%	6 2%	-
1-4 (Net)	<b>16</b> 3%	12 3%	3 7%	1 3%	* 2%	1 3%	5 6%	-	1 2%	* 1%	3 5%	-	-	-	-	2 5%	14 3%	1 2%
1-2 (Net)	<b>7</b> 1%	4 1%	3 7%zO	-	-	-	2 3%	-	1 2%	-	-	-	-	-	-	1 2%	6 1%	-
4-7 (Net)	<b>198</b> 41% f	163 40%	16 39%	12 61%	8 47%	27 52%	28 36%	7 46%	23 40%	9 34%	24 37%	17 61%	2 7%	4 40%	4 21%	18 45%	147 38%	33 57%zf
5-6 (Net)	<b>83</b> 17% d	63 15%	10 26%	5 27%	4 25%	6 12%	10 13%	2 10%	12 21%	6 23%	8 12%	6 19%	-	3 33%	-	10 26%	62 16%	11 19%
8-10 (Net)	<b>283</b> 58% mLe	245 59%	22 54%	7 39%	9 53%	25 48%	47 61%	8 54%	32 58%	18 66%	40 62%	11 39%	21 93%	6 60%	16 79%	21 53%	237 61%zg	25 43%
7-10 (Net)	<b>389</b> 80% Fe	337 82% zP	27 67%	14 70%	12 73%	44 85%	63 81%	13 90%	43 77%	21 76%	54 83%	23 81%	22 100%	7 67%	20 100%	27 69%	314 81%	46 79%
9-10 (Net)	<b>143</b> 29% L	125 30%	9 23%	4 19%	5 29%	10 20%	26 34%	4 24%	19 33%	11 40%	17 27%	8 28%	11 48%	3 29%	7 35%	9 24%	120 31%	12 20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 198  
**B3MEAPP\_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	263	126	136	76	64	92	31	122	136	109	70	43	41	191	61
WeightedBase	213	100*	112*	64*	48*	74*	27**	93*	114*	85*	67*	34*	27**	169	38*
EffectiveBase	183	96	87	54	48	63	19	89	93	82	47	32	26	138	38
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	1	-	-	-	1	-	-	1	-	1	-	-	1	1
	1%	1%	-	-	-	2%	-	-	1%	-	2%	-	-	*	2%
4	2	*	1	*	-	*	1	1	1	1	-	-	1	1	*
	1%	*	1%	*	-	1%	3%	1%	1%	1%	-	-	3%	1%	1%
5	14	6	7	5	1	5	3	6	6	4	6	2	1	8	4
	6%	6%	7%	7%	1%	7%	11%	7%	6%	5%	10%	7%	2%	5%	9%
6	35	20	15	11	4	18	2	15	20	10	15	5	5	25	10
	17%	20%	14%	17%	9%	25%zD	8%	16%	17%	12%	22%	16%	19%	15%	27%
7	55	30	23	14	14	17	9	21	33	24	17	6	8	44	10
	26%	30%	21%	23%	29%	23%	33%	22%	29%	28%	25%	18%	29%	26%	25%
8	50	20	30	18	12	14	6	20	27	23	14	6	7	41	7
	23%	20%	27%	28%	25%	19%	23%	22%	24%	27%	21%	18%	27%	24%	19%
9	29	12	17	5	12	8	4	17	12	14	5	7	2	27	2
	14%	12%	15%	8%	24%zC	11%	16%	18%	11%	17%	8%	21%	8%	16%	5%
Extremely Satisfied 10	28	9	18	11	5	10	1	14	14	9	8	7	3	23	4
	13%f	9%	16%	17%	11%	13%	5%	15%	12%	11%	12%	20%	13%	13%	12%
Total mentions	213	100	112	64	48	74	27	93	114	85	67	34	27	169	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.56Aef	7.34	7.76	7.63	7.96zE	7.33	7.29	7.69	7.46	7.69	7.24	7.90	7.48	7.69ze	7.08
1-3 (Net)	1	1	-	-	-	1	-	-	1	-	1	-	-	1	1
	1%	1%	-	-	-	2%	-	-	1%	-	2%	-	-	*	2%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 198  
**B3MEAPP\_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	213	100*	112*	64*	48*	74*	27**	93*	114*	85*	67*	34*	27**	169	38*
EffectiveBase	183	96	87	54	48	63	19	89	93	82	47	32	26	138	38
1-4 (Net)	3 1%O	2 2%	1 1%	* *	- -	2 2%	1 3%	1 1%	2 2%	1 1%	1 2%	- -	1 3%	2 1%	1 3%
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	105 49%	57 57%zB	47 42%	30 47%	19 39%	41 55%	15 56%	43 46%	60 52%	39 46%	38 57%	14 41%	14 53%	78 46%	24 62%
5-6 (Net)	49 23%Dd	26 26%	23 20%	15 24%	5 10%	24 32%zD	5 20%	21 23%	26 23%	14 16%	21 32%K	8 23%	6 22%	32 19%	14 36%zd
8-10 (Net)	107 50%A	42 42%	65 58%zA	34 53%	29 61%	32 43%	12 44%	50 54%	53 47%	46 54%	28 41%	20 59%	13 47%	90 53%	14 36%
7-10 (Net)	162 76%Ee	72 72%	89 79%	49 76%	43 90%zE	49 66%	21 77%	71 76%	86 75%	70 83%zL	44 66%	26 77%	20 76%	135 80%ze	23 61%
9-10 (Net)	57 27%f	21 21%	35 31%	16 25%	17 35%	18 24%	5 21%	30 33%	26 23%	24 28%	13 20%	14 41%zL	5 20%	50 29%	6 17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 198  
**B3MEAPP\_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	263	192	27	26	18	15	54	6	20	12	28	11	8	3	7	28	208	18
WeightedBase	213	176	17**	13**	7**	13**	48*	5**	20**	8**	29**	12**	8**	4**	7**	20**	172	13**
EffectiveBase	183	138	21	23	17	11	34	6	13	11	22	10	7	2	7	21	144	13
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-
1%	*	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	-
4	2	-	*	1	*	-	-	-	-	-	-	-	-	-	-	-	1	1
1%	-	3%	6%	4%	-	-	-	-	-	-	-	-	-	-	-	-	*	6%
5	14	10	2	2	-	-	3	-	-	1	5	-	*	-	-	1	11	1
6%	6%	9%	14%	-	-	6%	-	-	9%	18%	-	6%	-	-	3%	6%	4%	
6	35	31	3	2	*	3	8	3	2	-	8	1	-	2	1	1	33	1
17%	17%	15%	13%	7%	24%	17%	64%	12%	-	29%	11%	-	58%	9%	4%	19%	9%	
7	55	45	6	3	2	3	10	2	10	2	4	3	4	-	1	6	46	1
26%	25%	34%	20%	23%	24%	21%	36%	48%	23%	13%	27%	45%	-	17%	27%	27%	9%	
8	50	42	4	1	3	5	12	-	6	3	2	4	3	1	1	4	41	3
23%	24%	24%	7%	39%	38%	24%	-	29%	39%	7%	35%	40%	34%	21%	21%	24%	22%	
9	29	25	1	2	1	1	9	-	-	2	4	1	-	-	4	4	21	2
14%	14%	7%	14%	13%	9%	19%	-	-	19%	13%	10%	-	-	53%	22%	12%	19%	
Extremely Satisfied 10	28	23	1	3	1	1	6	-	2	1	6	2	1	*	-	4	18	4
13%f	13%	7%	22%	14%	5%	12%	-	11%	10%	20%	18%	9%	8%	-	19%	10%	30%	
Total mentions	213	176	17	13	7	13	48	5	20	8	29	12	8	4	7	20	172	13
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.56Aef	7.61	7.17	7.25	7.85	7.47	7.70	6.36	7.50	7.88	7.27	7.95	7.57	7.01	8.18	7.99	7.43	8.12
1-3 (Net)	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-
1%	*	-	4%	-	-	-	-	-	-	-	-	-	-	-	3%	1%	-	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 198  
**B3MEAPP\_4. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 4 website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	213	176	17**	13**	7**	13**	48*	5**	20**	8**	29**	12**	8**	4**	7**	20**	172	13**
EffectiveBase	183	138	21	23	17	11	34	6	13	11	22	10	7	2	7	21	144	13
1-4 (Net)	3	1	*	1	*	-	-	-	-	-	-	-	-	-	-	1	2	1
	1%O	*	3%	11%	4%	-	-	-	-	-	-	-	-	-	-	3%	1%	6%
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	105	85	11	7	2	6	21	5	12	3	18	5	4	2	2	7	91	4
	49%	48%	62%	53%	34%	48%	44%	100%	60%	32%	60%	38%	51%	58%	26%	35%	53%	30%
5-6 (Net)	49	41	4	4	*	3	11	3	2	1	14	1	*	2	1	1	44	2
	23%Dd	23%	25%	27%	7%	24%	23%	64%	12%	9%	47%	11%	6%	58%	9%	7%	26%	14%
8-10 (Net)	107	90	7	6	4	7	27	-	8	6	12	7	4	2	5	12	80	9
	50%A	51%	38%	43%	66%	52%	56%	-	40%	68%	40%	62%	49%	42%	74%	62%	46%	70%
7-10 (Net)	162	134	13	8	6	10	37	2	18	7	16	11	8	2	7	18	126	10
	76%Ee	76%	73%	63%	88%	76%	77%	36%	88%	91%	53%	89%	94%	42%	91%	90%	73%	80%
9-10 (Net)	57	48	2	5	2	2	15	-	2	2	10	3	1	*	4	8	39	6
	27%f	27%	14%	36%	26%	14%	31%	-	11%	29%	33%	27%	9%	8%	53%	41%	23%	49%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 199  
**B3MEAPP\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	137	67	70	34	42	46	15	71	63	53	34	20	30	99	29
WeightedBase	100*	49*	51*	29**	28**	32**	10**	46*	52*	37*	28**	14**	21**	80*	15**
EffectiveBase	94	53	42	24	30	29	12	49	44	37	25	14	18	69	24
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	*	*	-	-	*	-	-	*	-	-	-	*	-	*	-
	1%	1%	-	-	1%	-	-	1%	-	-	-	2%	-	*	-
3	4	-	4	2	2	-	-	-	4	2	2	-	-	4	-
	4%	-	8%A	7%	8%	-	-	-	8%	6%	7%	-	-	5%	-
4	1	1	*	1	-	*	-	-	1	1	-	*	*	1	*
	1%	2%	1%	4%	-	1%	-	-	2%	2%	-	2%	1%	1%	2%
5	7	3	4	3	1	1	2	1	5	3	1	2	1	2	2
	7%ld	7%	8%	10%	5%	4%	18%	1%	10%	7%	4%	14%	6%	3%	16%
6	17	10	7	6	3	6	3	8	9	6	7	3	1	13	4
	17%	20%	14%	20%	9%	18%	26%	17%	17%	16%	25%	22%	3%	16%	27%
7	27	16	11	7	6	13	2	10	17	12	4	2	10	22	4
	27%	33%	22%	23%	21%	39%	19%	21%	33%	32%	13%	11%	49%	27%	28%
8	18	9	10	5	5	7	1	12	6	7	5	3	4	18	*
	18%	17%	19%	16%	19%	23%	9%	26%z	12%	18%	18%	23%	17%	22%	2%
9	12	6	6	2	7	2	1	9	3	3	6	2	*	11	1
	12%	12%	11%	5%	23%	7%	14%	19%z	6%	9%	23%	13%	1%	14%	4%
Extremely Satisfied 10	13	4	9	4	4	3	2	7	6	4	3	2	4	9	3
	13%	8%	17%	15%	14%	9%	15%	14%	11%	10%	10%	11%	22%	11%	21%
Total mentions	100	49	51	29	28	32	10	46	52	37	28	14	21	80	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.25m	7.22	7.28	6.93	7.50	7.35	7.18	7.83zm	6.81	7.01	7.33	7.15	7.64	7.35	7.10
1-3 (Net)	5	*	4	2	3	-	-	*	4	2	2	*	-	5	-
	5%AIf	1%	8%	7%	9%	-	-	1%	8%	6%	7%	2%	-	6%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 199  
**B3MEAPP\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	100*	49*	51*	29**	28**	32**	10**	46*	52*	37*	28**	14**	21**	80*	15**
EffectiveBase	94	53	42	24	30	29	12	49	44	37	25	14	18	69	24
1-4 (Net)	6 6%lf	2 3%	5 9%	3 11%	3 9%	* 1%	- -	* 1%	5 10%	3 9%	2 7%	1 5%	* 1%	5 7%	* 2%
1-2 (Net)	* *	* 1%	- -	- -	* 1%	- -	- -	* 1%	- -	- -	- -	* 2%	- -	* *	- -
4-7 (Net)	53 53%l	30 62%z	22 44%	17 57%	10 35%	20 61%	6 63%	18 40%	33 63%l	21 58%	12 42%	7 49%	13 60%	38 47%	11 73%
5-6 (Net)	24 24%d	13 26%	11 22%	9 30%	4 13%	7 21%	5 44%	9 19%	14 27%	9 24%	8 29%	5 36%	2 10%	15 19%	6 43%
8-10 (Net)	43 43%m	18 37%	24 48%	11 36%	16 56%	13 39%	4 37%	27 60%zm	15 29%	13 36%	14 51%	7 48%	8 40%	38 47%	4 27%
7-10 (Net)	70 70%	35 70%	35 69%	17 59%	22 77%	25 78%	6 56%	37 81%z	33 63%	25 68%	18 64%	8 59%	18 89%	60 74%	8 55%
9-10 (Net)	24 24%	10 20%	14 28%	6 20%	10 37%	5 16%	3 29%	15 33%z	9 17%	7 18%	9 33%	3 25%	5 23%	20 25%	4 25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 199  
**B3MEAPP\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	137	104	13	6	14	3	24	5	14	5	16	4	9	1	5	18	107	11
WeightedBase	100*	87*	5**	3**	5**	3**	19**	4**	9**	4**	15**	4**	11**	***	5**	13**	78*	7**
EffectiveBase	94	75	10	6	13	3	17	4	6	4	12	4	7	1	5	13	75	6
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
3	4	4	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-
4	1	1	-	-	-	-	1	-	*	-	-	-	*	-	-	-	1	-
5	7	6	-	1	*	-	1	-	*	1	4	-	-	-	-	1	7	-
6	17	15	1	-	1	2	4	2	1	-	3	-	*	-	1	2	13	-
7	27	24	1	1	1	-	3	1	5	2	4	1	5	-	1	1	24	1
8	18	14	3	-	1	1	3	1	-	1	2	-	1	-	2	3	16	3
9	12	9	1	*	1	-	5	-	1	-	-	-	-	-	1	2	8	1
Extremely Satisfied 10	13	11	-	1	*	-	2	-	1	-	2	3	-	-	-	3	9	2
Total mentions	100	87	5	3	5	3	19	4	9	4	15	4	11	*	5	13	78	7
Mean	7.25m	7.19	7.64	7.88	7.64	6.58	7.53	6.92	7.15	6.61	6.90	9.07	5.52	4.00	7.70	8.12	7.35	8.77
1-3 (Net)	5	5	-	-	-	-	*	-	-	-	-	-	4	-	-	-	*	-
	5%Alf	5%	-	-	-	-	2%	-	-	-	-	-	39%	-	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/W/XY/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 199  
**B3MEAPP\_5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? Channel 5 website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	100*	87*	5**	3**	5**	3**	19**	4**	9**	4**	15**	4**	11**	***	5**	13**	78*	7**
EffectiveBase	94	75	10	6	13	3	17	4	6	4	12	4	7	1	5	13	75	6
1-4 (Net)	6	6	-	-	-	-	1	-	*	-	-	-	4	*	-	-	2	-
	6%f	7%	-	-	-	-	6%	-	3%	-	-	-	39%	100%	-	-	2%	-
1-2 (Net)	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	*	-
4-7 (Net)	53	47	2	1	2	2	9	3	7	3	10	1	5	*	2	4	45	1
	53%l	54%	30%	53%	48%	71%	46%	67%	82%	79%	69%	31%	50%	100%	38%	31%	58%	9%
5-6 (Net)	24	21	1	1	1	2	4	2	2	1	7	-	*	-	1	2	20	-
	24%d	24%	18%	21%	23%	71%	24%	40%	18%	30%	45%	-	4%	-	16%	19%	26%	-
8-10 (Net)	43	35	4	1	3	1	10	1	2	1	5	3	1	-	3	9	33	6
	43%m	40%	70%	47%	52%	29%	52%	33%	18%	21%	31%	69%	11%	-	62%	69%	42%	91%
7-10 (Net)	70	60	4	2	4	1	13	2	7	3	8	4	6	-	4	10	56	7
	70%	69%	82%	79%	77%	29%	70%	60%	79%	70%	55%	100%	57%	-	84%	81%	72%	100%
9-10 (Net)	24	21	1	1	2	-	7	-	2	-	2	3	-	-	1	5	17	3
	24%	24%	12%	47%	36%	-	38%	-	18%	-	14%	69%	-	-	24%	44%	22%	50%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 200  
**B3MEAPP\_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	51	26	25	4	17	20	10	28	22	32	11	3	5	38	11
WeightedBase	37*	19**	18**	3**	13**	12**	9**	19**	17**	21**	7**	5**	4**	28**	9**
EffectiveBase	36	19	17	4	11	17	6	20	15	23	9	2	5	26	9
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3	-	3	-	-	-	3	-	3	-	-	3	-	3	-
	7%	-	15%	-	-	-	31%	-	16%	-	-	54%	-	10%	-
4	*	*	-	-	-	*	-	*	-	*	-	-	-	*	-
	1%	2%	-	-	-	3%	-	2%	-	2%	-	-	-	1%	-
5	3	3	1	-	2	1	-	2	1	1	1	-	1	3	1
	9%	14%	3%	-	16%	10%	-	11%	7%	7%	15%	-	21%	10%	6%
6	6	2	3	1	1	3	1	2	2	2	3	-	1	2	3
	15%	11%	19%	34%	5%	21%	14%	10%	15%	7%	39%	-	34%	9%	37%
7	10	6	4	1	3	3	4	6	4	6	2	2	-	8	2
	28%	31%	25%	19%	24%	25%	42%	32%	26%	30%	24%	46%	-	28%	25%
8	7	4	3	-	4	3	-	5	2	5	1	-	1	6	1
	19%	19%	18%	-	31%	25%	-	25%	13%	25%	12%	-	22%	21%	12%
9	5	3	2	1	2	1	1	3	2	5	*	-	-	4	1
	13%	15%	11%	24%	14%	9%	13%	16%	12%	21%	5%	-	-	14%	9%
Extremely Satisfied 10	3	1	2	1	1	1	-	1	2	2	*	-	1	2	1
	8%	7%	8%	23%	9%	8%	-	5%	12%	9%	4%	-	22%	7%	13%
Total mentions	37	19	18	3	13	12	9	19	17	21	7	5	4	28	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.04	7.26	6.81	7.82	7.51	7.15	5.87	7.32	6.80	7.68	6.66	4.84	7.13	6.97	7.18
1-3 (Net)	3	-	3	-	-	-	3	-	3	-	-	3	-	3	-
	7%	-	15%	-	-	-	31%	-	16%	-	-	54%	-	10%	-
1-4 (Net)	3	*	3	-	-	*	3	*	3	*	-	3	-	3	-
	8%	2%	15%	-	-	3%	31%	2%	16%	2%	-	54%	-	11%	-
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 200  
**B3MEAPP\_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	37*	19**	18**	3**	13**	12**	9**	19**	17**	21**	7**	5**	4**	28**	9**
EffectiveBase	36	19	17	4	11	17	6	20	15	23	9	2	5	26	9
4-7 (Net)	20	11	9	2	6	7	5	11	8	10	6	2	2	13	6
	53%	58%	47%	53%	45%	59%	56%	55%	47%	45%	78%	46%	55%	49%	67%
5-6 (Net)	9	5	4	1	3	4	1	4	4	3	4	-	2	5	4
	24%	25%	23%	34%	21%	31%	14%	21%	21%	14%	54%	-	55%	19%	43%
8-10 (Net)	15	8	7	2	7	5	1	9	6	12	2	-	2	12	3
	40%	42%	38%	47%	55%	41%	13%	45%	37%	55%	22%	-	45%	42%	33%
7-10 (Net)	25	14	11	2	10	8	5	15	10	18	3	2	2	19	5
	68%	73%	63%	66%	79%	66%	55%	77%	62%	84%	46%	46%	45%	70%	57%
9-10 (Net)	8	4	4	2	3	2	1	4	4	6	1	-	1	6	2
	21%	22%	20%	47%	24%	17%	13%	20%	24%	30%	9%	-	22%	20%	21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	51	26	18	5	2	2	10	-	5	1	2	-	-	1	-	5	43	3
WeightedBase	37*	22**	12**	2**	1**	3**	8**	..*	4**	***	1**	..*	..*	1**	..*	4**	31*	1**
EffectiveBase	36	18	14	5	2	2	8	-	2	1	2	-	-	1	-	5	30	3
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	3	-
7%	7%	12%	-	-	-	-	-	-	60%	-	-	-	-	-	-	-	9%	-
4	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-
1%	1%	-	-	17%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
5	3	2	1	-	-	-	1	-	-	-	-	-	-	-	-	1	3	-
9%	9%	10%	9%	-	-	-	18%	-	-	-	-	-	-	-	-	17%	10%	-
6	6	4	1	-	*	-	1	-	-	-	1	-	-	-	-	2	4	*
15%	15%	18%	11%	-	50%	-	10%	-	-	-	100%	-	-	-	-	46%	13%	29%
7	10	4	5	1	-	2	2	-	*	-	-	-	-	-	-	-	7	1
28%	28%	19%	41%	53%	-	75%	21%	-	7%	-	-	-	-	-	-	-	23%	48%
8	7	4	2	-	*	1	2	-	-	*	-	-	-	-	-	1	7	-
19%	19%	19%	21%	-	50%	25%	28%	-	-	100%	-	-	-	-	-	19%	22%	-
9	5	3	1	1	-	-	1	-	1	-	-	-	-	1	-	-	4	*
13%	13%	14%	9%	31%	-	-	15%	-	26%	-	-	-	-	100%	-	-	12%	24%
Extremely Satisfied 10	3	2	1	-	-	-	1	-	*	-	-	-	-	-	-	1	3	-
8%	8%	8%	10%	-	-	-	8%	-	7%	-	-	-	-	-	-	18%	9%	-
Total mentions	37	22	12	2	1	3	8	-	4	*	1	-	-	1	-	4	31	1
100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	-	100%	-	100%	100%	100%
Mean	7.04	6.84	7.39	7.12	6.99	7.25	7.36	-	5.32	8.00	6.00	-	-	9.00	-	6.92	7.03	7.19
1-3 (Net)	3	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	3	-
7%	7%	12%	-	-	-	-	-	-	60%	-	-	-	-	-	-	-	9%	-
1-4 (Net)	3	3	-	*	-	-	-	-	3	-	-	-	-	-	-	-	3	-
8%	8%	12%	-	17%	-	-	-	-	60%	-	-	-	-	-	-	-	10%	-
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 200  
**B3MEAPP\_6. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? STV website and apps**  
 Base = Users of each website/app in the past 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>37*</b>	22**	12**	2**	1**	3**	8**	-**	4**	***	1**	-**	-**	1**	-**	4**	31*	1**
EffectiveBase	36	18	14	5	2	2	8	-	2	1	2	-	-	1	-	5	30	3
4-7 (Net)	20	10	7	2	*	2	4	-	*	-	1	-	-	-	-	3	15	1
	53%	47%	61%	69%	50%	75%	49%	-	7%	-	100%	-	-	-	-	63%	48%	76%
5-6 (Net)	9	6	2	-	*	-	2	-	-	-	1	-	-	-	-	3	7	*
	24%	28%	20%	-	50%	-	28%	-	-	-	100%	-	-	-	-	63%	23%	29%
8-10 (Net)	15	9	5	1	*	1	4	-	1	*	-	-	-	1	-	2	14	*
	40%	41%	39%	31%	50%	25%	51%	-	33%	100%	-	-	-	100%	-	37%	44%	24%
7-10 (Net)	25	13	10	2	*	3	6	-	2	*	-	-	-	1	-	2	21	1
	68%	60%	80%	83%	50%	100%	72%	-	40%	100%	-	-	-	100%	-	37%	67%	71%
9-10 (Net)	8	5	2	1	-	-	2	-	1	-	-	-	-	1	-	1	7	*
	21%	22%	19%	31%	-	-	23%	-	33%	-	-	-	-	100%	-	18%	22%	24%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 201  
**B3MEAPP\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	32	21	11	3	13	13	3	20	12	20	4	2	6	27	4
WeightedBase	22**	14**	8**	2**	9**	8**	2**	12**	10**	14**	2**	2**	4**	19**	2**
EffectiveBase	23	17	7	3	8	10	2	17	8	13	3	2	5	19	3
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	*	*	-	-	-	*	-	*	-	*	-	-	-	*	-
	2%	3%	-	-	-	5%	-	3%	-	3%	-	-	-	2%	-
6	7	4	3	-	2	3	1	1	6	4	-	1	2	6	1
	32%	28%	39%	-	25%	42%	56%	6%	62%	28%	-	67%	44%	31%	47%
7	5	5	*	-	3	1	1	3	2	3	1	1	1	4	1
	23%	34%	4%	-	32%	14%	44%	25%	21%	22%	32%	33%	19%	22%	37%
8	2	1	1	1	*	1	-	2	*	2	*	-	1	2	-
	11%	11%	11%	40%	4%	14%	-	17%	3%	11%	15%	-	13%	13%	-
9	3	2	1	*	1	2	-	2	1	2	1	-	1	3	-
	15%	15%	14%	16%	13%	21%	-	20%	10%	11%	53%	-	15%	15%	-
Extremely Satisfied 10	4	1	2	1	2	*	-	3	*	3	-	-	*	3	*
	17%	9%	31%	44%	26%	5%	-	29%	4%	24%	-	-	10%	18%	16%
Total mentions	22	14	8	2	9	8	2	12	10	14	2	2	4	19	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.57	7.36	7.94	9.04	7.81	7.18	6.44	8.29	6.73	7.73	8.21	6.33	7.27	7.61	7.03
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 201  
**B3MEAPP\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	22**	14**	8**	2**	9**	8**	2**	12**	10**	14**	2**	2**	4**	19**	2**
EffectiveBase	23	17	7	3	8	10	2	17	8	13	3	2	5	19	3
4-7 (Net)	12	9	3	-	5	5	2	4	8	7	1	2	3	10	2
	57%	65%	43%	-	58%	60%	100%	34%	83%	53%	32%	100%	63%	55%	84%
5-6 (Net)	7	4	3	-	2	4	1	1	6	4	-	1	2	6	1
	34%	31%	39%	-	25%	47%	56%	10%	62%	31%	-	67%	44%	33%	47%
8-10 (Net)	9	5	4	2	4	3	-	8	2	6	1	-	2	9	*
	43%	35%	57%	100%	42%	40%	-	66%	17%	47%	68%	-	37%	45%	16%
7-10 (Net)	14	10	5	2	7	4	1	10	4	9	2	1	2	13	1
	66%	69%	61%	100%	75%	53%	44%	90%	38%	69%	100%	33%	56%	67%	53%
9-10 (Net)	7	3	4	1	4	2	-	6	1	5	1	-	1	6	*
	32%	25%	46%	60%	39%	26%	-	48%	14%	36%	53%	-	25%	33%	16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 201  
**B3MEAPP\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps**  
 Base = Users of each website/app in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	32	21	3	6	2	3	6	1	5	-	4	1	1	-	-	-	23	4
WeightedBase	22**	15**	3**	3**	1**	3**	4**	1**	2**	-.**	3**	1**	2**	-.**	-.**	-.**	15**	2**
EffectiveBase	23	15	3	6	2	3	5	1	5	-	3	1	1	-	-	-	18	4
Extremely Dissatisfied 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-
6	2%	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	3%	-
7	7	5	2	-	-	1	-	1	-	-	1	-	2	-	-	-	5	-
8	23%	36%	49%	-	-	43%	-	100%	-	-	43%	-	100%	-	-	-	30%	-
9	5	3	1	1	*	2	1	-	*	-	*	-	-	-	-	-	3	2
10	23%	21%	21%	32%	50%	57%	20%	-	18%	-	13%	-	-	-	-	-	20%	75%
Extremely Satisfied	2	2	-	1	*	-	-	-	*	-	1	-	-	-	-	-	*	1
10	11%	10%	-	19%	50%	-	-	-	21%	-	44%	-	-	-	-	-	2%	25%
Extremely Satisfied 10	3	2	-	1	-	-	1	-	*	-	-	1	-	-	-	-	3	-
10	15%	15%	-	35%	-	-	29%	-	20%	-	-	100%	-	-	-	-	21%	-
Extremely Satisfied 10	4	3	1	-	-	-	2	-	1	-	-	-	-	-	-	-	4	-
10	17%	18%	31%	-	-	-	51%	-	41%	-	-	-	-	-	-	-	24%	-
Total mentions	22	15	3	3	1	3	4	1	2	-	3	1	2	-	-	-	15	2
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	-	-	100%	100%
Mean	7.57	7.59	7.43	7.60	7.50	6.57	9.11	6.00	8.83	-	7.01	9.00	6.00	-	-	-	7.81	7.25
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 201  
**B3MEAPP\_7. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps? S4C website and apps**  
 Base = Users of each website/app in the past 3 months

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	22**	15**	3**	3**	1**	3**	4**	1**	2**	-**	3**	1**	2**	-**	-**	-**	15**	2**
EffectiveBase	23	15	3	6	2	3	5	1	5	-	3	1	1	-	-	-	18	4
4-7 (Net)	12	8	2	1	*	3	1	1	*	-	1	-	2	-	-	-	8	2
	57%	57%	69%	46%	50%	100%	20%	100%	18%	-	56%	-	100%	-	-	-	53%	75%
5-6 (Net)	7	5	2	*	-	1	-	1	-	-	1	-	2	-	-	-	5	-
	34%	36%	49%	14%	-	43%	-	100%	-	-	43%	-	100%	-	-	-	32%	-
8-10 (Net)	9	7	1	1	*	-	3	-	1	-	1	1	-	-	-	-	7	1
	43%	43%	31%	54%	50%	-	80%	-	82%	-	44%	100%	-	-	-	-	47%	25%
7-10 (Net)	14	10	2	2	1	2	4	-	2	-	2	1	-	-	-	-	10	2
	66%	64%	51%	86%	100%	57%	100%	-	100%	-	57%	100%	-	-	-	-	68%	100%
9-10 (Net)	7	5	1	1	-	-	3	-	1	-	-	1	-	-	-	-	7	-
	32%	33%	31%	35%	-	-	80%	-	61%	-	-	100%	-	-	-	-	45%	-

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 202  
**C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Extremely Unfavourable 1	127	84	43	7	15	48	57	25	100	19	25	32	50	63	61
	3%BCIKdOT	4%zB	2%	1%	2%	4%C	4%C	2%	4%	2%	3%	4%K	5%zKL	3%	4%zd
2	117	68	50	7	16	34	60	19	96	14	38	28	37	63	46
	3%CIK	4%	2%	1%	2%	3%	4%zC	2%	3%zl	1%	4%K	3%K	4%K	3%	3%
3	111	60	52	12	15	40	45	22	86	24	22	20	45	56	45
	3%d	3%	3%	2%	2%	3%	3%	2%	3%	2%	2%	2%	5%zKLM	2%	3%
4	138	84	53	30	17	36	56	35	99	38	32	29	39	71	63
	4%Bd	4%zB	3%	5%zDE	3%	3%	4%	3%	4%	4%	3%	3%	4%	3%	5%zd
5	503	237	266	57	73	168	204	127	368	103	104	125	171	292	189
	13%KLa	12%	13%	10%	11%	13%	14%	11%	13%	10%	10%	14%KL	17%zKL	12%	14%
6	387	196	190	69	65	119	135	126	254	112	102	103	69	255	122
	10%N	10%	10%	13%z	10%	9%	9%	11%	9%	11%N	10%N	12%N	7%	10%	9%
7	745	357	387	108	135	245	257	226	513	174	203	176	191	489	246
	19%KVa	19%	19%	20%	21%	19%	18%	20%	19%	16%	20%K	20%	20%	20%	18%
8	886	406	478	132	149	309	296	271	607	248	233	204	201	566	302
	23%PR	21%	24%	24%	23%	24%	21%	24%	22%	23%	23%	23%	21%	23%	22%
9	454	234	220	61	87	145	161	141	310	165	130	74	85	293	154
	12%MNT	12%	11%	11%	13%	11%	11%	13%	11%	16%zLMN	13%MN	8%	9%	12%	11%
Extremely Favourable 10	440	180	260	64	77	133	166	129	309	160	106	84	90	279	155
	11%ANPU	9%	13%zA	12%	12%	10%	12%	11%	11%	15%zLMN	11%	10%	9%	12%	11%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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Table 202  
**C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Mean	<b>6.88AFmM</b>	6.69	<b>7.05zA</b>	<b>7.09zF</b>	<b>7.10zF</b>	6.86	6.71	<b>7.11zm</b>	6.80	<b>7.33zLMN</b>	<b>6.97MN</b>	<b>6.71N</b>	6.44	<b>7.01ze</b>	6.72
1-3 (Net)	355 9%BCIKd OThb	211 11%zB	144 7%	25 5%	45 7%	122 10%C	162 11%zCD	66 6%	282 10%zl	57 5%	86 9%K	80 9%K	132 13%zKLM	181 7%	152 11%zd
1-4 (Net)	493 13%BDIKd OTb	295 16%zB	197 10%	55 10%	62 10%	157 12%	219 15%zCD	101 9%	381 14%zl	95 9%	117 12%	110 13%K	171 17%zKLM	252 10%	215 16%zd
1-2 (Net)	244 6%BCIKdO T	152 8%zB	92 5%	14 3%	31 5%	82 6%C	117 8%zCD	44 4%	196 7%zl	33 3%	63 6%K	61 7%K	87 9%zK	125 5%	107 8%zd
4-7 (Net)	1773 45%KQY	875 46%	896 45%	263 48%	289 45%	568 44%	653 45%	515 46%	1234 45%	427 40%	441 44%	434 50%zK	471 48%K	1106 46%	621 45%
5-6 (Net)	889 23%	433 23%	456 23%	126 23%	138 21%	287 22%	339 24%	253 23%	622 23%	215 20%	206 21%	228 26%zKL	240 25%	547 23%	311 22%
8-10 (Net)	1779 46%AMNPU	820 43%	959 48%zA	256 47%	313 48%	587 46%	623 43%	541 48%	1225 45%	573 54%zLMN	469 47%MN	362 41%	377 38%	1138 47%	612 44%
7-10 (Net)	2524 65%AFmNe P	1177 62%	1345 67%zA	364 67%F	448 69%zF	832 65%	880 61%	768 68%zm	1738 63%	746 71%zMN	672 68%MN	538 61%	568 58%	1626 67%ze	858 62%
9-10 (Net)	893 23%MNP	413 22%	480 24%	125 23%	165 25%	278 22%	327 23%	270 24%	618 23%	325 31%zLMN	235 24%MN	158 18%	175 18%	572 24%	309 22%

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

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**C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Extremely Unfavourable 1	127	90	24	5	7	9	7	7	16	5	17	6	3	4	1	17	97	12
		3% <b>BCIKdO</b>	3%	7% <b>zOQ</b>	3%	5% <b>zO</b>	2%	1%	4% <b>T</b>	4% <b>T</b>	3%	4% <b>T</b>	3%	4% <b>T</b>	1%	4% <b>Tb</b>	3%	3%
2	117	88	23	4	3	11	16	1	20	4	15	*	1	2	4	13	98	10
		3% <b>CIK</b>	3%	7% <b>zOQR</b>	2%	3%	2%	1%	5% <b>zTUVh</b>	2%	4% <b>Y</b>	*	1%	3%	2%	3%	3%	3%
3	111	83	16	7	5	14	25	6	9	5	10	4	2	-	3	5	99	7
		3% <b>d</b>	3%	5% <b>zO</b>	4%	4%	3%	4%	2%	3%	2%	2%	1%	-	2%	1%	3%	2%
4	138	113	13	7	5	7	22	5	15	4	20	5	8	5	5	17	122	10
		4% <b>Bd</b>	3%	4%	4%	2%	3%	3%	4%	3%	5%	3%	4%	6%	2%	5%	4%	3%
5	503	418	46	19	19	38	101	23	50	26	54	17	17	4	37	51	408	38
		13% <b>KLa</b>	13%	14%	10%	10%	14% <b>a</b>	14% <b>a</b>	13% <b>a</b>	16% <b>a</b>	13% <b>a</b>	9%	9%	4%	20% <b>zSYha</b>	14% <b>a</b>	13%	10%
6	387	334	24	19	10	43	76	22	30	14	33	16	26	17	24	33	297	41
		10% <b>N</b>	10%	7%	10%	11%	10%	13%	8%	9%	8%	9%	14% <b>X</b>	19% <b>zTVWX</b>	12%	9%	9%	11%
7	745	617	77	32	19	81	156	42	53	31	67	31	38	7	37	74	605	65
		19% <b>KVa</b>	19%	23% <b>QR</b>	16%	21% <b>Va</b>	21% <b>Va</b>	25% <b>VXa</b>	14%	19% <b>a</b>	16%	16%	21% <b>a</b>	8%	19% <b>a</b>	20% <b>a</b>	19%	18%
8	886	755	56	53	21	90	169	33	88	39	100	55	44	22	32	84	699	93
		23% <b>PR</b>	23% <b>PR</b>	17%	27% <b>PR</b>	24%	23%	20%	24%	24%	23%	29% <b>b</b>	24%	24%	17%	23%	22%	25%
9	454	390	28	26	10	52	65	20	55	18	53	21	20	15	29	41	372	50
		12% <b>MNT</b>	12%	8%	13%	14% <b>T</b>	9%	12%	15% <b>T</b>	11%	12%	11%	11%	17% <b>T</b>	15% <b>T</b>	11%	12%	14%
Extremely Favourable 10	440	370	23	22	24	34	94	7	38	16	57	32	22	14	20	37	358	41
		11% <b>ANPU</b>	11% <b>P</b>	7%	11%	20% <b>zOPQ</b>	9%	13% <b>U</b>	4%	10%	10%	13% <b>U</b>	17% <b>zSUV</b>	12% <b>U</b>	15% <b>U</b>	10%	11%	11%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 202  
**C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?**  
 Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Mean	6.88AFmM NeP	6.95zP	6.10	7.07P	6.82P	6.99	7.02	6.64	6.76	6.84	6.90	7.40zUVW Xc	7.18U	7.21	7.01	6.75	6.86	7.06
1-3 (Net)	355 9%BCIKdO Thb	261 8%	63 19%zOQR	16 8%	14 12%O	33 9%	48 7%	14 8%	44 12%TYhb	14 9%	43 10%hb	10 5%	7 4%	6 7%	8 4%	35 9%	294 9%	29 8%
1-4 (Net)	493 13%BDIKd OTb	374 11%	76 23%zOQR	23 12%	19 16%O	40 11%	70 10%	19 11%	59 16%TYhb	19 11%	63 15%Tb	15 8%	14 8%	11 13%	12 6%	52 14%b	416 13%	39 11%
1-2 (Net)	244 6%BCIKdO T	178 5%	47 14%zOQR	9 5%	9 8%	20 5%	24 3%	8 5%	35 9%zTYhb	9 5%	32 8%Thb	6 3%	4 2%	6 7%	5 2%	29 8%Thb	195 6%	22 6%
4-7 (Net)	1773 45%KQY	1482 45%	161 48%Q	77 40%	53 43%	168 45%	354 49%VXY	93 56%zVXYa	148 40%	76 47%	174 41%	69 37%	89 49%	33 37%	102 53%VXYa	176 47%	1432 45%	154 42%
5-6 (Net)	889 23%	752 23%	70 21%	38 19%	29 23%	81 21%	177 24%	45 27%	80 21%	41 25%	87 20%	33 18%	43 24%	21 23%	61 32%zSVXY	84 23%	705 22%	79 22%
8-10 (Net)	1779 46%AMNPU	1515 46%P	108 32%	101 52%zP	56 45%P	176 47%	328 45%	59 36%	181 48%U	74 45%	210 49%U	108 58%zSTUW bc	86 47%	51 56%U	81 43%	162 44%	1429 45%	184 50%
7-10 (Net)	2524 65%AFmNe P	2132 65%P	185 56%	133 68%P	75 61%	256 68%	483 66%	101 61%	235 63%	105 64%	277 65%	138 74%zUVbc	124 68%	58 64%	118 62%	236 63%	2035 64%	249 68%
9-10 (Net)	893 23%MNP	760 23%P	51 15%	48 25%P	34 28%zP	86 23%	159 22%	26 16%	93 25%	35 21%	110 26%U	53 28%U	42 23%	29 32%U	49 26%	78 21%	730 23%	91 25%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 203  
**C2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides:**  
**Base = All respondents**

Summary Table				
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
UnweightedBase	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717
Not At All Well 1	177 5%	72 2%	100 3%	97 2%
2	95 2%	56 1%	52 1%	91 2%
3	114 3%	85 2%	107 3%	100 3%
4	167 4%	138 4%	164 4%	166 4%
5	401 10%	406 10%	410 11%	412 11%
6	432 11%	387 10%	438 11%	449 11%
7	687 18%	751 19%	715 18%	788 20%
8	830 21%	952 24%	930 24%	863 22%
9	467 12%	467 12%	475 12%	447 11%
Extremely Well 10	400 10%	402 10%	359 9%	302 8%
Don't know	138 4%	191 5%	157 4%	192 5%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%
Mean	6.80	7.12	6.98	6.85
1-3 (Net)	386 10%	213 5%	259 7%	289 7%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 203  
**C2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides:**  
**Base = All respondents**

Summary Table				
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
<b>WeightedBase</b>	3907	3907	3907	3907
<b>EffectiveBase</b>	2717	2717	2717	2717
1-4 (Net)	552 14%	351 9%	423 11%	455 12%
1-2 (Net)	272 7%	128 3%	152 4%	189 5%
4-7 (Net)	1687 43%	1683 43%	1728 44%	1815 46%
5-6 (Net)	833 21%	793 20%	848 22%	861 22%
8-10 (Net)	1696 43%	1821 47%	1764 45%	1611 41%
7-10 (Net)	2384 61%	2572 66%	2479 63%	2399 61%
9-10 (Net)	867 22%	869 22%	834 21%	749 19%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 204

C2\_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,

do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	177	117	61	12	23	71	70	37	139	47	40	44	46	106	66
	5%BCI	6%zB	3%	2%	4%	6%C	5%C	3%	5%l	4%	4%	5%	5%	4%	5%
2	95	45	50	5	12	30	48	23	68	27	24	14	30	48	34
	2%C	2%	2%	1%	2%	2%	3%zC	2%	2%	3%	2%	2%	3%	2%	2%
3	114	60	54	8	18	27	60	14	97	26	23	29	36	56	52
	3%ldO	3%	3%	2%	3%	2%	4%zCE	1%	4%zl	2%	2%	3%	4%	2%	4%zd
4	167	90	77	21	32	53	61	41	126	47	52	34	34	94	73
	4%	5%	4%	4%	5%	4%	4%	4%	5%	4%	5%	4%	3%	4%	5%z
5	401	212	187	52	48	122	178	97	297	68	87	101	144	212	175
	10%DKda	11%	9%	10%	7%	10%	12%zD	9%	11%	6%	9%	12%K	15%zKL	9%	13%zd
6	432	193	239	74	64	131	163	102	327	129	115	163	90	271	149
	11%l	10%	12%	14%	10%	10%	11%	9%	12%zl	12%	12%	10%	10%	11%	11%
7	687	319	366	111	113	248	214	228	451	173	199	175	140	465	211
	18%FmNeR V	17%	18%	20%F	17%	19%F	15%	20%zm	16%	16%	20%N	20%N	14%	19%ze	15%
8	830	403	427	112	139	279	300	251	565	246	210	184	189	530	284
	21%R	21%	21%	20%	21%	22%	21%	22%	21%	23%	21%	21%	19%	22%	21%
9	467	227	240	65	74	159	169	166	297	140	117	100	109	310	149
	12%mp	12%	12%	12%	11%	12%	12%	15%zm	11%	13%	12%	11%	11%	13%	11%
Extremely Well 10	400	186	214	65	84	116	135	117	282	139	101	75	86	270	125
	10%	10%	11%	12%	13%zEF	9%	9%	10%	10%	13%zMN	10%	9%	9%	11%	9%
Don't know	138	53	85	19	41	39	38	44	92	15	26	30	67	63	66
	4%AKd	3%	4%zA	4%	6%zEF	3%	3%	4%	3%	1%	3%	3%K	7%zKLM	3%	5%zd

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 204

**C2\_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,**

**do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.80AFmN eP	6.65	6.94zA	7.11zEF	7.03zF	6.78	6.60	7.12zm	6.68	7.02zMN	6.84N	6.72	6.57	6.95ze	6.59
1-3 (Net)	386 10%BCIdT	222 12%zB	164 8%	26 5%	53 8%C	128 10%C	178 12%zCD	74 7%	304 11%zl	100 9%	87 9%	87 10%	112 11%	211 9%	153 11%d
1-4 (Net)	552 14%BCIdT	312 16%zB	240 12%	47 9%	85 13%C	181 14%C	239 17%zC	115 10%	429 16%zl	146 14%	139 14%	121 14%	146 15%	305 13%	226 16%zd
1-2 (Net)	272 7%BCI	162 8%zB	110 6%	18 3%	35 5%	101 8%C	118 8%CD	60 5%	207 8%l	74 7%	64 6%	58 7%	76 8%	154 6%	100 7%
4-7 (Net)	1687 43%KRVg	815 43%	869 43%	259 47%D	257 40%	555 43%	617 43%	469 42%	1201 44%	417 40%	453 46%K	400 46%K	417 43%	1042 43%	608 44%
5-6 (Net)	833 21%DIKd	406 21%	427 21%	127 23%D	112 17%	253 20%	342 24%zDE	200 18%	624 23%zl	197 19%	202 20%	191 22%	242 25%zKL	483 20%	324 23%zd
8-10 (Net)	1696 43%mNeP	816 43%	881 44%	241 44%	297 46%	554 43%	604 42%	535 48%zm	1144 42%	525 50%zLMN	429 43%	359 41%	384 39%	1110 46%ze	558 40%
7-10 (Net)	2384 61%FmNe	1135 60%	1246 62%	352 65%F	410 63%F	802 63%F	819 57%	763 68%zm	1596 58%	698 66%zN	628 63%N	534 61%N	524 54%	1575 65%ze	769 56%
9-10 (Net)	867 22%meP	413 22%	454 23%	129 24%	158 24%	275 22%	304 21%	284 25%zm	579 21%	279 26%zLMN	218 22%	175 20%	195 20%	579 24%ze	274 20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 204

**C2\_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,**

**do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	177	147	15	11	4	21	24	6	30	4	21	11	6	3	4	17	135	17
	5%BCI	5%	4%	5%	4%	6%	3%	4%	8%zTb	3%	5%	6%	3%	3%	2%	5%	4%	5%
2	95	73	13	6	2	8	15	4	8	1	13	2	2	-	9	10	79	10
	2%C	2%	4%	3%	1%	2%	2%	3%	2%	1%	3%	1%	1%	-	5%	3%	3%	3%
3	114	83	21	4	5	8	15	2	13	6	18	3	5	-	3	11	95	10
	3%ldO	3%	6%zOQ	2%	4%	2%	2%	1%	4%	4%	4%	1%	3%	-	1%	3%	3%	3%
4	167	136	13	12	5	14	26	7	19	7	18	6	8	3	4	24	134	16
	4%	4%	4%	6%	4%	4%	4%	4%	5%	4%	4%	3%	4%	4%	2%	7%	4%	4%
5	401	332	36	19	14	36	70	15	32	30	43	14	18	2	26	47	323	30
	10%DkDa	10%	11%	10%	11%	10%	10%	9%	9%	18%zSTUVXYa	10%	7%	10%	3%	13%a	13%a	10%	8%
6	432	371	32	20	10	43	64	24	34	21	52	27	27	20	17	42	363	33
	11%l	11%	10%	10%	8%	11%	9%	15%	9%	13%	12%	14%	15%	22%zSTVXbc	9%	11%	12%	9%
7	687	558	74	38	16	58	156	28	45	25	63	23	39	17	42	61	549	57
	18%FmNeRv	17%	22%zOR	20%R	13%	15%	21%zVXY	17%	12%	15%	15%	13%	22%V	19%	22%V	16%	17%	15%
8	830	707	66	37	19	83	168	49	84	28	88	37	36	20	44	68	667	97
	21%R	22%R	20%	19%	16%	22%	23%	30%zWc	23%	17%	21%	20%	20%	23%	23%	18%	21%	26%z
9	467	405	22	23	15	57	83	12	46	26	59	26	23	11	20	44	373	45
	12%mp	12%P	7%	12%P	13%P	15%U	11%	7%	12%	16%U	14%	14%	12%	12%	11%	12%	12%	12%
Extremely Well 10	400	336	23	21	20	41	72	12	48	12	36	27	15	14	18	41	322	44
	10%	10%	7%	11%	16%zOP	11%	10%	7%	13%	7%	8%	15%	8%	15%	9%	11%	10%	12%
Don't know	138	108	15	3	12	7	35	5	14	3	17	12	3	-	4	8	116	10
	4%AKd	3%	5%	2%	10%zOPQ	2%	5%S	3%	4%	2%	4%	6%Sac	2%	-	2%	2%	4%	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 204

C2\_1. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,

do you personally think the BBC as a whole provides: Impartial news and information to help people understand and engage with the world around them.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.80AFmNeP	6.84P	6.36	6.70	6.99P	6.91	6.98	6.81	6.70	6.74	6.66	7.07	6.86	7.35zXc	6.88	6.64	6.80	6.96
1-3 (Net)	386 10%BCIdT	304 9%	49 15%zO	21 11%	12 9%	37 10%	55 7%	12 8%	52 14%zTa	11 7%	52 12%Ta	16 8%	12 7%	3 3%	16 8%	38 10%	309 10%	37 10%
1-4 (Net)	552 14%BCIdT	440 14%	63 19%zO	32 17%	17 14%	51 14%	80 11%	19 12%	71 19%zTab	19 11%	70 16%T	21 11%	20 11%	6 7%	20 10%	63 17%Ta	443 14%	53 15%
1-2 (Net)	272 7%BCI	221 7%	28 8%	17 9%	6 5%	29 8%	39 5%	10 6%	38 10%zTW	6 3%	34 8%	13 7%	8 4%	3 3%	13 7%	27 7%	214 7%	27 7%
4-7 (Net)	1687 43%KRvG	1398 43%R	155 47%R	89 46%R	45 37%	152 40%	316 43%V	74 45%	130 35%	83 51%vY	175 41%	70 37%	92 51%vY	42 47%	89 47%V	174 47%V	1369 43%g	135 37%
5-6 (Net)	833 21%DIKd	703 22%	67 20%	39 20%	24 19%	79 21%	135 18%	39 24%	66 18%	51 31%zSTV	95 22%	41 22%	45 25%	22 24%	43 22%	88 24%	686 22%	62 17%
8-10 (Net)	1696 43%mNeP	1449 44%zP	112 34%	81 42%	54 44%P	182 48%	324 44%	73 44%	178 48%	66 40%	182 43%	90 48%	73 41%	45 50%	82 43%	152 41%	1361 43%	185 50%zf
7-10 (Net)	2384 61%FmNe	2007 62%	186 56%	120 62%	71 58%	240 64%	480 66%zWXc	102 61%	223 60%	92 56%	245 58%	113 61%	113 62%	62 69%	125 65%	213 57%	1910 61%	242 66%
9-10 (Net)	867 22%meP	742 23%P	46 14%	44 23%P	35 28%zOP	98 26%U	156 21%	24 15%	94 25%U	38 23%	94 22%	53 28%U	37 21%	25 27%U	38 20%	84 23%	695 22%	88 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/WX/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 205

C2\_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,

do you personally think the BBC as a whole provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	72	46	26	4	8	28	30	7	58	11	16	13	32	30	37
	2%BlKdS	2%zB	1%	1%	1%	2%	2%	1%	2%l	1%	2%	1%	3%zKM	1%	3%zd
2	56	28	28	3	14	12	27	9	47	7	8	21	21	28	23
	1%KO	1%	1%	1%	2%C	1%	2%	1%	2%	1%	1%	2%zKL	2%KL	1%	2%
3	85	46	39	12	5	18	50	10	74	12	21	18	34	37	44
	2%DlKd	2%	2%	2%D	1%	1%	4%zDE	1%	3%zI	1%	2%	2%	3%zK	2%	3%zd
4	138	73	65	23	20	35	60	30	104	37	30	33	38	79	57
	4%O	4%	3%	4%	3%	3%	4%	3%	4%	3%	3%	4%	4%	3%	4%
5	406	218	187	47	52	130	176	103	294	82	88	98	138	218	174
	10%KdPY	11%	9%	9%	8%	10%	12%zD	9%	11%	8%	9%	11%K	14%zKL	9%	13%zd
6	387	183	204	62	69	115	141	104	279	114	89	108	77	240	135
	10%N	10%	10%	11%	11%	9%	10%	9%	10%	11%	9%	12%zLN	8%	10%	10%
7	751	333	418	96	125	275	255	223	521	195	214	182	160	525	216
	19%ANeRV W	17%	21%zA	18%	19%	22%zF	18%	20%	19%	18%	22%N	21%N	16%	22%ze	16%
8	952	499	452	141	164	296	350	272	671	280	245	210	217	611	320
	24%B	26%zB	23%	26%	25%	23%	24%	24%	24%	26%	25%	24%	22%	25%	23%
9	467	216	251	65	65	183	154	173	291	158	137	72	100	303	156
	12%MPc	11%	13%	12%	10%	14%zDF	11%	15%zm	11%	15%zMN	14%MN	8%	10%	12%	11%
Extremely Well 10	402	181	221	64	83	128	126	139	263	132	109	76	84	265	131
	10%U	10%	11%	12%	13%zF	10%	9%	12%zm	10%	13%zMN	11%	9%	9%	11%	9%
Don't know	191	83	108	26	42	57	67	51	138	29	39	44	79	90	91
	5%KdO	4%	5%	5%	6%	4%	5%	5%	5%	3%	4%	5%K	8%zKLM	4%	7%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 205

C2\_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,

do you personally think the BBC as a whole provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.12AFmM NeP	7.02	7.21zA	7.28F	7.29zF	7.22F	6.89	7.48zm	6.99	7.45zMN	7.28zMN	6.91	6.75	7.27ze	6.89
1-3 (Net)	213 5%BIKdOh	121 6%B	92 5%	20 4%	27 4%	58 5%	108 8%zCDE	26 2%	179 7%zl	30 3%	45 4%	52 6%K	86 9%zKL	95 4%	104 7%zd
1-4 (Net)	351 9%BEIKd Oh	193 10%zB	157 8%	43 8%	47 7%	93 7%	168 12%zCDE	56 5%	283 10%zl	66 6%	75 8%	85 10%K	124 13%zKL	173 7%	161 12%zd
1-2 (Net)	128 3%CIKdOS	74 4%	53 3%	7 1%	22 3%C	40 3%	58 4%C	16 1%	105 4%zl	17 2%	24 2%	34 4%K	52 5%zKL	57 2%	60 4%zd
4-7 (Net)	1683 43%RY	806 42%	875 44%	229 42%	267 41%	555 43%	632 44%	460 41%	1199 44%	428 40%	421 42%	422 48%zKLN	412 42%	1061 44%	582 42%
5-6 (Net)	793 20%LdPY	400 21%	391 20%	110 20%	122 19%	244 19%	318 22%	207 18%	573 21%	196 19%	176 18%	207 24%zKL	214 22%	458 19%	309 22%zd
8-10 (Net)	1821 47%FmMNe P	896 47%	923 46%	271 50%F	313 48%	606 48%	631 44%	584 52%zm	1225 45%	570 54%zMN	491 49%MN	358 41%	402 41%	1179 49%ze	607 44%
7-10 (Net)	2572 66%FmMNe PRc	1229 65%	1341 67%	366 67%F	438 68%F	882 69%zF	886 62%	808 72%zm	1746 64%	765 72%zMN	705 71%zMN	540 62%	562 57%	1704 70%ze	823 59%
9-10 (Net)	869 22%FmMNP	398 21%	471 24%	130 24%	148 23%	311 24%F	281 20%	312 28%zm	554 20%	290 27%zMN	246 25%MN	148 17%	185 19%	568 23%	288 21%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 205

C2\_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,

do you personally think the BBC as a whole provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.

Base = All respondents

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	72	52	11	7	2	-	14	2	15	3	3	1	*	3	1	9	57	3
	2%Blkds	2%	3%	4%zO	2%	-	2%S	1%	4%zSXh	2%S	1%	1%	*	3%S	1%	2%S	2%	1%
2	56	36	15	2	2	3	7	-	4	2	11	1	-	-	3	5	50	4
	1%KO	1%	5%zOQR	1%	1%	1%	1%	-	1%	1%	3%	*	-	-	2%	1%	2%	1%
3	85	64	13	2	6	9	9	5	7	3	14	3	2	*	-	11	69	8
	2%Dlkd	2%	4%zOQ	1%	5%zOQ	2%	1%	3%	2%	2%	3%b	2%	1%	*	-	3%	2%	2%
4	138	103	23	7	5	15	25	4	13	1	14	4	3	3	6	16	115	12
	4%O	3%	7%zO	4%	4%	4%	3%	2%	4%	1%	3%	2%	1%	3%	3%	4%	4%	3%
5	406	353	21	18	14	32	69	19	43	39	39	4	28	11	27	42	332	35
	10%KdPY	11%P	6%	9%	11%P	9%Y	9%Y	12%Y	11%Y	24%zSTUVX	9%Y	2%	15%Y	12%Y	14%Y	11%Y	11%	9%
6	387	332	23	24	9	44	58	24	31	14	45	20	12	12	18	55	313	33
	10%N	10%	7%	12%PR	7%	12%	8%	14%T	8%	8%	11%	11%	7%	13%	10%	15%zTVh	10%	9%
7	751	617	82	38	14	76	141	39	54	19	77	28	45	17	55	66	599	66
	19%ANeRV	19%R	25%zOR	20%R	11%	20%W	19%W	24%VW	15%	11%	18%	15%	25%VW	19%	29%zTVWX	18%	19%	18%
8	952	814	71	42	25	94	194	39	91	44	119	48	45	16	42	82	781	93
	24%B	25%	21%	22%	20%	25%	27%	23%	24%	27%	28%	26%	25%	18%	22%	22%	25%	25%
9	467	405	23	25	14	56	84	20	53	19	60	34	23	11	19	27	379	48
	12%MPc	12%P	7%	13%P	12%	15%c	11%	12%	14%c	12%	14%c	18%zTc	13%	12%	10%	7%	12%	13%
Extremely Well 10	402	341	24	17	19	33	84	7	43	16	33	32	18	14	17	44	311	52
	10%U	10%	7%	9%	16%zOPQ	9%	11%U	4%	11%U	10%	8%	17%zSUX	10%	15%UX	9%	12%U	10%	14%zf
Don't know	191	141	26	11	13	14	45	8	20	5	12	11	6	3	3	15	149	14
	5%KdO	4%	8%zO	6%	11%zOQ	4%	6%Xb	5%	5%	3%	3%	6%	3%	4%	1%	4%	5%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 205

C2\_2. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,

do you personally think the BBC as a whole provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.12AFmM NeP	7.18zP	6.54	7.01P	7.13P	7.28c	7.26c	6.99	7.10	6.98	7.10	7.85zSTU VWXhabc	7.35c	7.21	7.09	6.88	7.09	7.40zf
1-3 (Net)	213 5%BlkDoh	153 5%	39 12%zOQ	11 6%	10 8%zO	12 3%	31 4%	6 4%	26 7%h	8 5%	29 7%h	5 3%	2 1%	3 4%	4 2%	26 7%h	175 6%	15 4%
1-4 (Net)	351 9%BEIKdOh	255 8%	63 19%zOQR	18 9%	15 12%zO	27 7%	56 8%	10 6%	39 10%h	9 5%	42 10%h	9 5%	5 3%	6 6%	10 5%	42 11%Yh	290 9%	26 7%
1-2 (Net)	128 3%ClkDOS	88 3%	26 8%zOR	9 5%O	4 3%	3 1%	22 3%	2 1%	19 5%SYh	5 3%	14 3%	2 1%	*	3 3%	4 2%	14 4%Sh	107 3%	7 2%
4-7 (Net)	1683 43%RY	1404 43%R	149 45%R	88 45%R	42 34%	168 44%Y	293 40%Y	85 51%TVY	141 38%	73 44%Y	174 41%Y	56 30%	87 48%Y	43 48%Y	106 56%zTVXY	179 48%TVY	1360 43%	146 40%
5-6 (Net)	793 20%LdPY	684 21%P	44 13%	42 22%P	23 18%	76 20%	127 17%	43 26%TY	74 20%	53 32%zSTVX Y	84 20%	24 13%	39 22%	23 26%Y	45 24%Y	96 26%TY	646 20%	68 18%
8-10 (Net)	1821 47%FmMNe P	1560 48%zP	118 35%	84 44%	58 47%P	183 49%	362 50%c	66 40%	187 50%c	79 48%	212 50%c	114 61%zSTUV WXhabc	86 48%	41 45%	77 41%	153 41%	1471 47%	193 53%z
7-10 (Net)	2572 66%FmMNe PRc	2177 67%zPR	199 60%	123 63%	72 59%	259 69%c	503 69%Wc	105 63%	241 65%	97 59%	289 68%c	142 76%zUVWc	131 72%Wc	58 64%	133 69%	219 59%	2071 66%	260 71%
9-10 (Net)	869 22%FmMNP	746 23%P	47 14%	42 22%P	33 27%zP	89 24%	167 23%	27 16%	96 26%	35 21%	93 22%	66 35%zSTUV WXhbc	42 23%	25 27%	36 19%	71 19%	690 22%	100 27%zf

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 206

C2\_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,

do you personally think the BBC as a whole provides: A range of high quality, distinctive and creative content that is different to that of other providers.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	100	64	35	4	14	42	40	18	80	14	23	23	40	51	47
	3%BCIKO	3%zB	2%	1%	2%	3%C	3%C	2%	3%	1%	2%	3%	4%zK	2%	3%zd
2	52	28	24	3	6	14	29	8	45	8	8	12	25	17	29
	1%ldO	1%	1%	1%	1%	1%	2%z	1%	2%l	1%	1%	1%	3%zKL	1%	2%zd
3	107	54	53	8	9	24	66	9	97	18	24	24	40	45	55
	3%DEIKd	3%	3%	1%	1%	2%	5%zCDE	1%	4%zl	2%	2%	3%	4%zK	2%	4%zd
4	164	91	74	28	21	48	68	36	123	42	32	45	46	90	67
	4%R	5%	4%	5%	3%	4%	5%	3%	4%	4%	3%	5%	5%	4%	5%
5	410	197	211	42	65	132	171	110	296	87	106	99	118	225	170
	11%CKd	10%	11%	8%	10%	10%	12%C	10%	11%	8%	11%	11%	12%K	9%	12%zd
6	438	230	208	70	70	141	158	124	306	109	100	116	113	304	126
	11%eT	12%	10%	13%	11%	11%	11%	11%	11%	10%	10%	13%	12%	13%ze	9%
7	715	326	389	104	123	274	214	238	471	195	207	158	155	485	218
	18%FmNeV	17%	19%	19%	19%F	21%zF	15%	21%zm	17%	18%	21%zN	18%	16%	20%ze	16%
8	930	475	454	135	129	320	347	275	645	268	255	205	203	596	317
	24%DNRC	25%	23%	25%	20%	25%D	24%	25%	24%	25%N	26%N	23%	21%	25%	23%
9	475	224	251	72	103	133	168	144	328	163	113	85	114	300	165
	12%MP	12%	13%	13%	16%zEF	10%	12%	13%	12%	15%zLMN	11%	10%	12%	12%	12%
Extremely Well 10	359	156	202	58	66	110	125	121	237	130	93	68	68	239	116
	9%N	8%	10%	11%	10%	9%	9%	11%	9%	12%zMN	9%	8%	7%	10%	8%
Don't know	157	61	96	23	40	40	53	39	115	23	35	39	59	75	74
	4%AKd	3%	5%zA	4%	6%zEF	3%	4%	3%	4%	2%	3%	5%K	6%zKL	3%	5%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 206

C2\_3. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,

do you personally think the BBC as a whole provides: A range of high quality, distinctive and creative content that is different to that of other providers.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.98AFmM NeP	6.87	7.09zA	7.28zEF	7.20zEF	6.96	6.79	7.27zm	6.87	7.37zLMN	7.08MN	6.80	6.60	7.13ze	6.76
1-3 (Net)	259 7%BCDIKd OTh	146 8%zB	113 6%	14 3%	29 5%	79 6%C	135 9%zCDE	34 3%	221 8%zl	40 4%	55 6%	60 7%K	104 11%zKLM	114 5%	131 9%zd
1-4 (Net)	423 11%BCDIK LdOY	237 12%zB	186 9%	42 8%	50 8%	127 10%	204 14%zCDE	70 6%	344 13%zl	82 8%	87 9%	105 12%K	150 15%zKL	204 8%	198 14%zd
1-2 (Net)	152 4%BCKIdO	92 5%zB	60 3%	7 1%	20 3%	56 4%C	69 5%C	26 2%	125 5%zl	22 2%	31 3%	36 4%K	64 7%zKL	68 3%	76 5%zd
4-7 (Net)	1728 44%Ke	843 44%	882 44%	243 45%	279 43%	594 47%	611 42%	507 45%	1195 44%	432 41%	445 45%	419 48%K	432 44%	1103 45%	580 42%
5-6 (Net)	848 22%K	427 22%	419 21%	112 21%	135 21%	273 21%	328 23%	234 21%	602 22%	196 19%	206 21%	216 25%K	232 24%K	529 22%	296 21%
8-10 (Net)	1764 45%MNP	856 45%	907 45%	264 48%	299 46%	562 44%	639 44%	541 48%z	1209 44%	561 53%zLMN	460 46%N	358 41%	385 39%	1134 47%	598 43%
7-10 (Net)	2479 63%FmMNe PVC	1181 62%	1297 65%	367 67%F	422 65%F	836 66%F	853 59%	778 69%zm	1680 61%	756 72%zMN	668 67%zMN	516 59%	539 55%	1618 67%ze	817 59%
9-10 (Net)	834 21%EMNPU	380 20%	454 23%	129 24%E	170 26%zEF	242 19%	293 20%	265 24%	564 21%	293 28%zLMN	205 21%	153 18%	182 19%	538 22%	281 20%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	100	69	22	6	2	7	13	4	17	4	7	1	2	2	-	11	79	7
	3% <b>B</b> CIKO	2%	7% <b>z</b> OR	3%	2%	2%	2%	2%	5% <b>z</b> TYb	3%	2%	1%	1%	2%	-	3%	3%	2%
2	52	33	13	4	3	4	7	2	4	*	8	1	-	-	3	3	38	9
	1% <b>d</b> O	1%	4% <b>z</b> O	2%	2%	1%	1%	1%	*	2%	*	-	-	1%	1%	1%	1%	2%
3	107	80	15	6	6	9	13	-	17	4	12	4	1	1	2	16	90	5
	3% <b>D</b> EIKd	2%	5% <b>O</b>	3%	5% <b>z</b> O	2%	2%	-	5% <b>TU</b>	3%	3%	2%	1%	2%	1%	4% <b>TU</b>	3%	1%
4	164	142	14	5	3	12	29	6	25	8	20	3	7	5	11	17	142	8
	4% <b>R</b>	4%	4%	3%	2%	3%	4%	4%	7% <b>z</b> Y	5%	5%	1%	4%	6%	6%	5%	4%	2%
5	410	340	33	22	15	36	73	15	28	29	45	10	22	13	16	54	328	44
	11% <b>C</b> Kd	10%	10%	11%	12%	9%	10%	9%	7%	17% <b>z</b> STVY	10%	6%	12%	14% <b>Y</b>	8%	14% <b>z</b> VY	10%	12%
									<b>b</b>									
6	438	368	37	22	11	43	63	16	53	19	38	21	25	12	30	47	357	34
	11% <b>e</b> T	11%	11%	12%	9%	11%	9%	10%	14% <b>T</b>	11%	9%	11%	14%	14%	16% <b>T</b>	13%	11%	9%
7	715	596	66	34	20	72	148	40	43	26	78	37	34	13	45	58	574	67
	18% <b>F</b> mNeV	18%	20%	18%	16%	19% <b>V</b>	20% <b>V</b>	24% <b>V</b>	12%	16%	18% <b>V</b>	20% <b>V</b>	19%	15%	24% <b>V</b>	16%	18%	18%
8	930	789	70	47	23	114	194	49	72	35	99	49	40	27	41	69	753	91
	24% <b>D</b> NRc	24% <b>R</b>	21%	24%	19%	30% <b>z</b> Vc	27% <b>Vc</b>	30% <b>Vc</b>	19%	21%	23%	26%	22%	29%	21%	19%	24%	25%
9	475	416	27	19	13	39	78	15	54	25	66	31	28	7	23	48	379	52
	12% <b>M</b> P	13% <b>P</b>	8%	10%	11%	10%	11%	9%	15%	15%	16% <b>T</b>	17%	16%	8%	12%	13%	12%	14%
Extremely Well 10	359	297	23	20	18	25	72	8	39	12	39	19	18	9	17	38	287	39
	9% <b>N</b>	9%	7%	10%	15% <b>z</b> OP	7%	10%	5%	10%	7%	9%	10%	10%	10%	9%	10%	9%	11%
Don't know	157	128	12	9	9	15	39	11	21	2	12	11	2	-	3	11	127	10
	4% <b>A</b> Kd	4%	3%	4%	7% <b>z</b> OP	4%	5% <b>W</b>	7% <b>W</b> ha	6% <b>W</b>	1%	3%	6% <b>W</b> a	1%	-	2%	3%	4%	3%

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

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Table 206

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do you personally think the BBC as a whole provides: A range of high quality, distinctive and creative content that is different to that of other providers.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.98AFmM NeP	7.04zP	6.34	6.94P	7.04P	7.05	7.15zVc	7.03	6.78	6.84	7.06	7.54zSTU VWXac	7.24	7.00	7.12	6.81	6.97	7.15
1-3 (Net)	259 7%BCDIKd OTh	182 6%	51 15%zOQR	15 8%	11 9%O	21 6%	33 5%	6 4%	38 10%zTUYhb	9 6%	28 7%	5 3%	3 2%	3 3%	5 3%	30 8%h	207 7%	22 6%
1-4 (Net)	423 11%BCDIK LdOY	325 10%	65 20%zOQR	20 11%	13 11%	32 9%	62 8%	12 7%	63 17%zSTUY hb	17 11%	48 11%Y	8 4%	10 6%	8 9%	16 8%	47 13%Yh	349 11%	30 8%
1-2 (Net)	152 4%BCIKdO	102 3%	35 11%zOQR	10 5%	5 4%	11 3%	21 3%	6 4%	21 6%Yh	5 3%	16 4%	2 1%	2 1%	2 2%	3 1%	14 4%	117 4%	16 4%
4-7 (Net)	1728 44%Ke	1446 44%	149 45%	83 43%	49 40%	163 43%	313 43%	77 47%	149 40%	82 50%	181 42%	71 38%	89 49%	44 49%	102 46%	176 53%TVV	1401 44%	153 42%
5-6 (Net)	848 22%K	708 22%	70 21%	44 23%	27 22%	79 21%	136 19%	31 19%	81 22%	47 29%TXV	82 19%	32 17%	48 26%	26 28%	46 24%	101 27%zTXV	685 22%	78 21%
8-10 (Net)	1764 45%MNP	1503 46%P	120 36%	87 45%P	55 44%P	179 47%	345 47%	71 43%	166 44%	72 44%	205 48%	99 53%c	87 48%	43 48%	81 42%	156 42%	1420 45%	182 50%
7-10 (Net)	2479 63%FmMNe PVc	2098 64%P	186 56%	121 62%	74 60%	251 67%Vc	493 67%zVc	111 67%V	209 56%	98 60%	283 66%Vc	136 73%zVWc	121 67%	57 63%	126 66%	214 57%	1994 63%	249 68%
9-10 (Net)	834 21%EMNPU	713 22%P	50 15%	40 20%	31 25%P	64 17%	150 21%	23 14%	93 25%SU	36 22%	106 25%SU	50 27%SU	46 26%U	17 19%	40 21%	86 23%U	666 21%	91 25%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 207

**C2\_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,**

**do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	97	66	31	6	16	37	38	22	74	17	24	20	37	47	48
	2%BcD	3%zB	2%	1%	2%	3%	3%	2%	3%	2%	2%	2%	4%zK	2%	3%zd
2	91	56	35	3	13	24	51	16	74	20	19	26	27	44	37
	2%BcD	3%B	2%	1%	2%	2%	4%zCE	1%	3%l	2%	2%	3%	3%	2%	3%
3	100	58	42	9	12	34	46	16	80	17	19	26	38	52	42
	3%lO	3%	2%	2%	2%	3%	3%	1%	3%l	2%	2%	3%	4%zKL	2%	3%
4	166	81	85	20	25	44	76	33	133	45	34	39	47	100	63
	4%l	4%	4%	4%	4%	3%	5%z	3%	5%zl	4%	3%	4%	5%	4%	5%
5	412	213	197	61	57	122	172	111	292	88	85	101	137	211	187
	11%KLdPS	11%	10%	11%	9%	10%	12%	10%	11%	8%	9%	12%	14%zKL	9%	13%zd
6	449	184	263	76	65	159	150	128	317	117	139	107	86	300	141
	11%AN	10%	13%zA	14%	10%	12%	10%	11%	12%	11%	14%zN	12%N	9%	12%	10%
7	788	379	410	105	121	276	286	231	544	224	221	170	173	506	267
	20%RY	20%	20%	19%	19%	22%	20%	21%	20%	21%	22%N	19%	18%	21%	19%
8	863	429	432	112	147	283	320	256	598	250	223	192	197	563	284
	22%PR	23%	22%	21%	23%	22%	22%	23%	22%	24%	22%	22%	20%	23%	21%
9	447	224	222	74	92	142	139	146	300	140	127	87	93	308	131
	11%FeP	12%	11%	14%F	14%zF	11%	10%	13%	11%	13%N	13%	10%	10%	13%ze	9%
Extremely Well 10	302	133	169	48	61	91	102	102	198	105	69	59	69	203	96
	8%	7%	8%	9%	9%	7%	7%	9%	7%	10%zLMN	7%	7%	7%	8%	7%
Don't know	192	82	110	32	39	64	57	60	132	33	34	50	75	93	88
	5%KLdO	4%	6%	6%	6%	5%	4%	5%	5%	3%	3%	6%K	8%zKL	4%	6%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.85AFmNeP	6.73	6.97ZA	7.11zEF	7.09zF	6.86F	6.65	7.12zm	6.75	7.14zMN	6.96MN	6.72	6.54	7.02ze	6.61
1-3 (Net)	289	180	109	18	41	95	135	54	228	55	62	71	102	143	127
	7%BCIKdOh	9%zB	5%	3%	6%C	7%C	9%zCD	5%	8%zl	5%	6%	8%K	10%zKL	6%	9%zd
1-4 (Net)	455	261	194	38	66	139	212	87	361	100	96	110	149	243	190
	12%BCIKdO	14%zB	10%	7%	10%	11%C	15%zCDE	8%	13%zl	9%	10%	13%	15%zKL	10%	14%zd
1-2 (Net)	189	122	67	9	29	61	89	38	148	37	43	45	64	91	85
	5%BCIKdOYh	6%zB	3%	2%	4%C	5%C	6%zC	3%	5%zl	4%	4%	5%	7%zK	4%	6%zd
4-7 (Net)	1815	857	955	262	268	601	684	504	1285	474	480	417	443	1116	658
	46%D	45%	48%	48%D	41%	47%D	48%D	45%	47%	45%	48%	48%	45%	46%	48%
5-6 (Net)	861	398	461	136	121	281	322	240	609	205	224	208	223	511	327
	22%KP	21%	23%	25%D	19%	22%	22%	21%	22%	19%	23%	24%	23%	21%	24%
8-10 (Net)	1611	787	823	233	300	517	561	504	1096	495	419	338	359	1074	511
	41%mNeP	41%	41%	43%	46%zEF	40%	39%	45%zm	40%	47%zMN	42%N	39%	37%	44%ze	37%
7-10 (Net)	2399	1165	1233	339	421	792	847	735	1640	719	640	508	532	1579	779
	61%FmNeP	61%	62%	62%	65%F	62%	59%	66%zm	60%	68%zMN	64%MN	58%	54%	65%ze	56%
9-10 (Net)	749	357	391	121	153	233	241	248	498	245	196	146	162	511	227
	19%FmNeP	19%	20%	22%F	24%zEF	18%	17%	22%zm	18%	23%zMN	20%	17%	17%	21%ze	16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	97	78	11	5	4	4	16	4	18	4	11	2	*	3	1	14	79	4
	2%BCd	2%	3%	3%	3%	1%	2%	2%	5%zShb	3%	3%	1%	*	3%	1%	4%	3%	1%
2	91	61	23	4	3	12	10	2	6	1	16	-	1	-	6	6	73	10
	2%BCldO	2%	7%zOQR	2%	2%	3%Y	1%	1%	2%	1%	4%TY	-	1%	-	3%	2%	2%	3%
3	100	72	19	6	4	4	16	4	6	5	19	5	-	1	1	11	81	7
	3%IO	2%	6%zO	3%	3%	1%	2%	2%	2%	3%h	5%zShb	3%	-	1%	*	3%	3%	2%
4	166	140	13	6	7	17	31	5	19	5	13	8	12	6	14	10	136	11
	4%I	4%	4%	3%	6%	4%	4%	3%	5%	3%	3%	4%	7%	7%	7%c	3%	4%	3%
5	412	354	21	22	15	24	69	12	43	30	45	16	26	6	22	60	337	36
	11%KLdPS	11%P	6%	11%P	13%P	6%	9%	7%	12%	18%zSTUX	11%	8%	14%S	6%	12%	16%zSTUY	11%	10%
										Ya						a		
6	449	375	35	28	11	57	79	20	37	11	49	24	19	16	26	38	347	53
	11%AN	12%	10%	15%R	9%	15%W	11%	12%	10%	7%	11%	13%	10%	17%W	13%	10%	11%	14%
7	788	650	85	34	19	85	146	36	75	37	75	24	47	18	46	63	629	75
	20%RY	20%	26%zOQR	17%	15%	22%Y	20%	22%	20%	22%Y	18%	13%	26%Yc	19%	24%Y	17%	20%	20%
8	863	747	54	41	20	85	188	48	76	37	88	41	44	20	38	82	711	75
	22%PR	23%zPR	16%	21%	16%	23%	26%z	29%	20%	23%	21%	22%	24%	22%	20%	22%	23%	20%
9	447	391	23	19	13	50	72	16	45	18	58	37	21	11	23	40	364	56
	11%FeP	12%P	7%	10%	11%	13%	10%	10%	12%	11%	14%	20%zTUVW	12%	12%	12%	11%	12%	15%z
												c						
Extremely Well 10	302	249	18	18	17	24	58	8	28	11	39	19	7	9	9	36	242	30
	8%	8%	5%	9%	14%zOP	6%	8%	5%	8%	7%	9%	10%	4%	10%	5%	10%	8%	8%
Don't know	192	142	30	10	10	14	44	11	19	5	13	10	4	2	6	13	155	11
	5%KLdO	4%	9%zO	5%	8%zO	4%	6%	7%	5%	3%	3%	6%	2%	2%	3%	4%	5%	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 207

C2\_4. On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all,

do you personally think the BBC as a whole provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.

Base = All respondents

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.85AFmN eP	6.91zP	6.27	6.83P	6.87P	7.01	6.97	7.00	6.73	6.78	6.80	7.35zVWX bc	6.96	7.01	6.81	6.80	6.86	7.05	
1-3 (Net)	289 7%BCIKdO h	210 6%	53 16%zOQR	15 8%	10 8%	20 5%h	43 6%h	10 6%h	31 8%h	11 7%h	46 11%zSTYhb	7 4%	2 1%	4 5%	7 4%	30 8%h	233 7%	21 6%	
1-4 (Net)	455 12%BCIKd O	350 11%	66 20%zOQ	21 11%	17 14%	37 10%	74 10%	14 9%	50 13%	16 10%	60 14%	15 8%	14 8%	10 11%	21 11%	40 11%	370 12%	32 9%	
1-2 (Net)	189 5%BCIKdO Yh	138 4%	35 10%zOQR	10 5%	6 5%	16 4%	26 4%	6 4%	24 6%Yh	6 3%	27 6%Yh	2 1%	2 1%	3 3%	7 4%	20 5%Yh	153 5%	14 4%	
4-7 (Net)	1815 46%D	1519 47%	154 46%	90 46%	52 43%	183 49%	326 45%	72 43%	175 47%	83 50%	182 43%	72 39%	103 57%zTUXY	45 50%	108 56%zTXY	170 46%	1449 46%	174 47%	
5-6 (Net)	861 22%KP	729 22%P	56 17%	50 26%P	26 21%	81 22%	149 20%	32 19%	81 22%	42 25%	94 22%	40 21%	44 24%	21 24%	48 25%	98 26%	684 22%	89 24%	
8-10 (Net)	1611 41%FmNeP	1387 43%zP	95 29%	79 41%P	51 41%P	160 42%	318 43%	73 44%	149 40%	66 40%	184 43%	97 52%zVb	72 40%	40 44%	70 37%	158 42%	1318 42%	161 44%	
7-10 (Net)	2399 61%FmNeP	2037 63%zPR	180 54%	112 58%	69 56%	245 65%	463 63%	108 65%	225 60%	102 62%	259 61%	121 65%	119 66%	57 63%	117 61%	221 59%	1947 62%	236 64%	
9-10 (Net)	749 19%FmNeP	640 20%P	41 12%	37 19%P	31 25%zOP	75 20%	130 18%	24 15%	73 20%	29 17%	97 23%	56 30%zSTUV Whbc	28 16%	20 22%	33 17%	76 20%	607 19%	86 23%	

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 208

**C3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:**

**Base = All respondents**

Summary Table				
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
UnweightedBase	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717
Not At All Important				
1	63 2%	46 1%	47 1%	70 2%
2	47 1%	34 1%	43 1%	37 1%
3	51 1%	71 2%	60 2%	76 2%
4	101 3%	72 2%	94 2%	113 3%
5	266 7%	265 7%	291 7%	312 8%
6	350 9%	334 9%	374 10%	313 8%
7	517 13%	620 16%	633 16%	639 16%
8	802 21%	883 23%	902 23%	845 22%
9	586 15%	626 16%	580 15%	585 15%
Extremely Important				
10	1011 26%	829 21%	751 19%	801 21%
Don't know	112 3%	128 3%	133 3%	115 3%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%
Mean	7.79	7.75	7.62	7.59
1-3 (Net)	161 4%	150 4%	149 4%	182 5%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 208

**C3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:**

**Base = All respondents**

Summary Table				
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
<b>WeightedBase</b>	3907	3907	3907	3907
<b>EffectiveBase</b>	2717	2717	2717	2717
1-4 (Net)	263 7%	222 6%	243 6%	296 8%
1-2 (Net)	110 3%	79 2%	89 2%	106 3%
4-7 (Net)	1235 32%	1291 33%	1392 36%	1378 35%
5-6 (Net)	616 16%	598 15%	665 17%	625 16%
8-10 (Net)	2399 61%	2338 60%	2233 57%	2231 57%
7-10 (Net)	2916 75%	2958 76%	2866 73%	2870 73%
9-10 (Net)	1597 41%	1455 37%	1331 34%	1387 35%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 209  
**C3\_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 Impartial news and information to help people understand and engage with the world around them.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	63	47	15	4	6	21	31	9	51	16	9	21	16	34	27
1	2%BIO	2%zB	1%	1%	1%	2%	2%	1%	2%l	2%	1%	2%L	2%	1%	2%
2	47	26	21	5	8	18	16	5	39	12	8	14	14	20	18
	1%ldO	1%	1%	1%	1%	1%	1%	*	1%l	1%	1%	2%	1%	1%	1%
3	51	33	19	2	7	18	25	16	35	12	12	6	22	34	17
	1%COT	2%	1%	*	1%	1%	2%C	1%	1%	1%	1%	1%	2%zM	1%	1%
4	101	49	53	13	13	28	47	20	79	30	19	23	30	53	42
	3%Q	3%	3%	2%	2%	2%	3%	2%	3%	3%	2%	3%	3%	2%	3%
5	266	139	125	47	41	91	88	97	163	64	44	73	86	147	111
	7%ml	7%	6%	9%	6%	7%	6%	9%zm	6%	6%	4%	8%L	9%zKL	6%	8%zd
6	350	164	186	46	53	114	137	92	258	82	95	81	92	211	127
	9%R	9%	9%	8%	8%	9%	10%	8%	9%	8%	10%	9%	9%	9%	9%
7	517	242	275	63	99	201	154	191	320	122	124	141	130	353	158
	13%FmeRa	13%	14%	12%	15%F	16%zCF	11%	17%zm	12%	12%	12%	16%zK	13%	15%ze	11%
8	802	396	404	132	131	272	266	245	546	209	214	177	202	528	257
	21%e	21%	20%	24%zF	20%	21%	19%	22%	20%	20%	21%	20%	21%	22%e	19%
9	586	293	293	78	92	184	233	173	408	175	162	125	124	371	199
	15%Nc	15%	15%	14%	14%	14%	16%	15%	15%	17%N	16%	14%	13%	15%	14%
Extremely Important	1011	473	538	136	165	305	405	248	761	321	284	190	216	630	369
10	26%IMNPS UW	25%	27%	25%	26%	24%	28%zE	22%	28%zl	30%zMN	29%MN	22%	22%	26%	27%
Don't know	112	44	69	20	32	24	37	24	81	14	25	26	48	45	59
	3%EKd	2%	3%	4%	5%zEF	2%	3%	2%	3%	1%	2%	3%K	5%zKL	2%	4%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 209

**C3\_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:**

**Impartial news and information to help people understand and engage with the world around them.**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.79AMNP Wc	7.68	7.90zA	7.88	7.86	7.70	7.81	7.77	7.82	7.98zMN	8.04zMN	7.57	7.53	7.86z	7.73
1-3 (Net)	161 4%BCIOT	106 6%zB	55 3%	11 2%	21 3%	58 5%C	71 5%C	30 3%	126 5%l	40 4%	29 3%	41 5%	51 5%L	88 4%	62 4%
1-4 (Net)	263 7%BCLdO S	155 8%zB	108 5%	24 4%	34 5%	86 7%	119 8%zCD	51 5%	204 7%zI	70 7%	48 5%	63 7%	81 8%L	141 6%	104 7%
1-2 (Net)	110 3%BILdO	73 4%zB	36 2%	9 2%	14 2%	40 3%	47 3%	14 1%	90 3%zI	28 3%	17 2%	35 4%L	29 3%	54 2%	45 3%
4-7 (Net)	1235 32%mkLQR	594 31%	639 32%	169 31%	206 32%	434 34%F	425 30%	400 36%zm	820 30%	298 28%	281 28%	317 36%zKL	339 35%zKL	764 31%	437 32%
5-6 (Net)	616 16%Rb	303 16%	311 16%	93 17%	94 15%	205 16%	224 16%	189 17%	421 15%	146 14%	139 14%	153 18%	178 18%zKL	358 15%	238 17%
8-10 (Net)	2399 61%MNPWc	1162 61%	1235 62%	345 63%	388 60%	761 60%	904 63%	666 59%	1715 63%	704 67%zMN	660 66%zMN	493 56%	542 55%	1529 63%z	826 60%
7-10 (Net)	2916 75%NePWc	1404 74%	1510 76%	409 75%	488 75%	962 75%	1057 74%	858 76%	2035 74%	826 78%zMN	784 79%zMN	633 72%	672 69%	1882 78%ze	984 71%
9-10 (Net)	1597 41%IMNSU Wc	766 40%	831 42%	213 39%	257 40%	489 38%	638 44%zE	421 38%	1169 43%zI	496 47%zMN	446 45%zMN	315 36%	340 35%	1001 41%	568 41%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 209  
**C3\_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 Impartial news and information to help people understand and engage with the world around them.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	63	43	13	4	2	2	5	3	7	6	10	2	-	1	*	7	46	6
1	2%BIO	1%	4%zO	2%	1%	*	1%	2%	2%	4%SThb	2%	1%	-	1%	*	2%	1%	2%
2	47	26	20	1	1	3	9	1	4	*	2	1	1	1	-	2	42	2
	1%ldO	1%	6%zOQR	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%
3	51	30	16	4	1	2	2	*	3	-	2	3	1	1	5	10	47	1
	1%COT	1%	5%zOR	2%O	1%	1%	*	*	1%	-	1%	2%	1%	1%	3%T	3%T	1%	*
4	101	90	10	1	2	7	22	4	8	4	18	1	7	2	3	14	82	8
	3%Q	3%Q	3%Q	*	1%	2%	3%	2%	2%	3%	4%Y	*	4%	2%	2%	4%	3%	2%
5	266	231	17	11	7	29	49	11	23	23	26	8	8	8	7	39	207	24
	7%ml	7%	5%	6%	6%	8%	7%	7%	6%	14%zTVXYh b	6%	4%	4%	9%	4%	11%zYb	7%	6%
6	350	304	25	17	5	43	67	21	26	20	30	17	16	8	8	47	272	45
	9%R	9%R	7%	9%R	4%	12%b	9%	13%b	7%	12%b	7%	9%	9%	9%	4%	13%zVXb	9%	12%
7	517	446	42	19	10	77	105	20	42	25	51	20	26	3	34	43	425	49
	13%FmeRa	14%R	13%	10%	8%	20%zTVXY ac	14%a	12%	11%	15%a	12%a	10%	14%a	4%	18%a	11%	13%	13%
8	802	677	62	37	26	82	148	49	90	42	75	26	31	17	39	78	644	86
	21%e	21%	19%	19%	21%	22%	20%	30%zTXyh	24%Y	26%Y	17%	14%	17%	18%	20%	21%	20%	23%
9	586	494	50	27	15	51	117	20	56	15	83	25	34	17	38	39	484	49
	15%Nc	15%	15%	14%	12%	13%	16%c	12%	15%	9%	19%zWc	13%	19%Wc	19%	20%Wc	10%	15%	13%
Extremely Important	1011	826	68	68	49	76	182	26	100	27	118	76	51	32	56	81	820	82
10	26%IMNPS UW	25%	20%	35%zOP	40%zOP	20%	25%UW	16%	27%UW	16%	28%UW	41%zSTUV WXhc	28%UW	35%SUWc	29%UW	22%	26%	22%
Don't know	112	93	8	5	6	5	26	10	13	1	10	9	5	-	1	13	87	15
	3%EKd	3%	3%	2%	5%zO	1%	4%	6%SWab	3%	1%	2%	5%	3%	-	1%	4%	3%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 209  
**C3\_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 Impartial news and information to help people understand and engage with the world around them.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.79AMNP Wc	7.82P	7.10	8.10zOP	8.37zOP	7.69W	7.87Wc	7.56	7.92Wc	7.22	7.90Wc	8.36zSTU VWXc	8.07Wc	8.11Wc	8.20zSUW c	7.40	7.80	7.75
1-3 (Net)	161 4%BCIOT	98 3%	50 15%zOQR	9 5%	4 3%	6 2%	16 2%	5 3%	14 4%	7 4%	15 3%	6 3%	3 1%	3 3%	6 3%	19 5%ST	135 4%	9 2%
1-4 (Net)	263 7%BCILdO S	188 6%	59 18%zOQR	10 5%	5 4%	13 4%	38 5%	9 5%	22 6%	11 7%	33 8%5	7 4%	9 5%	5 6%	8 4%	32 9%5	217 7%	17 5%
1-2 (Net)	110 3%BILdO	69 2%	33 10%zOQR	5 2%	3 2%	5 1%	14 2%	4 3%	12 3%	7 4%b	12 3%	3 2%	1 1%	2 2%	* *	9 2%	89 3%	8 2%
4-7 (Net)	1235 32%KLQR	1070 33%zQR	93 28%R	48 25%	23 19%	156 41%zTVXY ab	242 33%Y	56 34%	100 27%	72 44%zTVXY ab	126 30%	45 24%	57 32%	22 24%	52 27%	142 38%zVXYa b	985 31%	125 34%
5-6 (Net)	616 16%Rb	535 16%R	42 13%	28 15%	12 10%	72 19%b	116 16%b	32 19%b	49 13%	43 26%zTVXY hb	56 13%	25 13%	24 13%	16 18%b	15 8%	86 23%zTVXY hb	478 15%	68 19%
8-10 (Net)	2399 61%MNPWc	1997 61%P	180 54%	132 68%zOP	90 73%zOP	209 55%	446 61%Wc	95 58%	247 66%SWc	84 51%	276 65%SWc	127 68%SWc	117 64%Wc	66 72%SWc	133 69%SWc	198 53%	1948 62%	217 59%
7-10 (Net)	2916 75%NePWc	2443 75%P	222 67%	151 78%P	100 81%zOP	286 76%c	551 75%Wc	115 70%	289 77%Wc	109 66%	327 77%Wc	147 79%Wc	143 79%Wc	69 76%	167 87%zSTUV WXc	240 65%	2373 75%	266 72%
9-10 (Net)	1597 41%IMNSU Wc	1320 41%	118 36%	95 49%zOP	64 52%zOP	127 34%	298 41%UWc	46 28%	157 42%UWc	42 26%	201 47%zSUWc	101 54%zSTUV Wc	86 47%SUWc	49 54%zSTUV c	93 49%SUWc	120 32%	1304 41%	131 36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/WX/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 210  
**C3\_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	46	35	10	3	7	16	20	4	41	9	5	15	17	23	22
1	1% <b>BIO</b>	2% <b>zB</b>	1%	*	1%	1%	1%	*	1% <b>zl</b>	1%	1%	2% <b>L</b>	2% <b>L</b>	1%	2%
2	34	13	21	3	5	11	13	2	29	8	9	5	12	13	17
	1% <b>ldO</b>	1%	1%	1%	1%	1%	1%	*	1% <b>l</b>	1%	1%	1%	1%	1%	1% <b>d</b>
3	71	46	25	5	10	21	35	11	59	18	11	20	22	40	30
	2% <b>bl</b>	2% <b>zB</b>	1%	1%	1%	2%	2%	1%	2% <b>l</b>	2%	1%	2%	2%	2%	2%
4	72	34	38	11	9	20	32	14	55	12	21	19	20	38	28
	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%
5	265	131	132	49	42	82	92	89	172	65	50	62	88	144	110
	7% <b>Ld</b>	7%	7%	9%	7%	6%	6%	8%	6%	6%	5%	7%	9% <b>zKL</b>	6%	8% <b>zd</b>
6	334	165	169	50	54	107	124	93	237	81	83	84	86	206	114
	9% <b>R</b>	9%	8%	9%	8%	8%	9%	8%	9%	8%	8%	10%	9%	8%	8%
7	620	296	322	103	97	219	201	200	419	163	174	147	136	413	194
	16% <b>FeR</b>	16%	16%	19% <b>F</b>	15%	17%	14%	18%	15%	15%	18%	17%	14%	17% <b>e</b>	14%
8	883	442	441	112	141	320	309	266	605	234	223	198	228	586	282
	23% <b>eP</b>	23%	22%	21%	22%	25% <b>z</b>	22%	24%	22%	22%	22%	23%	23%	24% <b>ze</b>	20%
9	626	300	326	88	118	195	224	204	419	200	163	138	125	415	198
	16% <b>NeRcg</b>	16%	16%	16%	18%	15%	16%	18% <b>z</b>	15%	19% <b>zN</b>	16% <b>N</b>	16%	13%	17% <b>e</b>	14%
Extremely Important	829	386	444	108	130	249	342	212	612	247	226	163	193	495	324
10	21% <b>PSW</b>	20%	22%	20%	20%	20%	24% <b>zE</b>	19%	22% <b>zl</b>	23% <b>M</b>	23%	19%	20%	20%	23% <b>z</b>
Don't know	128	60	69	15	33	35	45	28	94	22	29	25	53	54	66
	3% <b>Kd</b>	3%	3%	3%	5% <b>zE</b>	3%	3%	2%	3%	2%	3%	3%	5% <b>zKLM</b>	2%	5% <b>zd</b>

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 210  
**C3\_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.75AMNP Wc	7.66	7.83zA	7.72	7.81	7.72	7.75	7.84	7.72	7.93zMN	7.89zMN	7.59	7.52	7.82z	7.68
1-3 (Net)	150 4%BClIdO Tb	94 5%zB	56 3%	11 2%	22 3%	48 4%	69 5%C	16 1%	129 5%zl	34 3%	25 3%	40 5%L	51 5%zL	76 3%	69 5%zd
1-4 (Net)	222 6%BldORT Y	128 7%zB	95 5%	22 4%	31 5%	68 5%	101 7%zC	30 3%	184 7%zl	47 4%	46 5%	59 7%	71 7%zKL	113 5%	97 7%zd
1-2 (Net)	79 2%ldO	48 3%	31 2%	6 1%	12 2%	27 2%	34 2%	5 *	70 3%zl	16 2%	14 1%	20 2%	29 3%	36 1%	39 3%zd
4-7 (Net)	1291 33%RY	625 33%	662 33%	211 39%zDF	203 31%	428 34%	449 31%	396 35%	883 32%	320 30%	328 33%	312 36%K	330 34%	800 33%	446 32%
5-6 (Net)	598 15%	296 16%	301 15%	98 18%	96 15%	189 15%	216 15%	182 16%	409 15%	145 14%	133 13%	146 17%	174 18%zKL	349 14%	223 16%
8-10 (Net)	2338 60%NPSc	1127 59%	1211 61%	307 56%	390 60%	765 60%	875 61%	682 61%	1635 60%	680 64%zMN	613 62%N	499 57%	546 56%	1496 62%z	803 58%
7-10 (Net)	2958 76%NePWc	1423 75%	1534 77%	410 75%	487 75%	985 77%	1076 75%	882 79%zm	2054 75%	843 80%zMN	787 79%zMN	647 74%	682 70%	1908 79%ze	997 72%
9-10 (Net)	1455 37%NSUc	685 36%	770 39%	195 36%	249 38%	445 35%	566 39%E	416 37%	1030 38%	446 42%zMN	390 39%N	301 34%	318 32%	910 38%	521 38%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 210  
**C3\_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	46	31	10	4	1	-	4	2	7	6	5	1	-	1	*	5	34	5
1	1% <b>BIO</b>	1%	3% <b>zO</b>	2%	1%	-	1%	1%	2% <b>S</b>	4% <b>zSTYhb</b>	1%	*	-	1%	*	1%	1%	1%
2	34	22	12	-	*	3	5	3	2	-	3	-	3	-	-	4	28	2
	1% <b>ldO</b>	1%	4% <b>zOQR</b>	-	*	1%	1%	2%	1%	-	1%	-	1%	-	-	1%	1%	1%
3	71	52	16	2	1	4	7	*	10	1	10	1	2	-	-	16	61	2
	2% <b>Bl</b>	2%	5% <b>zOQR</b>	1%	1%	1%	1%	*	3%	1%	2%	1%	1%	-	-	4% <b>zSTUb</b>	2%	1%
4	72	58	10	3	1	11	10	-	6	2	9	1	4	2	4	8	57	9
	2%	2%	3%	2%	1%	3%	1%	-	2%	1%	2%	*	2%	3%	2%	2%	2%	3%
5	265	224	20	11	10	20	54	9	24	20	22	6	18	5	7	38	211	21
	7% <b>Ld</b>	7%	6%	6%	8%	5%	7%	6%	6%	12% <b>zSXYb</b>	5%	3%	10% <b>Y</b>	5%	4%	10% <b>zXYb</b>	7%	6%
6	334	291	23	14	5	47	57	16	25	22	39	12	9	8	11	45	270	30
	9% <b>R</b>	9% <b>R</b>	7%	7%	4%	12% <b>zVhb</b>	8%	10%	7%	14% <b>zVhb</b>	9%	6%	5%	9%	6%	12% <b>zVh</b>	9%	8%
7	620	525	54	29	12	83	124	29	56	22	65	29	25	7	29	57	512	61
	16% <b>FeR</b>	16% <b>R</b>	16% <b>R</b>	15%	10%	22% <b>zVXa</b>	17% <b>a</b>	17%	15%	13%	15%	15%	14%	8%	15%	15%	16%	17%
8	883	758	59	38	28	85	147	56	97	39	100	45	39	19	58	74	723	99
	23% <b>eP</b>	23% <b>P</b>	18%	20%	23%	23%	20%	34% <b>zSTXhc</b>	26%	24%	24%	24%	21%	21%	30% <b>zTc</b>	20%	23%	27%
9	626	525	59	27	15	51	140	19	51	31	73	31	40	19	32	37	507	43
	16% <b>NeRcg</b>	16%	18%	14%	12%	14%	19% <b>zc</b>	11%	14%	19% <b>c</b>	17% <b>c</b>	17%	22% <b>SUVc</b>	21% <b>c</b>	17%	10%	16%	12%
Extremely Important	829	670	54	60	44	60	155	26	86	17	92	53	38	29	43	71	659	77
10	21% <b>PSW</b>	21%	16%	31% <b>zOP</b>	36% <b>zOP</b>	16%	21% <b>W</b>	15%	23% <b>W</b>	10%	22% <b>W</b>	28% <b>zSUWc</b>	21% <b>W</b>	32% <b>zSTUWc</b>	22% <b>W</b>	19% <b>W</b>	21%	21%
Don't know	128	102	16	5	6	12	26	5	9	4	9	9	2	1	8	17	94	16
	3% <b>Kd</b>	3%	5%	3%	5%	3%	3%	3%	2%	3%	2%	5%	1%	1%	4%	5%	3%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 210  
**C3\_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.75AMNP Wc	7.76P	7.21	8.05zOP	8.27zOP	7.59	7.88SWc	7.68	7.75Wc	7.26	7.79Wc	8.30zSTU VWXc	7.87Wc	8.30zSUV Wc	8.15zSUW c	7.28	7.74	7.76	
1-3 (Net)	150 4%BClIdO Tb	105 3%	37 11%zOQR	6 3%	2 2%	7 2%	16 2%	5 3%	20 5%STYb	7 4%b	17 4%b	2 1%	5 3%	1 1%	*	25 7%zSTYb	122 4%	9 3%	
1-4 (Net)	222 6%ldORT Y	163 5%	47 14%zOQR	9 5%	4 3%	18 5%	26 4%	5 3%	25 7%TY	10 6%	27 6%Y	3 1%	9 5%	3 3%	4 2%	33 9%zTYb	178 6%	19 5%	
1-2 (Net)	79 2%ldO	53 2%	21 6%zOQR	4 2%	2 1%	3 1%	8 1%	5 3%	10 3%	6 4%STYb	8 2%	1 *	3 1%	1 1%	*	9 2%	61 2%	7 2%	
4-7 (Net)	1291 33%RY	1098 34%R	107 32%R	57 29%	28 23%	162 43%zTVXY hab	247 34%	54 33%	111 30%	66 40%VYab	135 32%	47 25%	56 31%	22 24%	50 26%	149 40%zVXYa b	1050 33%	122 33%	
5-6 (Net)	598 15%	515 16%	43 13%	25 13%	15 12%	67 18%Yb	112 15%	25 15%	49 13%	42 25%zTVXY hb	61 14%	18 9%	27 15%	13 14%	17 9%	84 23%zTVXY b	482 15%	51 14%	
8-10 (Net)	2338 60%NPSc	1953 60%P	172 52%	126 65%P	87 71%zOP	196 52%	443 61%Sc	101 61%c	234 63%Sc	87 53%	265 62%Sc	129 69%zSWc	117 65%Sc	67 74%zSTWc	133 69%zSWc	182 49%	1889 60%	219 60%	
7-10 (Net)	2958 76%NePWc	2479 76%P	226 68%	155 80%P	99 80%zP	279 74%c	567 78%Wc	129 78%Wc	290 78%Wc	109 66%	330 77%Wc	158 84%zSWc	142 79%Wc	74 82%Wc	162 85%zSWc	238 64%	2401 76%	281 76%	
9-10 (Net)	1455 37%NSUc	1196 37%	113 34%	88 45%zOP	59 48%zOP	111 29%	296 41%SUWc	45 27%	137 37%	48 29%	165 39%SUc	84 45%SUWc	79 43%SUWc	48 53%zSTUV WXc	74 39%	108 29%	1166 37%	121 33%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 211  
**C3\_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 A range of high quality, distinctive and creative content that is different to that of other providers.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	47	37	9	5	8	16	18	7	38	11	7	14	14	26	20
1	1%BIO	2%zB	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
2	43	20	23	5	10	11	17	5	37	11	5	13	14	25	16
	1%IO	1%	1%	1%	2%	1%	1%	*	1%I	1%	*	1%	1%	1%	1%
3	60	34	26	8	*	20	32	5	52	8	9	18	25	25	30
	2%DIKd	2%	1%	1%D	*	2%D	2%zD	*	2%zI	1%	1%	2%K	3%zKL	1%	2%zd
4	94	53	41	14	17	29	35	23	67	24	34	16	20	59	30
	2%R	3%	2%	3%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
5	291	148	142	41	37	109	104	99	188	60	57	79	95	166	110
	7%KLY	8%	7%	7%	6%	9%	7%	9%	7%	6%	6%	9%KL	10%zKL	7%	8%
6	374	169	205	65	60	120	130	119	252	92	82	101	99	234	126
	10%PR	9%	10%	12%	9%	9%	9%	11%	9%	9%	8%	12%	10%	10%	9%
7	633	290	343	87	119	216	211	200	429	161	190	139	144	422	198
	16%eRa	15%	17%	16%	18%	17%	15%	18%	16%	15%	19%zN	16%	15%	17%e	14%
8	902	442	459	126	157	325	294	265	625	247	242	194	220	593	292
	23%Fec	23%	23%	23%	24%	25%F	20%	24%	23%	23%	24%	22%	22%	24%e	21%
9	580	307	273	81	91	188	221	176	400	191	148	121	120	368	200
	15%Nc	16%	14%	15%	14%	15%	15%	16%	15%	18%zMN	15%	14%	12%	15%	14%
Extremely Important	751	350	401	86	121	213	330	190	561	238	190	148	175	441	303
10	19%CES	18%	20%	16%	19%	17%	23%zCE	17%	20%zI	22%zMN	19%	17%	18%	18%	22%zd
Don't know	133	57	76	29	28	30	45	33	92	14	31	34	54	66	60
	3%EKd	3%	4%	5%zEF	4%E	2%	3%	3%	3%	1%	3%K	4%K	5%zKL	3%	4%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 211  
**C3\_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 A range of high quality, distinctive and creative content that is different to that of other providers.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.62MNPW c	7.56	7.69	7.54	7.68	7.55	7.69	7.66	7.63	7.86zMN	7.74MN	7.42	7.41	7.65	7.64
1-3 (Net)	149 4%BIldOT Yb	90 5%zB	59 3%	17 3%	18 3%	46 4%	68 5%	17 1%	127 5%zl	31 3%	20 2%	45 5%KL	53 5%zKL	76 3%	66 5%zd
1-4 (Net)	243 6%BIORYb	144 8%zB	100 5%	31 6%	35 5%	75 6%	103 7%	40 4%	194 7%zl	55 5%	54 5%	61 7%	73 7%	134 6%	95 7%
1-2 (Net)	89 2%BILO	57 3%zB	32 2%	9 2%	18 3%	26 2%	36 2%	12 1%	75 3%zl	22 2%	12 1%	27 3%L	28 3%L	51 2%	36 3%
4-7 (Net)	1392 36%mKR	660 35%	730 37%	206 38%	233 36%	473 37%	480 33%	440 39%zm	936 34%	337 32%	363 36%	334 38%K	358 37%	881 36%	464 34%
5-6 (Net)	665 17%mKL	316 17%	347 17%	105 19%	97 15%	229 18%	233 16%	217 19%zm	440 16%	152 14%	139 14%	179 20%zKL	194 20%zKL	400 16%	236 17%
8-10 (Net)	2233 57%MNPSc	1099 58%	1133 57%	293 54%	369 57%	726 57%	845 59%	631 56%	1585 58%	675 64%zLMN	580 58%MN	463 53%	515 53%	1403 58%	795 57%
7-10 (Net)	2866 73%MNPWc	1389 73%	1476 74%	380 70%	488 75%	942 74%	1056 73%	831 74%	2014 73%	836 79%zMN	770 77%zMN	601 69%	659 67%	1825 75%ze	993 72%
9-10 (Net)	1331 34%NSUc	657 34%	674 34%	167 31%	212 33%	402 31%	551 38%zCDE	367 33%	960 35%	429 41%zLMN	338 34%	269 31%	295 30%	809 33%	503 36%z

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 211  
**C3\_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 A range of high quality, distinctive and creative content that is different to that of other providers.  
 Base = All respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	47	31	10	3	2	-	5	3	9	6	4	-	1	1	*	3	34	5
1	1% <b>BIO</b>	1%	3% <b>zO</b>	2%	2%	-	1%	2% <b>S</b>	2% <b>ST</b>	4% <b>zSTXYb</b>	1%	-	*	1%	*	1%	1%	1%
2	43	23	19	-	1	3	4	-	4	1	7	-	1	-	-	3	37	2
	1% <b>IO</b>	1%	6% <b>zOQR</b>	-	*	1%	1%	-	1%	*	2%	-	1%	-	-	1%	1%	1%
3	60	43	15	2	1	9	8	1	10	*	1	*	2	-	-	11	48	8
	2% <b>DIKd</b>	1%	4% <b>zOQR</b>	1%	1%	2% <b>X</b>	1%	1%	3% <b>X</b>	*	*	*	1%	-	-	3% <b>X</b>	2%	2%
4	94	79	12	2	1	11	21	2	7	2	10	-	7	4	3	13	69	10
	2% <b>R</b>	2% <b>R</b>	4% <b>R</b>	1%	1%	3%	3%	1%	2%	1%	2%	-	4% <b>Y</b>	4% <b>Y</b>	2%	4% <b>Y</b>	2%	3%
5	291	243	26	12	10	26	53	11	23	23	26	4	14	8	15	41	232	25
	7% <b>KLY</b>	7%	8%	6%	8%	7% <b>Y</b>	7% <b>Y</b>	6%	6%	14% <b>zSTVXY</b>	6%	2%	8% <b>Y</b>	8% <b>Y</b>	8% <b>Y</b>	11% <b>zY</b>	7%	7%
6	374	335	18	14	7	45	66	21	34	25	39	18	11	10	21	46	304	31
	10% <b>PR</b>	10% <b>zPR</b>	5%	7%	6%	12%	9%	13%	9%	15% <b>zh</b>	9%	9%	6%	11%	11%	12%	10%	8%
7	633	533	54	32	14	80	110	25	52	26	69	35	33	7	25	71	516	73
	16% <b>eRa</b>	16% <b>R</b>	16%	17%	11%	21% <b>zTVa</b>	15%	15%	14%	16%	16%	19% <b>a</b>	18%	8%	13%	19% <b>a</b>	16%	20%
8	902	773	66	36	27	86	184	55	95	35	102	44	32	20	56	63	733	82
	23% <b>Fec</b>	24%	20%	19%	22%	23%	25% <b>c</b>	33% <b>zSWhc</b>	25% <b>c</b>	21%	24% <b>c</b>	23%	18%	22%	30% <b>hc</b>	17%	23%	22%
9	580	482	50	33	15	41	126	20	49	24	68	38	36	23	23	34	478	43
	15% <b>Nc</b>	15%	15%	17%	12%	11%	17% <b>Sc</b>	12%	13%	15%	16% <b>c</b>	20% <b>Sc</b>	20% <b>Sc</b>	25% <b>zSUVb</b>	12%	9%	15%	12%
Extremely Important	751	604	52	53	42	52	128	20	82	21	88	42	37	19	44	71	605	67
10	19% <b>CES</b>	19%	16%	28% <b>zOP</b>	34% <b>zOP</b>	14%	17%	12%	22% <b>SUW</b>	13%	21% <b>S</b>	22% <b>SUW</b>	20%	21%	23% <b>SUW</b>	19%	19%	18%
Don't know	133	111	11	6	5	26	26	7	9	2	12	7	6	-	2	15	100	21
	3% <b>EKd</b>	3%	3%	3%	4%	7% <b>zVWXab</b>	4%	4%	2%	1%	3%	3%	3%	-	1%	4%	3%	6% <b>zf</b>

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

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Table 211  
**C3\_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 A range of high quality, distinctive and creative content that is different to that of other providers.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.62MNPW c	7.64P	7.00	8.01zOP	8.16zOP	7.41	7.72SWc	7.55	7.62	7.17	7.77SWc	8.21zSTU VWXhc	7.78Wc	7.95SWc	7.90SWc	7.28	7.64	7.54
1-3 (Net)	149 4%BIldOT Yb	97 3%	43 13%zOQR	5 3%	3 3%	12 3%	16 2%	4 3%	23 6%zTYb	7 4%Yb	12 3%	* *	4 2%	1 1%	* *	17 5%Yb	119 4%	15 4%
1-4 (Net)	243 6%BIORYb	176 5%	55 17%zOQR	7 4%	4 3%	23 6%Y	37 5%Y	6 4%	30 8%Yb	9 6%Y	22 5%Y	* *	11 6%Y	4 4%Y	4 2%	30 8%Yb	187 6%	25 7%
1-2 (Net)	89 2%BILO	54 2%	29 9%zOQR	3 2%	3 2%	3 1%	9 1%	3 2%	13 4%STY	7 4%STYb	10 2%	- -	2 1%	1 1%	* *	6 2%	70 2%	7 2%
4-7 (Net)	1392 36%mkR	1191 37%R	110 33%R	60 31%	31 25%	161 43%zTVXY	251 34%	58 35%	116 31%	75 a	145 34%	56 30%	65 36%	28 30%	65 34%	172 ab	1120 36%	139 38%
5-6 (Net)	665 17%mkL	578 18%	44 13%	26 13%	17 13%	70 19%	120 16%	31 19%	57 15%	47 Yh	66 15%	21 11%	26 14%	17 19%	37 19%	87 23%zTVXY h	536 17%	56 15%
8-10 (Net)	2233 57%MNPSc	1859 57%P	167 50%	123 63%zP	84 68%zOP	179 47%	437 60%SWc	96 58%c	226 60%SWc	80 49%	258 61%SWc	123 66%zSWc	105 58%c	63 69%zSWc	123 65%SWc	168 45%	1817 58%	192 52%
7-10 (Net)	2866 73%MNPWc	2393 73%P	221 67%	155 80%zOP	98 79%zOP	258 69%	548 75%Wc	121 73%	278 74%Wc	106 64%	327 77%SWc	159 85%zSTUV Wc	138 76%Wc	69 77%	149 78%Wc	240 64%	2332 74%	265 72%
9-10 (Net)	1331 34%NSUc	1086 33%	102 31%	86 44%zOP	57 46%zOP	93 25%	254 35%SU	41 25%	131 35%S	45 27%	156 37%SUc	80 43%zSUWc	73 40%SUWc	42 47%zSUWc	67 35%S	105 28%	1083 34%	110 30%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 212

**C3\_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:**

**Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	70	50	20	4	6	28	32	8	59	18	15	17	20	43	26
1	2%BCIO	3%zB	1%	1%	1%	2%C	2%C	1%	2%zl	2%	2%	2%	2%	2%	2%
2	37	20	17	3	4	12	17	5	32	9	8	10	9	15	18
	1%ld	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
3	76	46	30	12	11	21	33	9	62	18	18	12	29	33	36
	2%ldO	2%	2%	2%	2%	2%	2%	1%	2%l	2%	2%	1%	3%z	1%	3%zd
4	113	62	51	14	20	36	44	39	74	25	28	33	28	72	40
	3%R	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	3%	3%	3%
5	312	159	152	42	42	105	122	88	216	61	73	74	104	180	117
	8%KY	8%	8%	8%	7%	8%	9%	8%	8%	6%	7%	9%	11%zKL	7%	8%
6	313	148	165	56	45	96	117	97	213	78	72	81	82	189	114
	8%P	8%	8%	10%	7%	8%	8%	9%	8%	7%	7%	9%	8%	8%	8%
7	639	293	346	103	117	213	206	219	417	168	168	163	141	440	186
	16%FmeRa	15%	17%	19%F	18%	17%	14%	20%zm	15%	16%	17%	19%N	14%	18%ze	13%
8	845	441	403	117	141	301	286	246	589	224	215	182	224	549	281
	22%	23%	20%	22%	22%	24%	20%	22%	21%	21%	22%	21%	23%	23%	20%
9	585	272	314	72	96	191	227	176	405	177	162	121	124	379	193
	15%N	14%	16%	13%	15%	15%	16%	16%	15%	17%N	16%	14%	13%	16%	14%
Extremely Important	801	364	437	105	137	239	321	206	592	259	210	158	175	474	317
10	21%NOW	19%	22%	19%	21%	19%	22%	18%	22%z	25%zMIN	21%	18%	18%	20%	23%zd

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**Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	115 3%Kd	51 3%	65 3%	17 3%	30 5%zF	35 3%	34 2%	28 2%	81 3%	20 2%	26 3%	25 3%	45 5%zKL	51 2%	55 4%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.59AMNP Wc	7.45	7.72zA	7.58	7.74	7.54	7.57	7.65	7.58	7.83zMN	7.69MN	7.43	7.37	7.63	7.57
1-3 (Net)	182 5%BldOY	116 6%zB	67 3%	19 3%	21 3%	61 5%	82 6%D	22 2%	154 6%zl	45 4%	41 4%	39 4%	57 6%	91 4%	80 6%zd
1-4 (Net)	296 8%BldO	178 9%zB	118 6%	33 6%	40 6%	97 8%	126 9%	61 5%	228 8%zl	70 7%	69 7%	72 8%	85 9%	162 7%	120 9%
1-2 (Net)	106 3%BCIOQ	70 4%zB	36 2%	7 1%	10 2%	40 3%C	49 3%CD	13 1%	92 3%zl	28 3%	23 2%	27 3%	29 3%	57 2%	44 3%
4-7 (Net)	1378 35%mKeRY	662 35%	713 36%	215 39%z	224 35%	450 35%	489 34%	443 40%zm	920 34%	330 31%	341 34%	352 40%zKL	355 36%K	881 36%	457 33%
5-6 (Net)	625 16%KPY	307 16%	316 16%	98 18%	87 13%	201 16%	239 17%	185 17%	429 16%	138 13%	145 15%	156 18%K	186 19%zKL	369 15%	231 17%
8-10 (Net)	2231 57%MNP	1077 57%	1153 58%	294 54%	374 58%	730 57%	834 58%	628 56%	1586 58%	661 63%zMN	588 59%MN	460 53%	523 53%	1403 58%	792 57%
7-10 (Net)	2870 73%NePc	1370 72%	1499 75%	397 73%	491 76%	943 74%	1040 72%	847 76%	2003 73%	828 78%zMN	755 76%N	623 71%	664 68%	1843 76%ze	978 71%
9-10 (Net)	1387 35%AMNSU W	636 33%	750 38%zA	177 32%	233 36%	429 34%	548 38%zCE	382 34%	997 36%	437 41%zMN	372 37%MN	279 32%	299 31%	854 35%	511 37%



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 Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	70	48	18	1	3	2	7	3	11	7	7	1	1	3	5	58	5	
1	2%BCIO	1%	6%zOQ	1%	2%	1%	1%	2%	3%T	4%ST	2%	*	*	1%	2%	1%	2%	1%
2	37	27	8	*	1	2	10	1	4	-	4	*	3	-	-	4	31	2
	1%ld	1%	2%zOQ	*	1%	*	1%	1%	1%	-	1%	*	1%	-	-	1%	1%	1%
3	76	51	21	3	1	5	11	1	7	1	8	1	3	-	2	11	58	5
	2%ldO	2%	6%zOQR	2%	1%	1%	2%	1%	2%	1%	2%	*	2%	-	1%	3%	2%	1%
4	113	95	9	8	1	10	15	5	10	1	13	6	13	3	7	12	87	12
	3%R	3%	3%	4%R	1%	3%	2%	3%	3%	1%	3%	3%	7%zTW	4%	4%	3%	3%	3%
5	312	268	23	12	8	26	70	8	23	22	40	3	14	4	10	48	249	22
	8%KY	8%	7%	6%	7%	7%Y	10%Y	5%	6%	13%zUVYb	9%Y	2%	8%Y	5%	5%	13%zSUVYb	8%	6%
6	313	277	16	14	7	37	48	17	34	23	28	13	10	12	19	38	257	31
	8%P	9%P	5%	7%	5%	10%	7%	10%	9%	14%zTXh	7%	7%	5%	13%	10%	10%	8%	9%
7	639	548	53	25	13	102	127	38	57	26	66	23	31	5	24	49	514	78
	16%FmeRa	17%R	16%R	13%	10%	27%zTVWX	17%a	23%Yac	15%a	16%a	15%a	12%	17%a	6%	13%	13%	16%	21%zf
8	845	724	61	36	23	78	155	46	87	44	99	32	26	25	57	77	688	81
	22%	22%	18%	19%	19%	21%	21%	28%h	23%h	27%h	23%h	17%	14%	28%h	30%zTYh	21%	22%	22%
9	585	490	51	27	17	42	112	16	58	22	75	39	38	21	19	47	487	50
	15%N	15%	15%	14%	14%	11%	15%	10%	16%	13%	18%S	21%SUBc	21%SUBc	24%zSUBc	10%	12%	15%	14%
Extremely Important	801	642	57	59	44	63	152	25	76	17	77	59	39	19	48	67	632	72
10	21%NOW	20%	17%	30%zOP	35%zOP	17%	21%W	15%	20%W	10%	18%W	32%zSTUV	22%W	21%W	25%W	18%W	20%	19%

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

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Table 212  
**C3\_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:  
 Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.  
 Base = All respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	115	88	14	8	5	9	24	5	7	3	11	9	4	-	1	15	93	10
	3%Kd	3%	4%	4%	4%	3%K	3%	3%	2%	2%	3%	5%b	2%	-	*	4%b	3%	3%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.59AMNP Wc	7.60P	7.04	7.98zOP	8.16zOP	7.51	7.66Wc	7.47	7.55	7.14	7.58W	8.35zSTU VWXhbc	7.65	8.02SWc	7.79Wc	7.31	7.59	7.63
1-3 (Net)	182	126	47	5	5	9	28	6	23	8	19	2	6	1	5	20	148	12
	5%BldOY	4%	14%zOQR	2%	4%	2%	4%	3%	6%Y	5%	4%	1%	4%	1%	3%	5%Y	5%	3%
1-4 (Net)	296	221	56	13	6	19	43	10	33	9	31	8	19	4	12	32	234	24
	8%BldO	7%	17%zOQR	7%	5%	5%	6%	6%	9%	6%	7%	4%	11%	4%	7%	8%	7%	7%
1-2 (Net)	106	75	26	2	4	4	16	4	16	7	11	1	3	1	3	9	90	7
	3%BCIOQ	2%	8%zOQR	1%	3%Q	1%	2%	3%	4%S	4%	2%	1%	2%	1%	2%	2%	3%	2%
4-7 (Net)	1378	1188	101	60	29	175	260	68	123	72	146	45	67	24	61	146	1107	143
	35%mkERY	36%zR	31%	31%	23%	47%zTVXY ab	36%Y	41%Y	33%	44%zVYa	34%Y	24%	37%Y	27%	32%	39%Y	35%	39%
5-6 (Net)	625	545	39	26	15	64	118	25	56	44	68	16	24	16	29	85	506	53
	16%KPY	17%PR	12%	14%	12%	17%Y	16%Y	15%	15%	27%zSTUV XYhb	16%Y	9%	13%	17%	15%	23%zTVXY h	16%	14%
8-10 (Net)	2231	1856	169	122	84	183	419	87	221	82	250	130	104	66	124	191	1807	202
	57%MNPS	57%	51%	63%P	68%zOP	49%	57%S	53%	59%S	50%	59%S	70%zSTUV WXhc	57%	73%zSTUV WXhc	65%SWc	51%	57%	55%
7-10 (Net)	2870	2404	223	147	97	285	546	125	277	108	316	153	134	71	149	240	2322	280
	73%NePc	74%P	67%	76%P	78%zP	76%c	75%Wc	75%c	74%c	66%	74%c	82%zWc	74%	78%c	78%Wc	64%	74%	76%
9-10 (Net)	1387	1132	108	86	61	105	265	41	134	38	151	98	78	41	67	114	1119	122
	35%AMNSU W	35%	33%	44%zOP	49%zOP	28%	36%SUW	25%	36%UW	23%	36%UW	52%zSTUV WXbc	43%SUWc	45%SUWc	35%W	31%	35%	33%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 213

**C4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:**

**Base = All respondents**

Summary Table				
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
UnweightedBase	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717
Not At All Important				
1	101 3%	120 3%	115 3%	140 4%
2	51 1%	63 2%	60 2%	84 2%
3	78 2%	79 2%	83 2%	88 2%
4	113 3%	103 3%	117 3%	117 3%
5	302 8%	332 9%	338 9%	362 9%
6	304 8%	362 9%	368 9%	389 10%
7	540 14%	611 16%	638 16%	613 16%
8	794 20%	839 21%	813 21%	804 21%
9	547 14%	556 14%	545 14%	533 14%
Extremely Important				
10	989 25%	753 19%	735 19%	686 18%
Don't know	89 2%	89 2%	94 2%	91 2%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%
Mean	7.64	7.40	7.36	7.23
1-3 (Net)	229 6%	263 7%	259 7%	311 8%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 213

**C4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:**

**Base = All respondents**

Summary Table				
	Impartial news and information to help people understand and engage with the world around them.	Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.	A range of high quality, distinctive and creative content that is different to that of other providers.	Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
<b>WeightedBase</b>	3907	3907	3907	3907
<b>EffectiveBase</b>	2717	2717	2717	2717
1-4 (Net)	342 9%	365 9%	376 10%	428 11%
1-2 (Net)	152 4%	184 5%	175 4%	223 6%
4-7 (Net)	1258 32%	1408 36%	1461 37%	1481 38%
5-6 (Net)	606 16%	694 18%	706 18%	751 19%
8-10 (Net)	2330 60%	2147 55%	2093 54%	2024 52%
7-10 (Net)	2870 73%	2759 71%	2731 70%	2637 68%
9-10 (Net)	1536 39%	1308 33%	1280 33%	1220 31%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 214  
**C4\_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	101	61	40	14	20	36	31	25	73	19	15	34	34	61	35
1	3%BLOf	3%	2%	3%	3%	3%	2%	2%	3%	2%	1%	4%zKL	3%KL	2%	3%
2	51	25	26	3	5	16	27	4	46	6	18	11	16	20	30
	1%IKd	1%	1%	1%	1%	1%	2%	*	2%zl	1%	2%K	1%	2%	1%	2%zd
3	78	38	39	11	6	20	40	17	59	9	14	21	34	42	32
	2%KO	2%	2%	2%	1%	2%	3%zD	2%	2%	1%	1%	2%K	3%zKL	2%	2%
4	113	56	57	12	25	30	46	34	79	19	30	24	39	59	49
	3%KR	3%	3%	2%	4%	2%	3%	3%	3%	2%	3%	3%	4%zK	2%	4%
5	302	158	143	47	47	97	111	90	206	62	42	96	102	161	131
	8%KLdYg	8%	7%	9%	7%	8%	8%	8%	8%	6%	4%	11%zKL	10%zKL	7%	9%zd
6	304	137	167	56	47	87	113	94	208	66	77	77	84	188	108
	8%RVf	7%	8%	10%zE	7%	7%	8%	8%	8%	6%	8%	9%	9%	8%	8%
7	540	252	286	90	97	184	169	181	354	150	152	125	112	379	151
	14%FmNeQ	13%	14%	16%F	15%	14%	12%	16%zm	13%	14%	15%N	14%	11%	16%ze	11%
	Ra														
8	794	398	395	102	131	280	281	227	557	203	219	172	199	502	270
	20%R	21%	20%	19%	20%	22%	20%	20%	20%	19%	22%	20%	20%	21%	20%
9	547	285	262	72	91	187	196	180	364	189	139	100	118	354	182
	14%MWcg	15%	13%	13%	14%	15%	14%	16%	13%	18%zLMN	14%	11%	12%	15%	13%
Extremely Important	989	468	521	125	152	316	396	243	738	317	275	191	206	613	358
10	25%IMNPS	25%	26%	23%	23%	25%	28%z	22%	27%zl	30%zMN	28%MN	22%	21%	25%	26%
	c														
Don't know	89	28	62	13	28	22	26	26	59	16	13	24	36	46	39
	2%AL	1%	3%zA	2%	4%zEF	2%	2%	2%	2%	2%	1%	3%	4%zKL	2%	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 214  
**C4\_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.64MNeP Wc	7.59	7.69	7.56	7.62	7.68	7.64	7.64	7.65	8.06zLMN	7.85zMN	7.31	7.25	7.73ze	7.52
1-3 (Net)	229 6%IKdOUb	124 7%	105 5%	27 5%	31 5%	72 6%	99 7%	47 4%	178 6%zl	34 3%	46 5%	66 8%KL	83 9%zKL	123 5%	97 7%zd
1-4 (Net)	342 9%KdOQTb	180 9%	162 8%	39 7%	56 9%	103 8%	145 10%	81 7%	257 9%	53 5%	77 8%K	90 10%K	123 13%zKL	182 8%	146 11%zd
1-2 (Net)	152 4%IKOTUbf	86 5%	66 3%	17 3%	25 4%	52 4%	58 4%	30 3%	118 4%l	25 2%	32 3%	45 5%K	50 5%K	81 3%	65 5%
4-7 (Net)	1258 32%mKRf	603 32%	653 33%	205 38%zEF	216 33%	399 31%	439 31%	399 36%zm	846 31%	297 28%	302 30%	323 37%zKL	336 34%K	787 32%	439 32%
5-6 (Net)	606 16%KLRV	295 15%	310 15%	104 19%zE	94 15%	184 14%	224 16%	184 16%	413 15%	128 12%	119 12%	173 20%zKL	186 19%zKL	349 14%	239 17%zd
8-10 (Net)	2330 60%CMNPScg	1151 60%	1178 59%	300 55%	373 58%	783 61%C	874 61%C	650 58%	1659 61%	709 67%zLMN	633 64%zMN	464 53%	524 53%	1470 61%	809 58%
7-10 (Net)	2870 73%MNePc	1403 74%	1464 73%	389 71%	470 73%	967 76%	1043 73%	831 74%	2012 73%	859 81%zMN	786 79%zMN	589 67%	635 65%	1849 76%ze	960 69%
9-10 (Net)	1536 39%MNPswcg	753 40%	783 39%	198 36%	243 37%	503 39%	593 41%	422 38%	1102 40%	506 48%zLMN	414 42%MN	292 33%	324 33%	968 40%	539 39%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 214  
**C4\_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	101	62	23	5	11	10	12	*	10	7	8	4	3	1	*	7	72	15
1	3%BLOf	2%	7%zOQ	2%	9%zOQ	3%	2%	*	3%	4%Ub	2%	2%	1%	1%	*	2%	2%	4%
2	51	40	10	*	1	4	5	-	4	-	11	1	1	-	-	14	38	6
	1%kId	1%	3%zOQ	*	1%	1%	1%	-	1%	-	3%T	1%	1%	-	-	4%zTUVWb	1%	2%
3	78	56	17	2	3	11	15	-	7	4	3	4	1	-	1	10	66	8
	2%kO	2%	5%zOQ	1%	2%	3%X	2%	-	2%	2%	1%	2%	1%	-	*	3%	2%	2%
4	113	97	13	2	1	12	14	12	10	10	5	5	6	5	1	18	85	9
	3%KR	3%R	4%R	1%	*	3%	2%	7%zTXb	3%	6%zTXb	1%	2%	3%	5%Xb	1%	5%TXb	3%	3%
5	302	253	23	17	10	21	58	9	25	24	38	6	18	5	18	32	256	14
	8%KldYg	8%	7%	9%	8%	6%	8%Y	6%	7%	15%zSTUVY	9%Y	3%	10%Y	5%	9%Y	9%Y	8%g	4%
6	304	264	20	17	2	46	48	14	15	6	29	20	16	7	10	52	229	42
	8%RVf	8%R	6%R	9%R	2%	12%zTVWXb	7%	8%	4%	4%	7%	11%VW	9%	7%	5%	14%zTVWXb	7%	11%zf
7	540	456	55	18	11	73	131	17	53	22	48	18	20	4	23	47	416	68
	14%FmNeQ	14%QR	17%QR	9%	9%	19%zUXYa	18%zUXYa	10%	14%a	13%	11%	10%	11%	5%	12%	13%	13%	19%zf
8	794	678	61	35	20	75	136	52	87	44	78	37	32	21	41	75	651	73
	20%R	21%	18%	18%	16%	20%	19%	31%zSTXY	23%	27%TX	18%	20%	18%	24%	21%	20%	21%	20%
9	547	460	40	32	15	46	99	19	59	10	74	36	32	18	31	35	461	37
	14%MWcg	14%	12%	17%	12%	12%	14%W	12%	16%Wc	6%	17%Wc	19%Wc	17%Wc	20%Wc	16%W	9%	15%g	10%
Extremely Important	989	813	65	63	48	73	195	36	99	33	126	49	48	30	50	74	809	84
10	25%IMNPS	25%	20%	32%zOP	39%zOP	19%	27%Sc	22%	27%	20%	30%Sc	26%	27%	33%SWc	26%	20%	26%	23%
Don't know	89	80	5	2	1	5	18	7	5	4	7	7	4	-	16	8	73	10
	2%AL	2%	2%	1%	1%	1%	2%	4%	1%	2%	2%	4%	2%	-	8%zSTVWX	2%	2%	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 214  
**C4\_1. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Impartial news and information to help people understand and engage with the world around them.**  
 Base = All respondents

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.64MNeP Wc	7.69zP	6.94	8.00zOP	7.72P	7.37	7.78SWc	7.81Wc	7.82SWc	7.15	7.89zSWc	7.90SWc	7.81Wc	8.26zSWc	8.13zSWc	7.12	7.69z	7.42
1-3 (Net)	229 6%IKdOUB	158 5%	50 15%zOQ	7 4%	15 12%zOQ	25 7%Ub	32 4%U	* *	20 5%Ub	11 7%Ub	21 5%Ub	10 5%Ub	5 3%	1 1%	1 1%	31 8%TUab	176 6%	29 8%
1-4 (Net)	342 9%KdOQTb	255 8%	62 19%zOQ	9 5%	16 13%zOQ	37 10%b	46 6%b	12 7%b	31 8%b	21 12%TXb	26 6%b	14 8%b	11 6%	5 6%	3 1%	49 13%TXhb	260 8%	39 11%
1-2 (Net)	152 4%IKOTUb f	102 3%	32 10%zOQ	5 3%	12 10%zOQ	14 4%	17 2%	* *	14 4%	7 4%Ub	19 4%Ub	5 3%	4 2%	1 1%	* *	21 6%TUb	110 3%	21 6%
4-7 (Net)	1258 32%mkRf	1070 33%R	111 33%R	54 28%R	24 19%	153 41%zVXYa b	251 34%	51 31%	103 28%	62 38%Ya	120 28%	48 26%	60 33%	21 23%	52 27%	150 40%zVXYa b	986 31%	133 36%
5-6 (Net)	606 16%KLRV	517 16%R	43 13%	34 18%R	12 10%	68 18%V	106 14%	23 14%	40 11%	30 18%V	67 16%	26 14%	34 19%V	11 13%	28 15%	84 23%zTVXY	485 15%	56 15%
8-10 (Net)	2330 60%CMNPS cg	1950 60%P	166 50%	130 67%zOP	83 68%zOP	194 51%	429 59%c	107 65%Sc	245 66%zSWc	88 54%	278 65%zSWc	122 65%Sc	112 62%c	69 77%zSTWh c	122 64%Sc	183 49%	1921 61%zg	194 53%
7-10 (Net)	2870 73%MNePc	2406 74%P	221 67%	148 76%P	94 76%P	267 71%c	560 77%Wc	124 75%c	298 80%zSWc	110 67%	326 77%Wc	140 75%c	132 73%c	74 82%Wc	145 76%c	230 62%	2337 74%	262 71%
9-10 (Net)	1536 39%MNPSW cg	1273 39%P	105 32%	95 49%zOP	63 51%zOP	119 32%	294 40%SWc	55 33%	158 42%SWc	44 27%	200 47%zSUWc	85 46%SWc	80 44%SWc	48 53%zSTUW c	81 42%SWc	109 29%	1270 40%g	121 33%

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 215

C4\_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:

Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	120	68	53	17	19	39	45	25	94	20	17	34	50	66	51
1	3%KLOtF	4%	3%	3%	3%	3%	3%	2%	3%	2%	2%	4%KL	5%zKL	3%	4%
2	63	26	37	8	11	19	24	5	56	9	22	10	22	33	26
	2%IKQ	1%	2%	1%	2%	2%	2%	*	2%zl	1%	2%K	1%	2%K	1%	2%
3	79	38	41	6	15	21	37	15	64	16	17	17	30	43	31
	2%	2%	2%	1%	2%	2%	3%	1%	2%	1%	2%	2%	3%zK	2%	2%
4	103	59	43	16	8	25	54	24	79	26	18	23	37	45	53
	3%Dd	3%	2%	3%	1%	2%	4%zDE	2%	3%	2%	2%	3%	4%zL	2%	4%zd
5	332	160	171	49	48	100	135	95	231	63	61	102	106	169	155
	9%KLd	8%	9%	9%	7%	8%	9%	9%	8%	6%	6%	12%zKL	11%zKL	7%	11%zd
6	362	173	188	69	55	120	117	97	258	92	100	84	85	219	135
	9%R	9%	9%	13%zDF	8%	9%	8%	9%	9%	9%	10%	10%	9%	9%	10%
7	611	303	307	90	109	202	210	164	443	178	174	140	119	419	180
	16%Neha	16%	15%	17%	17%	16%	15%	15%	16%	17%N	18%N	16%N	12%	17%ze	13%
8	839	427	412	98	153	301	287	256	574	223	209	198	210	566	255
	21%eRg	22%	21%	18%	24%C	24%C	20%	23%	21%	21%	21%	23%	21%	23%ze	18%
9	556	274	282	76	94	192	193	193	356	174	150	109	123	370	174
	14%meS	14%	14%	14%	15%	15%	13%	17%zm	13%	16%zMN	15%	12%	13%	15%	13%
Extremely Important	753	348	405	104	115	227	307	217	528	243	202	147	162	441	293
10	19%NPW	18%	20%	19%	18%	18%	21%z	19%	19%	23%zMN	20%	17%	16%	18%	21%z

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	89	30	59	11	20	30	28	29	59	16	23	14	37	55	30
	2%Ag	2%	3%zA	2%	3%	2%	2%	3%	2%	1%	2%	2%	4%zKM	2%	2%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.40mMNe PSWcg	7.35	7.45	7.34	7.45	7.44	7.36	7.64zm	7.30	7.75zMN	7.57zMN	7.21	7.01	7.51ze	7.23
1-3 (Net)	263 7%IKdOTU f	132 7%	131 7%	31 6%	46 7%	80 6%	107 7%	45 4%	214 8%zl	44 4%	56 6%	60 7%K	102 10%zKLM	142 6%	108 8%d
1-4 (Net)	365 9%IKLdO QTUbf	191 10%	174 9%	47 9%	53 8%	104 8%	161 11%zE	69 6%	293 11%zl	70 7%	74 7%	83 9%	138 14%zKLM	187 8%	162 12%zd
1-2 (Net)	184 5%IKOTUf	94 5%	90 4%	25 5%	30 5%	58 5%	70 5%	30 3%	150 5%zl	29 3%	39 4%	44 5%K	72 7%zKL	99 4%	77 6%
4-7 (Net)	1408 36%Ra	695 36%	710 36%	224 41%zDE	220 34%	447 35%	516 36%	381 34%	1010 37%	358 34%	354 36%	348 40%zK	347 35%	851 35%	523 38%
5-6 (Net)	694 18%Kd	333 17%	359 18%	118 22%zD	103 16%	221 17%	252 18%	193 17%	489 18%	155 15%	162 16%	186 21%zKL	192 20%K	388 16%	290 21%zd
8-10 (Net)	2147 55%MNPS cg	1049 55%	1099 55%	279 51%	362 56%	719 56%	787 55%	667 59%zm	1458 53%	639 60%zMN	561 56%N	453 52%	494 50%	1377 57%ze	722 52%
7-10 (Net)	2759 71%MNPS Pc	1352 71%	1406 70%	369 68%	472 73%	921 72%	997 69%	831 74%zm	1901 69%	816 77%zMN	736 74%zMN	594 68%	613 63%	1796 74%ze	903 65%
9-10 (Net)	1308 33%MNPS Wc	622 33%	687 34%	180 33%	210 32%	418 33%	500 35%	410 37%zm	884 32%	416 39%zMN	352 35%MN	255 29%	285 29%	811 33%	467 34%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**C4\_2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	120	77	28	5	11	21	8	*	12	8	9	2	1	1	1	12	81	21
1	3%KLOTF	2%	8%zOQ	3%	9%zOQ	5%zTUXYh	1%	*	3%T	5%zTUhb	2%	1%	1%	1%	1%	3%	3%	6%zf
2	63	48	14	-	1	11	5	1	5	-	6	2	2	*	2	14	48	8
	2%IKQ	1%	4%zOQR	-	1%	3%T	1%	*	1%	-	1%	1%	1%	*	1%	4%zTW	2%	2%
3	79	65	9	3	3	10	10	-	9	5	7	6	4	1	1	12	62	9
	2%	2%	3%	1%	2%	3%	1%	-	2%	3%	2%	3%	2%	1%	1%	3%	2%	3%
4	103	86	13	2	2	14	13	5	17	4	9	1	6	1	1	14	84	10
	3%Dd	3%	4%	1%	1%	4%	2%	3%	4%T	2%	2%	1%	4%	1%	1%	4%	3%	3%
5	332	277	24	18	14	26	68	11	31	29	32	10	18	2	15	35	271	27
	9%Kld	8%	7%	9%	11%	7%	9%	7%	8%	18%zSTUVX	7%	5%	10%	2%	8%	10%	9%	7%
6	362	306	32	17	6	46	55	19	28	9	33	12	18	12	21	53	283	40
	9%R	9%R	10%R	9%	5%	12%T	8%	11%	7%	6%	8%	7%	10%	13%	11%	14%zTVWXY	9%	11%
7	611	513	58	25	15	72	133	33	46	24	69	31	16	6	23	59	479	75
	16%Neha	16%	17%	13%	12%	19%Vha	18%Vha	20%ha	12%	15%	16%a	16%	9%	7%	12%	16%	15%	21%zf
8	839	731	55	34	19	82	157	44	81	43	92	43	47	26	50	66	708	60
	21%eRg	22%zPR	17%	17%	16%	22%	21%	27%	22%	26%	22%	23%	26%	29%c	26%	18%	22%zg	16%
9	556	462	45	32	16	36	101	23	60	21	73	34	27	20	29	38	463	44
	14%meS	14%	13%	17%	13%	10%	14%	14%	16%S	13%	17%Sc	18%Sc	15%	22%Sc	15%	10%	15%	12%
Extremely Important	753	620	45	53	35	55	156	24	79	19	87	39	38	19	43	61	601	73
10	19%NPW	19%P	13%	27%zOP	29%zOP	15%	21%SW	15%	21%W	12%	20%W	21%W	21%	21%	23%W	16%	19%	20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	89	74	9	5	1	4	24	4	7	3	9	7	2	1	5	8	76	1
	2%Ag	2%	3%	3%	1%	1%	3%	2%	2%	2%	2%	4%	1%	2%	2%	2%	2%g	*
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.40mMNe PSWcg	7.45zP	6.65	7.82zOPR	7.31P	6.91	7.68zSWc	7.62SWc	7.46Sc	6.97	7.63SWc	7.81zSWc	7.59SWc	8.02zSWc	7.85zSWc	6.91	7.45zg	7.12
1-3 (Net)	263 7%IKdOTU f	189 6%	50 15%zOQ	8 4%	15 12%zOQ	41 11%zTUXha b	24 3%	1 1%	26 7%TU	13 8%TU	22 5%U	10 5%U	8 4%	2 3%	5 2%	38 10%zTUXab	191 6%	37 10%zf
1-4 (Net)	365 9%IKLdOQ TUb	276 8%	63 19%zOQ	10 5%	17 14%zOQ	55 15%zTUXYa b	37 5%	6 4%	42 11%TUb	17 10%Tb	31 7%	11 6%	14 8%	4 4%	6 3%	52 14%zTUXYa b	275 9%	47 13%zf
1-2 (Net)	184 5%IKOTUf	124 4%	42 13%zOQ	5 3%	12 10%zOQ	31 8%zTUXYh b	14 2%	1 1%	17 5%T	8 5%T	14 3%	4 2%	3 2%	2 2%	4 2%	26 7%TUhb	129 4%	28 8%zf
4-7 (Net)	1408 36%Ra	1182 36%R	127 38%R	62 32%	36 29%	158 42%VYa	269 37%a	69 41%Ya	121 32%	66 40%a	144 34%	54 29%	58 32%	22 24%	60 31%	162 44%zVXYh ab	1116 35%	152 41%
5-6 (Net)	694 18%Kd	583 18%	57 17%	35 18%	19 16%	72 19%	122 17%	30 18%	58 16%	38 23%Y	65 15%	22 12%	36 20%	14 16%	35 19%	89 24%zTVXY	553 18%	67 18%
8-10 (Net)	2147 55%mNePS cg	1813 56%P	145 44%	119 61%zP	71 58%P	174 46%	414 57%Sc	92 55%	220 59%Sc	83 50%	251 59%Sc	116 62%Sc	112 62%Sc	66 72%zSTUV WXc	122 64%SWc	165 44%	1772 56%zg	176 48%
7-10 (Net)	2759 71%mNePc	2326 71%P	203 61%	144 74%P	86 70%P	246 65%	547 75%zSWc	125 76%c	266 71%c	107 65%	320 75%SWc	146 78%zSWc	128 71%c	72 79%SWc	145 76%Sc	224 60%	2251 71%	252 69%
9-10 (Net)	1308 33%mNPS Wc	1082 33%P	89 27%	85 44%zOP	52 42%zOP	92 24%	257 35%SWc	47 29%	139 37%SWc	40 24%	159 37%SWc	73 39%SWc	65 36%S	39 43%SUWc	72 38%SWc	99 27%	1064 34%	117 32%

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

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Table 216  
**C4\_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:  
 A range of high quality, distinctive and creative content that is different to that of other providers.  
 Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	115	65	51	20	18	42	35	21	92	15	20	30	51	58	53
1	3%IKdOTf	3%	3%	4%	3%	3%	2%	2%	3%l	1%	2%	3%K	5%zKL	2%	4%zd
2	60	29	31	8	13	20	20	10	49	11	19	15	15	39	18
	2%lOQ	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%
3	83	45	38	12	9	20	43	18	65	26	19	12	27	48	29
	2%f	2%	2%	2%	1%	2%	3%z	2%	2%	2%	2%	1%	3%	2%	2%
4	117	72	45	20	21	26	51	30	84	30	26	29	33	64	49
	3%BERf	4%zB	2%	4%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	4%
5	338	166	171	45	46	113	134	93	236	59	55	120	104	181	149
	9%KLd	9%	9%	8%	7%	9%	9%	8%	9%	6%	6%	14%zKL	11%zKL	7%	11%zd
6	368	175	193	68	69	103	128	112	255	100	91	80	97	235	122
	9%R	9%	10%	12%zEF	11%	8%	9%	10%	9%	9%	9%	9%	10%	10%	9%
7	638	277	361	82	112	221	223	190	446	171	186	141	139	431	199
	16%AeRa	15%	18%zA	15%	17%	17%	15%	17%	16%	16%	19%zN	16%	14%	18%ze	14%
8	813	410	402	119	137	289	268	253	545	229	215	176	193	542	250
	21%Feg	21%	20%	22%	21%	23%F	19%	23%	20%	22%	22%	20%	20%	22%ze	18%
9	545	282	263	68	85	201	191	180	362	182	130	104	130	348	188
	14%	15%	13%	13%	13%	16%	13%	16%z	13%	17%zLMN	13%	12%	13%	14%	14%
Extremely Important	735	352	383	86	115	215	319	179	549	221	217	143	154	431	289
10	19%INS	18%	19%	16%	18%	17%	22%zCDE	16%	20%zl	21%MN	22%zMN	16%	16%	18%	21%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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 A range of high quality, distinctive and creative content that is different to that of other providers.  
 Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	94 2%AK	33 2%	61 3%zA	16 3%	23 4%F	28 2%	26 2%	35 3%	57 2%	13 1%	17 2%	27 3%K	37 4%zKL	48 2%	39 3%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.36MNPS Wcg	7.32	7.41	7.17	7.35	7.40	7.41	7.47	7.33	7.67zMN	7.57zMN	7.12	7.03	7.42	7.30
1-3 (Net)	259 7%IKOTbf	139 7%	119 6%	40 7%	39 6%	81 6%	98 7%	49 4%	206 8%zI	52 5%	58 6%	57 6%	92 9%zKL	145 6%	100 7%
1-4 (Net)	376 10%BIKdO TXYbf	212 11%zB	164 8%	59 11%	61 9%	107 8%	149 10%	79 7%	291 11%zI	82 8%	84 8%	85 10%	125 13%zKL	209 9%	149 11%
1-2 (Net)	175 4%IKOTf	94 5%	81 4%	28 5%	31 5%	61 5%	56 4%	31 3%	142 5%zI	26 2%	39 4%	45 5%K	65 7%zKL	97 4%	71 5%
4-7 (Net)	1461 37%KRa	690 36%	769 38%	215 39%	249 38%	462 36%	535 37%	426 38%	1021 37%	359 34%	358 36%	370 42%zKL	374 38%	911 38%	519 38%
5-6 (Net)	706 18%KL	341 18%	364 18%	113 21%	116 18%	215 17%	262 18%	205 18%	491 18%	159 15%	146 15%	200 23%zKL	201 21%KL	416 17%	271 20%
8-10 (Net)	2093 54%MNPsg	1044 55%	1048 52%	274 50%	337 52%	705 55%	778 54%	612 55%	1456 53%	632 60%zMN	561 56%MN	423 48%	477 49%	1321 54%	726 52%
7-10 (Net)	2731 70%CMNeP SWcg	1321 69%	1409 71%	356 65%	449 69%	925 72%zC	1001 70%	803 72%	1902 69%	803 76%zMN	747 75%zMN	564 64%	616 63%	1752 72%ze	925 67%
9-10 (Net)	1280 33%CMNSW c	634 33%	646 32%	154 28%	199 31%	416 33%	510 35%zC	359 32%	911 33%	403 38%zMN	346 35%MN	246 28%	284 29%	779 32%	476 34%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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 A range of high quality, distinctive and creative content that is different to that of other providers.  
 Base = All respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	115	82	16	5	11	17	10	2	13	8	8	3	4	2	*	15	77	22
1	3% <b>IkDOTf</b>	3%	5% <b>O</b>	3%	9% <b>zOPQ</b>	4% <b>Tb</b>	1%	1%	4%	5% <b>Tb</b>	2%	2%	2%	2%	*	4% <b>Tb</b>	2%	6% <b>zf</b>
2	60	37	23	-	1	9	6	1	3	2	3	1	1	-	2	8	50	7
	2% <b>IOQ</b>	1%	7% <b>zOQR</b>	-	1%	2%	1%	1%	1%	1%	1%	*	1%	-	1%	2%	2%	2%
3	83	66	12	4	2	19	14	-	11	2	8	2	-	2	-	8	54	20
	2% <b>fi</b>	2%	4%	2%	2%	5% <b>zTUXhb</b>	2%	-	3%	1%	2%	1%	-	2%	-	2%	2%	5% <b>zf</b>
4	117	99	12	4	1	24	20	6	9	4	8	2	4	5	3	14	83	20
	3% <b>BERf</b>	3%	4%	2%	1%	6% <b>zTVXY</b>	3%	4%	2%	2%	2%	1%	2%	5%	2%	4%	3%	5% <b>zf</b>
5	338	286	22	18	12	34	66	15	24	31	27	14	13	7	19	35	271	28
	9% <b>KLd</b>	9%	7%	9%	10%	9%	9%	9%	6%	19% <b>zSTUVX</b>	6%	8%	7%	7%	10%	9%	9%	8%
6	368	318	30	12	8	32	69	15	33	13	42	14	24	6	19	51	291	38
	9% <b>R</b>	10% <b>R</b>	9%	6%	6%	8%	9%	9%	9%	8%	10%	8%	13%	6%	10%	14% <b>z</b>	9%	10%
7	638	542	55	30	11	72	147	26	62	22	74	32	27	6	26	47	514	60
	16% <b>AeRa</b>	17% <b>R</b>	16% <b>R</b>	15% <b>R</b>	9%	19% <b>a</b>	20% <b>zac</b>	16%	17% <b>a</b>	14%	17% <b>a</b>	17%	15%	7%	14%	13%	16%	16%
8	813	694	62	33	24	75	149	41	71	39	82	48	38	21	43	85	691	53
	21% <b>Feg</b>	21%	19%	17%	19%	20%	20%	25%	19%	24%	19%	26%	21%	24%	22%	23%	22% <b>zg</b>	14%
9	545	452	44	36	14	38	93	26	60	15	65	28	33	23	35	37	444	47
	14%	14%	13%	18% <b>zR</b>	11%	10%	13%	15%	16% <b>c</b>	9%	15%	15%	18% <b>SWc</b>	26% <b>zSTWX</b>	18% <b>SWc</b>	10%	14%	13%
Extremely Important	735	602	49	47	37	51	134	24	82	24	98	36	32	18	42	62	601	67
10	19% <b>INS</b>	18%	15%	24% <b>zOP</b>	30% <b>zOP</b>	14%	18%	15%	22% <b>S</b>	14%	23% <b>S</b>	19%	18%	20%	22%	17%	19%	18%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 216  
**C4\_3. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:  
 A range of high quality, distinctive and creative content that is different to that of other providers.  
 Base = All respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	94	80	7	5	2	5	22	8	5	4	12	7	5	1	1	9	80	6
	2%AK	2%	2%	3%	2%	1%	3%	5%	1%	3%	3%	4%	3%	1%	1%	3%	3%	2%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.36MNPS	7.40P	6.78	7.72zOP	7.37P	6.76	7.46SWc	7.52SW	7.51SWc	6.93	7.71zSWc	7.75zSWc	7.61SWc	7.81SWc	7.82zSWc	7.05	7.45zg	6.86
1-3 (Net)	259	185	51	9	14	45	30	3	28	12	19	6	6	3	3	31	181	49
	7%IKOTbf	6%	15%zOQ	5%	11%zOQ	12%zTUXYh	4%	2%	7%Ub	7%b	4%	3%	3%	4%	1%	8%TUYb	6%	13%zf
1-4 (Net)	376	284	63	13	15	69	50	9	37	16	26	7	10	8	6	46	264	68
	10%BIKdOT	9%	19%zOQR	7%	13%OQ	18%zTUVWX	7%	6%	10%Yb	10%b	6%	4%	5%	9%	3%	12%TXYhb	8%	19%zf
1-2 (Net)	175	119	39	5	12	26	16	3	16	9	11	4	6	2	3	23	127	29
	4%IKOTf	4%	12%zOQ	3%	10%zOQ	7%TXYb	2%	2%	4%	6%T	3%	2%	3%	2%	1%	6%TXb	4%	8%zf
4-7 (Net)	1461	1245	119	64	33	162	302	63	129	70	151	63	67	23	68	147	1159	146
	37%KR	38%R	36%R	33%	26%	43%a	41%za	38%	34%	43%a	35%	33%	37%	26%	36%	40%a	37%	40%
5-6 (Net)	706	604	52	30	20	66	135	31	58	44	69	29	36	12	39	85	562	66
	18%KL	19%	16%	15%	16%	17%	18%	19%	15%	27%zSTVX	16%	15%	20%	14%	20%	23%zVX	18%	18%
8-10 (Net)	2093	1748	155	115	75	165	376	91	213	78	245	112	103	63	119	184	1735	167
	54%MNP5g	54%P	47%	60%zP	61%zOP	44%	51%	55%	57%S	47%	57%S	60%SW	57%S	69%zSTWc	62%STWc	49%	55%zg	45%
7-10 (Net)	2731	2290	210	145	86	237	522	118	274	100	319	144	130	69	145	231	2250	227
	70%CMNeP	70%P	63%	75%P	70%	63%	72%SWc	71%	73%SWc	61%	75%SWc	77%SWc	72%	76%SWc	76%SWc	62%	71%zg	62%
9-10 (Net)	1280	1054	93	82	51	90	227	50	142	38	163	64	65	41	76	99	1044	114
	33%CMNSW	32%	28%	42%zOP	41%zOP	24%	31%S	30%	38%SWc	23%	38%zSTWc	34%S	36%SW	46%zSTUW	40%SWc	27%	33%	31%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 217  
**C4\_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	140	93	46	16	19	57	48	26	112	33	27	32	48	82	54
1	4%BIOXf	5%zB	2%	3%	3%	4%	3%	2%	4%zl	3%	3%	4%	5%zL	3%	4%
2	84	38	46	6	18	25	35	9	74	14	32	15	22	48	31
	2%IQRT	2%	2%	1%	3%	2%	2%	1%	3%zl	1%	3%zK	2%	2%	2%	2%
3	88	50	38	14	6	23	45	18	68	17	19	15	36	42	40
	2%Dd	3%	2%	3%D	1%	2%	3%zD	2%	2%	2%	2%	2%	4%zKLM	2%	3%zD
4	117	66	50	16	22	32	47	33	83	30	17	35	34	67	46
	3%L	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%L	3%L	3%	3%
5	362	184	177	61	48	103	150	89	266	76	73	106	107	200	154
	9%KLd	10%	9%	11%	7%	8%	10%	8%	10%	7%	7%	12%zKL	11%KL	8%	11%zd
6	389	183	204	59	56	138	136	114	270	99	109	87	94	250	127
	10%P	10%	10%	11%	9%	11%	9%	10%	10%	9%	11%	10%	10%	10%	9%
7	613	282	331	97	124	198	195	194	416	158	171	150	135	426	179
	16%FeR	15%	17%	18%F	19%zF	15%	14%	17%	15%	15%	17%	17%	14%	18%ze	13%
8	804	406	398	103	133	275	293	242	553	222	209	168	205	503	281
	21%h	21%	20%	19%	21%	22%	20%	22%	20%	21%	21%	19%	21%	21%	20%
9	533	270	263	77	85	189	183	182	347	175	122	121	116	359	166
	14%me	14%	13%	14%	13%	15%	13%	16%zm	13%	17%zLN	12%	14%	12%	15%ze	12%
Extremely Important	686	307	380	88	114	205	280	184	495	219	197	131	139	407	265
10	18%ANW	16%	19%zA	16%	18%	16%	19%	16%	18%	21%zMN	20%MN	15%	14%	17%	19%
Don't know	91	27	64	9	23	31	28	32	56	13	19	16	43	41	42
	2%AKd	1%	3%zA	2%	4%	2%	2%	3%	2%	1%	2%	2%	4%zKLM	2%	3%zD

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 217  
**C4\_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23AmNP SW	7.09	7.36zA	7.21	7.32	7.21	7.20	7.45zm	7.14	7.53zMN	7.34MN	7.08	6.90	7.29	7.15
1-3 (Net)	311 8%BIKOa	181 9%zB	130 7%	36 7%	43 7%	106 8%	127 9%	53 5%	254 9%zl	64 6%	79 8%	63 7%	106 11%zKM	172 7%	125 9%
1-4 (Net)	428 11%BIKdO Qbf	247 13%zB	181 9%	52 9%	64 10%	138 11%	174 12%	86 8%	338 12%zl	94 9%	96 10%	98 11%	140 14%zKL	239 10%	171 12% <b>d</b>
1-2 (Net)	223 6%BIOTf	131 7%zB	92 5%	22 4%	37 6%	82 6%	82 6%	35 3%	186 7%zl	46 4%	59 6%	48 5%	70 7%K	130 5%	85 6%
4-7 (Net)	1481 38%KQR	716 38%	763 38%	232 43%zEF	250 39%	471 37%	528 37%	429 38%	1035 38%	364 34%	370 37%	378 43%zKL	370 38%	943 39%	506 37%
5-6 (Net)	751 19%KP	368 19%	381 19%	120 22%D	104 16%	241 19%	286 20%	203 18%	537 20%	176 17%	182 18%	193 22%K	201 21%	451 19%	281 20%
8-10 (Net)	2024 52%MNPsg	983 52%	1041 52%	268 49%	332 51%	669 52%	755 53%	607 54%	1395 51%	616 58%zLMN	528 53%N	419 48%	460 47%	1269 52%	712 51%
7-10 (Net)	2637 68% <b>m</b> NeSc	1265 66%	1372 69%	364 67%	456 70%	866 68%	950 66%	801 71%zm	1811 66%	774 73%zMN	699 70%M <b>N</b>	569 65%	595 61%	1695 70%ze	891 64%
9-10 (Net)	1220 31%NSW	577 30%	643 32%	165 30%	199 31%	394 31%	462 32%	366 33%	842 31%	394 37%zLMN	319 32%N	251 29%	256 26%	766 32%	431 31%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 217  
**C4\_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:**  
**Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	140	96	25	6	12	18	18	2	18	8	5	4	5	1	3	15	101	23
1	4% <b>BIOXF</b>	3%	8% <b>zOQ</b>	3%	10% <b>zOQ</b>	5% <b>X</b>	3%	1%	5% <b>X</b>	5% <b>X</b>	1%	2%	3%	1%	2%	4% <b>X</b>	3%	6% <b>zf</b>
2	84	57	26	*	1	10	5	4	4	3	10	2	5	-	4	12	65	6
	2% <b>IOQRT</b>	2%	8% <b>zOQR</b>	*	1%	3% <b>T</b>	1%	2%	1%	2%	2%	1%	3%	-	2%	3% <b>T</b>	2%	2%
3	88	68	13	5	3	9	19	3	9	5	11	1	2	*	-	7	70	7
	2% <b>Dd</b>	2%	4% <b>O</b>	2%	2%	3%	3%	2%	2%	3%	3%	1%	1%	*	-	2%	2%	2%
4	117	103	8	3	2	24	19	2	12	6	8	12	3	3	1	12	85	17
	3% <b>L</b>	3%	2%	1%	2%	6% <b>zTUXb</b>	3%	1%	3%	4%	2%	7% <b>zTUXb</b>	2%	4%	1%	3%	3%	5%
5	362	307	27	17	13	32	68	19	35	29	33	10	18	4	19	41	298	30
	9% <b>KLd</b>	9%	8%	9%	10%	8%	9%	11%	9%	17% <b>zSTVXY</b>	8%	6%	10%	4%	10%	11%	9%	8%
6	389	341	19	18	11	64	65	15	25	10	43	18	22	8	23	49	314	44
	10% <b>P</b>	10% <b>P</b>	6%	9%	9%	17% <b>zTVWX</b>	9%	9%	7%	6%	10%	10%	12%	8%	12%	13% <b>VW</b>	10%	12%
7	613	522	60	23	9	56	136	19	60	25	70	35	29	10	27	53	492	67
	16% <b>FeR</b>	16% <b>R</b>	18% <b>R</b>	12%	7%	15%	19%	11%	16%	15%	16%	19%	16%	12%	14%	14%	16%	18%
8	804	687	61	35	21	71	154	53	83	43	94	33	23	23	33	77	658	62
	21% <b>h</b>	21%	18%	18%	17%	19%	21% <b>h</b>	32% <b>zSTXY</b>	22% <b>h</b>	26% <b>h</b>	22% <b>h</b>	18%	12%	25% <b>h</b>	17%	21%	21%	17%
9	533	441	44	34	15	36	96	18	45	16	70	30	36	21	31	42	443	40
	14% <b>me</b>	14%	13%	18%	12%	10%	13%	11%	12%	10%	17% <b>S</b>	16%	20% <b>SWc</b>	23% <b>zSTUV</b>	16%	11%	14%	11%
Extremely Important	686	557	45	48	37	52	127	26	74	16	73	33	34	21	45	55	551	66
	18% <b>ANW</b>	17%	13%	25% <b>zOP</b>	30% <b>zOP</b>	14%	17% <b>W</b>	16%	20% <b>W</b>	10%	17%	18%	19% <b>W</b>	23% <b>W</b>	23% <b>SWc</b>	15%	17%	18%
Don't know	91	80	5	5	1	6	23	5	7	4	10	8	4	-	5	10	77	4
	2% <b>AKd</b>	2%	1%	2%	1%	1%	3%	3%	2%	2%	2%	4%	2%	-	2%	3%	2%	1%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 217  
**C4\_4. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:  
 Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.**  
 Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23AmNP SW	7.26P	6.56	7.68zOP	7.28P	6.75	7.36SWc	7.39SW	7.29SW	6.72	7.49zSWc	7.43SW	7.39SW	8.09zSTU VWXYhc	7.68zSWc	6.95	7.27g	6.96
1-3 (Net)	311 8%BIKOa	221 7%	64 19%zOQR	11 6%	15 12%zOQ	37 10%Yab	43 6%	9 6%	30 8%a	16 10%a	25 6%	7 4%	11 6%	1 1%	7 4%	34 9%a	237 8%	37 10%
1-4 (Net)	428 11%BIKdO Qbf	324 10%	72 22%zOQR	14 7%	17 14%OQ	61 16%zTUXha b	62 9%	11 7%	43 11%b	22 13%b	33 8%	19 10%	14 8%	4 5%	8 4%	46 12%b	322 10%	54 15%zf
1-2 (Net)	223 6%BIOTf	153 5%	51 15%zOQ	7 3%	13 10%zOQ	28 7%TXa	24 3%	6 4%	21 6%	11 7%	14 3%	6 3%	10 5%	1 1%	7 4%	26 7%Ta	166 5%	29 8%
4-7 (Net)	1481 38%KQR	1273 39%zQR	113 34%	61 31%	34 28%	176 47%zUVXa	287 39%	54 33%	133 36%	69 42%a	154 36%	76 41%	73 40%	25 28%	70 36%	155 42%a	1189 38%	159 43%
5-6 (Net)	751 19%KP	648 20%P	45 14%	35 18%	23 19%	95 25%zTVXY a	133 18%	33 20%	61 16%	38 23%	76 18%	29 15%	41 22%	11 12%	42 22%	90 24%zVYa	612 19%	74 20%
8-10 (Net)	2024 52%MNPsg	1684 52%	150 45%	117 60%zOP	72 59%zOP	159 42%	377 52%S	96 58%Sc	203 54%S	75 46%	238 56%Sc	96 51%	93 51%	65 72%zSTVW XYhc	110 57%S	174 47%	1653 52%g	168 46%
7-10 (Net)	2637 68%mNeSc	2206 68%	210 63%	140 72%P	81 66%	215 57%	513 70%SWc	115 70%S	264 71%Sc	100 61%	308 72%SWc	131 70%S	122 67%	75 83%zSTVW hc	136 71%S	227 61%	2145 68%	235 64%
9-10 (Net)	1220 31%NSW	998 31%	89 27%	82 42%zOP	52 42%zOP	88 23%	223 31%W	43 26%	120 32%SW	32 19%	144 34%SW	62 33%SW	70 39%SWc	42 46%zSTUV Wc	76 40%zSUWc	97 26%	995 32%	106 29%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 218  
**Summary Table. Summary of Purpose - Impartial news and information to help people understand and engage with the world around them. (7-10)**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
7-10 on Performance (C2)	2384	1135	1246	352	410	802	819	763	1596	698	628	534	524	1575	769
	61%FmNe	60%	62%	65%F	63%F	63%F	57%	68%zm	58%	66%zN	63%N	61%N	54%	65%ze	56%
7-10 on Importance to society (C3)	2916	1404	1510	409	488	962	1057	858	2035	826	784	633	672	1882	984
	75%NePWc	74%	76%	75%	75%	75%	74%	76%	74%	78%zMN	79%zMN	72%	69%	78%ze	71%
7-10 on Importance personally (C4)	2870	1403	1464	389	470	967	1043	831	2012	859	786	589	635	1849	960
	73%MNePc	74%	73%	71%	73%	76%	73%	74%	73%	81%zMN	79%zMN	67%	65%	76%ze	69%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 218  
**Summary Table. Summary of Purpose - Impartial news and information to help people understand and engage with the world around them. (7-10)**  
**Base = All respondents**

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)		
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
7-10 on Performance (C2)	2384	2007	186	120	71	240	480	102	223	92	245	113	113	62	125	213	1910	242	
		61%FmNe	62%	56%	62%	58%	64%	66%zWXc	61%	60%	56%	58%	61%	62%	69%	65%	57%	61%	66%
7-10 on Importance to society (C3)	2916	2443	222	151	100	286	551	115	289	109	327	147	143	69	167	240	2373	266	
		75%NePWc	75%P	67%	78%P	81%zOP	76%c	75%Wc	70%	77%Wc	66%	77%Wc	79%Wc	79%Wc	76%	87%zSTUV	65%	75%	72%
															WXc				
7-10 on Importance personally (C4)	2870	2406	221	148	94	267	560	124	298	110	326	140	132	74	145	230	2337	262	
		73%MNePc	74%P	67%	76%P	76%P	71%c	77%Wc	75%c	80%zSWc	67%	77%Wc	75%c	73%c	82%Wc	76%c	62%	74%	71%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 219  
**Summary Table. Summary of Purpose - Informative and educational content, which is inspiring and challenging, and that supports learning for all ages. (7-10)**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
7-10 on Performance (C2)	2572	1229	1341	366	438	882	886	808	1746	765	705	540	562	1704	823
	66%FmMNe PRc	65%	67%	67%F	68%F	69%zF	62%	72%zm	64%	72%zMN	71%zMN	62%	57%	70%ze	59%
7-10 on Importance to society (C3)	2958	1423	1534	410	487	985	1076	882	2054	843	787	647	682	1908	997
	76%NePWc	75%	77%	75%	75%	77%	75%	79%zm	75%	80%zMN	79%zMN	74%	70%	79%ze	72%
7-10 on Importance personally (C4)	2759	1352	1406	369	472	921	997	831	1901	816	736	594	613	1796	903
	71%mNePc	71%	70%	68%	73%	72%	69%	74%zm	69%	77%zMN	74%zMN	68%	63%	74%ze	65%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 219  
**Summary Table. Summary of Purpose - Informative and educational content, which is inspiring and challenging, and that supports learning for all ages. (7-10)**  
**Base = All respondents**

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
7-10 on Performance (C2)	2572	2177	199	123	72	259	503	105	241	97	289	142	131	58	133	219	2071	260	
	<b>PRc</b>	66%FmMNe	67%zPR	60%	63%	59%	69% <b>c</b>	69% <b>Wc</b>	63%	65%	59%	68% <b>c</b>	76%zUV <b>Wc</b>	72% <b>Wc</b>	64%	69%	59%	66%	71%
7-10 on Importance to society (C3)	2958	2479	226	155	99	279	567	129	290	109	330	158	142	74	162	238	2401	281	
		76% <b>NePWc</b>	76% <b>P</b>	68%	80% <b>P</b>	80% <b>zP</b>	74% <b>c</b>	78% <b>Wc</b>	78% <b>Wc</b>	78% <b>Wc</b>	66%	77% <b>Wc</b>	84%z <b>SWc</b>	79% <b>Wc</b>	82% <b>Wc</b>	85%z <b>SWc</b>	64%	76%	76%
7-10 on Importance personally (C4)	2759	2326	203	144	86	246	547	125	266	107	320	146	128	72	145	224	2251	252	
		71% <b>mNePc</b>	71% <b>P</b>	61%	74% <b>P</b>	70% <b>P</b>	65%	75%z <b>SWc</b>	76% <b>c</b>	71% <b>c</b>	65%	75% <b>SWc</b>	78%z <b>SWc</b>	71% <b>c</b>	79% <b>SWc</b>	76% <b>Sc</b>	60%	71%	69%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 220

Summary Table. Summary of Purpose - A range of high quality, distinctive and creative content that is different to that of other providers. (7-10)

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
7-10 on Performance (C2)	2479	1181	1297	367	422	836	853	778	1680	756	668	516	539	1618	817
	63%FmMNe Pvc	62%	65%	67%F	65%F	66%F	59%	69%zm	61%	72%zMN	67%zMN	59%	55%	67%ze	59%
7-10 on Importance to society (C3)	2866	1389	1476	380	488	942	1056	831	2014	836	770	601	659	1825	993
	73%MNPWc	73%	74%	70%	75%	74%	73%	74%	73%	79%zMN	77%zMN	69%	67%	75%ze	72%
7-10 on Importance personally (C4)	2731	1321	1409	356	449	925	1001	803	1902	803	747	564	616	1752	925
	70%CMNeP SWcg	69%	71%	65%	69%	72%zC	70%	72%	69%	76%zMN	75%zMN	64%	63%	72%ze	67%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 220

Summary Table. Summary of Purpose - A range of high quality, distinctive and creative content that is different to that of other providers. (7-10)

Base = All respondents

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
7-10 on Performance (C2)	2479	2098	186	121	74	251	493	111	209	98	283	136	121	57	126	214	1994	249	
		63%FmMNe	64%P	56%	62%	60%	67%Vc	67%zVc	67%V	56%	60%	66%Vc	73%zVWc	67%	63%	66%	57%	63%	68%
7-10 on Importance to society (C3)	2866	2393	221	155	98	258	548	121	278	106	327	159	138	69	149	240	2332	265	
		73%MNPWc	73%P	67%	80%zOP	79%zOP	69%	75%Wc	73%	74%Wc	64%	77%SWc	85%zSTUV	76%Wc	77%	78%Wc	64%	74%	72%
7-10 on Importance personally (C4)	2731	2290	210	145	86	237	522	118	274	100	319	144	130	69	145	231	2250	227	
		70%CMNeP	70%P	63%	75%P	70%	63%	72%SWc	71%	73%SWc	61%	75%SWc	77%SWc	72%	76%SWc	76%SWc	62%	71%zg	62%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 221

Summary Table. Summary of Purpose - Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK. (7-10)

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
7-10 on Performance (C2)	2399	1165	1233	339	421	792	847	735	1640	719	640	508	532	1579	779
	61%FmNeP	61%	62%	62%	65%F	62%	59%	66%zm	60%	68%zMIN	64%MN	58%	54%	65%ze	56%
7-10 on Importance to society (C3)	2870	1370	1499	397	491	943	1040	847	2003	828	755	623	664	1843	978
	73%NePc	72%	75%	73%	76%	74%	72%	76%	73%	78%zMN	76%N	71%	68%	76%ze	71%
7-10 on Importance personally (C4)	2637	1265	1372	364	456	866	950	801	1811	774	699	569	595	1695	891
	68%mNeSc	66%	69%	67%	70%	68%	66%	71%zm	66%	73%zMIN	70%MN	65%	61%	70%ze	64%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 221

Summary Table. Summary of Purpose - Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK. (7-10)

Base = All respondents

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)		
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
7-10 on Performance (C2)	2399	2037	180	112	69	245	463	108	225	102	259	121	119	57	117	221	1947	236	
		61%FmNeP	63%zPR	54%	58%	56%	65%	63%	65%	60%	62%	61%	65%	66%	63%	61%	59%	62%	64%
7-10 on Importance to society (C3)	2870	2404	223	147	97	285	546	125	277	108	316	153	134	71	149	240	2322	280	
		73%NePc	74%P	67%	76%P	78%zP	76%c	75%Wc	75%c	74%c	66%	74%c	82%zWc	74%	78%c	78%Wc	64%	74%	76%
7-10 on Importance personally (C4)	2637	2206	210	140	81	215	513	115	264	100	308	131	122	75	136	227	2145	235	
		68%mNeSc	68%	63%	72%P	66%	57%	70%SWc	70%S	71%Sc	61%	72%SWc	70%S	67%	83%zSTVW	71%S	61%	68%	64%
														hc					

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 222

C6. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Base = All respondents

Summary Table			
	News coverage that helps me understand what's going on in the world today.	News that represents a range of viewpoints.	News that is impartial.
UnweightedBase	3907	3907	3907
WeightedBase	3907	3907	3907
EffectiveBase	2717	2717	2717
Not At All Well 1	137 4%	192 5%	257 7%
2	101 3%	112 3%	114 3%
3	118 3%	130 3%	143 4%
4	132 3%	162 4%	164 4%
5	315 8%	370 9%	382 10%
6	357 9%	400 10%	470 12%
7	664 17%	715 18%	622 16%
8	854 22%	854 22%	762 20%
9	619 16%	454 12%	461 12%
10 Extremely Well 10	462 12%	355 9%	343 9%
Don't know	148 4%	164 4%	189 5%
Total mentions	3907 100%	3907 100%	3907 100%
Mean	7.08	6.73	6.54
1-3 (Net)	355 9%	434 11%	513 13%
1-4 (Net)	487 12%	595 15%	678 17%
1-2 (Net)	237 6%	304 8%	371 9%

**Ofcom - BBC Performance Tracker - April 2018 to April 2019**

Table 222

**C6. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.**

**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:**

**Base = All respondents**

<b>Summary Table</b>			
	News coverage that helps me understand what's going on in the world today.	News that represents a range of viewpoints.	News that is impartial.
<b>WeightedBase</b>	3907	3907	3907
<b>EffectiveBase</b>	2717	2717	2717
4-7 (Net)	1467 38%	1647 42%	1639 42%
5-6 (Net)	672 17%	770 20%	852 22%
8-10 (Net)	1936 50%	1663 43%	1566 40%
7-10 (Net)	2599 67%	2378 61%	2188 56%
9-10 (Net)	1081 28%	809 21%	804 21%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 223

C6\_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

News coverage that helps me understand what's going on in the world today.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	137	83	54	9	12	54	61	22	113	38	32	30	36	75	57
	4%BCDI	4%zB	3%	2%	2%	4%CD	4%CD	2%	4%zl	4%	3%	3%	4%	3%	4%
2	101	51	49	6	15	25	55	13	84	20	24	26	30	55	40
	3%CI	3%	2%	1%	2%	2%	4%zCE	1%	3%zl	2%	2%	3%	3%	2%	3%
3	118	53	65	10	22	31	55	24	92	33	29	23	33	56	55
	3%dO	3%	3%	2%	3%	2%	4%	2%	3%	3%	3%	3%	3%	2%	4%zd
4	132	80	52	26	13	37	55	25	101	36	27	36	33	75	53
	3%BI	4%zB	3%	5%D	2%	3%	4%	2%	4%I	3%	3%	4%	3%	3%	4%
5	315	175	140	36	38	87	154	80	230	64	58	87	106	154	147
	8%BDKldP	9%zB	7%	7%	6%	7%	11%zCDE	7%	8%	6%	7%	10%KL	11%zKL	6%	11%zd
6	357	176	180	62	69	111	114	116	240	105	98	61	93	231	120
	9%MR	9%	9%	11%F	11%	9%	8%	10%	9%	10%	10%	7%	9%	10%	9%
7	664	306	357	116	117	225	206	204	452	176	190	141	157	443	210
	17%FeQ	16%	18%	21%zF	18%	18%	14%	18%	17%	17%	19%	16%	16%	18%ze	15%
8	854	426	429	91	136	305	322	236	608	210	240	217	188	543	297
	22%CN	22%	21%	17%	21%	24%C	22%C	21%	22%	20%	24%N	25%KN	19%	22%	21%
9	619	288	331	96	98	208	217	210	407	217	158	111	133	415	193
	16%meR	15%	17%	18%	15%	16%	15%	19%zm	15%	21%zLMN	16%	13%	14%	17%ze	14%
Extremely Well 10	462	215	247	71	80	146	165	142	320	141	105	107	109	302	152
	12%	11%	12%	13%	12%	11%	12%	13%	12%	13%	11%	12%	11%	12%	11%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 223

C6\_1. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

News coverage that helps me understand what's going on in the world today.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	148	53	94	21	49	46	33	49	93	15	33	39	62	78	59
	4%AFK	3%	5%zA	4%	7%zCEF	4%	2%	4%	3%	1%	3%K	4%K	6%zKL	3%	4%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.08AFmNePc	6.95	7.20zA	7.30zF	7.25F	7.16F	6.86	7.41zm	6.97	7.26zN	7.15N	7.02	6.87	7.24ze	6.85
1-3 (Net)	355 9%ClD0a	188 10%	168 8%	25 5%	49 8%	110 9%C	172 12%zCDE	59 5%	289 11%zl	91 9%	86 9%	79 9%	99 10%	185 8%	152 11%zd
1-4 (Net)	487 12%BCDIdOY	267 14%zB	220 11%	52 10%	62 10%	147 12%	227 16%zCDE	84 8%	390 14%zl	127 12%	113 11%	115 13%	132 14%	259 11%	206 15%zd
1-2 (Net)	237 6%BCIT	134 7%zB	103 5%	15 3%	27 4%	79 6%C	116 8%zCD	35 3%	197 7%zl	58 5%	57 6%	57 6%	66 7%	129 5%	97 7%
4-7 (Net)	1467 38%RY	737 39%	729 36%	240 44%zDEF	237 37%	461 36%	529 37%	425 38%	1024 37%	381 36%	374 38%	324 37%	389 40%	903 37%	530 38%
5-6 (Net)	672 17%dPY	351 18%	320 16%	98 18%	107 17%	198 16%	268 19%	196 17%	470 17%	169 16%	156 16%	148 17%	199 20%zKL	385 16%	267 19%zd
8-10 (Net)	1936 50%NePUc	928 49%	1007 50%	259 47%	313 48%	659 52%	705 49%	588 52%	1335 49%	569 54%zN	503 51%N	434 50%N	430 44%	1259 52%ze	642 46%
7-10 (Net)	2599 67%FmNec	1234 65%	1364 68%z	375 69%F	430 66%	884 69%zF	910 63%	792 71%zm	1787 65%	745 70%zN	693 70%zN	575 66%N	587 60%	1702 70%ze	853 62%
9-10 (Net)	1081 28%meP	503 26%	579 29%	167 31%	178 27%	354 28%	383 27%	352 31%zm	727 27%	359 34%zLMN	263 26%	217 25%	242 25%	717 30%ze	345 25%



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 News coverage that helps me understand what's going on in the world today.  
 Base = All respondents

	Nation					England Regions											Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	137	106	16	9	6	15	18	11	15	4	16	2	7	1	8	10	105	14
	4%BCDI	3%	5%	5%	5%	4%	2%	6%TY	4%	3%	4%	1%	4%	1%	4%	3%	3%	4%
2	101	78	16	5	2	7	12	5	10	*	13	3	3	-	8	18	84	4
	3%CI	2%	5%zOR	3%	1%	2%	2%	3%	3%	*	3%	2%	1%	-	4%	5%zTW	3%	1%
3	118	85	27	4	3	9	25	4	7	5	14	4	2	1	4	9	94	11
	3%dO	3%	8%zOQR	2%	2%	2%	3%	3%	2%	3%	3%	2%	1%	1%	2%	3%	3%	3%
4	132	103	23	3	3	13	33	3	12	2	7	2	3	3	1	24	102	15
	3%BI	3%	7%zOQR	2%	2%	4%	5%Xb	2%	3%	1%	2%	1%	2%	3%	*	6%zWXYb	3%	4%
5	315	267	12	24	12	20	47	14	29	30	41	7	17	4	17	40	254	29
	8%BDKLdP	8%P	4%	12%zOP	10%P	5%	6%	9%	8%	18%zSTUV	10%Y	4%	9%	4%	9%	11%STY	8%	8%
6	357	312	22	17	7	38	79	15	34	16	32	9	16	19	19	33	293	28
	9%MR	10%R	7%	9%	5%	10%	11%Y	9%	9%	10%	8%	5%	9%	21%zSTUV	10%	9%	9%	8%
														WXYhbc				
7	664	563	59	24	18	60	132	34	64	26	73	32	29	15	34	65	529	73
	17%FeQ	17%Q	18%	12%	14%	16%	18%	20%	17%	16%	17%	17%	16%	16%	18%	18%	17%	20%
8	854	712	70	48	24	87	151	31	78	38	92	47	50	27	46	64	683	86
	22%CN	22%	21%	25%	20%	23%	21%	19%	21%	23%	22%	25%	28%c	30%c	24%	17%	22%	23%
9	619	531	42	33	13	74	114	22	59	22	76	39	26	9	33	56	515	53
	16%MeR	16%R	13%	17%R	11%	20%	16%	13%	16%	14%	18%	21%	14%	10%	18%	15%	16%	14%
Extremely Well 10	462	382	32	24	24	41	88	13	52	17	52	27	26	11	16	39	365	49
	12%	12%	10%	12%	19%zOPQ	11%	12%	8%	14%	11%	12%	14%	14%	12%	9%	11%	12%	13%

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

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Table 223

**C6\_1.** This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:**  
**News coverage that helps me understand what's going on in the world today.**  
**Base = All respondents**

	Nation				England Regions											Urbanity		
	Total (Z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	148	120	13	4	12	14	32	13	13	2	10	15	2	1	5	13	130	7
	4%AFK	4%	4%	2%	10%zOPQ	4%	4%	8%zWXh	4%	2%	2%	8%zWXh	1%	1%	3%	4%	4%	2%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.08AFmN ePc	7.13zP	6.54	7.10P	7.26P	7.22c	7.15c	6.72	7.16	7.02	7.11	7.75zSTU VWXbc	7.31c	7.39	7.03	6.78	7.09	7.17
1-3 (Net)	355 9%ClD Oa	269 8%	58 18%zOQR	18 9%	10 8%	30 8%	54 7%	20 12%a	32 9%	10 6%	44 10%a	9 5%	12 7%	2 2%	19 10%a	37 10%a	284 9%	29 8%
1-4 (Net)	487 12%BCD OY	372 11%	81 24%zOQR	21 11%	13 11%	44 12%	88 12%	22 14%	44 12%	12 7%	51 12%	11 6%	15 8%	5 5%	20 10%	61 16%WYha	386 12%	44 12%
1-2 (Net)	237 6%BCIT	184 6%	32 10%zO	14 7%	7 6%	22 6%	29 4%	15 9%TWYa	25 7%	5 3%	30 7%a	5 3%	10 5%	1 1%	15 8%a	28 7%Ta	190 6%	18 5%
4-7 (Net)	1467 38%RY	1245 38%R	116 35%	67 35%	39 32%	132 35%	291 40%Y	66 40%Y	139 37%Y	74 45%Y	153 36%	50 27%	66 36%	41 45%Y	71 37%	162 44%zY	1178 37%	145 39%
5-6 (Net)	672 17%dPY	579 18%P	34 10%	40 21%P	19 15%	58 15%	125 17%Y	30 18%Y	64 17%Y	46 Y	73 17%Y	16 9%	33 18%Y	23 26%Y	36 19%Y	73 20%Y	547 17%	57 16%
8-10 (Net)	1936 50%NePUc	1625 50%	144 44%	105 54%P	61 50%	201 53%Uc	353 48%	66 40%	189 51%	78 47%	220 52%Uc	113 60%zTUWc	101 56%Uc	47 52%	96 50%	159 43%	1563 50%	187 51%
7-10 (Net)	2599 67%FmNec	2188 67%	204 61%	129 67%	79 64%	261 69%c	486 67%	100 60%	253 68%	104 63%	293 69%c	144 77%zTUWc	131 72%c	62 68%	130 68%	225 60%	2092 66%	259 71%
9-10 (Net)	1081 28%mNeP	913 28%	74 22%	57 30%	37 30%P	115 30%	202 28%	35 21%	111 30%	40 24%	128 30%	65 35%U	52 29%	20 22%	50 26%	95 26%	880 28%	101 28%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 224

C6\_2. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

News that represents a range of viewpoints.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	192	120	72	17	22	71	80	31	159	54	41	43	54	109	77
	5%BITf	6%zB	4%	3%	3%	6%	6%	3%	6%zl	5%	4%	5%	5%	5%	6%
2	112	55	57	10	19	26	57	12	97	25	27	16	44	65	36
	3%IO	3%	3%	2%	3%	2%	4%zCE	1%	4%zl	2%	3%	2%	4%zKM	3%	3%
3	130	68	63	10	22	46	53	42	87	26	44	29	32	73	50
	3%	4%	3%	2%	3%	4%	4%	4%	3%	2%	4%K	3%	3%	3%	4%
4	162	86	76	29	23	46	63	40	120	44	41	32	45	84	76
	4%d	5%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%	5%	3%	5%zd
5	370	181	187	51	41	107	170	94	266	79	72	101	117	185	172
	9%DKLdP	10%	9%	9%	6%	8%	12%zDE	8%	10%	7%	7%	12%KL	12%zKL	8%	12%zd
6	400	183	218	69	64	126	140	127	272	119	104	95	82	255	135
	10%	10%	11%	13%	10%	10%	10%	11%	10%	11%	10%	11%	8%	11%	10%
7	715	333	381	106	125	244	241	205	501	193	223	154	146	460	247
	18%N	17%	19%	19%	19%	19%	17%	18%	18%	18%	22%zKMN	18%	15%	19%	18%
8	854	431	422	108	143	286	317	246	600	244	220	191	199	567	268
	22%eR	23%	21%	20%	22%	22%	22%	22%	22%	23%	22%	22%	20%	23%ze	19%
9	454	224	230	67	70	157	160	162	290	149	104	102	99	302	143
	12%mPc	12%	12%	12%	11%	12%	11%	14%zm	11%	14%zLN	10%	12%	10%	12%	10%
Extremely Well 10	355	169	186	55	70	112	119	116	239	109	87	68	92	234	116
	9%	9%	9%	10%	11%	9%	8%	10%	9%	10%	9%	8%	9%	10%	8%

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	164	57	107	23	48	55	39	47	112	16	34	45	70	90	63
	4%AFK	3%	5%zA	4%	7%zCEF	4%	3%	4%	4%	1%	3%K	5%K	7%zKL	4%	5%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.73FmNe P	6.63	6.82zA	6.91F	6.94zF	6.76F	6.53	7.06zm	6.60	6.91zN	6.75	6.70	6.51	6.88ze	6.51
1-3 (Net)	434 11%BCIO	242 13%zB	192 10%	38 7%	63 10%	143 11%C	190 13%zC	85 8%	342 12%zl	105 10%	112 11%	88 10%	130 13%zK	247 10%	163 12%
1-4 (Net)	595 15%BldO	328 17%zB	267 13%	67 12%	86 13%	189 15%	253 18%zCD	125 11%	462 17%zl	149 14%	152 15%	120 14%	174 18%zM	332 14%	239 17%zd
1-2 (Net)	304 8%BCIO	175 9%zB	129 6%	28 5%	41 6%	98 8%	137 10%zCD	43 4%	255 9%zl	79 7%	68 7%	59 7%	98 10%zLM	174 7%	114 8%
4-7 (Net)	1647 42%RS	783 41%	862 43%	254 47%zD	254 39%	524 41%	614 43%	467 42%	1158 42%	435 41%	440 44%	382 44%	391 40%	985 41%	631 46%zd
5-6 (Net)	770 20%DdPY	364 19%	405 20%	120 22%D	106 16%	234 18%	310 22%D	221 20%	537 20%	198 19%	176 18%	197 22%L	199 20%	440 18%	308 22%zd
8-10 (Net)	1663 43%meP	824 43%	838 42%	230 42%	283 44%	554 43%	595 41%	523 47%zm	1129 41%	502 47%zLMN	410 41%	361 41%	390 40%	1104 45%ze	527 38%
7-10 (Net)	2378 61%FmNeP	1157 61%	1219 61%	336 62%	408 63%	798 63%	836 58%	728 65%zm	1630 59%	694 66%zMN	633 64%N	514 59%	536 55%	1564 64%ze	774 56%
9-10 (Net)	809 21%meP	393 21%	416 21%	122 22%	140 22%	269 21%	278 19%	277 25%zm	529 19%	258 24%zLMN	191 19%	170 19%	191 20%	536 22%ze	259 19%

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

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	192	149	23	12	7	22	23	12	17	7	23	10	8	2	9	16	141	22
	5%BITf	5%	7%	6%	6%	6%	3%	7%t	5%	4%	5%	5%	4%	2%	5%	4%	4%	6%
2	112	81	25	5	2	10	25	2	9	2	11	1	3	-	6	12	96	8
	3%O	2%	8%zOQR	2%	1%	3%	3%	1%	3%	1%	3%	*	1%	-	3%	3%	3%	2%
3	130	100	22	6	3	18	16	4	15	5	15	5	2	4	2	14	100	22
	3%	3%	7%zOR	3%	3%	5%	2%	2%	4%	3%	3%	3%	1%	4%	1%	4%	3%	6%zf
4	162	130	20	7	4	14	30	6	17	2	18	5	6	4	3	25	132	18
	4% d	4%	6%	4%	3%	4%	4%	4%	5%	1%	4%	2%	3%	5%	2%	7%zWb	4%	5%
5	370	315	19	21	14	28	55	17	40	37	38	11	20	7	23	38	294	37
	9%DKLdP	10%P	6%	11%P	11%P	7%	8%	10%	11%	22%zSTUVX	9%	6%	11%	8%	12%	10%	9%	10%
										Yhabc								
6	400	340	26	25	9	36	70	17	35	20	37	13	24	16	33	38	327	35
	10%	10%	8%	13%R	7%	9%	10%	10%	9%	12%	9%	7%	13%	17%XY	17%zSTVX	10%	10%	10%
														Y				
7	715	598	72	28	18	55	157	21	68	26	71	41	40	14	28	76	586	55
	18%N	18%	22%QR	14%	15%	15%	21%zSU	13%	18%	16%	17%	22%	22%	15%	15%	20%	19%	15%
8	854	728	61	44	21	100	161	38	74	34	100	39	40	27	44	70	687	79
	22%eR	22%R	18%	23%	17%	27% c	22%	23%	20%	21%	23%	21%	22%	30%	23%	19%	22%	22%
9	454	390	26	24	14	45	93	26	47	16	54	24	22	8	27	27	371	41
	12% mPc	12%	8%	12%	11%	12%	13% c	16% c	12%	10%	13% c	13%	12%	9%	14% c	7%	12%	11%
Extremely Well 10	355	294	25	18	19	26	68	9	39	12	44	21	12	7	12	44	283	37
	9%	9%	7%	9%	16%zOPQ	7%	9%	5%	10%	8%	10%	11%	7%	8%	6%	12%	9%	10%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 224

C6\_2. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

News that represents a range of viewpoints.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	164	133	14	5	12	23	31	13	13	2	15	16	4	2	3	11	139	14
	4%AFK	4%	4%	2%	10%zOPQ	6%	4%	8%Wbc	4%	2%	4%	9%zTVWXh	2%	2%	1%	3%	4%	4%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.73FmNe	6.79zP	6.09	6.67P	6.97P	6.67	6.93z	6.66	6.74	6.60	6.81	7.08	6.85	6.93	6.72	6.59	6.75	6.58
1-3 (Net)	434	330	70	22	12	50	64	18	41	13	49	16	12	6	18	43	336	51
	11%BCIO	10%	21%zOQR	12%	9%	13%	9%	11%	11%	8%	11%	9%	7%	6%	10%	11%	11%	14%
1-4 (Net)	595	460	90	29	16	64	94	24	58	16	66	21	18	10	22	68	469	69
	15%BldO	14%	27%zOQR	15%	13%	17%	13%	14%	16%	10%	16%	11%	10%	11%	11%	18%Wh	15%	19%
1-2 (Net)	304	230	48	17	8	32	48	14	26	8	34	11	10	2	16	28	237	30
	8%BCIO	7%	15%zOQR	9%	7%	9%	7%	9%	7%	5%	8%	6%	6%	2%	8%	8%	8%	8%
4-7 (Net)	1647	1383	137	81	45	133	313	62	161	85	164	70	89	41	87	177	1340	145
	42%RS	42%	41%	42%	37%	35%	43%	37%	43%	52%zSUXY	39%	38%	49%SX	46%	46%	48%SX	42%	39%
5-6 (Net)	770	655	45	46	23	64	126	34	75	57	76	24	44	23	56	76	621	72
	20%DdPY	20%P	14%	24%P	19%	17%	17%	21%	20%	35%zSTUV	18%	13%	24%Y	25%Y	29%zSTXY	20%	20%	20%
8-10 (Net)	1663	1412	111	85	54	171	323	73	159	63	198	84	75	42	83	142	1341	157
	43%meP	43%P	34%	44%P	44%P	45%	44%	44%	42%	38%	47%	45%	42%	46%	43%	38%	42%	43%
7-10 (Net)	2378	2009	183	113	72	227	479	94	227	89	269	125	115	56	111	218	1927	212
	61%FmNeP	62%P	55%	59%	59%	60%	66%zW	57%	61%	54%	63%	67%W	64%	62%	58%	58%	61%	58%
9-10 (Net)	809	684	50	42	33	71	161	35	85	29	98	45	35	15	39	71	654	78
	21%meP	21%P	15%	21%	27%zOP	19%	22%	21%	23%	18%	23%	24%	19%	17%	20%	19%	21%	21%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 225

C6\_3. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

News that is impartial.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	257	151	106	19	30	95	113	41	214	67	59	65	67	154	95
	7%BClOT	8%zB	5%	3%	5%	7%CD	8%zCD	4%	8%zl	6%	6%	7%	7%	6%	7%
2	114	60	54	7	14	32	61	21	89	23	29	23	39	51	52
	3%ClDO	3%	3%	1%	2%	3%	4%zCDE	2%	3%	2%	3%	3%	4%K	2%	4%zd
3	143	75	68	7	13	66	56	30	112	39	46	25	33	80	57
	4%CD	4%	3%	1%	2%	5%zCD	4%CD	3%	4%	4%	5%	3%	3%	3%	4%
4	164	95	70	41	28	28	68	47	116	48	47	39	30	98	65
	4%E	5%	3%	7%zDEF	4%E	2%	5%E	4%	4%	5%	5%	4%	3%	4%	5%
5	382	192	189	49	43	116	174	101	275	81	63	110	128	203	166
	10%DKLdT	10%	9%	9%	7%	9%	12%zDE	9%	10%	8%	6%	13%zKL	13%zKL	8%	12%zd
6	470	191	280	69	82	135	184	131	336	133	123	111	104	292	167
	12%ARf	10%	14%zA	13%	13%	11%	13%	12%	12%	13%	12%	13%	11%	12%	12%
7	622	276	346	104	100	216	202	193	417	163	191	132	137	393	217
	16%AFV	15%	17%zA	19%F	15%	17%	14%	17%	15%	15%	19%zN	15%	14%	16%	16%
8	762	401	359	107	139	261	255	227	532	208	208	170	177	501	246
	20%Be	21%B	18%	20%	21%	20%	18%	20%	19%	20%	21%	19%	18%	21%	18%
9	461	216	244	52	89	163	157	164	293	151	115	82	113	321	134
	12%mMec	11%	12%	9%	14%C	13%	11%	15%zm	11%	14%zM	12%	9%	11%	13%ze	10%
Extremely Well 10	343	175	168	58	61	110	114	110	233	117	81	66	79	237	102
	9%e	9%	8%	11%	9%	9%	8%	10%	9%	11%zMN	8%	8%	8%	10%ze	7%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 225

**C6\_3.** This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:**  
**News that is impartial.**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	189	74	115	33	50	53	53	56	125	27	33	53	75	95	83
	5%AFKLd	4%	6%zA	6%F	8%zEF	4%	4%	5%	5%	3%	3%	6%KL	8%zKL	4%	6%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.54FmeP g	6.45	6.63	6.85zF	6.91zEF	6.57F	6.25	6.94zm	6.39	6.76zMN	6.59	6.37	6.41	6.73ze	6.29
1-3 (Net)	513 13%BCDId OTW	286 15%zB	228 11%	33 6%	57 9%	193 15%zCD	231 16%zCD	93 8%	415 15%zl	128 12%	134 13%	113 13%	138 14%	286 12%	203 15%zd
1-4 (Net)	678 17%BCDId OW	380 20%zB	297 15%	73 13%	85 13%	221 17%D	299 21%zCD	139 12%	531 19%zl	177 17%	181 18%	152 17%	168 17%	383 16%	268 19%zd
1-2 (Net)	371 9%BCDId OTW	211 11%zB	160 8%	25 5%	44 7%	127 10%CD	174 12%zCD	62 6%	303 11%zl	90 8%	88 9%	88 10%	105 11%	205 8%	146 11%
4-7 (Net)	1639 42%AER	754 40%	884 44%zA	262 48%zDE	253 39%	496 39%	628 44%E	472 42%	1143 42%	425 40%	424 43%	391 45%	398 41%	986 41%	616 45%zd
5-6 (Net)	852 22%ALdP	383 20%	469 23%zA	118 22%	125 19%	252 20%	358 25%zDE	233 21%	611 22%	214 20%	186 19%	221 25%zKL	231 24%L	495 20%	334 24%zd
8-10 (Net)	1566 40%FmMeP	793 42%	771 39%	217 40%	289 45%zF	534 42%F	526 37%	501 45%zm	1058 39%	476 45%zMN	403 41%	318 36%	368 38%	1059 44%ze	482 35%
7-10 (Net)	2188 56%FmMNe Pg	1069 56%	1117 56%	321 59%F	389 60%F	750 59%zF	728 51%	694 62%zm	1475 54%	639 60%zMN	594 60%zMN	450 51%	505 52%	1452 60%ze	699 51%
9-10 (Net)	804 21%me	391 21%	412 21%	109 20%	150 23%	273 21%	271 19%	274 24%zm	526 19%	268 25%zLMN	196 20%	149 17%	191 20%	558 23%ze	236 17%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 225

C6\_3. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

News that is impartial.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	257	191	39	19	8	35	32	14	21	5	28	11	10	2	13	19	197	30
	7%BCIOT	6%	12%zOR	10%zO	6%	9%TW	4%	9%	6%	3%	7%	6%	6%	2%	7%	5%	6%	8%
2	114	82	26	5	2	7	14	5	14	*	11	3	4	2	9	12	92	13
	3%ClDO	3%	8%zOQR	3%	1%	2%	2%	3%	4%	*	3%	2%	2%	3%	4%W	3%	3%	3%
3	143	112	19	6	5	12	22	7	13	5	20	5	1	1	8	16	113	14
	4%CD	3%	6%O	3%	4%	3%	3%	4%	3%	3%	5%h	3%	1%	1%	4%	4%	4%	4%
4	164	140	13	6	5	26	36	8	21	5	13	3	8	3	4	13	131	23
	4%E	4%	4%	3%	4%	7%zY	5%	5%	6%	3%	3%	2%	4%	4%	2%	3%	4%	6%
5	382	322	24	21	15	36	54	20	34	43	43	12	25	8	19	30	308	34
	10%DKLdT	10%	7%	11%	12%P	10%	7%	12%	9%	26%zSTUV XYhabc	10%	7%	14%T	8%	10%	8%	10%	9%
6	470	405	30	25	9	35	94	22	50	17	41	25	35	16	15	56	356	53
	12%ARf	12%R	9%	13%R	8%	9%	13%	13%	13%	10%	10%	13%	19%zSXb	17%b	8%	15%b	11%	14%
7	622	527	54	26	16	60	119	24	43	21	81	36	21	20	34	68	516	50
	16%AFV	16%	16%	13%	13%	16%	16%	15%	11%	13%	19%V	19%V	12%	22%V	18%	18%V	16%	14%
8	762	650	50	41	21	75	159	29	71	34	85	34	38	18	35	71	629	68
	20%Be	20%	15%	21%	17%	20%	22%	18%	19%	20%	20%	18%	21%	20%	19%	19%	20%	19%
9	461	394	31	24	11	45	99	18	49	17	51	23	19	11	32	29	378	33
	12%mMec	12%	9%	12%	9%	12%	14%c	11%	13%c	10%	12%	12%	11%	12%	17%c	8%	12%	9%
Extremely Well 10	343	283	25	16	19	24	66	10	42	11	33	19	16	9	13	39	283	27
	9%e	9%	8%	8%	15%zOPQ	6%	9%	6%	11%	6%	8%	10%	9%	10%	7%	10%	9%	7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 225

C6\_3. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

News that is impartial.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	189	153	19	5	12	22	35	8	17	6	18	15	3	1	9	20	152	21
	5%AFKld	5%	6%	2%	10%zOPQ	6%	5%	5%	5%	3%	4%	8%h	2%	1%	5%	5%	5%	6%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.54FmeP	6.62zP	5.81	6.41P	6.74P	6.33	6.85zSU	6.19	6.64	6.54	6.54	6.86U	6.61	6.98U	6.57	6.58	6.59zg	6.21
1-3 (Net)	513	384	85	30	15	54	69	26	47	11	60	19	15	5	30	47	402	57
	13%BCDld	12%	26%zOQR	16%	12%	14%W	9%	16%W	13%	7%	14%TW	10%	9%	6%	16%TW	13%	13%	16%
1-4 (Net)	678	524	98	36	19	80	105	34	68	16	73	22	23	9	34	60	533	80
	17%BCDld	16%	30%zOQR	19%	16%	21%TWYa	14%	20%W	18%W	10%	17%	12%	13%	10%	18%	16%	17%	22%
1-2 (Net)	371	272	65	24	9	42	47	19	34	6	39	15	14	4	22	31	289	43
	9%BCDldO	8%	20%zOQR	12%O	8%	11%TW	6%	12%W	9%W	3%	9%W	8%	8%	5%	11%W	8%	9%	12%
4-7 (Net)	1639	1395	121	78	45	157	302	74	147	86	179	76	89	46	71	167	1311	160
	42%AER	43%R	37%	40%	36%	42%AER	41%	45%	39%	53%zTVXb	42%	41%	49%	51%	37%	45%	42%	44%
5-6 (Net)	852	728	54	46	25	71	147	42	83	60	85	37	60	23	33	86	664	87
	22%ALdP	22%P	16%	24%P	20%	19%	20%	25%	22%	37%zSTVX	20%	20%	33%zSTVX	26%	17%	23%	21%	24%
8-10 (Net)	1566	1327	107	81	51	145	325	57	162	61	170	76	73	38	81	138	1290	129
	40%FmMeP	41%P	32%	42%P	42%P	38%	44%z	35%	43%	37%	40%	41%	41%	42%	42%	37%	41%	35%
7-10 (Net)	2188	1854	161	107	67	205	443	82	205	83	250	112	94	58	115	206	1806	179
	56%FmMNe	57%P	49%	55%	54%	54%	61%zUW	49%	55%	50%	59%	60%	52%	64%	60%	55%	57%zg	49%
9-10 (Net)	804	677	57	40	30	69	166	28	91	28	84	42	36	20	46	67	661	61
	21%mmMe	21%	17%	20%	25%P	18%	23%	17%	24%	17%	20%	23%	20%	22%	24%	18%	21%	17%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 226

C6\_sum. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
News coverage that helps me understand what's going on in the world today.	2599	1234	1364	375	430	884	910	792	1787	745	693	575	587	1702	853
	67%FmNec	65%	68%z	69%F	66%	69%zF	63%	71%zm	65%	70%zN	70%zN	66%N	60%	70%ze	62%
News that represents a range of viewpoints.	2378	1157	1219	336	408	798	836	728	1630	694	633	514	536	1564	774
	61%FmNeP	61%	61%	62%	63%	63%	58%	65%zm	59%	66%zMN	64%N	59%	55%	64%ze	56%
News that is impartial.	2188	1069	1117	321	389	750	728	694	1475	639	594	450	505	1452	699
	56%FmMNePg	56%	56%	59%F	60%F	59%zF	51%	62%zm	54%	60%zMN	60%zMN	51%	52%	60%ze	51%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 226

C6\_sum. This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
News coverage that helps me understand what's going on in the world today.	2599	2188	204	129	79	261	486	100	253	104	293	144	131	62	130	225	2092	259	
		67% <b>FmNec</b>	67%	61%	67%	64%	69% <b>c</b>	67%	60%	68%	63%	69% <b>c</b>	77% <b>zTUWc</b>	72% <b>c</b>	68%	68%	60%	66%	71%
News that represents a range of viewpoints.	2378	2009	183	113	72	227	479	94	227	89	269	125	115	56	111	218	1927	212	
		61% <b>FmNeP</b>	62% <b>P</b>	55%	59%	59%	60%	66% <b>zW</b>	57%	61%	54%	63%	67% <b>W</b>	64%	62%	58%	58%	61%	58%
News that is impartial.	2188	1854	161	107	67	205	443	82	205	83	250	112	94	58	115	206	1806	179	
		56% <b>FmMNe</b>	57% <b>P</b>	49%	55%	54%	54%	61% <b>zLW</b>	49%	55%	50%	59%	60%	52%	64%	60%	55%	57% <b>zg</b>	49%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 227

C7. This set of statements are about the BBC supporting learning for people of all ages.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Base = All respondents

Summary Table					
	Programmes and content that are educational.	Programmes and content that are inspirational.	Programmes and content that support children and young people with their education.	Programmes and content that helps me to learn new things.	Programmes and content that are informative.
UnweightedBase	3907	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717
Not At All Well 1	58 1%	93 2%	64 2%	97 2%	68 2%
2	73 2%	76 2%	66 2%	72 2%	64 2%
3	72 2%	131 3%	80 2%	125 3%	89 2%
4	140 4%	192 5%	128 3%	154 4%	105 3%
5	366 9%	403 10%	388 10%	437 11%	359 9%
6	391 10%	505 13%	407 10%	419 11%	403 10%
7	712 18%	716 18%	670 17%	733 19%	704 18%
8	952 24%	810 21%	771 20%	841 22%	982 25%
9	533 14%	454 12%	449 11%	459 12%	567 15%
Extremely Well 10	374 10%	294 8%	328 8%	351 9%	400 10%
Don't know	238 6%	234 6%	555 14%	220 6%	166 4%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%
Mean	7.16	6.80	7.01	6.90	7.21
1-3 (Net)	203 5%	300 8%	210 5%	294 8%	221 6%
1-4 (Net)	342 9%	492 13%	338 9%	448 11%	326 8%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 227

C7. This set of statements are about the BBC supporting learning for people of all ages.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Base = All respondents

Summary Table					
	Programmes and content that are educational.	Programmes and content that are inspirational.	Programmes and content that support children and young people with their education.	Programmes and content that helps me to learn new things.	Programmes and content that are informative.
WeightedBase	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717
1-2 (Net)	131 3%	169 4%	131 3%	169 4%	132 3%
4-7 (Net)	1609 41%	1815 46%	1593 41%	1742 45%	1571 40%
5-6 (Net)	757 19%	908 23%	795 20%	856 22%	762 20%
8-10 (Net)	1858 48%	1558 40%	1548 40%	1651 42%	1949 50%
7-10 (Net)	2570 66%	2274 58%	2218 57%	2383 61%	2653 68%
9-10 (Net)	907 23%	749 19%	777 20%	810 21%	967 25%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 228

C7\_1. This set of statements are about the BBC supporting learning for people of all ages.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Programmes and content that are educational.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	58	34	24	3	9	14	32	6	51	5	12	9	31	18	37
	1%IKdO	2%	1%	1%	1%	1%	2%zC	1%	2%zl	*	1%	1%	3%zKLM	1%	3%zd
2	73	39	34	4	5	21	43	9	59	15	14	15	29	29	39
	2%ClDOR	2%	2%	1%	1%	2%	3%zCD	1%	2%l	1%	1%	2%	3%zK	1%	3%zd
3	72	39	32	7	6	32	26	16	55	16	10	19	27	39	30
	2%L	2%	2%	1%	1%	3%D	2%	1%	2%	1%	1%	2%	3%zL	2%	2%
4	140	77	63	23	25	33	58	18	119	30	26	47	36	84	53
	4%l	4%	3%	4%	4%	3%	4%	2%	4%zl	3%	3%	5%zKL	4%	3%	4%
5	366	207	157	34	66	109	158	107	255	88	70	97	111	194	154
	9%BCLdP Y	11%zB	8%	6%	10%C	9%	11%zC	10%	9%	8%	7%	11%L	11%zL	8%	11%zd
6	391	175	215	58	74	125	134	116	272	117	108	92	74	260	125
	10%NP	9%	11%	11%	11%	10%	9%	10%	10%	11%N	11%N	10%	8%	11%	9%
7	712	327	385	103	107	241	261	204	501	178	206	165	162	457	243
	18%RVY	17%	19%	19%	16%	19%	18%	18%	18%	17%	21%zN	19%	17%	19%	18%
8	952	465	486	137	156	322	336	295	647	264	257	209	222	608	322
	24%	24%	24%	25%	24%	25%	23%	26%	24%	25%	26%	24%	23%	25%	23%
9	533	274	259	88	86	194	165	187	342	187	127	104	115	372	151
	14%FmeR	14%	13%	16%F	13%	15%F	11%	17%zm	12%	18%zLMN	13%	12%	12%	15%ze	11%
Extremely Well 10	374	170	204	59	74	122	119	130	244	119	97	73	85	251	118
	10%	9%	10%	11%	11%	10%	8%	12%zm	9%	11%	10%	8%	9%	10%	8%

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

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Table 228

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Programmes and content that are educational.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	238	99	139	28	41	63	105	33	196	37	67	46	88	114	113
	6%IKdW	5%	7%	5%	6%	5%	7%zE	3%	7%zl	3%	7%K	5%	9%zKM	5%	8%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.16AFmM NeP	7.08	7.24zA	7.44zF	7.27F	7.26F	6.92	7.48zm	7.04	7.44zMN	7.31zMN	7.01	6.84	7.35ze	6.88
1-3 (Net)	203	112	90	14	20	67	101	31	165	36	36	43	88	86	105
	5%CDIKLd OY	6%	5%	3%	3%	5%C	7%zCD	3%	6%zl	3%	4%	5%	9%zKLM	4%	8%zd
1-4 (Net)	342	189	153	37	45	100	159	50	285	66	63	89	124	169	159
	9%BIKLd OTY	10%zB	8%	7%	7%	8%	11%zCDE	4%	10%zl	6%	6%	10%KL	13%zKL	7%	11%zd
1-2 (Net)	131	73	58	7	14	35	75	15	110	20	26	24	60	47	76
	3%CIKdOY	4%	3%	1%	2%	3%	5%zCDE	1%	4%zl	2%	3%	3%	6%zKLM	2%	5%zd
4-7 (Net)	1609	786	820	219	271	508	611	445	1147	413	411	401	383	994	576
	41%Y	41%	41%	40%	42%	40%	42%	40%	42%	39%	41%	46%zKN	39%	41%	42%
5-6 (Net)	757	382	373	92	140	234	291	223	527	205	179	189	184	454	280
	19%P	20%	19%	17%	22%	18%	20%	20%	19%	19%	18%	22%	19%	19%	20%
8-10 (Net)	1858	909	949	284	316	638	621	611	1232	571	480	386	421	1231	590
	48%FmNeP	48%	47%	52%zF	49%F	50%F	43%	55%zm	45%	54%zLMN	48%N	44%	43%	51%ze	43%
7-10 (Net)	2570	1236	1333	387	423	879	882	816	1733	749	687	552	583	1688	833
	66%FmNeR c	65%	67%	71%zF	65%	69%zF	61%	73%zm	63%	71%zMN	69%zMN	63%	60%	70%ze	60%
9-10 (Net)	907	444	463	147	160	315	285	316	586	306	224	177	199	623	268
	23%FmNeP	23%	23%	27%zF	25%F	25%F	20%	28%zm	21%	29%zLMN	22%	20%	20%	26%ze	19%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Programmes and content that are educational.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	58	35	13	6	4	1	5	2	9	4	2	-	-	1	1	10	47	2
	1%KdO	1%	4%zO	3%zO	3%zO	*	1%	1%	2%SX	3%SX	*	-	-	1%	1%	3%STX	1%	1%
2	73	46	23	3	*	3	10	1	9	*	10	-	1	-	4	7	60	7
	2%ClDOR	1%	7%zOQR	2%	*	1%	1%	1%	3%	*	2%	-	1%	-	2%	2%	2%	2%
3	72	56	9	2	5	7	11	1	6	2	8	2	2	*	1	15	61	4
	2%L	2%	3%	1%	4%zOQ	2%	1%	1%	2%	1%	2%	1%	1%	*	1%	4%zT	2%	1%
4	140	107	26	3	2	18	20	7	13	2	10	2	5	4	10	16	108	14
	4%l	3%	8%zOQR	2%	2%	5%	3%	4%	3%	1%	2%	1%	3%	4%	5%Y	4%	3%	4%
5	366	303	18	26	20	27	71	13	27	37	34	7	17	9	21	40	299	30
	9%BCLdPY	9%P	5%	13%zOP	16%zOP	7%	10%Y	8%	7%	23%zSTUVX	8%	4%	10%	10%	11%Y	11%Y	9%	8%
										Yhabc								
6	391	346	19	17	10	44	65	12	49	15	40	26	22	11	17	44	304	35
	10%NP	11%zP	6%	9%	8%	12%	9%	7%	13%	9%	9%	14%	12%	9%	9%	12%	10%	10%
7	712	594	73	31	14	85	127	36	48	21	113	19	35	19	34	56	579	64
	18%RVY	18%R	22%R	16%	12%	23%VWYc	17%Y	21%VY	13%	13%	27%zTVWYc	10%	20%Y	21%Y	18%	15%	18%	18%
8	952	805	72	50	25	86	185	48	88	47	98	61	47	19	48	76	765	105
	24%	25%	22%	26%	21%	23%	25%	29%	23%	29%	23%	33%zSXc	26%	21%	25%	21%	24%	29%
9	533	459	33	30	11	51	111	19	66	19	54	29	28	13	30	38	438	48
	14%FmeR	14%R	10%	15%R	9%	13%	15%	11%	18%c	12%	13%	16%	16%	15%	16%	10%	14%	13%
Extremely Well 10	374	317	22	17	17	34	77	9	37	12	34	23	17	11	14	49	295	40
	10%	10%	7%	9%	14%zOP	9%	11%	5%	10%	8%	8%	13%	10%	12%	7%	13%zLUX	9%	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 228

C7\_1. This set of statements are about the BBC supporting learning for people of all ages.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Programmes and content that are educational.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	238	191	23	9	14	22	48	19	23	3	24	17	4	3	10	20	199	17
	6%IKdW	6%	7%	5%	12%zOPQ	6%	7%W	11%zWhc	6%	2%	6%	9%Wh	2%	3%	5%	5%	6%	5%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.16AFmM NeP	7.24zPR	6.48	7.14P	6.99P	7.24	7.36zWc	7.20	7.18	6.95	7.20	7.80zSTU VWXhbc	7.38	7.36	7.14	6.93	7.16	7.34
1-3 (Net)	203	137	46	11	9	12	26	4	24	7	19	2	4	2	7	32	168	14
	5%CDIKLd OY	4%	14%zOQR	6%	7%O	3%	3%	3%	7%Y	4%	4%	1%	2%	2%	4%	9%zSTUWh	5%	4%
1-4 (Net)	342	244	72	14	11	29	46	12	37	9	29	4	9	5	17	48	277	27
	9%BIKLdO TY	8%	22%zOQR	7%	9%	8%Y	6%	7%	10%Y	6%	7%Y	2%	5%	6%	9%Y	13%zTWXyh	9%	7%
1-2 (Net)	131	81	37	9	4	4	15	3	18	5	11	-	1	1	6	17	107	10
	3%CIKdOY	2%	11%zOQR	5%	3%	1%	2%	2%	5%STY	3%	3%	-	1%	1%	3%	5%SY	3%	3%
4-7 (Net)	1609	1349	136	77	46	173	283	67	137	76	198	54	80	43	83	157	1291	143
	41%Y	41%	41%	40%	37%	46%VY	39%Y	41%	37%	46%Y	46%TVY	29%	44%Y	47%Y	43%Y	42%Y	41%	39%
5-6 (Net)	757	649	37	43	29	70	136	24	76	52	74	33	39	20	38	84	603	65
	19%P	20%P	11%	22%P	24%zP	19%	19%	15%	20%	32%zSTUV XYb	17%	18%	22%	22%	20%	23%	19%	18%
8-10 (Net)	1858	1581	127	97	53	171	374	75	190	79	186	114	93	43	92	164	1497	193
	48%FmNeP	49%P	38%	50%P	43%	45%	51%X	46%	51%	48%	44%	61%zSTUW Xbc	51%	48%	48%	44%	47%	53%
7-10 (Net)	2570	2174	200	128	68	256	500	111	238	100	299	133	128	63	126	220	2076	257
	66%FmNeR c	67%zPR	60%	66%R	55%	68%	68%c	67%	64%	61%	70%c	71%c	71%c	69%	66%	59%	66%	70%
9-10 (Net)	907	776	55	47	28	84	188	27	102	32	88	53	45	24	44	88	733	88
	23%FmNeP	24%P	17%	24%P	23%	22%	26%U	16%	27%U	19%	21%	28%U	25%	27%	23%	24%	23%	24%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 229

C7\_2. This set of statements are about the BBC supporting learning for people of all ages.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Programmes and content that are inspirational.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	93	59	34	7	5	36	46	8	83	9	23	19	42	44	48
	2%BDIKdf	3%zB	2%	1%	1%	3%D	3%CD	1%	3%zI	1%	2%K	2%	4%zKLM	2%	3%zd
2	76	44	32	6	6	22	42	8	65	17	15	18	27	28	42
	2%ldO	2%	2%	1%	1%	2%	3%zCD	1%	2%zI	2%	1%	2%	3%	1%	3%zd
3	131	73	58	9	24	36	62	28	103	26	25	36	44	79	51
	3%C	4%	3%	2%	4%	3%	4%zC	2%	4%	2%	3%	4%	4%KL	3%	4%
4	192	112	80	32	22	69	68	51	139	58	44	43	46	125	65
	5%BR	6%zB	4%	6%	3%	5%	5%	5%	5%	6%	4%	5%	5%	5%	5%
5	403	207	194	51	58	119	175	114	286	80	88	99	135	208	174
	10%Kd	11%	10%	9%	9%	9%	12%z	10%	10%	8%	9%	11%K	14%zKL	9%	13%zd
6	505	254	250	86	78	166	175	153	347	134	126	143	101	321	174
	13%NR	13%	13%	16%	12%	13%	12%	14%	13%	13%	13%	16%zN	10%	13%	13%
7	716	335	381	99	117	246	254	200	506	214	220	138	144	463	237
	18%NRV	18%	19%	18%	18%	19%	18%	18%	18%	20%MNI	22%zMN	16%	15%	19%	17%
8	810	401	408	102	141	293	274	240	562	231	210	158	211	533	263
	21%	21%	20%	19%	22%	23%F	19%	21%	21%	22%	21%	18%	21%	22%	19%
9	454	206	247	71	77	150	157	171	281	159	113	100	83	319	131
	12%mePR	11%	12%	13%	12%	12%	11%	15%zm	10%	15%zLN	11%	11%	9%	13%ze	9%
Extremely Well 10	294	128	166	52	68	83	92	105	189	91	76	59	67	203	84
	8%eU	7%	8%	10%F	11%zEF	6%	6%	9%zm	7%	9%	8%	7%	7%	8%e	6%

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Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	234	87	147	31	53	57	92	44	179	37	54	62	80	103	116
	6%AEIKdW	5%	7%zA	6%	8%zE	4%	6%	4%	7%l	4%	5%	7%K	8%zKL	4%	8%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.80AFmN eP	6.63	6.96zA	7.02zF	7.14zEF	6.80F	6.55	7.15zm	6.66	7.11zMN	6.91MN	6.65	6.45	6.98ze	6.50
1-3 (Net)	300 8%BCDIKd OY	175 9%zB	125 6%	22 4%	35 5%	94 7%C	150 10%zCDE	43 4%	252 9%zl	52 5%	63 6%	73 8%K	112 11%zKL	151 6%	140 10%zd
1-4 (Net)	492 13%BDIKd OYa	287 15%zB	204 10%	54 10%	57 9%	163 13%D	218 15%zCD	94 8%	391 14%zl	110 10%	107 11%	116 13%	158 16%zKL	276 11%	205 15%zd
1-2 (Net)	169 4%BCDIKd OY	103 5%zB	67 3%	13 2%	10 2%	58 5%D	88 6%zCD	16 1%	148 5%zl	26 2%	37 4%	37 4%	69 7%zKLM	72 3%	90 6%zd
4-7 (Net)	1815 46%R	908 48%	905 45%	268 49%D	275 42%	600 47%	672 47%	518 46%	1278 47%	486 46%	479 48%	423 48%	426 44%	1117 46%	649 47%
5-6 (Net)	908 23%KdT	462 24%	444 22%	136 25%	136 21%	285 22%	350 24%	267 24%	633 23%	214 20%	215 22%	243 28%zKL	236 24%	529 22%	347 25%zd
8-10 (Net)	1558 40%FmMeP	735 39%	822 41%	225 41%	285 44%zF	525 41%F	523 36%	516 46%zm	1032 38%	481 46%zLMN	399 40%	317 36%	361 37%	1054 43%ze	479 35%
7-10 (Net)	2274 58%AFmMN ePR	1070 56%	1203 60%zA	324 59%	402 62%F	771 60%F	777 54%	716 64%zm	1538 56%	695 66%zMN	619 62%zMN	455 52%	505 52%	1517 63%ze	716 52%
9-10 (Net)	749 19%AmNeP	334 18%	413 21%zA	123 23%F	145 22%F	232 18%	249 17%	276 25%zm	470 17%	250 24%zLMN	189 19%	159 18%	150 15%	522 22%ze	215 16%

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Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	93	68	13	7	4	11	13	6	14	5	4	-	-	1	3	11	66	10
	2%BDIKdf	2%	4%O	4%	3%	3%	2%	4%Yh	4%XYh	3%	1%	-	-	1%	2%	3%	2%	3%
2	76	51	21	3	1	5	11	*	9	-	12	2	2	*	5	5	64	8
	2%ldO	2%	6%zOQR	1%	1%	1%	1%	*	2%	-	3%	1%	1%	*	2%	1%	2%	2%
3	131	101	20	4	5	18	19	3	7	5	19	2	4	-	4	19	106	13
	3%C	3%	6%zOQ	2%	4%	5%	3%	2%	2%	3%	4%	1%	2%	-	2%	5%	3%	4%
4	192	160	22	7	3	17	32	3	26	13	16	6	13	1	14	18	160	15
	5%BR	5%	7%R	3%	3%	5%	4%	2%	7%	8%U	4%	3%	7%	1%	8%U	5%	5%	4%
5	403	327	29	27	20	28	60	13	43	36	39	10	19	15	26	39	331	26
	10%Kd	10%	9%	14%	16%zOP	7%	8%	8%	11%	22%zSTUVX Yhc	9%	6%	11%	17%STY	14%Y	10%	10%	7%
6	505	429	41	25	10	61	77	24	52	13	54	24	30	16	19	59	392	50
	13%NR	13%R	12%	13%	9%	16%TW	11%	15%	14%	8%	13%	13%	17%	17%	10%	16%TW	12%	14%
7	716	618	49	33	15	69	156	23	46	29	111	41	34	18	39	51	589	70
	18%NRV	19%R	15%	17%	12%	18%	21%Vc	14%	12%	18%	26%zSUVc	22%Vc	19%	20%	20%	14%	19%	19%
8	810	682	62	43	23	69	170	49	73	34	83	44	37	16	28	78	660	78
	21%	21%	19%	22%	19%	18%	23%b	30%zSVXb	20%	20%	20%	23%	20%	18%	15%	21%	21%	21%
9	454	397	24	23	10	50	94	23	45	11	36	30	27	12	33	37	380	36
	12%mNePR	12%PR	7%	12%	8%	13%	13%	14%	12%	7%	9%	16%WX	15%W	13%	17%WXc	10%	12%	10%
Extremely Well 10	294	242	22	14	16	20	57	4	36	15	32	13	11	8	13	33	227	31
	8%eU	7%	7%	7%	13%zOPQ	5%	8%	2%	10%U	9%U	7%	7%	6%	9%	7%	9%U	7%	8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Programmes and content that are inspirational.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	234	181	29	9	15	29	41	18	21	2	19	16	4	3	6	22	179	31
	6%AEIKdW	6%	9%O	5%	12%zOQ	8%Wh	6%	11%zWXhb	6%	1%	4%	9%Wh	2%	3%	3%	6%	6%	8%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.80AFmN	6.86zP	6.16	6.81P	6.78P	6.72	7.04zVWc	6.99	6.70	6.54	6.78	7.35zSVW	6.97	7.06	6.77	6.69	6.81	6.84
	eP											Xbc						
1-3 (Net)	300	221	55	13	11	34	43	9	31	10	35	4	6	2	12	35	236	30
	8%BCDIkd	7%	16%zOQR	7%	9%	9%Y	6%	6%	8%Y	6%	8%Y	2%	3%	2%	7%	9%Yha	7%	8%
	OY																	
1-4 (Net)	492	381	76	20	14	51	75	12	57	23	51	10	18	3	27	54	396	45
	13%BDIKd	12%	23%zOQR	10%	11%	13%Ya	10%	7%	15%UYa	14%Ya	12%Ya	5%	10%	3%	14%Ya	14%Ya	13%	12%
	OYa																	
1-2 (Net)	169	120	34	9	6	15	24	6	24	5	17	2	2	2	8	16	130	17
	4%BCDIkd	4%	10%zOQR	5%	5%	4%	3%	4%	6%Yh	3%	4%	1%	1%	2%	4%	4%	4%	5%
	OY																	
4-7 (Net)	1815	1534	140	91	49	175	325	63	167	92	221	81	96	50	99	167	1473	161
	46%R	47%R	42%	47%	40%	46%	45%	38%	45%	56%zTUVY	52%U	43%	53%U	55%U	52%U	45%	47%	44%
										c								
5-6 (Net)	908	756	70	51	30	89	137	37	95	49	93	34	49	31	45	98	723	76
	23%KdT	23%	21%	26%	25%	24%	19%	22%	25%T	30%TY	22%	18%	27%	34%zTXY	24%	26%T	23%	21%
8-10 (Net)	1558	1322	107	80	48	140	320	76	155	60	152	86	76	36	74	148	1267	145
	40%FmMeP	41%P	32%	42%P	39%	37%	44%ZX	46%	41%	36%	36%	46%X	42%	40%	39%	40%	40%	40%
7-10 (Net)	2274	1940	156	114	64	209	477	99	201	89	263	126	110	54	113	199	1857	215
	58%AFmMN	60%zPR	47%	59%P	52%	55%	65%zSVWc	60%	54%	54%	62%	68%zSVWc	61%	60%	59%	53%	59%	58%
	ePR																	
9-10 (Net)	749	640	46	37	25	70	150	27	81	26	68	42	39	20	46	70	607	67
	19%AmNeP	20%P	14%	19%	21%P	19%	21%	16%	22%	16%	16%	23%	21%	22%	24%	19%	19%	18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/WX/Y/h/a/b/c - z/f/g  
\*small base

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Programmes and content that support children and young people with their education.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	64	43	21	4	7	21	32	8	53	10	11	13	30	26	38
	2%BldO	2%zB	1%	1%	1%	2%	2%	1%	2%l	1%	1%	1%	3%zKL	1%	3%zd
2	66	37	29	6	4	17	39	7	56	17	15	18	17	25	36
	2%Dld	2%	1%	1%	1%	1%	3%zDE	1%	2%zI	2%	2%	2%	2%	1%	3%zd
3	80	34	46	7	10	31	32	15	64	22	13	22	24	45	32
	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%
4	128	66	60	27	21	38	42	26	99	42	27	34	25	75	51
	3%	3%	3%	5%z	3%	3%	3%	2%	4%	4%	3%	4%	3%	3%	4%
5	388	220	168	50	53	119	166	112	274	85	65	107	131	211	161
	10%BKLdP Y	12%zB	8%	9%	8%	9%	12%z	10%	10%	8%	7%	12%zKL	13%zKL	9%	12%zd
6	407	173	235	63	70	129	144	116	289	101	123	92	91	268	132
	10%ART	9%	12%zA	12%	11%	10%	10%	10%	11%	10%	12%z	10%	9%	11%	10%
7	670	327	344	103	120	234	214	197	469	181	189	140	160	463	198
	17%Fe	17%	17%	19%	18%	18%F	15%	18%	17%	17%	19%	16%	16%	19%ze	14%
8	771	372	398	103	144	257	266	256	503	211	209	176	176	518	238
	20%meP	20%	20%	19%	22%	20%	19%	23%zm	18%	20%	21%	20%	18%	21%ze	17%
9	449	227	221	69	77	183	120	200	246	157	111	94	87	327	114
	11%FmNe	12%	11%	13%F	12%F	14%zF	8%	18%zm	9%	15%zLMN	11%	11%	9%	13%ze	8%
Extremely Well 10	328	139	189	73	61	100	93	125	202	101	83	61	83	208	113
	8%AFm	7%	9%zA	13%zEF	9%F	8%	6%	11%zm	7%	10%	8%	7%	8%	9%	8%

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	555	269	286	39	80	146	290	59	485	130	149	119	157	261	269
	14%CEldh c	14%	14%	7%	12%C	11%C	20%zCDE	5%	18%zl	12%	15%	14%	16%K	11%	19%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	7.01AFmM NeP	6.91	7.12zA	7.26zF	7.25zF	7.09F	6.71	7.45zm	6.83	7.22zMN	7.18zMN	6.85	6.77	7.19ze	6.69
1-3 (Net)	210	114	96	17	21	69	103	29	173	49	39	52	71	96	107
	5%CDlLdO TY	6%	5%	3%	3%	5%	7%zCD	3%	6%zl	5%	4%	6%	7%zKL	4%	8%zd
1-4 (Net)	338	180	157	44	42	107	145	55	273	90	66	86	95	171	158
	9%lLdOTY b	9%	8%	8%	6%	8%	10%D	5%	10%zl	9%	7%	10%L	10%L	7%	11%zd
1-2 (Net)	131	80	50	10	11	39	71	14	109	27	27	30	46	51	74
	3%BDldO	4%zB	3%	2%	2%	3%	5%zCDE	1%	4%zl	3%	3%	3%	5%zKL	2%	5%zd
4-7 (Net)	1593	785	807	243	264	520	566	451	1131	408	405	374	406	1016	543
	41%V	41%	40%	45%	41%	41%	39%	40%	41%	39%	41%	43%	41%	42%	39%
5-6 (Net)	795	392	403	113	123	248	310	228	563	186	188	199	222	478	293
	20%KP	21%	20%	21%	19%	19%	22%	20%	21%	18%	19%	23%K	23%K	20%	21%
8-10 (Net)	1548	738	808	245	282	541	479	582	951	469	402	331	346	1053	466
	40%FmNeP	39%	40%	45%zF	44%F	42%zF	33%	52%zm	35%	44%zMN	40%N	38%	35%	43%ze	34%
7-10 (Net)	2218	1065	1152	348	402	775	693	778	1420	650	592	471	506	1515	664
	57%FmNeP	56%	58%	64%zF	62%zF	61%zF	48%	69%zm	52%	62%zMN	59%MN	54%	52%	62%ze	48%
9-10 (Net)	777	367	410	142	138	283	213	326	448	258	194	155	170	535	227
	20%Fme	19%	21%	26%zF	21%F	22%zF	15%	29%zm	16%	24%zLMN	19%	18%	17%	22%ze	16%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 230

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	64	43	13	5	4	1	6	4	13	5	4	-	1	1	1	6	51	3
	2%BldO	1%	4%zO	2%	3%zO	*	1%	2%	4%zSTXY	3%S	1%	-	1%	1%	1%	2%	2%	1%
2	66	52	11	2	1	7	9	-	9	1	13	1	2	-	1	11	53	7
	2%Dld	2%	3%	1%	1%	2%	1%	-	2%	*	3%	1%	1%	-	*	3%	2%	2%
3	80	59	15	3	4	11	10	*	8	2	5	1	6	-	1	14	66	8
	2%	2%	4%zO	1%	3%	3%	1%	*	2%	1%	1%	*	3%	-	1%	4%zTX	2%	2%
4	128	97	21	6	4	14	20	2	7	5	17	5	3	4	4	17	101	12
	3%	3%	6%zO	3%	3%	4%	3%	1%	2%	3%	4%	3%	2%	5%	2%	5%	3%	3%
5	388	323	21	25	19	31	67	23	30	37	33	6	22	11	19	43	314	29
	10%BKLdP	10%	6%	13%P	15%zOP	8%	9%Y	14%Y	8%	23%zSTVXY	8%	3%	12%Y	12%Y	10%Y	11%Y	10%	8%
	Y									hbc								
6	407	343	28	28	8	35	58	15	35	20	40	25	34	15	20	46	311	48
	10%ART	11%R	8%	15%zOPR	7%	9%	8%	9%	9%	12%	9%	14%T	19%zSTUV	16%T	10%	12%	10%	13%
													X					
7	670	578	49	26	18	75	146	38	52	21	86	29	25	13	33	60	542	67
	17%Fe	18%	15%	13%	15%	20%	20%V	23%VW	14%	13%	20%	15%	14%	14%	17%	16%	17%	18%
8	771	667	46	38	20	65	167	42	84	25	79	32	37	21	48	67	640	64
	20%meP	20%P	14%	20%	16%	17%	23%	25%	22%	15%	19%	17%	21%	23%	25%	18%	20%	18%
9	449	378	34	26	11	38	92	16	42	21	37	38	26	12	25	31	366	44
	11%FmNe	12%	10%	13%	9%	10%	13%	9%	11%	13%	9%	20%zSTUV	15%	13%	13%	8%	12%	12%
												Xc						
Extremely Well 10	328	276	22	12	18	33	54	6	43	13	39	17	11	7	10	43	253	37
	8%AFm	8%	7%	6%	14%zOPQ	9%	7%	4%	11%U	8%	9%	9%	6%	8%	5%	12%U	8%	10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	555	443	73	22	17	66	100	20	51	15	75	32	14	6	30	35	458	47
	14%CEldh c	14%	22%zOQR	12%	14%	17%Whac	14%	12%	14%	9%	18%Whac	17%hc	8%	7%	16%	9%	15%	13%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.01AFmM NeP	7.08zP	6.45	6.87	6.93P	7.05	7.22zWc	7.00	7.08	6.73	7.02	7.63zSTU VWXhc	6.96	7.12	7.26W	6.79	7.02	7.11
1-3 (Net)	210	154	38	10	9	19	25	4	30	8	21	2	9	1	3	31	170	17
	5%CDILdO TY	5%	11%zOQ	5%	7%	5%	3%	2%	8%TUYb	5%	5%	1%	5%	1%	1%	8%zTUYab	5%	5%
1-4 (Net)	338	250	59	16	13	33	45	6	37	12	38	7	12	6	7	48	271	30
	9%LdOTY b	8%	18%zOQR	8%	10%	9%	6%	3%	10%UYb	7%	9%	4%	7%	6%	3%	13%zTUYb	9%	8%
1-2 (Net)	131	95	24	7	5	8	15	4	22	5	17	1	3	1	2	17	104	10
	3%BdIdO	3%	7%zO	4%	4%	2%	2%	2%	6%zSTYb	3%	4%	1%	2%	1%	1%	5%Y	3%	3%
4-7 (Net)	1593	1340	119	86	49	155	292	79	124	83	175	66	83	43	76	166	1269	157
	41%V	41%	36%	44%	40%	41%	40%	48%V	33%	50%zTVY	41%	35%	46%V	47%V	40%	44%V	40%	43%
5-6 (Net)	795	666	49	54	27	66	125	39	66	57	73	32	56	25	39	88	626	78
	20%kP	20%P	15%	28%zOP	22%P	17%	17%	23%	18%	35%zSTVX Ybc	17%	17%	31%zSTVX Y	28%TX	21%	24%T	20%	21%
8-10 (Net)	1548	1322	102	76	48	137	313	63	169	60	155	87	74	40	82	141	1260	145
	40%FmNeP	41%P	31%	39%P	39%P	36%	43%	38%	45%X	36%	36%	47%X	41%	44%	43%	38%	40%	40%
7-10 (Net)	2218	1899	151	102	67	212	460	101	220	81	240	116	99	53	115	201	1801	213
	57%FmNeP	58%zP	45%	53%	54%P	56%	63%zWc	61%	59%	49%	56%	62%W	55%	59%	60%	54%	57%	58%
9-10 (Net)	777	654	56	38	28	72	146	21	85	34	75	55	37	19	35	75	619	81
	20%Fme	20%	17%	20%	23%	19%	20%	13%	23%U	21%	18%	30%zSTUX bc	20%	21%	18%	20%	20%	22%

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

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	97	65	32	9	8	30	49	9	85	16	21	23	37	39	53
	2%BIKdXF	3%zB	2%	2%	1%	2%	3%zD	1%	3%zl	2%	2%	3%	4%zK	2%	4%zd
2	72	35	38	4	6	16	46	5	63	14	13	15	31	27	39
	2%ClD	2%	2%	1%	1%	1%	3%zCDE	*	2%zl	1%	1%	2%	3%zKL	1%	3%zd
3	125	67	58	13	20	43	49	21	104	28	22	35	41	73	50
	3%I	4%	3%	2%	3%	3%	3%	2%	4%zl	3%	2%	4%	4%L	3%	4%
4	154	83	70	28	18	32	76	27	125	44	26	42	42	84	67
	4%EIL	4%	4%	5%E	3%	3%	5%zDE	2%	5%zl	4%	3%	5%L	4%	3%	5%
5	437	216	221	48	76	134	178	136	298	106	98	114	119	253	169
	11%Y	11%	11%	9%	12%	11%	12%	12%	11%	10%	10%	13%	12%	10%	12%
6	419	199	217	58	54	142	165	118	294	103	114	100	102	258	154
	11%T	10%	11%	11%	8%	11%	11%	10%	11%	10%	11%	11%	10%	11%	11%
7	733	336	396	103	123	256	251	224	503	192	214	162	165	483	231
	19%eV	18%	20%	19%	19%	20%	17%	20%	18%	18%	22%zN	18%	17%	20%e	17%
8	841	427	413	121	155	284	281	256	578	244	243	171	183	550	279
	22%NRS	22%	21%	22%	24%	22%	20%	23%	21%	23%N	24%zMN	20%	19%	23%	20%
9	459	234	225	78	72	164	144	155	298	157	97	104	101	325	127
	12%Fme	12%	11%	14%F	11%	13%	10%	14%zm	11%	15%zLN	10%	12%	10%	13%ze	9%
Extremely Well 10	351	157	194	61	71	107	113	125	226	119	92	63	77	231	113
	9%m	8%	10%	11%F	11%	8%	8%	11%zm	8%	11%zMN	9%	7%	8%	10%	8%

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	220	86	134	22	45	68	86	46	166	32	57	48	83	102	102
	6%AlkdOW	5%	7%zA	4%	7%	5%	6%	4%	6%l	3%	6%K	5%K	8%zKLM	4%	7%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.90AFmM NeP	6.81	6.98zA	7.18zF	7.15zF	6.99F	6.58	7.28zm	6.75	7.19zMN	7.06zMN	6.71	6.57	7.09ze	6.58
1-3 (Net)	294 8%BCDIKL dOTY	167 9%zB	128 6%	26 5%	35 5%	89 7%	144 10%zCDE	36 3%	253 9%zl	58 5%	55 6%	73 8%KL	108 11%zKL	140 6%	143 10%zd
1-4 (Net)	448 11%BDEIL dOTY	250 13%zB	198 10%	54 10%	52 8%	121 10%	220 15%zCDE	63 6%	377 14%zl	102 10%	81 8%	115 13%KL	150 15%zKL	224 9%	210 15%zd
1-2 (Net)	169 4%BCDIKd OY	100 5%zB	69 3%	13 2%	15 2%	46 4%	96 7%zCDE	15 1%	148 5%zl	30 3%	33 3%	38 4%	68 7%zKL	67 3%	93 7%zd
4-7 (Net)	1742 45%	835 44%	905 45%	238 44%	271 42%	564 44%	670 47%	505 45%	1219 44%	445 42%	451 45%	418 48%K	428 44%	1078 44%	620 45%
5-6 (Net)	856 22%	415 22%	438 22%	106 20%	130 20%	276 22%	343 24%	254 23%	592 22%	209 20%	212 21%	214 24%K	221 23%	511 21%	322 23%
8-10 (Net)	1651 42%FmMNe P	818 43%	832 42%	260 48%zF	298 46%F	555 43%F	538 37%	536 48%zm	1103 40%	521 49%zLMN	432 43%N	337 39%	361 37%	1106 46%ze	519 38%
7-10 (Net)	2383 61%FmMNe PR	1155 61%	1228 61%	363 67%zF	421 65%F	811 64%F	789 55%	759 68%zm	1606 59%	713 67%zMN	646 65%zMN	499 57%	525 54%	1589 66%ze	750 54%
9-10 (Net)	810 21%FmeP	391 21%	419 21%	139 25%zF	143 22%	271 21%	257 18%	280 25%zm	525 19%	276 26%zLMN	189 19%	167 19%	178 18%	556 23%ze	240 17%

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EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	97	71	17	5	4	9	12	7	12	5	3	1	1	1	11	10	69	11
	2%BIKdxf	2%	5%zO	3%	3%	2%	2%	4%XY	3%X	3%	1%	*	*	1%	6%zTXyh	3%	2%	3%
2	72	52	17	2	1	5	9	1	5	-	14	-	5	*	6	7	63	5
	2%ClD	2%	5%zOQR	1%	1%	1%	1%	*	1%	-	3%TWY	-	3%	*	3%	2%	2%	1%
3	125	99	16	6	4	17	15	3	16	3	14	4	2	1	4	19	100	13
	3%l	3%	5%	3%	4%	4%	2%	2%	4%	2%	3%	2%	1%	1%	2%	5%T	3%	3%
4	154	129	18	5	3	21	22	3	19	4	17	2	9	6	8	18	123	19
	4%EIL	4%	5%	2%	2%	6%	3%	2%	5%	2%	4%	1%	5%	7%Y	4%	5%	4%	5%
5	437	367	25	25	19	38	78	17	47	38	39	11	24	10	23	40	352	51
	11%Y	11%	8%	13%P	16%zOP	10%	11%	11%	13%Y	23%zSTUVX	9%	6%	14%Y	11%	12%	11%	11%	14%
6	419	352	33	24	11	49	59	24	37	21	37	24	23	16	13	48	329	39
	11%T	11%	10%	12%	9%	13%T	8%	14%T	10%	13%	9%	13%	13%	18%TXb	7%	13%T	10%	11%
7	733	609	63	40	21	83	156	28	52	24	98	32	37	9	28	60	580	73
	19%eV	19%	19%	21%	17%	22%Va	21%Va	17%	14%	15%	23%zVac	17%	21%	10%	15%	16%	18%	20%
8	841	719	59	45	17	61	177	41	75	36	103	46	36	22	48	74	693	75
	22%NRS	22%R	18%	23%R	14%	16%	24%S	25%	20%	22%	24%S	25%	20%	24%	25%	20%	22%	20%
9	459	395	29	22	12	47	84	16	53	15	49	23	26	13	34	35	377	41
	12%Fme	12%	9%	12%	10%	12%	12%	10%	14%	9%	12%	12%	15%	14%	18%zc	9%	12%	11%
Extremely Well 10	351	300	22	13	16	29	75	7	31	15	35	26	11	10	12	48	281	26
	9%fm	9%	7%	7%	13%zOPQ	8%	10%	4%	8%	9%	8%	14%zUhb	6%	11%	6%	13%zU	9%	7%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	220	166	32	6	15	18	41	18	25	3	17	18	6	3	4	13	188	14
		6%AlkdOW	5%	10%zOQ	3%	12%zOQ	5%	6%	11%zSWXhb	7%W	2%	4%	9%WXbc	3%	2%	4%	6%	4%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.90AFmMNeP	6.95zP	6.33	6.86P	6.89P	6.75	7.16zSVc	6.80	6.77	6.76	6.99	7.57zSTUVWXhbc	6.93	7.17	6.78	6.81	6.92	6.71
1-3 (Net)	294	222	50	14	9	31	36	11	34	8	31	5	8	2	20	36	232	28
	8%BCDIKLdOTY	7%	15%zOQR	7%	7%	8%Y	5%	7%	9%TYa	5%	7%	3%	4%	2%	11%TYa	10%TYa	7%	8%
1-4 (Net)	448	350	67	18	12	52	58	14	53	12	48	7	17	8	28	54	355	48
	11%BDEILdOTY	11%	20%zOQR	9%	10%	14%TY	8%	8%	14%TY	7%	11%Y	4%	9%	9%	15%TY	15%TWY	11%	13%
1-2 (Net)	169	123	34	8	5	14	21	8	17	5	17	1	5	1	17	17	131	16
	4%BCDIkdOY	4%	10%zOQR	4%	4%	4%	3%	5%Y	5%Y	3%	4%Y	*	3%	1%	9%zTYa	5%Y	4%	4%
4-7 (Net)	1742	1456	139	94	53	191	316	72	156	87	192	69	93	41	73	166	1385	182
	45%	45%	42%	48%	43%	51%Yb	43%	44%	42%	53%VYb	45%	37%	51%Yb	46%	38%	45%	44%	50%
5-6 (Net)	856	719	58	49	30	87	137	41	85	59	77	35	47	26	37	88	681	90
	22%	22%	17%	25%P	24%P	23%	19%	25%	23%	36%zSTVXYbc	18%	19%	26%	29%X	19%	24%	22%	25%
8-10 (Net)	1651	1414	111	80	46	137	337	65	158	66	187	95	74	45	93	157	1352	143
	42%FmMNeP	43%zPR	33%	41%	37%	36%	46%S	39%	42%	40%	44%	51%zS	41%	50%	49%S	42%	43%	39%
7-10 (Net)	2383	2023	174	120	67	220	493	93	211	91	285	127	111	54	122	216	1932	215
	61%FmMNePR	62%zPR	52%	62%P	54%	58%	68%zSUUVWc	56%	56%	55%	67%zSVWc	68%VW	61%	60%	64%	58%	61%	59%
9-10 (Net)	810	695	51	35	28	76	159	23	84	30	84	49	38	23	46	82	658	68
	21%FmeP	21%P	16%	18%	23%P	20%	22%	14%	22%	18%	20%	26%U	21%	25%	24%	22%	21%	18%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	68	46	22	6	11	21	31	13	54	10	14	15	30	30	35
	2%BKdO	2%zB	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	3%zKL	1%	3%zd
2	64	30	33	3	7	20	33	5	54	11	11	13	29	24	34
	2%ldO	2%	2%	1%	1%	2%	2%zC	*	2%zl	1%	1%	1%	3%zKL	1%	2%zd
3	89	45	44	10	7	28	44	15	74	20	20	23	27	56	32
	2%DI	2%	2%	2%	1%	2%	3%D	1%	3%zl	2%	2%	3%	3%	2%	2%
4	105	62	42	24	17	21	43	22	81	30	14	26	34	53	50
	3%ELO	3%	2%	4%zE	3%	2%	3%	2%	3%	3%	1%	3%	3%L	2%	4%zd
5	359	180	178	33	43	110	172	92	263	69	66	103	121	190	157
	9%CDKLdP Y	9%	9%	6%	7%	9%	12%zCDE	8%	10%	7%	7%	12%zKL	12%zKL	8%	11%zd
6	403	197	205	61	69	134	138	127	269	103	89	105	106	262	132
	10%RXf	10%	10%	11%	11%	11%	10%	11%	10%	10%	9%	12%	11%	11%	10%
7	704	330	373	86	123	254	240	207	490	195	213	151	145	458	230
	18%NY	17%	19%	16%	19%	20%	17%	18%	18%	18%	21%zN	17%	15%	19%	17%
8	982	483	498	140	152	330	361	295	680	277	261	218	225	609	354
	25%Rc	25%	25%	26%	23%	26%	25%	26%	25%	26%	26%	25%	23%	25%	26%
9	567	273	294	91	100	186	190	189	372	190	152	113	113	396	165
	15%zNe	14%	15%	17%	15%	15%	13%	17%zm	14%	18%zMN	15%N	13%	11%	16%ze	12%
Extremely Well 10	400	191	209	71	79	120	130	124	276	136	111	73	80	271	122
	10%NeU	10%	10%	13%zEF	12%	9%	9%	11%	10%	13%zMN	11%	8%	8%	11%e	9%

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	166	68	98	18	39	53	56	31	126	17	45	35	69	77	74
	4%IKdS	4%	5%	3%	6%z	4%	4%	3%	5%l	2%	5%K	4%K	7%zKLM	3%	5%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.21FmMN ePc	7.14	7.29z	7.46zF	7.42zF	7.25F	7.00	7.46zm	7.12	7.52zMN	7.44zMN	7.03N	6.79	7.38ze	6.96
1-3 (Net)	221 6%CIKdO	121 6%	100 5%	20 4%	25 4%	69 5%	108 8%zCD	33 3%	183 7%zl	40 4%	44 4%	51 6%	86 9%zKLM	110 5%	101 7%zd
1-4 (Net)	326 8%BIKLd OY	183 10%zB	143 7%	44 8%	42 6%	90 7%	151 10%zDE	55 5%	264 10%zl	70 7%	59 6%	77 9%L	120 12%zKLM	163 7%	151 11%zd
1-2 (Net)	132 3%CIKdO	76 4%	56 3%	10 2%	18 3%	41 3%	64 4%zC	18 2%	108 4%zl	20 2%	25 2%	28 3%	59 6%zKLM	54 2%	69 5%zd
4-7 (Net)	1571 40%Y	770 40%	799 40%	205 38%	253 39%	519 41%	593 41%	448 40%	1104 40%	397 38%	382 38%	386 44%zKL	407 42%	962 40%	568 41%
5-6 (Net)	762 20%KLP	377 20%	384 19%	95 17%	113 17%	244 19%	310 22%z	220 20%	532 19%	171 16%	155 16%	208 24%zKL	228 23%zKL	452 19%	289 21%
8-10 (Net)	1949 50%FmMNe PRc	947 50%	1001 50%	302 55%zF	331 51%	635 50%	681 47%	609 54%zm	1328 48%	603 57%zMN	524 53%MN	404 46%	418 43%	1276 53%ze	640 46%
7-10 (Net)	2653 68%FmMNe PRc	1277 67%	1374 69%	388 71%F	454 70%F	889 70%F	921 64%	815 73%zm	1819 66%	798 76%zMN	737 74%zMN	555 63%N	563 57%	1734 71%ze	870 63%
9-10 (Net)	967 25%FmMNe P	464 24%	503 25%	162 30%zEF	180 28%F	305 24%	320 22%	313 28%zm	648 24%	326 31%zMN	262 26%MN	186 21%	193 20%	667 28%ze	286 21%

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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	68	44	16	5	3	3	7	2	10	4	4	1	1	1	1	9	52	3
	2%BkdO	1%	5%zO	3%	3%	1%	1%	1%	3%	3%	1%	1%	*	1%	1%	2%	2%	1%
2	64	41	20	1	1	3	8	1	6	-	9	-	1	-	3	8	50	8
	2%ldO	1%	6%zOQR	1%	1%	1%	1%	1%	2%	-	2%	-	1%	-	2%	2%	2%	2%
3	89	71	11	3	4	11	14	-	5	1	13	3	4	2	7	12	76	5
	2%DI	2%	3%	2%	3%	3%	2%	-	1%	1%	3%	2%	2%	2%	3%	3%	2%	1%
4	105	75	22	5	2	8	16	4	10	3	9	-	5	2	3	13	87	5
	3%ELO	2%	7%zOQR	2%	2%	2%	2%	2%	3%	2%	2%	-	3%	2%	2%	4%Y	3%	1%
5	359	302	16	21	18	26	58	13	35	38	43	6	11	6	22	43	303	29
	9%CDKLdP	9%P	5%	11%P	15%zOP	7%	8%	8%	9%Y	23%zSTUV	10%Y	3%	6%	7%	11%Y	12%Y	10%	8%
	Y									XYhabc								
6	403	345	28	22	8	45	75	20	43	13	27	22	20	19	10	51	302	46
	10%RXf	11%R	8%	11%	6%	12%X	10%	12%	12%X	8%	6%	12%	11%	21%zTWXb	5%	14%Xb	10%	12%
7	704	593	64	29	18	78	119	29	69	28	97	21	35	12	40	65	562	74
	18%NY	18%	19%	15%	15%	21%Y	16%	18%	18%	17%	23%zTY	11%	19%	13%	21%Y	18%	18%	20%
8	982	833	74	53	21	104	196	51	80	42	113	54	52	19	53	70	797	98
	25%Rc	26%R	22%	27%R	17%	28%c	27%c	31%c	21%	25%	27%c	29%c	29%c	21%	28%	19%	25%	27%
9	567	482	36	34	15	57	112	21	61	20	56	35	27	16	33	46	467	50
	15%mNe	15%	11%	18%P	12%	15%	15%	12%	16%	12%	13%	19%	15%	17%	17%	12%	15%	14%
Extremely Well 10	400	341	25	17	17	36	86	8	33	13	40	30	22	12	17	45	317	41
	10%NeU	10%	8%	9%	14%zPQ	10%	12%U	5%	9%	8%	9%	16%zUVX	12%U	13%U	9%	12%U	10%	11%

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WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	166	129	18	4	15	5	39	17	21	3	15	14	2	2	2	9	143	8
	4%KdS	4%	6%	2%	12%zOPQ	1%	5%Sb	10%zSWXhbc	6%Shb	2%	3%	7%SWhbc	1%	2%	1%	2%	5%	2%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.21FmMN ePc	7.28zP	6.53	7.22P	7.09P	7.34c	7.43zWc	7.27	7.13	6.94	7.19	7.92zSTU VWXhbc	7.48Wc	7.35	7.30	6.94	7.21	7.35
1-3 (Net)	221	156	47	10	8	17	29	3	21	6	27	4	6	3	11	29	178	16
	6%CIKdO	5%	14%zOQR	5%	7%	5%	4%	2%	6%	3%	6%	2%	3%	4%	6%	8%TUY	6%	4%
1-4 (Net)	326	232	69	14	11	26	45	7	31	9	36	4	12	6	14	42	265	21
	8%BIKLdO Y	7%	21%zOQR	7%	9%	7%	6%	4%	8%Y	5%	8%Y	2%	6%	6%	7%	11%TUY	8%	6%
1-2 (Net)	132	85	36	7	4	7	15	3	16	4	14	1	2	1	4	17	102	11
	3%CIKdO	3%	11%zOQR	4%	3%	2%	2%	2%	4%Y	3%	3%	1%	1%	1%	2%	5%Y	3%	3%
4-7 (Net)	1571	1316	131	76	47	158	269	66	157	82	176	50	72	39	75	173	1254	154
	40%Y	40%	39%	39%	38%	42%Y	37%Y	40%Y	42%Y	50%zTY	41%Y	27%	40%Y	43%Y	39%Y	46%zTY	40%	42%
5-6 (Net)	762	648	45	43	26	71	134	33	78	51	70	29	32	25	32	94	605	75
	20%KLP	20%P	13%	22%P	22%P	19%	18%	20%	21%	31%zSTVX Yhb	16%	15%	17%	27%XY	17%	25%zTX	19%	20%
8-10 (Net)	1949	1657	135	104	53	197	394	79	174	74	209	119	101	46	103	162	1581	189
	50%FmMNe PRc	51%PR	41%	53%PR	43%	52%	54%c	48%	47%	45%	49%	64%zSTUV WXc	56%c	51%	54%	43%	50%	52%
7-10 (Net)	2653	2250	199	132	71	275	513	108	243	102	306	140	135	58	143	227	2143	264
	68%FmMNe PRc	69%zPR	60%	68%R	58%	73%Wc	70%c	65%	65%	62%	72%c	75%VWc	75%Wc	64%	75%Wc	61%	68%	72%
9-10 (Net)	967	824	61	50	32	93	198	28	94	33	95	65	49	27	50	91	784	91
	25%FmMNe P	25%P	18%	26%P	26%P	25%	27%U	17%	25%	20%	22%	35%zSUVW Xc	27%	30%U	26%	24%	25%	25%

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		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Programmes and content that are educational.	2570	1236	1333	387	423	879	882	816	1733	749	687	552	583	1688	833
	66%FmNeRc	65%	67%	71%zF	65%	69%zF	61%	73%zm	63%	71%zMN	69%zMN	63%	60%	70%ze	60%
Programmes and content that are inspirational.	2274	1070	1203	324	402	771	777	716	1538	695	619	455	505	1517	716
	58%AFmMNePR	56%	60%zA	59%	62%F	60%F	54%	64%zm	56%	66%zMN	62%zMN	52%	52%	63%ze	52%
Programmes and content that support children and young people with their education.	2218	1065	1152	348	402	775	693	778	1420	650	592	471	506	1515	664
	57%FmNeP	56%	58%	64%zF	62%zF	61%zF	48%	69%zm	52%	62%zMN	59%MN	54%	52%	62%ze	48%
Programmes and content that helps me to learn new things.	2383	1155	1228	363	421	811	789	759	1606	713	646	499	525	1589	750
	61%FmMNePR	61%	61%	67%zF	65%F	64%F	55%	68%zm	59%	67%zMN	65%zMN	57%	54%	66%ze	54%
Programmes and content that are informative.	2653	1277	1374	388	454	889	921	815	1819	798	737	555	563	1734	870
	68%FmMNePRc	67%	69%	71%F	70%F	70%F	64%	73%zm	66%	76%zMN	74%zMN	63%N	57%	71%ze	63%

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UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Programmes and content that are educational.	2570	2174	200	128	68	256	500	111	238	100	299	133	128	63	126	220	2076	257	
		66%FmNeR	67%zPR	60%	66%R	55%	68%	68%c	67%	64%	61%	70%c	71%c	71%c	69%	66%	59%	66%	70%
Programmes and content that are inspirational.	2274	1940	156	114	64	209	477	99	201	89	263	126	110	54	113	199	1857	215	
		58%AFmMN	60%zPR	47%	59%P	55%	65%zSVWc	60%	54%	54%	62%	68%zSVWc	61%	60%	59%	53%	59%	58%	
Programmes and content that support children and young people with their education.	2218	1899	151	102	67	212	460	101	220	81	240	116	99	53	115	201	1801	213	
		57%FmNeP	58%zP	45%	54%P	56%	63%zWc	61%	59%	49%	56%	62%W	55%	59%	60%	54%	57%	58%	
Programmes and content that helps me to learn new things.	2383	2023	174	120	67	220	493	93	211	91	285	127	111	54	122	216	1932	215	
		61%FmMNe	62%zPR	52%	62%P	58%	68%zSUVW	56%	56%	55%	67%zSVWc	68%VW	61%	60%	64%	58%	61%	59%	
Programmes and content that are informative.	2653	2250	199	132	71	275	513	108	243	102	306	140	135	58	143	227	2143	264	
		68%FmMNe	69%zPR	60%	68%R	58%	73%Wc	70%c	65%	62%	72%c	75%VWc	75%Wc	64%	75%Wc	61%	68%	72%	

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 234

C8. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

Base = All respondents

	Summary Table					
	Provides a broad mix of different types of TV, radio and online programmes and content	Provides high quality television, radio and online content.	Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.	Provides television, radio and online content which appeals to a wide range of different audiences across the UK.	Provides distinctive programmes and content.
UnweightedBase	3907	3907	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
Not At All Well 1	65 2%	67 2%	58 1%	103 3%	79 2%	76 2%
2	57 1%	62 2%	60 2%	85 2%	60 2%	70 2%
3	80 2%	109 3%	79 2%	141 4%	88 2%	89 2%
4	145 4%	131 3%	115 3%	197 5%	135 3%	141 4%
5	336 9%	322 8%	364 9%	397 10%	339 9%	351 9%
6	413 11%	405 10%	393 10%	456 12%	435 11%	450 12%
7	728 19%	720 18%	662 17%	764 20%	733 19%	760 19%
8	950 24%	850 22%	960 25%	764 20%	904 23%	901 23%
9	516 13%	590 15%	531 14%	425 11%	478 12%	512 13%
Extremely Well 10	388 10%	433 11%	374 10%	259 7%	379 10%	334 9%
Don't know	230 6%	218 6%	310 8%	316 8%	276 7%	222 6%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%
Mean	7.17	7.20	7.20	6.70	7.10	7.05
1-3 (Net)	203 5%	238 6%	197 5%	330 8%	228 6%	235 6%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 234

**C8. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.**

**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:**

**Base = All respondents**

Summary Table						
	Provides a broad mix of different types of TV, radio and online programmes and content	Provides high quality television, radio and online content.	Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.	Provides television, radio and online content which appeals to a wide range of different audiences across the UK.	Provides distinctive programmes and content.
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
1-4 (Net)	348 9%	368 9%	312 8%	527 13%	363 9%	376 10%
1-2 (Net)	122 3%	129 3%	118 3%	188 5%	140 4%	146 4%
4-7 (Net)	1621 41%	1577 40%	1535 39%	1814 46%	1642 42%	1702 44%
5-6 (Net)	748 19%	727 19%	757 19%	852 22%	774 20%	801 20%
8-10 (Net)	1854 47%	1874 48%	1865 48%	1447 37%	1762 45%	1747 45%
7-10 (Net)	2581 66%	2594 66%	2528 65%	2211 57%	2495 64%	2507 64%
9-10 (Net)	903 23%	1024 26%	905 23%	684 18%	857 22%	846 22%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 235

C8\_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

Provides a broad mix of different types of TV, radio and online programmes and content

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	65 2% <b>dO</b>	38 2%	26 1%	6 1%	7 1%	16 1%	36 2% <b>z</b>	11 1%	52 2%	13 1%	15 1%	12 1%	25 3%	29 1%	34 2% <b>zd</b>
2	57 1% <b>kDOT</b>	32 2%	26 1%	7 1%	7 1%	15 1%	29 2%	5 *	53 2% <b>zl</b>	5 *	16 2% <b>K</b>	15 2% <b>K</b>	22 2% <b>K</b>	23 1%	33 2% <b>zd</b>
3	80 2% <b>B</b>	53 3% <b>zB</b>	28 1%	7 1%	9 1%	29 2%	36 3%	17 1%	60 2%	22 2%	20 2%	19 2%	20 2%	39 2%	36 3%
4	145 4% <b>l</b>	63 3%	82 4%	22 4%	19 3%	43 3%	61 4%	22 2%	122 4% <b>zl</b>	32 3%	36 4%	38 4%	39 4%	94 4%	43 3%
5	336 9% <b>EKLd</b>	170 9%	165 8%	44 8%	45 7%	89 7%	159 11% <b>zDE</b>	92 8%	238 9%	70 7%	63 6%	87 10% <b>KL</b>	115 12% <b>zKL</b>	174 7%	148 11% <b>zd</b>
6	413 11%	206 11%	207 10%	73 13% <b>z</b>	60 9%	135 11%	144 10%	130 12%	277 10%	92 9%	117 12%	111 13% <b>K</b>	93 9%	256 11%	146 11%
7	728 19% <b>eRTc</b>	357 19%	369 18%	92 17%	129 20%	258 20%	248 17%	206 18%	513 19%	196 19%	199 20%	154 18%	178 18%	496 20% <b>ze</b>	220 16%
8	950 24% <b>NPR</b>	461 24%	489 24%	143 26%	171 26%	313 24%	324 23%	277 25%	665 24%	297 28% <b>zN</b>	240 24%	205 23%	208 21%	608 25%	329 24%
9	516 13% <b>CmN</b>	249 13%	267 13%	56 10%	86 13%	186 15% <b>C</b>	188 13%	179 16% <b>zm</b>	333 12%	163 15% <b>zN</b>	144 14% <b>N</b>	119 14% <b>N</b>	91 9%	341 14%	167 12%
Extremely Well 10	388 10% <b>e</b>	184 10%	204 10%	68 12% <b>F</b>	73 11%	121 10%	126 9%	119 11%	268 10%	124 12% <b>M</b>	105 11%	72 8%	87 9%	261 11% <b>e</b>	116 8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 235

**C8\_1.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:**  
**Provides a broad mix of different types of TV, radio and online programmes and content**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	230	94	136	28	43	72	87	63	161	42	40	46	102	105	111
	6%AKLdWh a	5%	7%zA	5%	7%	6%	6%	6%	6%	4%	4%	5%	10%zKLM	4%	8%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	7.17FmNe P	7.10	7.24	7.26F	7.40zF	7.27F	6.95	7.43zm	7.08	7.46zLMN	7.25N	7.05	6.86	7.32ze	6.94
1-3 (Net)	203	123	80	20	23	59	101	33	165	41	51	45	66	91	104
	5%BlKdO	6%zB	4%	4%	4%	5%	7%zCDE	3%	6%zl	4%	5%	5%	7%zK	4%	7%zd
1-4 (Net)	348	186	162	41	42	102	162	55	287	73	87	83	105	185	147
	9%DIKdO Y	10%	8%	8%	6%	8%	11%zCDE	5%	10%zl	7%	9%	9%	11%K	8%	11%zd
1-2 (Net)	122	70	52	13	14	31	65	16	105	19	31	27	47	52	68
	3%IKdO	4%	3%	2%	2%	2%	5%zDE	1%	4%zl	2%	3%	3%	5%zK	2%	5%zd
4-7 (Net)	1621	796	822	231	253	525	612	450	1149	391	415	389	425	1020	557
	41%KRT	42%	41%	42%	39%	41%	43%	40%	42%	37%	42%	44%K	43%K	42%	40%
5-6 (Net)	748	376	371	117	105	224	303	222	514	163	180	198	208	430	294
	19%Kd	20%	19%	21%D	16%	18%	21%D	20%	19%	15%	18%	23%zKL	21%K	18%	21%zd
8-10 (Net)	1854	893	960	266	329	620	638	576	1266	583	489	396	386	1209	613
	47%FmNeP	47%	48%	49%	51%F	49%	44%	51%zm	46%	55%zLMN	49%N	45%N	39%	50%ze	44%
7-10 (Net)	2581	1250	1329	359	458	878	886	781	1779	779	688	550	564	1705	832
	66%FNePR c	66%	67%	66%	71%zF	69%zF	62%	70%zm	65%	74%zMN	69%zMN	63%	58%	70%ze	60%
9-10 (Net)	903	432	471	124	158	307	314	299	601	286	249	191	178	602	283
	23%mNe	23%	24%	23%	24%	24%	22%	27%zm	22%	27%zMN	25%N	22%	18%	25%ze	20%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 235

C8\_1. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

**Provides a broad mix of different types of TV, radio and online programmes and content**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	65	44	12	6	3	3	11	2	11	5	5	1	1	1	*	4	52	2
	2% <b>dO</b>	1%	4% <b>zO</b>	3% <b>O</b>	2%	1%	1%	1%	3%	3%	1%	1%	1%	1%	*	1%	2%	1%
2	57	40	12	3	2	1	3	1	7	-	11	1	1	1	1	11	47	6
	1% <b>kdOT</b>	1%	4% <b>zO</b>	2%	2%	*	*	1%	2% <b>T</b>	-	3% <b>ST</b>	*	1%	1%	1%	3% <b>zST</b>	2%	2%
3	80	62	12	3	3	12	16	3	7	2	9	1	3	-	1	7	63	10
	2% <b>B</b>	2%	4%	1%	3%	3%	2%	2%	2%	1%	2%	1%	2%	-	1%	2%	2%	3%
4	145	115	19	6	5	15	21	4	16	3	16	3	5	9	6	16	112	16
	4% <b>l</b>	4%	6%	3%	4%	4%	3%	3%	4%	2%	4%	2%	3%	10% <b>zSTUWX</b>	3%	4%	4%	4%
5	336	278	24	20	15	24	70	6	25	38	28	11	17	4	19	36	290	22
	9% <b>EKLd</b>	9%	7%	10%	12% <b>zOP</b>	6%	10%	4%	7%	23% <b>zSTUVX</b>	7%	6%	9%	5%	10%	10%	9% <b>z</b>	6%
6	413	352	28	23	10	56	63	15	35	19	37	16	23	8	24	55	330	42
	11%	11%	8%	12%	8%	15% <b>zTX</b>	9%	9%	9%	11%	9%	9%	13%	9%	13%	15% <b>zTX</b>	10%	11%
7	728	612	70	32	14	75	111	39	82	24	100	33	30	24	44	50	566	86
	19% <b>eRTc</b>	19% <b>R</b>	21% <b>R</b>	17%	12%	20%	15%	24% <b>Tc</b>	22% <b>Tc</b>	15%	23% <b>zTWc</b>	18%	17%	26% <b>Tc</b>	23% <b>Tc</b>	13%	18%	23% <b>zf</b>
8	950	822	63	45	21	103	211	47	78	44	100	53	52	19	35	78	774	85
	24% <b>NPR</b>	25% <b>zPR</b>	19%	23%	17%	27%	29% <b>zVbc</b>	29%	21%	27%	23%	29%	29%	21%	19%	21%	25%	23%
9	516	433	36	30	17	35	110	16	54	18	60	25	28	15	32	40	426	41
	13% <b>CmN</b>	13%	11%	16%	14%	9%	15% <b>S</b>	10%	15%	11%	14%	13%	16%	17%	17% <b>S</b>	11%	14%	11%
Extremely Well 10	388	322	25	20	20	34	67	13	39	12	40	29	17	9	18	45	309	40
	10% <b>e</b>	10%	8%	10%	16% <b>zOPQ</b>	9%	9%	8%	10%	7%	9%	16% <b>zSTW</b>	9%	10%	9%	12%	10%	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 235

**C8\_1.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

**Provides a broad mix of different types of TV, radio and online programmes and content**

Base = All respondents

	Nation				England Regions											Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	230	178	32	7	13	20	47	19	19	1	20	12	2	-	9	29	186	18	
		6%AKLdWh	5%	10%zOQ	3%	11%zOQ	5%W	6%WWha	11%zSVWXh	5%W	1%	5%W	7%WWha	1%	-	5%	8%WWha	6%	5%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.17FmNe	7.22zP	6.65	7.13P	7.18P	7.15	7.33W	7.32	7.10	6.84	7.18	7.74zSTV	7.34W	7.27	7.31	7.03	7.17	7.21	
	P											WXc							
1-3 (Net)	203	146	36	12	8	16	30	6	26	7	26	3	6	2	3	23	162	18	
	5%BKdO	4%	11%zO	6%	7%	4%	4%	4%	7%Yb	4%	6%Y	2%	3%	2%	2%	6%Y	5%	5%	
1-4 (Net)	348	261	56	17	13	31	51	10	42	10	42	6	11	11	9	39	275	33	
	9%DIKdOY	8%	17%zOQR	9%	11%	8%	7%	6%	11%TY	6%	10%Y	3%	6%	12%Y	5%	10%Y	9%	9%	
1-2 (Net)	122	84	24	9	5	4	14	3	19	5	17	2	3	2	2	15	99	8	
	3%IKdO	3%	7%zO	5%O	4%	1%	2%	2%	5%STY	3%	4%	1%	1%	2%	1%	4%S	3%	2%	
4-7 (Net)	1621	1357	140	80	44	170	266	65	157	84	181	64	76	45	93	157	1298	165	
	41%KRT	42%R	42%	41%	36%	45%TY	36%	39%	42%	51%zTY	42%	34%	42%	50%TY	49%TY	42%	41%	45%	
5-6 (Net)	748	630	51	43	25	80	133	22	60	56	65	27	40	13	43	91	620	63	
	19%Kd	19%	15%	22%	20%	21%	18%	13%	16%	34%zSTUV	15%	14%	22%	14%	23%	24%zUVXY	20%	17%	
										XYhabc									
8-10 (Net)	1854	1577	124	95	58	172	388	76	171	73	199	108	97	44	85	164	1509	166	
	47%FmNeP	48%P	37%	49%P	47%P	46%	53%zc	46%	46%	44%	47%	58%zSVWX	54%	48%	45%	44%	48%	45%	
												bc							
7-10 (Net)	2581	2189	193	127	72	246	499	115	253	97	299	141	128	67	129	214	2075	252	
	66%FNePR	67%zPR	58%	66%	58%	65%	68%c	69%c	68%c	59%	70%Wc	76%zSWc	71%c	74%Wc	68%	57%	66%	69%	
	c																		
9-10 (Net)	903	755	61	50	37	69	177	28	93	29	100	55	45	24	50	86	735	81	
	23%mNe	23%	18%	26%P	30%zOP	18%	24%	17%	25%	18%	23%	29%SUW	25%	27%	26%	23%	23%	22%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 236

**C8\_2.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:**  
**Provides high quality television, radio and online content.**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	67	36	32	2	8	22	35	12	54	9	15	12	31	26	39
	2%CKdO	2%	2%	*	1%	2%C	2%zC	1%	2%	1%	1%	1%	3%zKLM	1%	3%zd
2	62	32	30	6	9	11	37	5	57	7	14	15	26	25	35
	2%ElKdT	2%	1%	1%	1%	1%	3%zE	*	2%zl	1%	1%	2%	3%zK	1%	3%zd
3	109	66	42	13	9	45	42	25	80	27	24	24	33	65	35
	3%BDO	3%zB	2%	2%	1%	4%D	3%	2%	3%	3%	2%	3%	3%	3%	3%
4	131	61	70	24	13	40	54	22	107	42	37	24	27	80	47
	3%lh	3%	3%	4%	2%	3%	4%	2%	4%zl	4%	4%	3%	3%	3%	3%
5	322	152	170	29	43	96	153	93	224	54	73	80	114	164	139
	8%CKdY	8%	9%	5%	7%	8%	11%zCDE	8%	8%	5%	7%	9%K	12%zKL	7%	10%zd
6	405	201	204	70	78	115	143	126	273	103	104	106	92	260	137
	10%X	11%	10%	13%E	12%	9%	10%	11%	10%	10%	10%	12%	9%	11%	10%
7	720	373	346	109	114	253	244	196	513	182	186	169	182	474	231
	18%eRc	20%	17%	20%	18%	20%	17%	17%	19%	17%	19%	19%	19%	20%	17%
8	850	398	450	105	170	282	293	269	579	246	231	188	185	554	286
	22%NR	21%	23%	19%	26%zCF	22%	20%	24%	21%	23%N	23%N	21%	19%	23%	21%
9	590	294	297	85	85	224	196	189	396	205	154	122	109	390	191
	15%NP	15%	15%	16%	13%	18%zDF	14%	17%	14%	19%zMN	16%N	14%	11%	16%	14%
Extremely Well 10	433	193	240	73	77	133	150	135	298	142	116	83	92	292	131
	11%e	10%	12%	13%	12%	10%	10%	12%	11%	13%zMN	12%	9%	9%	12%e	9%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 236

C8\_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

Provides high quality television, radio and online content.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	218	100	118	30	41	55	92	51	159	38	40	53	88	94	113
	6%EKLdOQ Wh	5%	6%	5%	6%	4%	6%	5%	6%	4%	4%	6%K	9%zKL	4%	8%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.20FmNe P	7.13	7.27	7.40zF	7.40zF	7.27F	6.97	7.45zm	7.11	7.54zLMN	7.28N	7.12N	6.81	7.36ze	6.96
1-3 (Net)	238 6%BCDkId OY	134 7%B	104 5%	20 4%	25 4%	78 6%	114 8%zCD	42 4%	191 7%zl	43 4%	53 5%	51 6%	90 9%zKLM	117 5%	110 8%zd
1-4 (Net)	368 9%DIdOT Y	195 10%	173 9%	44 8%	39 6%	118 9%D	168 12%zCD	64 6%	298 11%zl	85 8%	90 9%	76 9%	117 12%zK	197 8%	157 11%zd
1-2 (Net)	129 3%ClkIdO	68 4%	61 3%	8 1%	17 3%	33 3%	72 5%zCDE	17 1%	111 4%zl	16 2%	29 3%	27 3%	56 6%zKLM	52 2%	75 5%zd
4-7 (Net)	1577 40%KR	786 41%	790 40%	232 42%	249 38%	504 39%	593 41%	436 39%	1117 41%	382 36%	400 40%	380 43%K	416 42%K	978 40%	554 40%
5-6 (Net)	727 19%KPX	353 19%	374 19%	99 18%	121 19%	211 17%	296 21%E	219 19%	497 18%	157 15%	177 18%	186 21%K	207 21%K	424 17%	275 20%
8-10 (Net)	1874 48%FmNeP	885 46%	987 49%	264 48%	333 51%F	639 50%F	638 44%	593 53%zm	1274 46%	593 56%zLMN	502 50%MN	392 45%	386 39%	1236 51%ze	608 44%
7-10 (Net)	2594 66%FmNeP Rc	1258 66%	1333 67%	372 68%F	447 69%F	892 70%zF	882 61%	788 70%zm	1786 65%	776 73%zLMN	688 69%N	562 64%N	569 58%	1710 71%ze	839 61%
9-10 (Net)	1024 26%NeP	487 26%	536 27%	158 29%F	163 25%	357 28%	346 24%	323 29%z	694 25%	347 33%zLMN	271 27%N	204 23%	201 21%	682 28%ze	322 23%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 236

**C8\_2.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:  
 Provides high quality television, radio and online content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	67	46	15	4	3	4	11	2	9	5	5	1	1	1	*	6	56	2
	2%CKdO	1%	5%zO	2%	2%	1%	2%	1%	2%	3%	1%	1%	1%	1%	*	2%	2%	1%
2	62	44	10	5	3	3	3	1	11	*	12	2	1	1	3	7	46	7
	2%EIKdT	1%	3%O	3%	2%	1%	*	1%	3%T	*	3%T	1%	1%	1%	2%	2%	1%	2%
3	109	78	24	3	3	13	19	3	7	1	9	*	6	-	4	15	91	10
	3%BDO	2%	7%zOQR	2%	3%	3%	3%	2%	2%	1%	2%	*	3%	-	2%	4%Y	3%	3%
4	131	103	15	8	5	13	16	3	18	4	13	3	-	6	8	19	106	9
	3%lh	3%	5%	4%	4%	3%h	2%	2%	5%Th	2%	3%	1%	-	7%TYh	4%h	5%Th	3%	2%
5	322	272	17	18	16	21	68	7	32	33	33	7	21	4	21	25	264	28
	8%CKdY	8%	5%	9%	13%zOP	6%	9%Y	4%	9%	20%zSTUVX	8%	4%	11%UY	5%	11%Y	7%	8%	8%
										Yac								
6	405	353	24	17	11	59	65	20	30	21	27	20	24	12	14	63	318	46
	10%X	11%	7%	9%	9%	16%zTVXb	9%	12%	8%	13%X	6%	11%	13%X	13%	7%	17%zTVXb	10%	12%
7	720	609	64	36	11	77	129	42	59	22	105	35	31	19	42	49	571	73
	18%eRc	19%R	19%R	19%R	9%	20%c	18%	25%VWc	16%	13%	25%zTVWc	19%	17%	21%	22%c	13%	18%	20%
8	850	729	62	41	18	87	174	41	80	39	87	38	45	23	51	64	683	88
	22%NR	22%R	19%	21%	15%	23%	24%c	25%	21%	24%	20%	21%	25%	25%	27%c	17%	22%	24%
9	590	507	34	31	18	56	113	21	71	24	61	39	33	12	26	50	493	53
	15%NP	16%P	10%	16%P	15%	15%	16%	12%	19%	14%	14%	21%	18%	13%	14%	13%	16%	14%
Extremely Well 10	433	357	28	20	20	35	91	13	34	15	50	29	17	11	16	48	345	37
	11%e	11%	9%	14%P	16%zOP	9%	12%	8%	9%	9%	12%	15%	9%	12%	8%	13%	11%	10%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 236

C8\_2. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

Provides high quality television, radio and online content.

Base = All respondents

	Nation				England Regions											Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	218	161	39	4	15	11	41	14	22	1	24	12	2	1	6	26	182	14	
		6%EKldOQ	5%Q	12%zOQ	2%	12%zOQ	3%	6%Wh	8%SWh	6%Wh	1%	6%W	7%Wh	1%	2%	3%	7%SWH	6%	4%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	7.20FmNe	7.26zP	6.58	7.27P	7.14P	7.20	7.39zWc	7.32	7.11	6.98	7.25	7.83zSTU	7.33	7.31	7.20	7.02	7.21	7.27	
	P											VWXhbc							
1-3 (Net)	238	168	49	12	9	20	33	6	27	6	26	3	8	2	7	28	193	19	
	6%BCDkOY	5%	15%zOQR	6%	7%	5%	5%	4%	7%Y	4%	6%	2%	5%	3%	4%	8%Y	6%	5%	
1-4 (Net)	368	271	64	19	14	33	49	9	46	10	39	6	8	8	15	47	299	27	
	9%DldOTY	8%	19%zOQR	10%	11%	9%	7%	5%	12%TUVh	6%	9%Y	3%	5%	9%	8%	13%TUYh	9%	7%	
1-2 (Net)	129	90	25	9	5	7	14	3	20	5	17	3	3	2	3	13	102	9	
	3%ClKdO	3%	8%zO	4%	4%	2%	2%	2%	5%ST	3%	4%	2%	1%	3%	2%	3%	3%	2%	
4-7 (Net)	1577	1336	119	79	43	169	277	71	139	79	178	64	76	41	85	156	1260	156	
	40%KR	41%R	36%	41%	35%	45%	38%	43%	37%	48%TVY	42%	34%	42%	45%	44%	42%	40%	42%	
5-6 (Net)	727	625	40	35	27	80	132	27	62	54	60	27	44	16	35	88	582	73	
	19%KPX	19%P	12%	18%	22%P	21%X	18%	16%	16%	33%zSTUV	14%	14%	25%XY	18%	18%	24%zXY	18%	20%	
										XYab									
8-10 (Net)	1874	1593	125	100	57	177	379	74	185	77	198	107	95	46	93	162	1521	179	
	48%FmNeP	49%P	38%	51%P	46%P	47%	52%c	45%	49%	47%	46%	57%zXc	52%	51%	48%	43%	48%	49%	
7-10 (Net)	2594	2202	188	136	67	254	508	116	244	99	303	142	126	65	134	211	2092	252	
	6%FmNeP	68%zPR	57%	70%PR	55%	67%c	70%c	70%c	65%	60%	71%Wc	76%zVWc	70%c	72%c	70%c	57%	66%	69%	
	Rc																		
9-10 (Net)	1024	864	62	59	38	91	205	33	105	38	112	68	50	23	42	98	838	90	
	26%NeP	27%P	19%	30%P	31%zP	24%	28%	20%	28%	23%	26%	37%zSUWX	28%	25%	22%	26%	27%	25%	
												bc							

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 237  
**C8\_3.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides programmes and content made for UK audiences, using UK actors, writers and locations.**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	58	35	23	3	7	14	34	7	49	8	17	11	22	23	33
	1%ldO	2%	1%	1%	1%	1%	2%zCE	1%	2%l	1%	2%	1%	2%K	1%	2%zd
2	60	27	33	6	4	13	37	4	56	8	13	12	26	28	29
	2%lK	1%	2%	1%	1%	1%	3%zDE	*	2%zl	1%	1%	1%	3%zK	1%	2%zd
3	79	43	36	9	8	22	40	14	62	13	16	27	23	38	35
	2%do	2%	2%	2%	1%	2%	3%z	1%	2%	1%	2%	3%K	2%	2%	3%
4	115	63	52	21	7	30	58	18	96	26	26	31	32	55	58
	3%Dld	3%	3%	4%D	1%	2%	4%zDE	2%	4%zl	2%	3%	4%	3%	2%	4%zd
5	364	173	192	38	52	124	151	95	262	77	90	88	109	212	132
	9%K	9%	10%	7%	8%	10%	10%C	8%	10%	7%	9%	10%	11%K	9%	10%
6	393	202	190	64	67	123	138	125	265	115	96	82	100	230	151
	10%R	11%	10%	12%	10%	10%	10%	11%	10%	11%	10%	9%	10%	9%	11%
7	662	343	319	88	119	227	229	199	453	168	176	167	152	425	228
	17%	18%	16%	16%	18%	18%	16%	18%	17%	16%	18%	19%	16%	18%	16%
8	960	446	514	138	166	328	329	296	659	290	269	193	209	650	293
	25%NePR	23%	26%	25%	26%	26%	23%	26%	24%	27%zMN	27%MN	22%	21%	27%ze	21%
9	531	276	255	64	93	195	178	163	365	181	135	116	99	354	169
	14%N	14%	13%	12%	14%	15%	12%	15%	13%	17%zN	14%N	13%	10%	15%	12%
Extremely Well 10	374	171	203	78	66	112	118	113	261	118	99	76	81	259	109
	10%e	9%	10%	14%zEF	10%	9%	8%	10%	10%	11%	10%	9%	8%	11%ze	8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 237

**C8\_3.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:  
 Provides programmes and content made for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	310	128	181	35	60	87	127	87	213	52	59	72	127	151	147
	<b>8%AKLdQWb</b>	7%	<b>9%zA</b>	6%	9%	7%	9%	8%	8%	5%	6%	<b>8%K</b>	<b>13%zKLM</b>	6%	<b>11%zd</b>
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	<b>100%</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	<b>7.20FmNeP</b>	7.15	7.25	<b>7.41zF</b>	<b>7.45zF</b>	<b>7.30F</b>	6.91	<b>7.46zm</b>	7.11	<b>7.51zLMN</b>	<b>7.26N</b>	7.08	6.86	<b>7.39ze</b>	6.90
1-3 (Net)	197	105	92	19	19	49	111	25	167	30	46	50	71	89	98
	<b>5%DEIKdO</b>	6%	5%	3%	3%	4%	<b>8%zCDE</b>	2%	<b>6%zl</b>	3%	5%	<b>6%K</b>	<b>7%zKL</b>	4%	<b>7%zd</b>
1-4 (Net)	312	167	145	39	25	79	169	43	263	56	72	81	102	144	155
	<b>8%DEIKdOY</b>	9%	7%	<b>7%D</b>	4%	6%	<b>12%zCDE</b>	4%	<b>10%zl</b>	5%	7%	<b>9%K</b>	<b>10%zKL</b>	6%	<b>11%zd</b>
1-2 (Net)	118	62	56	10	11	27	71	11	105	17	30	23	48	51	63
	<b>3%EIKdO</b>	3%	3%	2%	2%	2%	<b>5%zCDE</b>	1%	<b>4%zl</b>	2%	3%	3%	<b>5%zKM</b>	2%	<b>5%zd</b>
4-7 (Net)	1535	780	753	211	244	504	575	437	1076	386	388	368	393	921	569
	<b>39%T</b>	41%	38%	39%	38%	40%	40%	39%	39%	36%	39%	<b>42%K</b>	40%	38%	41%
5-6 (Net)	757	374	382	102	119	247	289	221	527	192	186	170	209	442	284
	<b>19%Y</b>	20%	19%	19%	18%	19%	20%	20%	19%	18%	19%	19%	21%	18%	20%
8-10 (Net)	1865	893	972	280	325	636	625	572	1285	589	502	385	389	1263	570
	<b>48%FMNeP</b>	47%	49%	<b>51%F</b>	<b>50%F</b>	<b>50%F</b>	43%	<b>51%z</b>	47%	<b>56%zLMN</b>	<b>50%MN</b>	44%	40%	<b>52%ze</b>	41%
7-10 (Net)	2528	1236	1291	368	443	863	853	771	1738	757	678	552	541	1688	798
	<b>65%FmNeP</b>	65%	65%	<b>68%F</b>	<b>68%F</b>	<b>68%zF</b>	59%	<b>69%zm</b>	63%	<b>72%zMN</b>	<b>68%zN</b>	<b>63%N</b>	55%	<b>70%ze</b>	58%
9-10 (Net)	905	447	458	142	159	308	296	277	626	299	233	192	180	613	278
	<b>23%FNe</b>	23%	23%	<b>26%F</b>	25%	24%	21%	25%	23%	<b>28%zLMN</b>	<b>23%N</b>	22%	18%	<b>25%ze</b>	20%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 237

**C8\_3.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:  
 Provides programmes and content made for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	58	39	13	4	2	3	8	2	7	4	7	1	*	1	*	5	43	5
	1% <b>dO</b>	1%	4% <b>zO</b>	2%	2%	1%	1%	1%	2%	3%	2%	1%	*	1%	*	1%	1%	1%
2	60	45	9	4	2	3	6	4	9	1	8	-	1	1	4	8	51	5
	2% <b>K</b>	1%	3%	2%	2%	1%	1%	2%	2%	*	2%	-	1%	1%	2%	2%	2%	1%
3	79	55	17	3	3	6	10	2	7	3	13	4	1	-	1	9	65	6
	2% <b>dO</b>	2%	5% <b>zOQ</b>	2%	3%	2%	1%	1%	2%	2%	3%	2%	*	-	1%	2%	2%	2%
4	115	96	11	3	5	11	18	3	12	2	12	1	6	3	6	23	87	6
	3% <b>Dld</b>	3%	3%	2%	4%	3%	3%	2%	3%	1%	3%	1%	3%	3%	3%	6% <b>zTWXY</b>	3%	2%
5	364	308	22	19	17	35	67	11	37	29	29	9	24	6	31	29	288	49
	9% <b>K</b>	9%	6%	10%	13% <b>zOP</b>	9%	9%	7%	10%	18% <b>zSTUVX</b>	7%	5%	13% <b>XY</b>	7%	16% <b>zTUXYc</b>	8%	9%	13% <b>zf</b>
6	393	338	31	16	8	52	61	14	36	22	38	12	19	19	22	43	330	30
	10% <b>R</b>	10% <b>R</b>	9%	8%	6%	14% <b>zTY</b>	8%	8%	10%	14%	9%	6%	11%	21% <b>zTUVX</b>	12%	12%	10%	8%
7	662	558	57	30	17	56	105	26	65	23	92	37	29	21	40	66	544	59
	17%	17%	17%	15%	14%	15%	14%	16%	17%	14%	21% <b>zT</b>	20%	16%	23%	21%	18%	17%	16%
8	960	824	58	60	18	99	209	61	94	38	88	45	51	20	41	77	772	92
	25% <b>NePR</b>	25% <b>PR</b>	18%	31% <b>zPR</b>	15%	26%	29% <b>zXc</b>	37% <b>zSVWX</b>	25%	23%	21%	24%	28%	22%	22%	21%	24%	25%
9	531	450	34	27	19	55	104	18	55	27	53	42	25	7	28	38	429	54
	14% <b>N</b>	14%	10%	14%	15%	15%	14%	11%	15%	16%	12%	22% <b>zTUXa</b>	14%	8%	15%	10%	14%	15%
Extremely Well 10	374	304	29	21	20	30	73	12	31	10	48	20	15	10	12	43	299	33
	10% <b>e</b>	9%	9%	11%	16% <b>zOPQ</b>	8%	10%	7%	8%	6%	11%	11%	8%	11%	6%	11%	9%	9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Nation				England Regions											Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	310	241	50	6	12	28	68	13	22	5	39	16	10	2	5	33	248	28	
		8%AKLdQW	7%Q	15%zOQ	3%	10%Q	7%	9%Wab	8%	6%	3%	9%Wb	9%b	5%	2%	3%	9%Wb	8%	8%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.20FmNe	7.24P	6.70	7.29P	7.22P	7.24	7.40zWbc	7.33	7.10	6.98	7.21	7.78zSTV	7.27	7.19	7.00	7.02	7.20	7.23	
	P											WXhabc							
1-3 (Net)	197	139	39	12	7	12	25	7	23	8	27	5	3	2	6	22	159	16	
	5%DEIKdO	4%	12%zOQR	6%	6%	3%	3%	5%	6%	5%	6%h	3%	1%	2%	3%	6%	5%	4%	
1-4 (Net)	312	235	50	15	12	23	43	11	34	9	38	6	9	4	12	45	246	22	
	8%DEIKdO	7%	15%zOQ	8%	10%	6%	6%	6%	9%Y	6%	9%Y	3%	5%	5%	6%	12%zSTYh	8%	6%	
	Y																		
1-2 (Net)	118	83	22	8	4	6	15	6	16	5	14	1	2	2	5	13	94	9	
	3%EIKdO	3%	7%zO	4%	3%	2%	2%	3%	4%	3%	3%	1%	1%	2%	3%	3%	3%	3%	
4-7 (Net)	1535	1300	121	68	46	153	251	54	149	76	170	59	78	49	99	160	1249	144	
	39%T	40%	36%	35%	37%	41%	34%	32%	40%	46%TUY	40%	32%	43%	54%zSTUV	52%zTUVX	43%TY	40%	39%	
														XY	Y				
5-6 (Net)	757	646	53	35	24	87	128	25	73	51	67	20	44	25	53	71	618	78	
	19%Y	20%	16%	18%	20%	23%XY	18%	15%	19%Y	31%zTUVX	16%	11%	24%Y	28%TUXY	28%zTUXY	19%Y	20%	21%	
										Yc									
8-10 (Net)	1865	1578	122	108	57	183	387	91	179	75	190	107	90	38	81	157	1500	180	
	48%FMNeP	48%P	37%	56%zOPR	47%P	49%	53%zXbc	55%c	48%	46%	45%	57%zXabc	50%	42%	42%	42%	48%	49%	
7-10 (Net)	2528	2137	179	138	74	239	491	117	244	99	281	144	119	59	120	223	2043	239	
	65%FmNeP	66%P	54%	71%zPR	60%	63%	67%	70%	65%	60%	66%	77%zSTVW	66%	65%	63%	60%	65%	65%	
												Xbc							
9-10 (Net)	905	754	64	48	39	85	177	30	85	37	102	62	39	18	39	80	728	87	
	23%FNe	23%	19%	25%	32%zOP	22%	24%	18%	23%	22%	24%	33%zSTUV	22%	19%	21%	22%	23%	24%	
												abc							

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 238

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**Takes risks and provides content that is new and innovative across all of its services**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	103	66	37	9	19	33	43	18	84	20	24	22	37	58	44
	3%Bif	3%zB	2%	2%	3%	3%	3%	2%	3%l	2%	2%	2%	4%zK	2%	3%
2	85	37	48	9	10	20	46	8	76	22	11	15	37	47	37
	2%lLOT	2%	2%	2%	2%	2%	3%zE	1%	3%zl	2%	1%	2%	4%zKLM	2%	3%
3	141	77	64	16	20	45	60	32	109	24	37	43	38	84	53
	4%KOT	4%	3%	3%	3%	4%	4%	3%	4%	2%	4%	5%K	4%	3%	4%
4	197	103	94	30	26	58	84	32	160	66	58	49	37	120	68
	5%l	5%	5%	6%	4%	5%	6%	3%	6%zl	6%N	5%	5%	4%	5%	5%
5	397	209	187	59	50	133	155	111	281	84	97	93	123	235	147
	10%KPX	11%	9%	11%	8%	10%	11%	10%	10%	8%	10%	11%	13%zK	10%	11%
6	456	221	235	78	81	143	153	135	319	124	143	91	98	273	166
	12%	12%	12%	14%	13%	11%	11%	12%	12%	12%	14%zMN	10%	10%	11%	12%
7	764	376	388	96	117	272	279	227	529	212	205	171	176	508	245
	20%eRc	20%	19%	18%	18%	21%	19%	20%	19%	20%	21%	19%	18%	21%ze	18%
8	764	375	387	98	141	266	258	236	517	228	189	181	165	507	246
	20%NeR	20%	19%	18%	22%	21%	18%	21%	19%	22%N	19%	21%	17%	21%ze	18%
9	425	200	224	72	74	144	134	146	276	152	105	87	80	295	124
	11%mNe	11%	11%	13%F	11%	11%	9%	13%zm	10%	14%zLMN	11%	10%	8%	12%ze	9%
Extremely Well 10	259	121	138	41	53	82	83	96	163	71	72	57	59	176	78
	7%z	6%	7%	7%	8%	6%	6%	9%zm	6%	7%	7%	7%	6%	7%	6%

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

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Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	316	120	196	37	56	80	143	80	227	54	62	71	129	123	177
	8%AEKldQ W	6%	10%zA	7%	9%	6%	10%zE	7%	8%	5%	6%	8%K	13%zKLM	5%	13%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	6.70AFmN eP	6.61	6.80zA	6.84F	6.91zF	6.78F	6.48	7.08zm	6.55	6.93zMN	6.77N	6.68N	6.40	6.83ze	6.51
1-3 (Net)	330	181	149	33	49	98	149	58	269	66	73	79	112	189	134
	8%IKOT	9%	7%	6%	8%	8%	10%zCE	5%	10%zl	6%	7%	9%	11%zKL	8%	10%
1-4 (Net)	527	284	243	63	75	156	233	90	429	132	122	124	149	309	202
	13%BIOT	15%zB	12%	12%	12%	12%	16%zCDE	8%	16%zl	13%	12%	14%	15%	13%	15%
1-2 (Net)	188	104	85	17	29	53	89	27	160	42	36	37	74	105	81
	5%IOT	5%	4%	3%	4%	4%	6%zC	2%	6%zl	4%	4%	4%	8%zKLM	4%	6%z
4-7 (Net)	1814	909	904	263	274	605	671	505	1290	486	494	400	434	1136	626
	46%DP	48%	45%	48%	42%	47%	47%	45%	47%	46%	50%zN	46%	44%	47%	45%
5-6 (Net)	852	429	422	137	131	276	308	246	600	208	240	184	221	508	313
	22%PU	23%	21%	25%	20%	22%	21%	22%	22%	20%	24%K	21%	23%	21%	23%
8-10 (Net)	1447	697	750	211	268	493	475	478	955	450	367	325	305	977	447
	37%FmNeP	37%	38%	39%F	41%zF	39%F	33%	43%zm	35%	43%zLMN	37%N	37%N	31%	40%ze	32%
7-10 (Net)	2211	1073	1138	307	386	764	754	706	1485	662	572	496	481	1485	693
	57%FmNeP R	56%	57%	56%	60%F	60%zF	52%	63%zm	54%	63%zLMN	57%N	57%N	49%	61%ze	50%
9-10 (Net)	684	322	362	113	127	226	217	242	439	222	178	144	139	470	202
	18%FmNe	17%	18%	21%F	20%F	18%	15%	22%zm	16%	21%zMN	18%	16%	14%	19%ze	15%

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		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	103	77	14	8	4	10	14	3	18	4	13	1	3	3	2	6	71	11
	3%Bif	2%	4%	4%	3%	3%	2%	2%	5%zTY	3%	3%	1%	2%	3%	1%	2%	2%	3%
2	85	61	18	5	1	8	6	1	10	2	13	2	3	1	6	9	76	8
	2%lOT	2%	6%zOR	2%	1%	2%	1%	1%	3%T	1%	3%T	1%	2%	2%	3%T	2%	2%	2%
3	141	102	28	8	4	20	12	5	13	6	14	7	4	1	4	16	110	14
	4%KOT	3%	8%zOQR	4%	3%	5%T	2%	3%	3%	3%	3%	4%	2%	1%	2%	4%T	3%	4%
4	197	165	17	10	6	17	44	6	25	7	17	8	11	6	8	15	158	21
	5%l	5%	5%	5%	5%	5%	6%	4%	7%	4%	4%	4%	6%	7%	4%	4%	5%	6%
5	397	336	19	24	18	42	66	13	36	34	27	14	27	5	28	44	332	34
	10%kPX	10%P	6%	13%P	14%zOP	11%	9%	8%	10%	21%zSTUVX	6%	8%	15%Xa	5%	14%X	12%X	11%	9%
6	456	392	33	20	12	39	81	10	42	21	59	21	23	16	24	55	378	32
	12%	12%	10%	10%	9%	10%	11%	6%	11%	13%	14%U	11%	13%	18%U	12%	15%U	12%	9%
7	764	652	61	35	16	86	141	44	65	34	99	48	32	25	31	48	607	78
	20%eRc	20%R	18%	18%	13%	23%c	19%c	27%Vc	17%	21%	23%c	26%c	18%	27%c	16%	13%	19%	21%
8	764	653	51	43	17	70	152	39	72	28	76	36	46	17	39	78	606	84
	20%NeR	20%R	16%	22%R	13%	19%	21%	24%	19%	17%	18%	19%	25%	18%	21%	21%	19%	23%
9	425	360	27	23	15	31	97	14	44	15	49	25	16	6	31	33	352	35
	11%NmNe	11%	8%	12%	12%	8%	13%S	8%	12%	9%	11%	13%	9%	7%	16%Sc	9%	11%	10%
Extremely Well 10	259	210	22	13	14	19	48	10	21	8	31	12	10	8	9	36	202	26
	7%fm	6%	7%	7%	12%zOPQ	5%	7%	6%	6%	5%	7%	6%	5%	9%	5%	10%	6%	7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 238

**C8\_4.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:**  
**Takes risks and provides content that is new and innovative across all of its services**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	316	252	42	6	17	34	70	20	28	5	28	14	6	2	9	34	262	25	
		8%AEKLdQ	8%Q	13%zOQ	3%	14%zOQ	9%W	10%Wh	12%Wha	8%	3%	7%	7%	3%	2	5%	9%W	8%	7%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.70AFmN	6.76zP	6.19	6.62	6.79P	6.50	6.98zSVW	6.99W	6.50	6.45	6.74	7.03SVW	6.70	6.81	6.81	6.76	6.71	6.73	
1-3 (Net)	330	240	60	20	9	39	31	9	40	12	41	9	10	5	12	31	257	32	
	8%IKOT	7%	18%zOQR	11%	8%	10%T	4%	6%	11%T	7%	10%T	5%	6%	6%	6%	8%T	8%	9%	
1-4 (Net)	527	405	77	30	15	56	75	15	66	19	58	18	21	11	20	46	416	53	
	13%BIOT	12%	23%zOQR	16%	12%	15%	10%	9%	18%TUY	12%	14%	9%	12%	13%	11%	12%	13%	15%	
1-2 (Net)	188	138	32	13	5	19	19	4	28	6	26	3	6	4	8	15	147	18	
	5%IOT	4%	10%zOR	7%	4%	5%	3%	3%	7%TY	4%	6%TY	2%	4%	4%	4%	4%	5%	5%	
4-7 (Net)	1814	1544	129	89	51	184	332	73	168	96	203	91	93	52	90	162	1476	166	
	46%DP	47%P	39%	46%	42%	49%	45%	44%	45%	59%zTUVXc	48%	49%	51%	57%c	47%	43%	47%	45%	
5-6 (Net)	852	727	52	44	29	81	147	23	78	55	86	35	50	21	51	99	711	66	
	22%PU	22%P	16%	23%P	24%P	22%	20%	14%	21%	34%zSTUVXY	20%	19%	28%U	23%	27%U	27%TU	23%	18%	
8-10 (Net)	1447	1222	101	79	46	120	297	63	137	51	155	72	72	31	79	146	1161	144	
	37%FmNeP	38%P	30%	41%P	37%	32%	41%SW	38%	37%	31%	36%	39%	40%	34%	41%	39%	37%	39%	
7-10 (Net)	2211	1874	162	114	61	205	438	107	202	85	254	120	104	56	110	194	1767	223	
	57%FmNeP	58%PR	49%	59%PR	50%	54%	60%c	65%Wc	54%	52%	60%	64%Wc	57%	62%	58%	52%	56%	61%	
9-10 (Net)	684	569	49	36	29	49	145	24	65	23	79	36	26	15	40	68	554	61	
	18%FmNe	17%	15%	19%	24%zOP	13%	20%S	14%	17%	14%	19%	19%	14%	16%	21%	18%	18%	17%	

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 239

C8\_5. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

Provides television, radio and online content which appeals to a wide range of audiences in the UK.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	79	49	31	10	9	23	38	12	65	14	24	12	28	41	37
	2%BIOS	3%	2%	2%	1%	2%	3%	1%	2%l	1%	2%	1%	3%K	2%	3%z
2	60	29	32	3	8	20	29	8	53	12	13	13	22	28	30
	2%IO	2%	2%	1%	1%	2%	2%	1%	2%zl	1%	1%	2%	2%	1%	2%zd
3	88	48	40	15	5	26	42	19	69	16	26	19	26	48	32
	2%D	2%	2%	3%D	1%	2%	3%D	2%	3%	2%	3%	2%	3%	2%	2%
4	135	73	63	21	18	37	59	21	110	34	28	40	33	75	56
	3%l	4%	3%	4%	3%	3%	4%	2%	4%zl	3%	3%	5%	3%	3%	4%
5	339	164	174	38	56	100	144	94	239	68	76	80	115	185	138
	9%KdS	9%	9%	7%	9%	8%	10%	8%	9%	6%	8%	9%	12%zKL	8%	10%zd
6	435	222	213	71	57	143	164	129	296	117	109	112	96	275	146
	11%	12%	11%	13%D	9%	11%	11%	12%	11%	11%	11%	13%	10%	11%	11%
7	733	337	396	91	132	249	260	220	511	220	201	146	166	485	240
	19%Rc	18%	20%	17%	20%	20%	18%	20%	19%	21%	20%	17%	17%	20%	17%
8	904	443	460	132	153	307	312	272	623	260	243	193	208	585	305
	23%R	23%	23%	24%	24%	24%	22%	24%	23%	25%	24%	22%	21%	24%	22%
9	478	225	253	59	90	176	152	163	314	155	123	98	102	320	148
	12%Fe	12%	13%	11%	14%	14%F	11%	14%zm	11%	15%zN	12%	11%	10%	13%	11%
Extremely Well 10	379	197	183	78	67	111	123	127	252	110	102	86	81	267	108
	10%e	10%	9%	14%zEF	10%	9%	9%	11%	9%	10%	10%	10%	8%	11%ze	8%

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Table 239  
**C8\_5.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides television,radio and online content which appeals to a wide range of audiences in the UK.**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	276	120	155	26	53	82	114	57	209	49	49	76	102	116	145
	7%CIKLdQ Wa	6%	8%	5%	8%C	6%	8%C	5%	8%I	5%	5%	9%KL	10%zKL	5%	10%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	7.10FmNe P	7.05	7.14	7.27F	7.33zF	7.16F	6.86	7.39zm	6.99	7.33zMN	7.14N	7.04	6.82	7.25ze	6.87
1-3 (Net)	228	125	102	28	22	70	108	39	187	42	64	45	77	117	99
	6%DIKdOY b	7%	5%	5%	3%	5%	8%zD	3%	7%zl	4%	6%K	5%	8%zK	5%	7%zd
1-4 (Net)	363	198	165	49	39	107	167	59	298	76	92	85	109	192	155
	9%DIKdO Y	10%	8%	9%	6%	8%	12%zDE	5%	11%zl	7%	9%	10%	11%K	8%	11%zd
1-2 (Net)	140	78	62	13	17	43	67	20	118	26	37	26	51	69	67
	4%IKdOS	4%	3%	2%	3%	3%	5%zC	2%	4%zl	2%	4%	3%	5%zKM	3%	5%zd
4-7 (Net)	1642	796	846	222	264	529	628	464	1156	439	415	378	410	1020	580
	42%P	42%	42%	41%	41%	41%	44%	41%	42%	42%	42%	43%	42%	42%	42%
5-6 (Net)	774	386	387	109	114	243	308	223	535	185	185	192	211	460	284
	20%U	20%	19%	20%	18%	19%	21%	20%	20%	18%	19%	22%K	22%	19%	21%
8-10 (Net)	1762	865	895	269	310	595	868	562	1189	525	468	377	391	1172	560
	45%FmNeP	45%	45%	49%F	48%F	47%F	41%	50%zm	43%	50%zMN	47%N	43%	40%	48%ze	40%
7-10 (Net)	2495	1202	1291	360	442	844	848	782	1699	746	669	523	557	1657	800
	64%FmMNe PRc	63%	65%	66%F	68%zF	66%F	59%	70%zm	62%	71%zMN	67%zMN	60%	57%	68%ze	58%
9-10 (Net)	857	422	436	137	157	288	275	290	565	265	225	184	184	587	256
	22%FmNeP	22%	22%	25%F	24%F	23%	19%	26%zm	21%	25%zN	23%	21%	19%	24%ze	18%

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



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Table 239  
**C8\_5.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: Provides television,radio and online content which appeals to a wide range of audiences in the UK.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	79	55	16	6	3	1	12	3	13	5	8	1	1	1	*	9	63	3
	2%BIOS	2%	5%zO	3%	3%	*	2%	2%	3%S	3%S	2%	1%	1%	1%	*	2%S	2%	1%
2	60	37	16	5	2	3	5	1	8	-	8	-	1	1	1	8	49	8
	2%IO	1%	5%zOR	3%O	2%	1%	1%	1%	2%	-	2%	-	1%	1%	1%	2%	2%	2%
3	88	65	16	4	3	9	17	2	9	3	10	1	2	1	1	9	72	4
	2%D	2%	5%zO	2%	3%	2%	2%	1%	2%	2%	2%	1%	1%	1%	1%	3%	2%	1%
4	135	115	11	5	5	20	21	2	13	3	13	6	5	5	12	16	109	12
	3%I	4%	3%	3%	4%	5%	3%	1%	3%	2%	3%	3%	3%	5%	6%U	4%	3%	3%
5	339	284	23	17	15	19	68	7	33	34	26	11	26	10	24	26	281	29
	9%Kds	9%	7%	9%	12%zOP	5%	9%S	4%	9%	21%zSTUVX	6%	6%	14%zSUXY	10%	12%SUX	7%	9%	8%
6	435	374	29	22	11	42	72	13	42	19	59	17	22	14	18	55	358	41
	11%	11%	9%	11%	9%	11%	10%	8%	11%	11%	14%	9%	12%	16%	10%	15%T	11%	11%
7	733	630	56	32	16	86	147	35	66	37	80	43	34	20	30	52	582	82
	19%Rc	19%R	17%	17%	13%	23%c	20%c	21%	18%	22%c	19%	23%c	19%	22%	16%	14%	18%	22%
8	904	762	75	50	17	103	176	55	72	35	102	46	36	20	44	73	723	87
	23%R	23%R	23%R	26%R	14%	27%V	24%	33%zVWhc	19%	21%	24%	25%	20%	23%	23%	20%	23%	24%
9	478	401	29	29	19	33	95	18	53	15	40	28	29	9	32	49	391	44
	12%Fe	12%	9%	15%P	16%P	9%	13%	11%	14%	9%	9%	15%	16%S	10%	17%SX	13%	12%	12%
Extremely Well 10	379	319	23	19	19	35	62	12	42	12	53	20	14	8	21	40	297	41
	10%e	10%	7%	10%	15%zOPQ	9%	9%	7%	11%	8%	12%	11%	8%	9%	11%	11%	9%	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 239

C8\_5. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

Provides television, radio and online content which appeals to a wide range of audiences in the UK.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	276	217	39	6	14	27	55	18	24	2	27	14	9	1	6	34	231	18
	7%CKLdQ Wa	7%Q	12%zOQ	3%	11%zOQ	7%W	8%Wa	11%Wab	6%W	1%	6%W	8%Wa	5%	1%	3%	9%Wab	7%	5%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
Mean	7.10FmNe P	7.15zP	6.51	7.09P	7.13P	7.22W	7.17W	7.42W	7.02	6.77	7.17	7.54zVWa c	7.13	6.97	7.30W	7.00	7.08	7.26
1-3 (Net)	228 6%DkDOY b	157 5%	47 14%zOQR	15 8%O	8 7%	13 3%	34 5%	6 4%	30 8%SYb	8 5%	25 6%Y	2 1%	5 3%	4 4%	3 2%	27 7%Yb	184 6%	15 4%
1-4 (Net)	363 9%DkDOY	272 8%	58 18%zOQR	20 10%	13 10%	33 9%	55 8%	8 5%	42 11%Y	11 7%	38 9%	8 4%	10 6%	9 10%	15 8%	43 11%Y	292 9%	26 7%
1-2 (Net)	140 4%IKdOS	92 3%	32 10%zOR	11 6%O	5 4%	4 1%	17 2%	4 3%	21 6%STYb	5 3%	15 4%	1 1%	3 1%	2 3%	2 1%	18 5%SY	112 4%	11 3%
4-7 (Net)	1642 42%P	1402 43%zP	119 36%	75 39%	46 37%	167 44%	308 42%	56 34%	153 41%	93 57%zSTUV XYc	178 42%	76 41%	88 48%U	49 54%zUc	84 44%	149 40%	1330 42%	163 44%
5-6 (Net)	774 20%U	657 20%	52 16%	38 20%	26 21%	61 16%	140 19%	19 12%	75 20%	53 32%zSTUV XYc	85 20%	28 15%	48 27%SU	24 26%U	42 22%U	81 22%U	639 20%	69 19%
8-10 (Net)	1762 45%FmNeP	1483 46%P	127 38%	98 50%P	55 44%	170 45%	333 46%	84 51%W	167 45%	61 37%	196 46%	94 50%W	79 44%	38 41%	98 51%W	162 43%	1411 45%	172 47%
7-10 (Net)	2495 64%FmNe PRc	2112 65%zPR	183 55%	130 67%PR	70 57%	257 68%c	480 66%c	120 72%c	233 62%	98 60%	276 65%	136 73%zVWc	113 63%	58 64%	128 67%	214 57%	1993 63%	254 69%
9-10 (Net)	857 22%FmNeP	720 22%P	51 15%	48 25%P	38 31%zOP	68 18%	157 22%	30 18%	95 25%	27 16%	94 22%	48 26%	43 24%	17 19%	54 28%SW	89 24%	688 22%	84 23%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 240

C8\_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

Provides distinctive programmes and content.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	76 2%O	46 2%	30 1%	6 1%	9 1%	27 2%	34 2%	15 1%	59 2%	13 1%	22 2%	16 2%	24 2%	37 2%	37 3%zd
2	70 2%lLdO	32 2%	38 2%	7 1%	12 2%	17 1%	35 2%	8 1%	62 2%zl	12 1%	8 1%	17 2%	33 3%zKL	33 1%	36 3%zd
3	89 2%	52 3%	37 2%	11 2%	7 1%	28 2%	43 3%D	19 2%	67 2%	15 1%	29 3%K	21 2%	24 2%	44 2%	40 3%
4	141 4%Dl	75 4%	66 3%	21 4%	14 2%	43 3%	64 4%D	27 2%	112 4%l	35 3%	38 4%	29 3%	39 4%	83 3%	56 4%
5	351 9%KdYc	170 9%	180 9%	46 8%	53 8%	99 8%	152 11%zE	93 8%	251 9%	68 6%	83 8%	94 11%K	107 11%zK	191 8%	139 10%d
6	450 12%L	220 12%	229 11%	57 10%	65 10%	152 12%	176 12%	132 12%	315 11%	133 13%L	86 9%	119 14%L	112 11%	282 12%	158 11%
7	760 19%FNerC	377 20%	383 19%	105 19%	136 21%	269 21%F	250 17%	229 20%	523 19%	205 19%	218 22%N	172 20%	165 17%	510 21%ze	237 17%
8	901 23%NR	447 23%	452 23%	130 24%	167 26%	293 23%	311 22%	267 24%	624 23%	260 25%N	250 25%N	194 22%	197 20%	574 24%	313 23%
9	512 13%eP	234 12%	279 14%	74 14%	85 13%	180 14%	174 12%	158 14%	350 13%	178 17%zLMN	129 13%	96 11%	109 11%	345 14%ze	159 11%
Extremely Well 10	334 9%	165 9%	170 8%	56 10%	58 9%	103 8%	118 8%	113 10%	221 8%	101 10%	90 9%	68 8%	76 8%	218 9%	111 8%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 240

C8\_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

**Provides distinctive programmes and content.**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	222	88	134	33	43	65	81	59	158	36	42	50	95	109	99
	6%AKldQW	5%	7%zA	6%	7%	5%	6%	5%	6%	3%	4%	6%	10%zKLM	4%	7%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.05FmNe P	6.99	7.11	7.23F	7.26zF	7.10F	6.85	7.29zm	6.96	7.34zLMN	7.12N	6.92	6.77	7.19ze	6.84
1-3 (Net)	235 6%IKdOyb	131 7%	104 5%	24 4%	28 4%	72 6%	111 8%zCD	43 4%	187 7%zl	40 4%	60 6%K	54 6%K	80 8%zK	114 5%	113 8%zd
1-4 (Net)	376 10%BDIKd OTYg	206 11%B	171 9%	45 8%	41 6%	115 9%	175 12%zCDE	70 6%	299 11%zl	75 7%	98 10%	83 10%	120 12%zK	197 8%	169 12%zd
1-2 (Net)	146 4%IKdO	78 4%	68 3%	13 2%	20 3%	44 3%	69 5%zC	23 2%	121 4%zl	25 2%	31 3%	33 4%	57 6%zKL	70 3%	74 5%zd
4-7 (Net)	1702 44%	841 44%	859 43%	229 42%	267 41%	563 44%	643 45%	482 43%	1200 44%	441 42%	425 43%	414 47%zK	423 43%	1065 44%	589 43%
5-6 (Net)	801 20%LPY	389 20%	409 20%	103 19%	118 18%	252 20%	329 23%zD	225 20%	566 21%	201 19%	168 17%	213 24%zKL	218 22%L	473 19%	297 21%
8-10 (Net)	1747 45%FMNeP	846 44%	901 45%	259 48%	310 48%F	576 45%	603 42%	538 48%zm	1195 44%	539 51%zMN	468 47%MN	358 41%	381 39%	1137 47%ze	583 42%
7-10 (Net)	2507 64%FmMNe PR	1222 64%	1284 64%	364 67%F	445 69%zF	844 66%F	853 59%	767 68%zm	1718 63%	744 70%zMN	686 69%zMN	530 61%	547 56%	1647 68%ze	820 59%
9-10 (Net)	846 22%NeP	398 21%	448 22%	129 24%	143 22%	283 22%	292 20%	271 24%z	571 21%	279 26%zMN	219 22%	165 19%	184 19%	563 23%ze	270 19%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 240

C8\_6. The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

**Provides distinctive programmes and content.**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	76	45	21	7	3	4	11	3	10	4	3	1	3	1	*	5	58	5
	2%O	1%	6%zOR	4%O	2%	1%	1%	2%	3%	3%	1%	1%	2%	1%	*	1%	2%	1%
2	70	48	17	4	2	5	6	1	11	*	12	1	3	1	1	6	58	6
	2%LdO	1%	5%zOR	2%	1%	1%	1%	1%	3%T	*	3%T	1%	1%	1%	1%	2%	2%	2%
3	89	72	9	5	4	10	15	4	11	3	13	1	-	1	1	14	76	5
	2%	2%	3%	2%	3%	3%	2%	2%	3%	2%	3%	*	-	1%	*	4%Yh	2%	1%
4	141	107	24	6	4	11	20	7	17	3	15	2	3	3	8	18	123	7
	4%DI	3%	7%zOQ	3%	3%	3%	3%	4%	5%	2%	3%	1%	2%	3%	4%	5%	4%	2%
5	351	295	24	14	17	27	73	10	41	36	33	7	17	8	23	20	295	30
	9%KdYc	9%	7%	7%	14%zOPQ	7%	10%Yc	6%	11%Yc	22%zSTUVX	8%	4%	10%	8%	12%Yc	5%	9%	8%
										Yhabc								
6	450	385	27	26	13	63	78	16	34	15	59	16	18	15	17	54	349	48
	12%L	12%	8%	13%	10%	17%zTVV	11%	10%	9%	9%	14%	8%	10%	16%	9%	14%	11%	13%
7	760	638	72	35	16	68	135	40	71	31	83	45	42	22	48	52	605	89
	19%FNeRc	20%R	22%R	18%	13%	18%	18%	24%c	19%	19%	19%	24%c	23%c	24%	25%c	14%	19%	24%zf
8	901	764	74	45	17	96	191	42	77	39	92	42	40	23	36	85	734	76
	23%NR	23%R	22%R	23%R	14%	25%	26%	26%	21%	24%	22%	23%	22%	25%	19%	23%	23%	21%
9	512	442	24	31	15	46	93	16	46	17	61	42	33	8	33	46	423	45
	13%eP	14%P	7%	16%P	12%	12%	13%	10%	12%	10%	14%	23%zSTUV	18%	9%	17%	12%	13%	12%
												WXac						
Extremely Well 10	334	275	20	20	19	22	59	9	37	13	33	17	17	9	14	46	254	38
	9%	8%	6%	10%	16%zOPQ	6%	8%	5%	10%	8%	8%	9%	9%	10%	7%	12%zSU	8%	10%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 240  
**C8\_6.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:**  
**Provides distinctive programmes and content.**  
 Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	222	187	20	2	13	25	49	17	20	3	23	12	3	1	9	25	179	18
		6%AKLdQW	6%Q	6%Q	1%	11%zOPQ	7%W	7%Wh	10%zWHa	5%	2%	5%	6%	2%	4%	7%W	6%	5%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.05FmNe	7.12zP	6.33	7.07P	7.04P	7.04	7.17	7.04	6.87	6.85	7.04	7.72zSTU	7.35VW	7.17	7.24	7.15	7.03	7.21
	P											VWXabc						
1-3 (Net)	235	165	46	16	8	19	32	8	32	8	27	3	6	3	2	25	193	16
	6%IKdOYb	5%	14%zOQR	8%O	7%	5%	4%	5%	9%TYb	5%	6%Yb	2%	3%	3%	1%	7%Yb	6%	4%
1-4 (Net)	376	272	70	22	13	30	52	15	49	10	42	5	9	5	11	43	316	23
	10%BDIKdO	8%	21%zOQR	11%	10%	8%	7%	9%	13%TWYhb	6%	10%Y	3%	5%	6%	6%	12%TY	10%g	6%
	TYg																	
1-2 (Net)	146	93	38	11	4	9	16	4	21	5	15	2	6	2	2	11	117	10
	4%IKdO	3%	11%zOQR	6%O	4%	2%	2%	3%	6%TYb	3%	3%	1%	3%	2%	1%	3%	4%	3%
4-7 (Net)	1702	1425	147	81	50	170	306	73	162	85	190	70	81	47	96	145	1372	174
	44%	44%	44%	42%	40%	45%	42%	44%	43%	52%Yc	45%	38%	45%	51%	50%Yc	39%	43%	47%
5-6 (Net)	801	680	51	40	30	91	151	26	74	52	92	23	35	22	40	74	644	78
	20%LPY	21%P	15%	21%	24%P	24%Y	21%Y	16%	20%	31%zTUVX	22%Y	12%	19%	25%Y	21%	20%	20%	21%
										Yhc								
8-10 (Net)	1747	1481	119	96	51	163	343	67	160	69	186	101	91	40	84	177	1411	159
	45%FMNeP	45%P	36%	49%P	42%	43%	47%	41%	43%	42%	44%	54%zSUVX	50%	44%	44%	48%	45%	43%
7-10 (Net)	2507	2119	190	131	67	231	478	108	231	100	269	147	133	62	132	230	2016	249
	64%FmMNe	65%PR	57%	67%PR	55%	61%	65%	65%	62%	61%	63%	79%zSTUV	74%zSVWX	68%	69%	62%	64%	68%
	PR											WXc	c					
9-10 (Net)	846	717	45	51	34	67	152	25	82	30	94	59	50	17	47	92	676	83
	22%NeP	22%P	13%	26%P	28%zOP	18%	21%	15%	22%	18%	22%	32%zSTUV	28%SU	19%	25%	25%U	21%	23%
												WX						

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 241  
**C8\_sum.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: (7-10)**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Provides a broad mix of different types of TV, radio and online programmes and content	2581 66%FNePRc	1250 66%	1329 67%	359 66%	458 71%zF	878 69%zF	886 62%	781 70%zm	1779 65%	779 74%zMN	688 69%zMN	550 63%	564 58%	1705 70%ze	832 60%
Provides high quality television, radio and online content.	2594 66%FmNePRc	1258 66%	1333 67%	372 68%F	447 69%F	892 70%zF	882 61%	788 70%zm	1786 65%	776 73%zMN	688 69%N	562 64%N	569 58%	1710 71%ze	839 61%
Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2528 65%FmNePRc	1236 65%	1291 65%	368 68%F	443 68%F	863 68%zF	853 59%	771 69%zm	1738 63%	757 72%zMN	678 68%zN	552 63%N	541 55%	1688 70%ze	798 58%
Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.	2211 57%FmNePR	1073 56%	1138 57%	307 56%	386 60%F	764 60%zF	754 52%	706 63%zm	1485 54%	662 63%zLMN	572 57%N	496 57%N	481 49%	1485 61%ze	693 50%
Provides television, radio and online content which appeals to a wide range of different audiences across the UK.	2495 64%FmNePRc	1202 63%	1291 65%	360 66%F	442 68%zF	844 66%F	848 59%	782 70%zm	1699 62%	746 71%zMN	669 67%zMN	523 60%	557 57%	1657 68%ze	800 58%
Provides distinctive programmes and content.	2507 64%FmNePR	1222 64%	1284 64%	364 67%F	445 69%zF	844 66%F	853 59%	767 68%zm	1718 63%	744 70%zMN	686 69%zMN	530 61%	547 56%	1647 68%ze	820 59%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 241  
**C8\_sum.** The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.  
**On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole: (7-10)**  
**Base = All respondents**

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>UnweightedBase</b>	<b>3907</b>	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
<b>WeightedBase</b>	<b>3907</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
<b>EffectiveBase</b>	<b>2717</b>	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Provides a broad mix of different types of TV, radio and online programmes and content	<b>2581</b>	2189	193	127	72	246	499	115	253	97	299	141	128	67	129	214	2075	252	
		<b>66%FmNePRc</b>	<b>67%zPR</b>	<b>58%</b>	<b>66%</b>	<b>58%</b>	<b>65%</b>	<b>68%c</b>	<b>69%c</b>	<b>68%c</b>	<b>59%</b>	<b>70%Wc</b>	<b>76%zSWc</b>	<b>71%c</b>	<b>74%Wc</b>	<b>68%</b>	<b>57%</b>	<b>66%</b>	<b>69%</b>
Provides high quality television, radio and online content.	<b>2594</b>	2202	188	136	67	254	508	116	244	99	303	142	126	65	134	211	2092	252	
		<b>66%FmNePRc</b>	<b>68%zPR</b>	<b>57%</b>	<b>70%PR</b>	<b>55%</b>	<b>67%c</b>	<b>70%c</b>	<b>70%c</b>	<b>65%</b>	<b>60%</b>	<b>71%Wc</b>	<b>76%zVWc</b>	<b>70%c</b>	<b>72%c</b>	<b>70%c</b>	<b>57%</b>	<b>66%</b>	<b>69%</b>
Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.	<b>2528</b>	2137	179	138	74	239	491	117	244	99	281	144	119	59	120	223	2043	239	
		<b>65%FmNePRc</b>	<b>66%P</b>	<b>54%</b>	<b>71%zPR</b>	<b>60%</b>	<b>63%</b>	<b>67%</b>	<b>70%</b>	<b>65%</b>	<b>60%</b>	<b>66%</b>	<b>77%zSTVWXbc</b>	<b>66%</b>	<b>65%</b>	<b>63%</b>	<b>60%</b>	<b>65%</b>	<b>65%</b>
Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.	<b>2211</b>	1874	162	114	61	205	438	107	202	85	254	120	104	56	110	194	1767	223	
		<b>57%FmNePR</b>	<b>58%PR</b>	<b>49%</b>	<b>59%PR</b>	<b>50%</b>	<b>54%</b>	<b>60%c</b>	<b>65%Wc</b>	<b>54%</b>	<b>52%</b>	<b>60%</b>	<b>64%Wc</b>	<b>57%</b>	<b>62%</b>	<b>58%</b>	<b>52%</b>	<b>56%</b>	<b>61%</b>
Provides television, radio and online content which appeals to a wide range of different audiences across the UK.	<b>2495</b>	2112	183	130	70	257	480	120	233	98	276	136	113	58	128	214	1993	254	
		<b>64%FmMNePRc</b>	<b>65%zPR</b>	<b>55%</b>	<b>67%PR</b>	<b>57%</b>	<b>68%c</b>	<b>66%c</b>	<b>72%c</b>	<b>62%</b>	<b>60%</b>	<b>65%</b>	<b>73%zVWc</b>	<b>63%</b>	<b>64%</b>	<b>67%</b>	<b>57%</b>	<b>63%</b>	<b>69%</b>
Provides distinctive programmes and content.	<b>2507</b>	2119	190	131	67	231	478	108	231	100	269	147	133	62	132	230	2016	249	
		<b>64%FmMNePR</b>	<b>65%PR</b>	<b>57%</b>	<b>67%PR</b>	<b>55%</b>	<b>61%</b>	<b>65%</b>	<b>65%</b>	<b>62%</b>	<b>61%</b>	<b>63%</b>	<b>79%zSTUVc</b>	<b>74%zSVWX</b>	<b>68%</b>	<b>69%</b>	<b>62%</b>	<b>64%</b>	<b>68%</b>

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 242

C9. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions. On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Base = All respondents

	Summary Table				
	A good range of programmes and content that includes people like me.	A good range of programmes and content that represents where I live.	An authentic portrayal of people like me.	An authentic portrayal of the region where I live.	Programmes and content that are relevant to me.
UnweightedBase	3907	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717
Not At All Well 1	122 3%	155 4%	179 5%	160 4%	122 3%
2	109 3%	137 4%	131 3%	128 3%	116 3%
3	159 4%	183 5%	174 4%	167 4%	179 5%
4	221 6%	240 6%	225 6%	222 6%	212 5%
5	405 10%	430 11%	494 13%	491 13%	421 11%
6	466 12%	495 13%	524 13%	503 13%	454 12%
7	700 18%	751 19%	657 17%	721 18%	710 18%
8	796 20%	668 17%	707 18%	693 18%	838 21%
9	434 11%	376 10%	315 8%	330 8%	400 10%
Extremely Well 10	294 8%	237 6%	220 6%	199 5%	304 8%
Don't know	201 5%	235 6%	281 7%	294 8%	151 4%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%
Mean	6.65	6.38	6.28	6.32	6.62
1-3 (Net)	390 10%	476 12%	484 12%	455 12%	417 11%
1-4 (Net)	612 16%	716 18%	709 18%	676 17%	629 16%
1-2 (Net)	231 6%	292 7%	310 8%	288 7%	239 6%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 242

C9. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Base = All respondents

Summary Table					
	A good range of programmes and content that includes people like me.	A good range of programmes and content that represents where I live.	An authentic portrayal of people like me.	An authentic portrayal of the region where I live.	Programmes and content that are relevant to me.
WeightedBase	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717
4-7 (Net)	1792 46%	1916 49%	1900 49%	1936 50%	1797 46%
5-6 (Net)	871 22%	924 24%	1019 26%	993 25%	875 22%
8-10 (Net)	1524 39%	1281 33%	1242 32%	1222 31%	1542 39%
7-10 (Net)	2223 57%	2032 52%	1898 49%	1943 50%	2252 58%
9-10 (Net)	727 19%	613 16%	535 14%	529 14%	704 18%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 243

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

**A good range of programmes and content that includes people like me.**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	122	67	55	19	17	35	50	15	104	22	30	27	43	63	53
	3%IOg	4%	3%	4%	3%	3%	3%	1%	4%zl	2%	3%	3%	4%zK	3%	4%
2	109	59	50	10	11	30	58	15	91	13	29	27	40	54	47
	3%IKdOR	3%	3%	2%	2%	2%	4%zCDE	1%	3%zl	1%	3%K	3%K	4%zK	2%	3%
3	159	85	74	18	15	62	65	41	117	28	41	34	55	88	66
	4%DKY	4%	4%	3%	2%	5%D	5%D	4%	4%	3%	4%	4%	6%zK	4%	5%
4	221	108	113	35	26	59	102	43	176	72	43	57	50	127	91
	6%l	6%	6%	6%	4%	5%	7%zDE	4%	6%zl	7%L	4%	7%	5%	5%	7%
5	405	206	199	44	67	134	159	118	280	79	85	113	128	231	157
	10%K	11%	10%	8%	10%	11%	11%	11%	10%	7%	8%	13%zKL	13%zKL	10%	11%
6	466	219	246	65	74	152	175	129	334	119	117	121	109	300	157
	12%	11%	12%	12%	11%	12%	12%	12%	12%	11%	12%	14%	11%	12%	11%
7	700	321	379	122	113	224	242	204	486	214	200	130	156	449	236
	18%MR	17%	19%	22%zEF	17%	18%	17%	18%	18%	20%MN	20%MN	15%	16%	18%	17%
8	796	401	396	100	134	286	276	236	556	242	217	163	175	519	267
	20%NR	21%	20%	18%	21%	22%	19%	21%	20%	23%zN	22%	19%	18%	21%	19%
9	434	219	214	59	88	134	153	149	280	139	118	85	92	296	129
	11%meP	11%	11%	11%	14%	10%	11%	13%zm	10%	13%zN	12%	10%	9%	12%ze	9%
Extremely Well 10	294	135	159	54	58	90	91	111	182	91	66	75	62	200	88
	8%m	7%	8%	10%zF	9%	7%	6%	10%zm	7%	9%	7%	9%	6%	8%	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 243

C9\_1. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

**A good range of programmes and content that includes people like me.**

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	201	86	114	20	45	70	66	61	135	37	50	44	69	98	93
	5%KdQW	5%	6%	4%	7%zC	5%	5%	5%	5%	4%	5%	5%	7%zK	4%	7%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.65FmNe P	6.59	6.71	6.79F	6.97zEF	6.68F	6.42	7.04zm	6.50	6.99zLMN	6.73N	6.53	6.29	6.81ze	6.40
1-3 (Net)	390 10%DIKdO UY	212 11%	179 9%	47 9%	43 7%	127 10%D	174 12%zD	71 6%	312 11%zl	63 6%	101 10%K	88 10%K	138 14%zKLM	206 8%	166 12%zd
1-4 (Net)	612 16%DIKdO UY	319 17%	291 15%	81 15%	69 11%	186 15%D	276 19%zDE	113 10%	488 18%zl	135 13%	144 14%	146 17%K	188 19%zKL	333 14%	257 19%zd
1-2 (Net)	231 6%IKdO	126 7%	105 5%	29 5%	28 4%	65 5%	108 8%zDE	30 3%	195 7%zl	35 3%	60 6%K	54 6%K	83 8%zK	118 5%	100 7%zd
4-7 (Net)	1792 46%T	854 45%	936 47%	265 49%	280 43%	569 45%	678 47%	494 44%	1276 47%	484 46%	444 45%	421 48%	444 45%	1107 46%	641 46%
5-6 (Net)	871 22%KT	425 22%	444 22%	109 20%	141 22%	287 22%	334 23%	247 22%	614 22%	198 19%	201 20%	234 27%zKL	238 24%K	532 22%	314 23%
8-10 (Net)	1524 39%FmNeP S	754 40%	769 38%	213 39%	280 43%zF	510 40%	520 36%	496 44%zm	1018 37%	472 45%zMN	400 40%N	323 37%	329 34%	1015 42%ze	484 35%
7-10 (Net)	2223 57%FmMNe P	1075 56%	1148 57%	335 61%zF	393 61%F	734 58%	762 53%	699 62%zm	1505 55%	686 65%zMN	600 60%zMN	453 52%	485 50%	1463 60%ze	720 52%
9-10 (Net)	727 19%mNeP	354 19%	373 19%	113 21%	145 22%zEF	224 18%	244 17%	260 23%zm	463 17%	230 22%zN	183 18%	160 18%	154 16%	496 20%ze	217 16%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 243

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

**A good range of programmes and content that includes people like me.**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	122	87	23	7	5	7	22	3	17	5	12	1	4	1	2	14	93	3
	3% <b>Og</b>	3%	7% <b>zO</b>	3%	4%	2%	3%	2%	4% <b>Y</b>	3%	3%	*	2%	1%	1%	4% <b>Y</b>	3%	1%
2	109	75	26	6	1	9	15	-	8	2	11	4	3	2	4	17	93	10
	3% <b>KdOR</b>	2%	8% <b>zOQR</b>	3%	1%	2%	2%	-	2%	1%	3%	2%	2%	2%	2%	5% <b>U</b>	3%	3%
3	159	127	20	5	7	24	22	2	19	7	22	*	5	3	8	15	124	18
	4% <b>DKY</b>	4%	6%	3%	5%	6% <b>TY</b>	3%	1%	5% <b>Y</b>	4% <b>Y</b>	5% <b>Y</b>	*	3%	3%	4% <b>Y</b>	4% <b>Y</b>	4%	5%
4	221	184	21	12	5	32	36	7	23	13	21	4	9	4	7	27	171	30
	6% <b>l</b>	6%	6%	6%	4%	8% <b>Y</b>	5%	4%	6%	8% <b>Y</b>	5%	2%	5%	4%	4%	7% <b>Y</b>	5%	8%
5	405	329	29	30	17	35	64	15	36	42	47	16	20	5	15	33	322	45
	10% <b>k</b>	10%	9%	16% <b>zOP</b>	14% <b>z</b>	9%	9%	9%	10%	25% <b>zSTUV</b> XYhabc	11%	9%	11%	6%	8%	9%	10%	12%
6	466	389	40	23	14	59	73	12	37	15	51	20	23	16	34	48	377	45
	12%	12%	12%	12%	11%	16% <b>TU</b>	10%	8%	10%	9%	12%	11%	13%	17% <b>U</b>	18% <b>zTUVW</b>	13%	12%	12%
7	700	603	51	30	16	73	127	41	67	20	94	39	30	16	42	55	559	72
	18% <b>MR</b>	18% <b>R</b>	15%	16%	13%	19%	17%	25% <b>Wc</b>	18%	12%	22% <b>Wc</b>	21%	17%	17%	22%	15%	18%	20%
8	796	685	56	38	18	69	152	47	66	34	87	55	36	26	34	77	656	70
	20% <b>NR</b>	21% <b>R</b>	17%	20%	15%	18%	21%	29% <b>zSV</b>	18%	21%	21%	29% <b>zSTVX</b> b	20%	29% <b>V</b>	18%	21%	21%	19%
9	434	372	25	25	12	34	97	20	47	15	42	22	34	10	19	32	355	37
	11% <b>meP</b>	11%	7%	13% <b>P</b>	10%	9%	13%	12%	13%	9%	10%	12%	19% <b>zSWXc</b>	11%	10%	9%	11%	10%
Extremely Well 10	294	241	21	14	17	21	64	9	28	11	25	14	6	8	18	38	239	24
	8% <b>m</b>	7%	6%	7%	14% <b>zOPQ</b>	5%	9%	5%	8%	7%	6%	7%	3%	9%	9%	10% <b>h</b>	8%	7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 243

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

**A good range of programmes and content that includes people like me.**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	201	167	19	3	11	13	59	9	25	1	14	13	10	-	8	16	167	12	
		5%KdQW	5%Q	6%Q	2%	9%zOQ	4%	8%zSWXa	5%W	7%Wa	1%	3%	7%Wa	6%W	-	4%	4%	5%	3%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.65FmNe	6.72zP	5.89	6.58P	6.73P	6.42	6.90zSWXc	7.13zSVW	6.58	6.36	6.58	7.29zSVW	6.82	7.03SW	6.87	6.52	6.68	6.57	
1-3 (Net)	390	289	70	18	13	40	58	5	43	13	45	5	13	6	15	46	309	32	
	10%DIKdOU	9%	21%zOQR	9%	10%	11%UY	8%Y	3%	11%UY	8%Y	11%UY	2%	7%	7%	8%	12%UY	10%	9%	
1-4 (Net)	612	473	91	30	18	72	94	13	66	26	66	9	22	10	22	74	481	62	
	16%DIKdOU	15%	27%zOQR	15%	14%	19%TUY	13%Y	8%	18%UY	16%Y	15%UY	5%	12%Y	11%	11%	20%TUYb	15%	17%	
1-2 (Net)	231	162	49	13	6	16	36	3	24	7	23	4	7	3	6	32	185	13	
	6%IKdO	5%	15%zOQR	7%	5%	4%	5%	2%	6%	4%	5%	2%	4%	4%	3%	8%UY	6%	4%	
4-7 (Net)	1792	1504	141	95	52	200	300	76	164	89	213	79	82	41	97	163	1429	192	
	46%T	46%	43%	49%	42%	53%zTVc	41%	46%	44%	54%T	50%T	42%	45%	45%	51%	44%	45%	52%zf	
5-6 (Net)	871	718	69	53	31	95	138	28	73	57	98	36	43	21	49	81	699	90	
	22%KT	22%	21%	27%z	25%	25%	19%	17%	20%	34%zTUVX	23%	19%	24%	23%	26%	22%	22%	24%	
8-10 (Net)	1524	1297	101	77	48	124	312	76	142	61	155	90	76	44	71	147	1251	131	
	39%FmNeP	40%P	31%	40%P	39%P	33%	43%S	46%S	38%	37%	36%	48%zSX	42%	49%S	37%	39%	40%	36%	
7-10 (Net)	2223	1900	152	107	64	197	439	117	209	81	249	129	106	60	113	202	1810	203	
	57%FmMNe	58%zPR	46%	55%P	52%	52%	60%W	70%zSTVW	56%	49%	58%	69%zSVWX	58%	66%SW	59%	54%	57%	55%	
9-10 (Net)	727	613	45	39	30	55	161	28	75	26	67	36	40	18	37	70	595	61	
	19%FmNeP	19%P	14%	20%P	24%zOP	15%	22%zSX	17%	20%	16%	16%	19%	22%	20%	19%	19%	19%	17%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 244

C9\_2. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

**A good range of programmes and content that represents where I live.**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	155	86	69	25	16	43	71	27	126	32	42	29	52	71	79
	4%DidOg	5%	3%	5%	2%	3%	5%D	2%	5%zl	3%	4%	3%	5%zK	3%	6%zd
2	137	65	72	14	16	38	70	25	111	20	36	37	45	71	62
	4%IKOT	3%	4%	3%	2%	3%	5%zCDE	2%	4%zl	2%	4%K	4%K	5%K	3%	4%zd
3	183	92	91	24	30	50	79	38	142	43	42	38	60	98	73
	5%IOY	5%	5%	4%	5%	4%	6%	3%	5%l	4%	4%	4%	6%z	4%	5%
4	240	114	126	29	36	62	113	49	186	65	56	68	51	136	96
	6%ITY	6%	6%	5%	6%	5%	8%zE	4%	7%zl	6%	6%	8%	5%	6%	7%
5	430	205	225	53	66	162	148	121	302	92	99	110	127	255	161
	11%K	11%	11%	10%	10%	13%	10%	11%	11%	9%	10%	13%K	13%K	11%	12%
6	495	234	259	69	73	141	212	122	369	135	128	122	109	303	180
	13%	12%	13%	13%	11%	11%	15%zE	11%	13%	13%	13%	14%	11%	12%	13%
7	751	373	377	112	110	274	255	236	508	233	200	141	177	505	235
	19%MeQR	20%	19%	21%	17%	21%zDF	18%	21%	19%	22%zM	20%	16%	18%	21%ze	17%
8	668	334	334	96	127	220	225	201	457	183	201	155	129	429	228
	17%NPS	18%	17%	18%	20%	17%	16%	18%	17%	17%N	20%zN	18%N	13%	18%	17%
9	376	197	179	44	78	136	118	147	228	127	89	83	77	276	96
	10%mePRa	10%	9%	8%	12%CF	11%	8%	13%zm	8%	12%zN	9%	9%	8%	11%ze	7%
Extremely Well 10	237	124	114	51	53	66	68	93	144	79	53	45	60	160	73
	6%Fmb	6%	6%	9%zEF	8%zEF	5%	5%	8%zm	5%	8%	5%	5%	6%	7%	5%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 244

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

**A good range of programmes and content that represents where I live.**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	235	82	152	29	44	83	78	63	168	46	51	47	91	122	100
	6%AKdWa	4%	8%zA	5%	7%	7%	5%	6%	6%	4%	5%	5%	9%zKLM	5%	7%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.38FmNe PQ	6.40	6.35	6.53F	6.73zF	6.49F	6.06	6.83zm	6.20	6.70zLMN	6.41N	6.27	6.06	6.59ze	6.04
1-3 (Net)	476 12%DEIKd OUYhg	243 13%	233 12%	63 12%	61 9%	131 10%	220 15%zDE	90 8%	379 14%zl	95 9%	119 12%	104 12%	158 16%zKLM	240 10%	214 15%zd
1-4 (Net)	716 18%DEIKd OTUY	357 19%	358 18%	92 17%	98 15%	193 15%	333 23%zCDE	139 12%	565 21%zl	160 15%	175 18%	172 20%K	209 21%zK	377 16%	311 22%zd
1-2 (Net)	292 7%DIKdOT Ug	151 8%	141 7%	39 7%	31 5%	81 6%	141 10%zDE	52 5%	237 9%zl	52 5%	77 8%K	66 7%	97 10%zK	142 6%	141 10%zd
4-7 (Net)	1916 49%DPTUf	927 49%	987 49%	263 48%	285 44%	640 50%D	728 51%D	527 47%	1365 50%	526 50%	483 49%	442 50%	465 47%	1199 49%	672 49%
5-6 (Net)	924 24%T	439 23%	484 24%	122 22%	139 21%	303 24%	360 25%	243 22%	671 24%	228 22%	227 23%	233 27%K	237 24%	558 23%	341 25%
8-10 (Net)	1281 33%FmNeP S	654 34%	627 31%	190 35%F	257 40%zEF	422 33%F	412 29%	441 39%zm	829 30%	390 37%zN	342 34%N	283 32%N	266 27%	864 36%ze	397 29%
7-10 (Net)	2032 52%FmNeP Q	1027 54%	1004 50%	303 56%F	367 57%zF	696 55%F	666 46%	677 60%zm	1337 49%	623 59%zMN	542 55%MN	424 48%	443 45%	1369 56%ze	632 46%
9-10 (Net)	613 16%Fmea	320 17%	293 15%	94 17%F	131 20%zEF	202 16%	186 13%	240 21%zm	372 14%	207 20%zLMN	142 14%	128 15%	137 14%	436 18%ze	169 12%



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Table 244

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 On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:  
**A good range of programmes and content that represents where I live.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	155	112	28	10	5	9	28	3	19	5	17	5	2	1	5	17	120	4
	4% <b>DIdOg</b>	3%	8% <b>zO</b>	5%	4%	2%	4%	2%	5%	3%	4%	3%	1%	1%	3%	5%	4% <b>g</b>	1%
2	137	98	25	12	3	12	11	-	15	5	19	2	3	3	8	18	116	12
	4% <b>KOT</b>	3%	7% <b>zOR</b>	6% <b>zO</b>	3%	3%	2%	-	4% <b>TU</b>	3%	4% <b>TU</b>	1%	2%	4% <b>U</b>	4% <b>U</b>	5% <b>TU</b>	4%	3%
3	183	138	32	7	7	13	32	4	19	8	25	-	5	4	11	18	160	9
	5% <b>IOY</b>	4%	10% <b>zOQ</b>	3%	5%	3% <b>Y</b>	4% <b>Y</b>	2%	5% <b>Y</b>	5% <b>Y</b>	6% <b>Y</b>	-	3%	4% <b>Y</b>	6% <b>Y</b>	5% <b>Y</b>	5%	3%
4	240	198	19	17	6	19	30	4	30	19	32	4	17	10	7	27	187	29
	6% <b>ITY</b>	6%	6%	9%	5%	5%	4%	2%	8% <b>TUY</b>	12% <b>zSTUYb</b>	7% <b>TY</b>	2%	9% <b>TUY</b>	11% <b>TUY</b>	4%	7% <b>Y</b>	6%	8%
5	430	341	40	30	19	41	66	15	32	30	41	22	21	5	34	34	336	47
	11% <b>K</b>	10%	12%	16% <b>zO</b>	15% <b>zO</b>	11%	9%	9%	8%	18% <b>zTVXac</b>	10%	12%	12%	6%	18% <b>zTVXac</b>	9%	11%	13%
6	495	425	34	23	12	58	79	11	45	23	51	34	31	18	21	54	387	56
	13%	13%	10%	12%	10%	16% <b>U</b>	11%	7%	12%	14%	12%	18% <b>zTU</b>	17% <b>U</b>	20% <b>TU</b>	11%	14% <b>U</b>	12%	15%
7	751	659	49	25	18	105	141	35	70	25	86	32	36	19	45	64	597	86
	19% <b>MeQR</b>	20% <b>zPQR</b>	15%	13%	15%	28% <b>zTVWX</b>	19%	21%	19%	15%	20%	17%	20%	21%	24%	17%	19%	23%
8	668	571	39	40	17	42	143	56	55	22	71	42	24	23	26	67	555	49
	17% <b>NPS</b>	18% <b>P</b>	12%	21% <b>PR</b>	14%	11%	20% <b>S</b>	34% <b>zSTVW</b>	15%	13%	17%	22% <b>S</b>	13%	25% <b>SVWhb</b>	13%	18% <b>S</b>	18%	13%
9	376	335	18	15	8	35	82	16	39	18	41	25	26	2	25	28	309	38
	10% <b>mePRa</b>	10% <b>zPR</b>	6%	8%	6%	9%	11% <b>a</b>	9%	10% <b>a</b>	11% <b>a</b>	10%	13% <b>a</b>	14% <b>ac</b>	2%	13% <b>a</b>	7%	10%	10%
Extremely Well 10	237	192	22	9	15	19	60	9	23	9	24	6	7	4	3	28	188	21
	6% <b>Fmb</b>	6%	6%	5%	12% <b>zOPQ</b>	5%	8% <b>zb</b>	6%	6%	5%	6%	3%	4%	5%	2%	7% <b>b</b>	6%	6%

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

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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	235	189	25	7	13	24	58	13	28	1	19	14	9	-	5	17	199	15
	6%AKdWa	6%	8%	4%	11%zOQ	6%Wa	8%zWab	8%Wa	7%Wa	1%	5%	7%Wa	5%	-	3%	5%	6%	4%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.38FmNePQ	6.48zPQ	5.53	6.04P	6.41P	6.45	6.75zVWXbc	7.19zSVWXhabc	6.25	6.13	6.26	6.86zVWXbc	6.56	6.35	6.24	6.26	6.38	6.52
1-3 (Net)	476	348	85	28	15	34	71	7	53	18	61	8	11	9	24	53	396	25
	12%DEIKdOUYhg	11%	26%zOQR	14%	12%	9%	10%Y	4%	14%UYh	11%Y	14%TUYh	4%	6%	9%	13%UY	14%UYh	13%g	7%
1-4 (Net)	716	546	104	45	21	53	101	11	83	37	93	11	28	19	32	80	583	54
	18%DEIKdOTUY	17%	31%zOQR	23%zO	17%	14%UY	14%UY	6%	22%STUY	22%STUY	22%STUY	6%	15%UY	20%UY	17%UY	22%STUY	18%	15%
1-2 (Net)	292	210	53	21	9	21	39	3	34	10	36	8	6	5	13	35	236	16
	7%DIKdOTUg	6%	16%zOR	11%zO	7%	6%	5%	2%	9%Uh	6%	9%U	4%	3%	5%	7%	10%TUh	7%	4%
4-7 (Net)	1916	1623	142	95	55	223	317	64	176	96	209	93	104	53	107	179	1508	219
	49%DPTUf	50%P	43%	49%	45%	59%zTUVXc	43%	39%	47%	59%zTUV	49%	50%	58%TU	58%TU	56%TU	48%	48%	60%zf
5-6 (Net)	924	766	74	54	31	99	146	26	76	52	92	57	52	24	55	88	723	103
	24%T	23%	22%	28%	25%	26%U	20%	16%	20%	32%zTUVX	21%	30%TUV	29%TU	26%	29%TU	24%	23%	28%
8-10 (Net)	1281	1098	79	64	40	96	284	81	117	49	136	73	57	29	54	123	1052	108
	33%FmNePS	34%P	24%	33%P	32%P	26%	39%zSVbhabc	49%zSVWXhabc	31%	30%	32%	39%S	32%	32%	28%	33%	33%	30%
7-10 (Net)	2032	1757	128	89	58	201	426	115	187	74	222	105	93	49	99	187	1650	194
	52%FmNePQ	54%zPQR	39%	46%	47%P	53%	58%zVWC	70%zSTVWXYhabc	50%	45%	52%	56%	51%	54%	52%	50%	52%	53%
9-10 (Net)	613	527	40	24	23	54	141	25	61	27	65	31	33	6	28	55	497	59
	16%Fmea	16%	12%	12%	18%PQ	14%	19%za	15%	16%	16%	15%	17%	18%a	7%	15%	15%	16%	16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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C9\_3. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

An authentic portrayal of people like me.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	179	105	74	28	27	56	69	40	135	43	44	32	60	93	80
	5%BdO	5%zB	4%	5%	4%	4%	5%	4%	5%	4%	4%	4%	6%zM	4%	6%zd
2	131	70	61	15	9	44	64	27	104	25	36	28	43	81	43
	3%DO	4%	3%	3%	1%	3%D	4%zD	2%	4%	2%	4%	3%	4%K	3%	3%
3	174	83	90	13	28	58	76	36	134	32	40	46	56	94	75
	4%ClKY	4%	5%	2%	4%	5%	5%C	3%	5%l	3%	4%	5%K	6%K	4%	5%
4	225	102	123	38	23	72	91	49	174	56	47	56	66	120	99
	6%DldUf	5%	6%	7%D	4%	6%	6%D	4%	6%l	5%	5%	6%	7%	5%	7%zd
5	494	246	248	56	67	167	204	143	344	112	98	143	142	285	188
	13%KLT	13%	12%	10%	10%	13%	14%CD	13%	13%	11%	10%	16%zKL	14%KL	12%	14%
6	524	251	274	76	97	159	193	142	379	151	156	104	113	334	181
	13%	13%	14%	14%	15%	12%	13%	13%	14%	14%	16%zMN	12%	12%	14%	13%
7	657	332	324	108	102	233	213	171	470	178	216	123	139	429	217
	17%FMN	17%	16%	20%F	16%	18%	15%	15%	17%	17%	22%zKMN	14%	14%	18%	16%
8	707	333	374	78	116	251	262	226	476	249	174	135	148	479	216
	18%CNr	17%	19%	14%	18%	20%C	18%	20%	17%	24%zLMN	17%	15%	15%	20%ze	16%
9	315	152	163	50	71	95	99	122	193	99	81	69	66	219	93
	8%meP	8%	8%	9%	11%zEF	7%	7%	11%zm	7%	9%	8%	8%	7%	9%ze	7%
Extremely Well 10	220	112	108	51	47	63	59	90	129	56	46	64	54	149	68
	6%Fm	6%	5%	9%zEF	7%F	5%	4%	8%zm	5%	5%	5%	7%L	6%	6%	5%

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	281	122	158	33	60	79	108	75	203	56	57	76	92	144	125
	7%KdQa	6%	8%	6%	9%E	6%	8%	7%	7%	5%	6%	9%KL	9%zKL	6%	9%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.28FmNe PQ	6.22	6.33	6.49zF	6.62zEF	6.28F	6.05	6.66zm	6.13	6.57zMN	6.34N	6.24N	5.93	6.46ze	6.02
1-3 (Net)	484 12%IKdOU Y	257 14%	226 11%	55 10%	64 10%	157 12%	208 14%zCD	103 9%	374 14%zl	99 9%	120 12%	106 12%	160 16%zKLM	268 11%	197 14%zd
1-4 (Net)	709 18%DIkDO TUY	359 19%	349 17%	93 17%	87 13%	229 18%D	299 21%zD	152 14%	547 20%zl	155 15%	167 17%	162 18%	226 23%zKLM	388 16%	296 21%zd
1-2 (Net)	310 8%BdIOUY	175 9%zB	136 7%	42 8%	36 6%	99 8%	132 9%D	67 6%	239 9%zl	67 6%	80 8%	60 7%	103 11%zKM	174 7%	123 9%
4-7 (Net)	1900 49%lRT	930 49%	969 49%	278 51%	290 45%	631 49%	701 49%	506 45%	1366 50%l	497 47%	517 52%z	426 49%	460 47%	1167 48%	685 49%
5-6 (Net)	1019 26%T	497 26%	522 26%	132 24%	164 25%	326 26%	397 28%	285 25%	723 26%	263 25%	254 26%	247 28%	255 26%	619 26%	369 27%
8-10 (Net)	1242 32%FmNeP g	597 31%	645 32%	179 33%	234 36%zF	408 32%	421 29%	438 39%zm	798 29%	404 38%zLMN	301 30%	268 31%	268 27%	846 35%ze	377 27%
7-10 (Net)	1898 49%FmMNe P	928 49%	969 48%	287 53%F	336 52%F	641 50%F	634 44%	609 54%zm	1268 46%	583 55%zMN	517 52%zMN	391 45%	407 42%	1275 53%ze	594 43%
9-10 (Net)	535 14%Fme	264 14%	271 14%	101 19%zEF	118 18%zEF	158 12%	158 11%	212 19%zm	322 12%	155 15%	127 13%	133 15%	120 12%	367 15%ze	161 12%

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UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	179	133	29	10	7	8	33	5	21	5	19	3	10	3	7	20	142	9
	5%BdO	4%	9%zO	5%	5%	2%	5%	3%	6%S	3%	4%	2%	6%	3%	4%	5%	5%	2%
2	131	94	28	5	3	15	19	-	6	4	18	3	6	3	10	10	110	10
	3%DO	3%	9%zOQR	3%	2%	4%U	3%	-	2%	3%	4%U	2%	3%	4%U	5%U	3%	3%	3%
3	174	135	24	8	8	19	21	3	22	12	22	1	5	3	5	20	143	15
	4%CIKY	4%	7%zO	4%	6%	5%Y	3%	2%	6%TY	7%TY	5%Y	1%	3%	4%	3%	5%Y	5%	4%
4	225	186	18	16	5	37	29	1	24	12	20	8	5	5	13	30	163	34
	6%DIdUf	6%	5%	8%zR	4%	10%zTUXh	4%	1%	7%U	7%U	5%	4%	3%	6%U	7%U	8%TU	5%	9%zf
5	494	402	39	36	17	36	72	19	42	41	56	25	25	11	27	49	402	46
	13%KLT	12%	12%	19%zOP	14%	10%	10%	11%	11%	25%zSTUV XYhbc	13%	13%	14%	12%	14%	13%	13%	13%
6	524	453	32	27	13	58	89	15	56	15	59	26	35	20	29	51	416	57
	13%	14%	10%	14%	10%	16%	12%	9%	15%	9%	14%	14%	19%TUW	22%zTUW	15%	14%	13%	15%
7	657	552	54	32	18	67	123	34	59	25	82	26	30	12	31	63	530	69
	17%FMN	17%	16%	16%	15%	18%	17%	21%	16%	15%	19%	14%	17%	13%	16%	17%	17%	19%
8	707	607	50	33	17	64	151	48	55	23	70	55	28	26	34	54	587	51
	18%CNer	19%R	15%	17%	14%	17%	21%Vc	29%zSVWX hc	15%	14%	16%	29%zSTVW Xhbc	16%	29%zSVWX hc	18%	15%	19%	14%
9	315	281	14	11	9	22	68	14	30	15	42	14	20	3	21	30	267	21
	8%meP	9%zP	4%	6%	7%	6%	9%	9%	8%	9%	10%	8%	11%	4%	11%	8%	8%	6%
Extremely Well 10	220	178	20	9	13	19	47	9	28	6	16	10	7	3	7	25	178	22
	6%Fm	5%	6%	5%	11%zOPQ	5%	6%	6%	7%	4%	4%	5%	4%	4%	4%	7%	6%	6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 245

C9\_3. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

An authentic portrayal of people like me.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	281	237	24	6	14	31	78	17	30	7	22	16	9	-	6	21	217	33
	7%KdQa	7%Q	7%	3%	11%zOQ	8%a	11%zWXabc	10%ab	8%a	4%	5%	9%a	5%	-	3%	6%	7%	9%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.28FmNePQ	6.36zPQ	5.58	6.00	6.35P	6.20	6.59zSWXc	7.03zSVWXhabc	6.23	6.02	6.20	6.84zSVWXbxc	6.30	6.33	6.26	6.16	6.31	6.23
1-3 (Net)	484	362	81	24	17	42	73	8	50	21	60	8	21	9	22	50	395	34
	12%IKdOUY	11%	24%zOQR	12%	14%	11%Y	10%Y	5%	13%UY	13%UY	14%UY	4%	12%Y	10%	11%Y	13%UY	13%	9%
1-4 (Net)	709	548	99	40	22	79	103	9	75	32	80	16	26	15	35	79	559	68
	18%DKdOTUY	17%	30%zOQR	21%	18%	21%TUY	14%U	6%	20%TUY	20%UY	19%UY	9%	14%U	16%U	18%UY	21%TUY	18%	19%
1-2 (Net)	310	228	57	16	10	23	52	5	28	9	37	6	16	6	17	30	252	19
	8%BDIOUY	7%	17%zOQR	8%	8%	6%	7%	3%	7%	5%	9%UY	3%	9%	7%	9%	8%	8%	5%
4-7 (Net)	1900	1593	143	111	53	199	313	70	181	93	216	84	95	49	101	193	1511	206
	49%IRT	49%	43%	57%zOPR	43%	53%T	43%	42%	48%	56%TU	51%T	45%	53%	54%	53%	52%T	48%	56%zf
5-6 (Net)	1019	855	72	63	30	95	160	34	97	56	114	50	60	31	57	100	818	103
	26%T	26%	22%	32%zOPR	24%	25%	22%	21%	26%	34%zTU	27%	27%	33%TU	34%TU	30%	27%	26%	28%
8-10 (Net)	1242	1066	84	53	39	105	266	71	113	45	128	79	56	33	62	109	1032	94
	32%FmNepg	33%zP	25%	27%	32%	28%	36%zS	43%zSVWXc	30%	27%	30%	42%zSVWXc	31%	36%	32%	29%	33%zg	26%
7-10 (Net)	1898	1618	138	85	58	172	390	105	172	70	210	104	86	45	93	172	1561	163
	49%FmMNeP	50%zP	42%	44%	47%	45%	53%zW	64%zSVWXhbc	46%	43%	49%	56%W	48%	49%	49%	46%	49%	44%
9-10 (Net)	535	459	33	20	22	41	115	23	58	22	58	24	27	7	28	55	444	43
	14%Fme	14%	10%	10%	18%zPQ	11%	16%	14%	15%	13%	14%	13%	15%	7%	15%	15%	14%	12%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 246

C9\_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

An authentic portrayal of the region where I live.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	160	88	72	23	19	50	67	30	127	32	42	31	54	85	70
	4%IO	5%	4%	4%	3%	4%	5%	3%	5%zl	3%	4%	4%	6%zK	3%	5%zd
2	128	64	64	10	10	36	72	14	110	22	35	25	47	59	63
	3%DIKd	3%	3%	2%	2%	3%	5%zCDE	1%	4%zl	2%	3%	3%	5%zK	2%	5%zd
3	167	91	76	13	27	55	71	35	131	35	41	49	42	93	68
	4%COTY	5%	4%	2%	4%	4%	5%C	3%	5%z	3%	4%	6%K	4%	4%	5%
4	222	103	118	34	30	73	84	51	169	67	49	49	57	128	90
	6%	5%	6%	6%	5%	6%	6%	5%	6%	6%	5%	6%	6%	5%	6%
5	491	255	236	66	65	173	187	146	337	112	97	125	158	293	179
	13%KL	13%	12%	12%	10%	14%	13%	13%	12%	11%	10%	14%KL	16%zKL	12%	13%
6	503	233	270	77	69	174	183	140	353	142	150	116	95	321	171
	13%NR	12%	13%	14%	11%	14%	13%	12%	13%	13%N	15%zN	13%N	10%	13%	12%
7	721	351	370	82	124	243	272	198	514	214	196	162	149	477	233
	18%CNPV	18%	19%	15%	19%	19%	19%	18%	19%	20%N	20%N	18%	15%	20%	17%
8	693	329	364	102	114	233	244	211	480	199	201	134	160	445	238
	18%PR	17%	18%	19%	18%	18%	17%	19%	18%	19%	20%M	15%	16%	18%	17%
9	330	189	141	60	70	85	115	124	204	118	72	75	64	230	94
	8%BEmNe	10%zB	7%	11%zE	11%zE	7%	8%	11%zm	7%	11%zLN	7%	9%	7%	9%ze	7%
Extremely Well 10	199	94	105	31	47	66	55	89	110	58	45	41	55	137	58
	5%Fm	5%	5%	6%	7%zF	5%	4%	8%zm	4%	6%	4%	5%	6%	6%	4%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 246

C9\_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

An authentic portrayal of the region where I live.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	294	111	183	48	71	87	88	83	205	58	69	68	99	159	120
	8%AFkdQW	6%	9%zA	9%	11%zEF	7%	6%	7%	7%	6%	7%	8%	10%zKL	7%	9% <b>d</b>
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.32FmNe PQ	6.29	6.34	6.53zF	6.70zEF	6.29	6.10	6.76zm	6.15	6.61zLMN	6.35N	6.24	6.03	6.49ze	6.05
1-3 (Net)	455 12%CDIKd OTUY	242 13%	212 11%	46 8%	57 9%	142 11%	210 15%zCDE	79 7%	369 13%zl	88 8%	117 12%K	105 12%K	143 15%zK	237 10%	201 14%zd
1-4 (Net)	676 17%DIKdO TUY	345 18%	330 17%	80 15%	88 14%	215 17%	293 20%zCD	131 12%	538 20%zl	155 15%	166 17%	155 18%	200 20%zK	365 15%	290 21%zd
1-2 (Net)	288 7%DIKdOT	152 8%	136 7%	33 6%	30 5%	87 7%	139 10%zCDE	44 4%	237 9%zl	54 5%	77 8%K	56 6%	102 10%zKM	144 6%	132 10%zd
4-7 (Net)	1936 50%DP	941 49%	994 50%	259 47%	289 45%	663 52%D	725 50%D	535 48%	1373 50%	534 51%	491 49%	452 52%	458 47%	1218 50%	673 49%
5-6 (Net)	993 25%D	487 26%	506 25%	142 26%	134 21%	347 27%D	370 26%D	286 26%	690 25%	254 24%	246 25%	241 28%	253 26%	614 25%	350 25%
8-10 (Net)	1222 31%FmeP	612 32%	610 31%	192 35%F	232 36%zEF	384 30%	414 29%	423 38%zm	794 29%	376 36%zMN	317 32%	250 29%	279 29%	811 33%ze	390 28%
7-10 (Net)	1943 50% <b>mNeP</b>	962 50%	980 49%	274 50%	356 55%zEF	627 49%	686 48%	621 55%zm	1308 48%	590 56%zMN	513 52%N	412 47%	428 44%	1288 53%ze	624 45%
9-10 (Net)	529 14%Fme	283 15%	246 12%	91 17%zEF	118 18%zEF	151 12%	170 12%	213 19%zm	314 11%	177 17%zLN	117 12%	116 13%	119 12%	367 15%ze	153 11%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 246

C9\_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

An authentic portrayal of the region where I live.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	160	108	35	10	6	10	20	5	19	5	14	3	6	1	8	17	129	8
	4%IO	3%	11%zOQR	5%	5%	3%	3%	3%	5%	3%	3%	2%	4%	1%	4%	5%	4%	2%
2	128	96	20	9	3	9	16	-	9	2	23	3	3	1	11	17	113	11
	3%DIKd	3%	6%zO	5%	3%	2%	2%	-	3%	1%	5%zTUW	2%	2%	2%	6%TU	5%U	4%	3%
3	167	111	41	8	7	11	15	3	15	9	25	1	5	2	9	17	137	12
	4%COTY	3%	12%zOQR	4%	6%O	3%	2%	2%	4%	6%TY	6%TY	1%	3%	2%	5%	5%Y	4%	3%
4	222	178	26	13	5	18	32	7	23	13	26	7	14	13	3	21	179	21
	6%	5%	8%	7%	4%	5%	4%	4%	6%	8%b	6%	4%	8%b	14%zSTUVX	2%	6%	6%	6%
5	491	406	30	34	20	36	80	27	49	37	53	19	24	10	28	43	393	38
	13%KL	12%	9%	18%zOP	17%zOP	10%	11%	17%	13%	23%zSTVX	12%	10%	14%	11%	14%	12%	12%	10%
6	503	429	38	25	11	67	81	11	53	23	44	23	31	15	24	56	403	53
	13%NR	13%	11%	13%	9%	18%zTUX	11%	7%	14%	14%	10%	12%	17%U	16%U	13%	15%U	13%	14%
7	721	622	46	35	18	87	147	41	48	25	83	31	29	17	45	70	578	68
	18%CNPV	19%P	14%	18%	15%	23%V	20%V	25%V	13%	15%	20%V	17%	16%	19%	23%V	19%	18%	19%
8	693	608	39	32	15	58	147	45	61	29	76	53	30	21	30	58	557	82
	18%PR	19%zPR	12%	16%	12%	15%	20%	27%zSVXb	16%	18%	18%	28%zSTVW	17%	23%	16%	16%	18%	22%z
9	330	288	19	13	10	31	73	13	39	10	34	20	22	5	19	22	271	25
	8%BEmNe	9%	6%	7%	8%	8%	10%	8%	10%	6%	8%	11%	12%c	6%	10%	6%	9%	7%
Extremely Well 10	199	162	15	8	14	15	46	3	22	10	20	6	5	2	3	29	162	17
	5%Fm	5%	5%	4%	12%zOPQ	4%	6%b	2%	6%	6%	5%	3%	3%	3%	2%	8%zUb	5%	5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 246

C9\_4. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

An authentic portrayal of the region where I live.

Base = All respondents

	Nation				England Regions											Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	294	250	24	7	13	35	73	10	37	1	28	21	8	2	11	22	234	32	
		8%AFKdQW	8%Q	7%	3%	11%zQ	9%W	10%zW	6%W	10%W	1%	7%W	11%Wa	5%	3%	6%W	6%W	7%	9%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	6.32FmNe	6.44zPQ	5.30	6.00P	6.36P	6.48	6.74zVWX	6.71WX	6.30	6.18	6.19	6.94zSVW	6.38	6.40	6.14	6.23	6.31	6.51	
	PQ						bc					Xhbc							
1-3 (Net)	455	315	96	27	17	30	52	7	43	16	62	8	15	4	29	51	378	31	
	12%CDIKd	10%	29%zOQR	14%O	13%O	8%	7%	4%	12%TUY	10%	14%STUYa	4%	8%	4%	15%STUYa	14%STUYa	12%	9%	
	OTUY																		
1-4 (Net)	676	493	121	40	21	48	84	14	66	29	88	14	29	17	32	72	558	52	
	17%DIKdO	15%	37%zOQR	21%O	17%	13%	11%	9%	18%TUY	18%UY	21%STUY	8%	16%Y	19%Y	17%Y	19%TUY	18%	14%	
	TUY																		
1-2 (Net)	288	204	55	19	9	19	37	5	29	7	37	6	10	2	20	34	242	19	
	7%DIKdOT	6%	17%zOQR	10%O	7%	5%	5%	3%	8%	4%	9%TU	3%	5%	2%	10%STUYa	9%TUY	8%	5%	
4-7 (Net)	1936	1636	139	107	55	209	340	87	172	98	206	79	100	55	100	190	1553	180	
	50%DP	50%P	42%	55%PR	44%	55%TVY	47%	52%	46%	60%zTVXY	48%	42%	55%	61%TVY	52%	51%	49%	49%	
5-6 (Net)	993	835	68	59	32	104	161	39	102	60	97	41	56	25	51	100	796	91	
	25%D	26%	20%	30%P	26%	27%	22%	23%	27%	37%zTUXY	23%	22%	31%T	28%	27%	27%	25%	25%	
8-10 (Net)	1222	1057	73	53	39	104	266	61	121	49	130	78	58	29	52	109	990	123	
	31%FmeP	32%zP	22%	28%	31%P	28%	36%zS	37%	32%	30%	30%	42%zSWXb	32%	32%	27%	29%	31%	34%	
												c							
7-10 (Net)	1943	1680	119	88	57	191	413	102	169	73	213	110	87	46	97	179	1568	191	
	50%mNeP	52%zP	36%	45%P	46%P	51%	57%zVWc	62%zVWXc	45%	45%	50%	59%zVWc	48%	51%	51%	48%	50%	52%	
9-10 (Net)	529	449	34	21	24	46	118	16	61	20	54	26	28	8	22	51	433	41	
	14%Fme	14%	10%	11%	19%zOPQ	12%	16%	10%	16%	12%	13%	14%	15%	9%	12%	14%	14%	11%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 247

C9\_5. This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Programmes and content that are relevant to me.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	122	66	56	20	22	36	45	25	94	26	23	28	47	55	60
	3% <b>dO</b>	3%	3%	4%	3%	3%	3%	2%	3%	2%	2%	3%	5% <b>zKL</b>	2%	4% <b>zd</b>
2	116	66	50	12	9	39	56	20	94	13	29	28	46	63	50
	3% <b>DIKO</b>	3%	3%	2%	1%	3%	4% <b>zD</b>	2%	3% <b>zl</b>	1%	3% <b>K</b>	3% <b>K</b>	5% <b>zK</b>	3%	4%
3	179	100	79	11	17	62	89	31	146	32	37	55	55	95	76
	5% <b>CDIKdTY</b>	5%	4%	2%	3%	5% <b>C</b>	6% <b>zCD</b>	3%	5% <b>zl</b>	3%	4%	6% <b>zKL</b>	6% <b>K</b>	4%	5%
4	212	93	119	27	30	54	101	51	154	46	59	43	64	122	82
	5% <b>E</b>	5%	6%	5%	5%	4%	7% <b>zE</b>	5%	6%	4%	6%	5%	6%	5%	6%
5	421	204	216	54	59	142	165	125	290	84	90	121	126	237	170
	11% <b>K</b>	11%	11%	10%	9%	11%	11%	11%	11%	8%	9%	14% <b>zKL</b>	13% <b>zKL</b>	10%	12% <b>zd</b>
6	454	219	236	74	72	141	168	133	320	144	103	108	100	283	158
	12% <b></b>	11%	12%	14%	11%	11%	12%	12%	12%	14% <b>N</b>	10%	12%	10%	12%	11%
7	710	336	372	101	110	251	248	201	502	207	230	131	142	463	234
	18% <b>MNRVW</b>	18%	19%	18%	17%	20%	17%	18%	18%	20% <b>MN</b>	23% <b>zMN</b>	15%	14%	19%	17%
8	838	416	422	111	153	292	282	243	586	261	218	165	193	549	281
	21% <b></b>	22%	21%	20%	24%	23%	20%	22%	21%	25% <b>zMN</b>	22%	19%	20%	23%	20%
9	400	204	196	58	83	123	136	139	260	129	104	95	71	281	111
	10% <b>NePc</b>	11%	10%	11%	13% <b>zF</b>	10%	9%	12% <b>zm</b>	9%	12% <b>zN</b>	10% <b>N</b>	11% <b>N</b>	7%	12% <b>ze</b>	8%
Extremely Well 10	304	145	160	52	58	93	101	110	193	94	69	72	69	204	96
	8% <b>m</b>	8%	8%	10%	9%	7%	7%	10% <b>zm</b>	7%	9%	7%	8%	7%	8%	7%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 247

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Programmes and content that are relevant to me.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	151	58	92	26	33	45	47	45	101	19	33	31	67	75	66
	4%AKdQ	3%	5%zA	5%	5%	4%	3%	4%	4%	2%	3%	4%	7%zKLM	3%	5%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.62FmNe P	6.58	6.67	6.80F	6.94zEF	6.66F	6.39	6.95zm	6.51	7.00zLMN	6.74N	6.49N	6.20	6.82ze	6.35
1-3 (Net)	417 11%BCDIK dOTUYh	232 12%zB	185 9%	43 8%	49 8%	136 11%	190 13%zCD	76 7%	333 12%zl	71 7%	88 9%	110 13%KL	147 15%zKL	212 9%	186 13%zd
1-4 (Net)	629 16%CDIKd OTY	325 17%	305 15%	70 13%	79 12%	190 15%	291 20%zCDE	127 11%	487 18%zl	117 11%	148 15%K	154 18%K	211 22%zKL	334 14%	268 19%zd
1-2 (Net)	239 6%IKdO	132 7%	107 5%	32 6%	32 5%	74 6%	101 7%	45 4%	187 7%zl	39 4%	52 5%	56 6%K	93 9%zKLM	118 5%	110 8%zd
4-7 (Net)	1797 46%DRV	852 45%	943 47%	257 47%	271 42%	587 46%	682 47%D	509 45%	1266 46%	481 46%	482 48%	402 46%	432 44%	1105 46%	644 47%
5-6 (Net)	875 22%L	423 22%	451 23%	129 24%	131 20%	283 22%	333 23%	257 23%	610 22%	228 22%	193 19%	228 26%zL	226 23%	520 21%	328 24%
8-10 (Net)	1542 39%FmNeP	764 40%	778 39%	220 40%	295 45%zEF	508 40%	519 36%	492 44%zm	1040 38%	485 46%zLMN	392 39%N	332 38%	333 34%	1033 43%ze	489 35%
7-10 (Net)	2252 58%FmMNe PW	1100 58%	1150 58%	321 59%	405 62%zF	759 59%F	767 53%	692 62%zm	1542 56%	692 65%zMN	622 62%zMN	463 53%	475 49%	1496 62%ze	723 52%
9-10 (Net)	704 18%mNeP	348 18%	356 18%	110 20%	142 22%zEF	216 17%	237 16%	249 22%zm	454 17%	224 21%zN	173 17%	167 19%N	140 14%	484 20%ze	208 15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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 On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:  
**Programmes and content that are relevant to me.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	122	87	26	6	4	12	17	4	14	5	9	1	2	1	4	17	93	8
	3% <b>dO</b>	3%	8% <b>zOQ</b>	3%	4%	3%	2%	3%	4% <b>Y</b>	3%	2%	*	1%	1%	2%	5% <b>Y</b>	3%	2%
2	116	80	26	7	3	6	18	-	8	1	22	4	3	1	6	11	104	5
	3% <b>DIKO</b>	2%	8% <b>zOR</b>	4%	2%	2%	2%	-	2%	1%	5% <b>zSTUW</b>	2%	1%	1%	3%	3%	3% <b>z</b>	1%
3	179	139	23	8	8	28	17	3	24	11	17	1	3	1	11	23	134	27
	5% <b>CDIKdTY</b>	4%	7%	4%	7%	7% <b>zTUYh</b>	2%	2%	6% <b>TY</b>	7% <b>TY</b>	4%	1%	2%	1%	6% <b>Y</b>	6% <b>TY</b>	4%	7% <b>zf</b>
4	212	175	21	12	4	31	31	9	12	10	31	5	11	6	7	23	166	25
	5% <b>E</b>	5%	6%	6%	3%	8% <b>TVY</b>	4%	5%	3%	6%	7% <b>V</b>	3%	6%	6%	4%	6%	5%	7%
5	421	354	26	26	15	32	67	15	48	36	44	13	30	7	21	41	338	44
	11% <b>K</b>	11%	8%	14% <b>P</b>	12%	9%	9%	9%	13%	22% <b>zSTUVXYabc</b>	10%	7%	17% <b>zSTY</b>	7%	11%	11%	11%	12%
6	454	380	41	23	10	52	74	16	41	20	44	30	21	19	25	38	369	42
	12% <b></b>	12%	12%	12%	8%	14%	10%	10%	11%	12%	10%	16%	12%	21% <b>zTUVXc</b>	13%	10%	12%	11%
7	710	601	56	36	17	66	141	40	48	17	91	40	38	13	43	63	568	68
	18% <b>MNRVW</b>	18%	17%	18%	14%	18%	19% <b>VW</b>	24% <b>VW</b>	13%	10%	21% <b>VW</b>	22% <b>VW</b>	21% <b>W</b>	14%	23% <b>VW</b>	17%	18%	19%
8	838	718	61	37	21	72	176	46	81	31	87	44	38	24	40	79	679	81
	21% <b></b>	22%	18%	19%	17%	19%	24%	28%	22%	19%	20%	24%	21%	26%	21%	21%	22%	22%
9	400	347	18	23	12	49	85	15	44	21	38	29	15	8	19	24	333	33
	10% <b>NePc</b>	11% <b>P</b>	5%	12% <b>P</b>	10% <b>P</b>	13% <b>c</b>	12% <b>c</b>	9%	12% <b>c</b>	13% <b>c</b>	9%	15% <b>zc</b>	8%	9%	10%	6%	11%	9%
Extremely Well 10	304	255	19	15	16	21	66	9	32	10	32	11	14	10	13	39	248	26
	8% <b>m</b>	8%	6%	8%	13% <b>zOPQ</b>	5%	9%	6%	8%	6%	7%	6%	8%	11%	7%	10%	8%	7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

Programmes and content that are relevant to me.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	151	122	15	2	12	8	39	8	21	1	11	10	5	1	3	15	123	8
		4%AKdQ	4%Q	5%Q	1%	9%zOPQ	5%SW	5%	6%SW	1%	5%W	3%	1%	1%	4%	4%	4%	2%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	6.62FmNe	6.71zP	5.80	6.56P	6.69P	6.47	6.98zSVW	6.97W	6.63	6.38	6.53	7.22zSVW	6.73	7.03W	6.64	6.45	6.65	6.54
	P						Xc					Xhbc						
1-3 (Net)	417	306	75	21	16	46	51	7	47	18	47	5	9	4	21	51	331	41
	11%BCDIKd	9%	23%zOQR	11%	13%	12%TUYh	7%	4%	13%TUYha	11%Y	11%UYh	3%	5%	4%	11%Y	14%TUYha	10%	11%
	OTUYh																	
1-4 (Net)	629	481	96	32	20	77	82	16	59	27	79	10	20	9	28	74	498	66
	16%CDIKd	15%	29%zOQR	17%	16%	20%TUYh	11%	10%	16%Y	17%Y	18%TUY	5%	11%	10%	15%Y	20%TUYh	16%	18%
	OTY																	
1-2 (Net)	239	167	52	13	8	18	35	4	23	6	31	4	5	2	10	28	197	14
	6%IKdO	5%	16%zOQR	7%	6%	5%	5%	3%	6%	4%	7%Y	2%	3%	3%	5%	8%Y	6%	4%
4-7 (Net)	1797	1510	144	96	47	181	314	80	149	82	211	87	100	44	96	164	1441	179
	46%DRV	46%R	43%	50%R	38%	48%	43%	48%	40%	50%	47%	56%zTVc	49%	50%	44%	46%	49%	49%
5-6 (Net)	875	734	67	49	26	84	141	31	89	56	88	42	51	26	45	79	707	87
	22%L	23%	20%	25%	21%	22%	19%	19%	24%	34%zSTUV	21%	23%	28%T	28%	24%	21%	22%	24%
										Xyc								
8-10 (Net)	1542	1320	98	75	49	142	326	70	157	63	157	84	67	42	72	141	1260	139
	39%FmNeP	41%zP	29%	39%P	40%P	38%	45%zX	43%	42%	38%	37%	45%	37%	46%	38%	38%	40%	38%
7-10 (Net)	2252	1921	154	110	66	208	468	111	205	79	248	124	104	55	115	204	1829	207
	58%FmNe	59%zP	46%	57%P	54%	55%	64%zSVWc	67%SVWc	55%	48%	58%	66%zSVWc	58%	60%	60%	55%	58%	56%
	PW																	
9-10 (Net)	704	602	37	38	28	69	151	25	76	31	70	40	28	18	32	62	581	59
	18%fmNeP	18%P	11%	19%P	22%zP	18%	21%	15%	20%	19%	16%	21%	16%	20%	17%	17%	18%	16%

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Table 248

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: (7-10)

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A good range of programmes and content that includes people like me.	2223	1075	1148	335	393	734	762	699	1505	686	600	453	485	1463	720
	57%FmMNeP	56%	57%	61%zF	61%F	58%	53%	62%zm	55%	65%zMN	60%zMN	52%	50%	60%ze	52%
A good range of programmes and content that represents where I live.	2032	1027	1004	303	367	696	666	677	1337	623	542	424	443	1369	632
	52%FmNePQ	54%	50%	56%F	57%zF	55%F	46%	60%zm	49%	59%zMN	55%MN	48%	45%	56%ze	46%
An authentic portrayal of people like me.	1898	928	969	287	336	641	634	609	1268	583	517	391	407	1275	594
	49%FmMNeP	49%	48%	53%F	52%F	50%F	44%	54%zm	46%	55%zMN	52%zMN	45%	42%	53%ze	43%
An authentic portrayal of the region where I live.	1943	962	980	274	356	627	686	621	1308	590	513	412	428	1288	624
	50%mNeP	50%	49%	50%	55%zEF	49%	48%	55%zm	48%	56%zMN	52%N	47%	44%	53%ze	45%
Programmes and content that are relevant to me.	2252	1100	1150	321	405	759	767	692	1542	692	622	463	475	1496	723
	58%FmMNePW	58%	58%	59%	62%zF	59%F	53%	62%zm	56%	65%zMN	62%zMN	53%	49%	62%ze	52%

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On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides: (7-10)

Base = All respondents

	Nation				England Regions											Urbanity			
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)		
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
A good range of programmes and content that includes people like me.	2223	1900	152	107	64	197	439	117	209	81	249	129	106	60	113	202	1810	203	
	P	57%FmMNe	58%zPR	46%	55%P	52%	60%W	70%zSTVW	56%	49%	58%	69%zSVWX	58%	66%SW	59%	54%	57%	55%	
A good range of programmes and content that represents where I live.	2032	1757	128	89	58	201	426	115	187	74	222	105	93	49	99	187	1650	194	
	Q	52%FmNeP	54%zPQR	39%	46%	47%P	53%	58%zVWc	70%zSTVW	50%	45%	52%	56%	51%	54%	52%	50%	52%	53%
An authentic portrayal of people like me.	1898	1618	138	85	58	172	390	105	172	70	210	104	86	45	93	172	1561	163	
	P	49%FmMNe	50%zP	42%	44%	47%	45%	53%zW	64%zSVWX	46%	43%	49%	56%W	48%	49%	49%	46%	49%	44%
An authentic portrayal of the region where I live.	1943	1680	119	88	57	191	413	102	169	73	213	110	87	46	97	179	1568	191	
	P	50%FmNeP	52%zP	36%	45%P	46%P	51%	57%zVWc	62%zVWXc	45%	45%	50%	59%zVWc	48%	51%	51%	48%	50%	52%
Programmes and content that are relevant to me.	2252	1921	154	110	66	208	468	111	205	79	248	124	104	55	115	204	1829	207	
	PW	58%FmMNe	59%zP	46%	57%P	54%	55%	64%zSVWc	67%SVWc	55%	48%	58%	66%zSVWc	58%	60%	60%	55%	58%	56%

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 249  
**D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Base = All respondents**

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
UnweightedBase	3907	3907	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
Not At All Well 1	81 2%	90 2%	81 2%	122 3%	96 2%	89 2%
2	79 2%	78 2%	72 2%	85 2%	84 2%	71 2%
3	97 2%	100 3%	87 2%	133 3%	97 2%	110 3%
4	172 4%	153 4%	122 3%	187 5%	122 3%	157 4%
5	394 10%	354 9%	352 9%	427 11%	412 11%	400 10%
6	394 10%	384 10%	386 10%	465 12%	413 11%	425 11%
7	731 19%	599 15%	677 17%	718 18%	764 20%	701 18%
8	854 22%	919 24%	896 23%	794 20%	852 22%	901 23%
9	468 12%	548 14%	498 13%	390 10%	426 11%	454 12%
Extremely Well 10	322 8%	390 10%	314 8%	216 6%	288 7%	283 7%
Don't know	316 8%	291 7%	422 11%	368 9%	353 9%	317 8%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%
Mean	6.94	7.08	7.05	6.62	6.88	6.90
1-3 (Net)	257 7%	269 7%	240 6%	341 9%	277 7%	270 7%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 249  
**D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Base = All respondents**

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
<b>WeightedBase</b>	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
1-4 (Net)	429 11%	422 11%	362 9%	528 14%	399 10%	427 11%
1-2 (Net)	160 4%	169 4%	153 4%	207 5%	180 5%	160 4%
4-7 (Net)	1691 43%	1490 38%	1536 39%	1798 46%	1711 44%	1682 43%
5-6 (Net)	788 20%	739 19%	737 19%	892 23%	825 21%	824 21%
8-10 (Net)	1643 42%	1857 48%	1708 44%	1401 36%	1566 40%	1638 42%
7-10 (Net)	2375 61%	2456 63%	2385 61%	2119 54%	2330 60%	2338 60%
9-10 (Net)	790 20%	938 24%	812 21%	607 16%	714 18%	736 19%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 250  
**D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... (by users)**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
UnweightedBase	3440	3440	3440	3440	3440	3440
WeightedBase	3431	3431	3431	3431	3431	3431
EffectiveBase	2407	2407	2407	2407	2407	2407
Not At All Well 1	56 2%	59 2%	55 2%	80 2%	57 2%	61 2%
2	54 2%	52 2%	51 1%	60 2%	54 2%	47 1%
3	71 2%	80 2%	64 2%	113 3%	82 2%	79 2%
4	143 4%	132 4%	106 3%	158 5%	99 3%	135 4%
5	333 10%	291 8%	285 8%	366 11%	353 10%	338 10%
6	360 10%	341 10%	346 10%	430 13%	375 11%	391 11%
7	674 20%	555 16%	619 18%	672 20%	706 21%	643 19%
8	805 23%	871 25%	847 25%	740 22%	803 23%	854 25%
9	441 13%	517 15%	479 14%	370 11%	410 12%	428 12%
Extremely Well 10	305 9%	369 11%	292 9%	199 6%	268 8%	265 8%
Don't know	187 5%	166 5%	289 8%	243 7%	224 7%	191 6%
Total mentions	3431 100%	3431 100%	3431 100%	3431 100%	3431 100%	3431 100%
Mean	7.08	7.23	7.19	6.75	7.03	7.04
1-3 (Net)	182 5%	190 6%	169 5%	253 7%	193 6%	187 5%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 250  
**D1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... (by users)**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
<b>WeightedBase</b>	3431	3431	3431	3431	3431	3431
<b>EffectiveBase</b>	2407	2407	2407	2407	2407	2407
1-4 (Net)	325 9%	322 9%	275 8%	412 12%	292 9%	322 9%
1-2 (Net)	111 3%	110 3%	106 3%	140 4%	111 3%	108 3%
4-7 (Net)	1510 44%	1318 38%	1356 40%	1625 47%	1533 45%	1506 44%
5-6 (Net)	693 20%	632 18%	631 18%	795 23%	728 21%	729 21%
8-10 (Net)	1552 45%	1757 51%	1617 47%	1309 38%	1481 43%	1547 45%
7-10 (Net)	2226 65%	2312 67%	2237 65%	1981 58%	2187 64%	2190 64%
9-10 (Net)	747 22%	886 26%	771 22%	569 17%	678 20%	693 20%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 251  
**D1\_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides a broad mix of different types of TV programmes and content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	81	53	29	8	12	28	34	9	71	10	16	15	41	41	38
	2%BK	3%zB	1%	1%	2%	2%	2%	1%	3%zl	1%	2%	2%	4%zKLM	2%	3%z
2	79	32	47	9	6	18	45	15	63	14	19	14	31	34	41
	2%d	2%	2%	2%	1%	1%	3%zDE	1%	2%	1%	2%	2%	3%zK	1%	3%zd
3	97	53	43	10	8	29	50	20	74	26	21	19	31	47	46
	2%d	3%	2%	2%	1%	2%	4%zD	2%	3%	2%	2%	2%	3%	2%	3%zd
4	172	87	85	23	27	49	73	38	127	33	53	52	34	113	56
	4%K	5%	4%	4%	4%	4%	5%	3%	5%	3%	5%K	6%KN	4%	5%	4%
5	394	193	199	53	49	123	168	93	300	69	92	109	124	199	176
	10%DIKdR	10%	10%	10%	8%	10%	12%zD	8%	11%zl	7%	9%	12%zK	13%zKL	8%	13%zd
6	394	185	209	68	70	120	136	114	276	126	90	78	101	248	138
	10%RY	10%	10%	12%	11%	9%	9%	10%	10%	12%	9%	9%	10%	10%	10%
7	731	354	375	108	130	266	227	218	506	204	200	171	157	498	219
	19%FNeR	19%	19%	20%	20%F	21%F	16%	19%	18%	19%	20%N	20%	16%	21%ze	16%
8	854	440	414	110	152	266	325	237	606	262	245	171	176	538	302
	22%NRV	23%	21%	20%	23%	21%	23%	21%	22%	25%zMN	25%zMN	19%	18%	22%	22%
9	468	219	249	68	88	176	136	188	279	154	123	105	86	340	120
	12%FmNe	11%	12%	13%	14%F	14%F	9%	17%zm	10%	15%zN	12%N	12%	9%	14%ze	9%
Extremely Well 10	322	151	170	58	51	99	114	100	222	105	90	59	67	214	103
	8%	8%	9%	11%z	8%	8%	8%	9%	8%	10%MN	9%	7%	7%	9%	7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 251  
**D1\_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides a broad mix of different types of TV programmes and content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	316	139	177	28	55	102	130	90	218	54	47	83	132	154	144
	8%CKLdOQXh	7%	9%	5%	9%	8%	9%C	8%	8%	5%	5%	10%KL	13%zKLM	6%	10%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	6.94FmNeP	6.89	6.99	7.09F	7.16zF	7.03F	6.71	7.28zm	6.82	7.29zLMN	7.06N	6.84N	6.50	7.12ze	6.66
1-3 (Net)	257	138	119	27	26	74	129	43	208	50	56	48	103	122	125
	7%DIKdT	7%	6%	5%	4%	6%	9%zCDE	4%	8%zl	5%	6%	6%	11%zKLM	5%	9%zd
1-4 (Net)	429	225	204	50	53	124	202	82	335	83	108	100	137	234	182
	11%DIKdORTY	12%	10%	9%	8%	10%	14%zCDE	7%	12%zl	8%	11%K	11%K	14%zK	10%	13%zd
1-2 (Net)	160	85	76	18	18	46	79	24	134	24	35	29	72	75	79
	4%IKdY	4%	4%	3%	3%	4%	5%zDE	2%	5%zl	2%	4%	3%	7%zKLM	3%	6%zd
4-7 (Net)	1691	819	869	253	276	558	604	463	1208	432	434	409	416	1058	589
	43%R	43%	43%	46%	43%	44%	42%	41%	44%	41%	44%	47%K	42%	44%	43%
5-6 (Net)	788	378	408	121	119	243	304	207	575	195	182	187	225	448	314
	20%dRY	20%	20%	22%	18%	19%	21%	18%	21%	18%	18%	21%	23%zKL	18%	23%zd
8-10 (Net)	1643	810	834	237	290	541	575	524	1106	521	458	335	329	1092	526
	42%mMNeP	42%	42%	43%	45%	42%	40%	47%zm	40%	49%zMN	46%zMN	38%	34%	45%ze	38%
7-10 (Net)	2375	1164	1209	345	420	807	802	742	1613	725	658	506	486	1590	744
	61%FmNeR	61%	60%	63%F	65%zF	63%F	56%	66%zm	59%	69%zMN	66%zMN	58%N	50%	66%ze	54%
9-10 (Net)	790	370	420	127	138	275	250	288	500	259	213	164	154	554	224
	20%FmNePW	19%	21%	23%F	21%	22%F	17%	26%zm	18%	24%zMN	21%N	19%	16%	23%ze	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 251  
**D1\_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.**  
**Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Provides a broad mix of different types of TV programmes and content.**  
**Base = All respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	81	60	12	7	2	3	8	7	15	4	6	-	3	1	5	7	64	8
	2%BIK	2%	4%O	4%	2%	1%	1%	4%STY	4%zSTY	3%	1%	-	2%	1%	2%	2%	2%	2%
2	79	63	6	7	2	9	11	4	12	1	11	-	3	1	1	10	65	2
	2%d	2%	2%	4%zO	1%	2%	1%	2%	3%Y	1%	2%	-	2%	2%	1%	3%	2%	1%
3	97	77	16	3	1	11	10	3	15	3	11	5	-	1	-	17	86	8
	2%d	2%	5%zOR	2%	1%	3%	1%	2%	4%Thb	2%	3%	3%	-	1%	-	5%zThb	3%	2%
4	172	134	23	11	4	24	26	7	10	5	17	3	9	7	10	17	129	26
	4%K	4%	7%zO	6%	3%	6%	4%	4%	3%	3%	4%	2%	5%	8%Y	5%	4%	4%	7%zf
5	394	348	24	16	6	33	77	23	42	34	55	13	17	7	16	32	316	33
	10%DIKdR	11%R	7%	8%	5%	9%	10%	14%	11%	21%zSTVX	13%	7%	9%	7%	8%	8%	10%	9%
										Yhabc								
6	394	331	29	27	7	54	60	12	27	19	47	9	27	21	10	46	313	36
	10%RY	10%R	9%	14%zR	6%	14%zTVYb	8%	7%	7%	11%Y	11%Y	5%	15%TVYb	23%zTUVWX	5%	12%Yb	10%	10%
														Ybc				
7	731	612	69	35	15	67	130	30	82	34	73	46	33	17	45	56	586	78
	19%FNeR	19%R	21%R	18%	13%	18%	18%	18%	22%	21%	17%	25%c	18%	19%	23%	15%	19%	21%
8	854	724	72	38	19	81	179	45	61	36	98	44	42	17	34	87	711	74
	22%NRV	22%R	22%	20%	16%	22%	25%V	27%V	16%	22%	23%	24%	23%	19%	18%	23%V	23%	20%
9	468	401	28	24	14	36	99	17	47	12	53	36	27	7	25	43	375	45
	12%FmNe	12%	8%	13%	12%	10%	13%	10%	13%	7%	12%	19%zSWac	15%	8%	13%	12%	12%	12%
Extremely Well 10	322	273	18	17	14	30	59	7	39	10	39	15	17	9	12	35	252	34
	8%	8%	5%	9%	11%zP	8%	8%	4%	11%	6%	9%	8%	10%	10%	6%	9%	8%	9%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 251  
**D1\_1. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.**  
**Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Provides a broad mix of different types of TV programmes and content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	316	235	35	9	38	29	73	10	25	6	17	15	3	3	33	22	258	23	
		8%CKLdOQ	7%	10%Q	4%	31%zOPQ	8%h	10%WXh	6%	7%h	4%	4%	8%h	1%	3%	17%zSTUVWXYhac	6%	8%	6%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
Mean	6.94FmNeP	6.98P	6.55	6.75	7.37zOPQ	6.83	7.18zSUVW	6.66	6.79	6.63	6.95	7.56zSTUVWXYhac	7.15W	6.81	7.08	6.88	6.94	7.00	
1-3 (Net)	257	200	34	18	5	24	29	14	41	9	28	5	6	4	6	34	215	18	
	7%DKIdT	6%	10%zOR	9%R	4%	6%	4%	8%	11%zTYhb	6%	7%	3%	3%	4%	3%	9%TYb	7%	5%	
1-4 (Net)	429	334	58	29	9	47	55	21	51	14	44	9	15	11	16	51	344	43	
	11%DKIdORTY	10%	17%zOR	15%zOR	7%	13%TY	8%	13%Y	14%TY	8%	10%Y	5%	8%	12%	9%	14%TY	11%	12%	
1-2 (Net)	160	123	19	14	4	12	19	11	27	6	17	-	6	3	6	17	129	10	
	4%IKdY	4%	6%	7%zOR	3%	3%Y	3%	7%TY	7%zTY	3%Y	4%Y	-	3%Y	3%Y	3%	5%Y	4%	3%	
4-7 (Net)	1691	1425	145	89	33	177	292	73	160	91	192	71	86	51	81	151	1344	172	
	43%R	44%R	44%R	46%R	27%	47%	40%	44%	43%	56%zTVYbc	45%	38%	47%	56%zTVYc	42%	40%	43%	47%	
5-6 (Net)	788	679	53	43	14	87	136	35	68	53	103	22	44	27	26	78	628	69	
	20%dRY	21%R	16%	22%R	11%	23%Yb	19%	21%Y	18%	32%zTVYbc	24%Yb	12%	24%Yb	30%zTVYb	14%	21%Y	20%	19%	
8-10 (Net)	1643	1398	118	79	47	147	337	69	147	58	190	95	86	33	71	165	1338	154	
	42%FMNeP	43%P	36%	41%	39%	39%	46%zW	42%	39%	35%	44%	51%zSVWb	48%	36%	37%	44%	42%	42%	
7-10 (Net)	2375	2011	187	114	63	214	466	99	229	92	262	141	119	50	116	222	1925	232	
	61%FmNeR	62%R	56%	59%	51%	57%	64%	60%	61%	56%	62%	76%zSTUVWXYhac	66%	55%	61%	60%	61%	63%	
9-10 (Net)	790	675	46	41	28	66	158	24	87	22	92	51	44	16	37	78	627	80	
	20%FmNePW	21%P	14%	21%P	23%P	17%	22%W	15%	23%W	13%	22%	27%zSUW	25%W	17%	19%	21%	20%	22%	

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 252  
**D1\_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides high quality television content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	90	58	32	9	11	30	39	10	78	12	23	16	40	48	40
	2%BIKO	3%zB	2%	2%	2%	2%	3%	1%	3%zl	1%	2%	2%	4%zKLM	2%	3%
2	78	39	40	7	11	18	43	14	61	12	16	12	39	28	44
	2%Kd	2%	2%	1%	2%	1%	3%zE	1%	2%	1%	2%	1%	4%zKLM	1%	3%zd
3	100	58	42	15	9	35	42	24	75	33	23	21	23	66	31
	3%R	3%	2%	3%	1%	3%	3%	2%	3%	3%	2%	2%	2%	3%	2%
4	153	78	75	20	14	48	71	33	118	32	38	49	34	91	58
	4%D	4%	4%	4%	2%	4%	5%D	3%	4%	3%	4%	6%zK	3%	4%	4%
5	354	157	198	38	50	104	162	87	264	74	81	91	109	183	158
	9%KdR	8%	10%	7%	8%	8%	11%zCDE	8%	10%	7%	8%	10%K	11%zK	8%	11%zd
6	384	179	205	48	71	129	136	104	276	95	89	107	93	236	133
	10%R	9%	10%	9%	11%	10%	9%	9%	10%	9%	9%	12%z	10%	10%	10%
7	599	303	294	89	111	212	188	189	405	155	165	145	133	392	196
	15%FR	16%	15%	16%	17%F	17%F	13%	17%	15%	15%	17%	17%	14%	16%	14%
8	919	450	469	137	152	281	349	252	651	277	245	180	217	585	322
	24%R	24%	23%	25%	23%	22%	24%	23%	24%	26%zM	25%	21%	22%	24%	23%
9	548	270	278	92	90	195	170	184	363	197	157	101	93	392	152
	14%FNe	14%	14%	17%F	14%	15%F	12%	16%zm	13%	19%zMN	16%MN	12%	9%	16%ze	11%
Extremely Well 10	390	186	204	61	77	127	124	138	251	129	114	78	70	266	117
	10%mNeP	10%	10%	11%	12%F	10%	9%	12%zm	9%	12%zN	11%N	9%	7%	11%e	8%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

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 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	291	129	162	27	53	97	114	84	199	41	45	76	128	139	133
	7%CKLdOh	7%	8%	5%	8%	8%	8% <b>C</b>	8%	7%	4%	5%	9% <b>KL</b>	13% <b>zKLM</b>	6%	10% <b>zd</b>
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.08FmNe	7.03	7.14	7.33zF	7.33zF	7.14F	6.83	7.41zm	6.96	7.45zMN	7.24zMN	6.93N	6.61	7.26ze	6.81
	P														
1-3 (Net)	269	155	114	31	31	82	124	49	214	57	62	48	102	142	115
	7%BDIKdO	8%zB	6%	6%	5%	6%	9%zD	4%	8%zl	5%	6%	6%	10%zKLM	6%	8%zd
	RY														
1-4 (Net)	422	233	189	52	44	131	195	82	332	89	100	97	136	233	174
	11%BDIKd	12%zB	9%	9%	7%	10%D	14%zCDE	7%	12%zl	8%	10%	11%	14%zKL	10%	13%zd
	RY														
1-2 (Net)	169	96	72	17	22	48	82	25	139	23	39	27	79	76	84
	4%IKdOY	5%	4%	3%	3%	4%	6%zCE	2%	5%zl	2%	4%	3%	8%zKLM	3%	6%zd
4-7 (Net)	1490	717	772	196	245	494	556	414	1063	356	372	393	370	902	545
	38%KR	38%	39%	36%	38%	39%	39%	37%	39%	34%	37%	45%zKLN	38%	37%	39%
5-6 (Net)	739	336	402	86	121	234	298	191	540	169	169	198	202	419	291
	19%KdR	18%	20%	16%	19%	18%	21% <b>C</b>	17%	20%	16%	17%	23%zKL	21% <b>K</b>	17%	21% <b>zd</b>
8-10 (Net)	1857	905	951	291	319	603	643	574	1265	602	516	359	380	1242	590
	48%FmMNe	48%	48%	53%zEF	49%	47%	45%	51%zm	46%	57%zLMN	52%zMN	41%	39%	51%ze	43%
	P														
7-10 (Net)	2456	1208	1244	380	430	815	831	763	1670	758	681	504	513	1635	787
	63%FmMNe	63%	62%	70%zEF	66% <b>F</b>	64% <b>F</b>	58%	68%zm	61%	72%zMN	68%zMN	58%	52%	67%ze	57%
	PR														
9-10 (Net)	938	456	482	154	167	322	294	322	614	326	271	179	163	658	268
	24%FmMNe	24%	24%	28%zF	26% <b>F</b>	25% <b>F</b>	20%	29%zm	22%	31%zMN	27%zMN	20%	17%	27%ze	19%
	P														

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 252  
**D1\_2. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides high quality television content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	90	63	18	7	2	3	12	7	15	5	5	-	3	2	5	7	71	7
	2%BIKO	2%	5%zOR	4%	2%	1%	2%	4%SY	4%STXY	3%Y	1%	-	2%	2%	2%	2%	2%	2%
2	78	57	14	6	2	8	13	4	7	1	9	1	3	1	1	9	60	9
	2%Kd	2%	4%zO	3%	1%	2%	2%	3%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%
3	100	86	11	3	1	15	14	4	8	3	9	2	3	5	1	23	88	4
	3%R	3%	3%	1%	1%	4%	2%	2%	2%	2%	2%	1%	2%	5%b	1%	6%zTVXYb	3%	1%
4	153	127	14	9	3	10	28	2	23	4	24	2	12	1	7	15	121	14
	4%D	4%	4%	5%	3%	3%	4%	1%	6%UY	2%	6%Y	1%	6%Y	1%	3%	4%	4%	4%
5	354	304	26	18	7	35	68	18	38	34	35	16	17	5	13	24	278	36
	9%KdR	9%R	8%	9%	5%	9%	9%	11%	10%	21%zSTUVX	8%	8%	9%	5%	7%	6%	9%	10%
6	384	324	32	21	8	38	63	11	33	19	52	19	21	13	16	39	296	48
	10%R	10%	10%	11%	7%	10%	9%	6%	9%	11%	12%	10%	12%	15%	8%	10%	9%	13%
7	599	509	51	29	9	73	106	35	47	20	68	23	25	19	34	59	497	43
	15%FR	16%R	15%R	15%R	7%	19%V	14%	21%V	12%	12%	16%	12%	14%	21%	18%	16%	16%	12%
8	919	776	79	43	22	87	190	41	83	42	99	45	44	16	40	88	745	91
	24%R	24%R	24%	22%	18%	23%	26%	25%	22%	26%	23%	24%	24%	18%	21%	24%	24%	25%
9	548	467	35	29	17	48	100	23	55	18	58	45	29	18	26	46	437	67
	14%FNe	14%	11%	15%	14%	13%	14%	14%	15%	11%	14%	24%zSTVW	16%	20%	14%	12%	14%	18%z
Extremely Well 10	390	334	22	20	14	37	80	10	42	12	47	20	19	9	15	43	321	30
	10%mNeP	10%	6%	11%	11%P	10%	11%	6%	11%	7%	11%	11%	11%	9%	8%	12%	10%	8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 252  
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 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	291	212	32	9	38	23	57	10	23	6	20	14	4	1	34	19	242	18	
		7%CKldoh	6%	10%Q	5%	31%zOPQ	6%	8%h	6%	6%	3%	5%	7%	2%	1%	18%zSTUVWXYhac	5%	8%	5%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.08FmNe	7.13zP	6.58	6.96	7.48zOPQ	7.11	7.23W	6.92	6.96	6.81	7.13	7.72zSTUVWXhbc	7.13	7.21	7.23	6.99	7.10	7.14	
1-3 (Net)	269	206	42	16	5	26	38	15	29	9	23	3	9	7	7	39	219	20	
	7%BDIKdO	6%	13%zOR	8%R	4%	7%Y	5%	9%Y	8%Y	5%	5%	2%	5%	8%Y	4%	11%zTXyb	7%	6%	
1-4 (Net)	422	333	55	25	8	36	66	17	52	13	46	5	21	9	14	54	340	34	
	11%BDIKd	10%	17%zOR	13%R	7%	10%Y	9%Y	10%Y	14%TY	8%	11%Y	3%	12%Y	10%Y	7%	14%TY	11%	9%	
1-2 (Net)	169	120	31	13	4	11	24	11	22	6	13	1	6	3	6	16	131	16	
	4%IKdOY	4%	9%zOR	7%zO	3%	3%	3%	7%Y	6%Y	4%	3%	1%	3%	3%	3%	4%Y	4%	4%	
4-7 (Net)	1490	1264	122	77	27	156	265	66	141	77	179	60	75	39	69	137	1191	141	
	38%KR	39%R	37%R	40%R	22%	41%	36%	40%	38%	47%zTY	42%	32%	42%	43%	36%	37%	38%	38%	
5-6 (Net)	739	627	58	39	15	73	131	28	72	53	87	35	38	18	29	63	574	84	
	19%KdR	19%R	17%	20%R	12%	19%	18%	17%	19%	32%zSTUVXYbc	20%	19%	21%	20%	15%	17%	18%	23%	
8-10 (Net)	1857	1576	136	92	53	172	370	74	180	73	204	110	92	43	81	177	1503	188	
	48%FmMNe	48%P	41%	47%	43%	46%	51%	45%	48%	44%	48%	59%zSUVWXbc	51%	48%	42%	48%	48%	51%	
7-10 (Net)	2456	2086	186	121	62	245	475	110	227	93	273	133	118	62	115	237	2000	231	
	63%FmMNe	64%zPR	56%	62%R	50%	65%	65%	66%	61%	57%	64%	71%zVW	65%	69%	60%	64%	63%	63%	
9-10 (Net)	938	801	57	49	31	85	180	33	97	30	105	65	48	27	41	89	758	97	
	24%FmMNe	25%P	17%	25%P	25%P	23%	25%	20%	26%	18%	25%	35%zSTUVXbc	27%	30%	21%	24%	24%	26%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 253  
**D1\_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	81	54	27	8	12	26	35	11	69	15	14	14	38	41	37
	2%BIOS	3%zB	1%	1%	2%	2%	2%	1%	3%zl	1%	1%	2%	4%zKLM	2%	3%
2	72	37	35	7	8	26	31	15	57	9	23	13	27	37	33
	2%K	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%K	1%	3%zK	2%	2%
3	87	45	42	7	8	25	47	16	67	20	16	26	25	46	35
	2%lQ	2%	2%	1%	1%	2%	3%zCD	1%	2%	2%	2%	3%	3%	2%	2%
4	122	52	70	21	15	36	50	22	99	36	28	28	31	59	59
	3%ld	3%	4%	4%	2%	3%	3%	2%	4%zl	3%	3%	3%	3%	2%	4%zd
5	352	181	171	37	47	102	165	88	263	68	79	85	120	184	155
	9%KdS	9%	9%	7%	7%	8%	11%zCDE	8%	10%	6%	8%	10%K	12%zKL	8%	11%zd
6	386	181	204	68	60	121	137	111	271	105	98	91	92	243	135
	10%R	9%	10%	13%z	9%	10%	10%	10%	10%	10%	10%	10%	9%	10%	10%
7	677	364	312	103	120	235	219	205	466	192	195	158	132	451	208
	17%BFNeRc	19%zB	16%	19%	19%	18%	15%	18%	17%	18%N	20%N	18%N	13%	19%ze	15%
8	896	423	473	121	146	298	330	258	626	259	239	202	197	584	300
	23%NR	22%	24%	22%	23%	23%	23%	23%	23%	24%N	24%	23%	20%	24%	22%
9	498	241	258	81	92	174	150	182	315	174	140	89	95	357	133
	13%FmMNeP	13%	13%	15%F	14%F	14%F	10%	16%zm	11%	17%zMN	14%MN	10%	10%	15%ze	10%
Extremely Well 10	314	142	172	52	65	97	99	105	208	109	85	65	55	211	98
	8%N	7%	9%	10%	10%F	8%	7%	9%	8%	10%zN	9%N	7%	6%	9%	7%

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

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Table 253  
**D1\_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	422	187	234	38	74	135	175	109	301	70	79	105	168	212	193
	11%CKLdO Q	10%	12%	7%	11%C	11%C	12%C	10%	11%	7%	8%	12%KL	17%zKLM	9%	14%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	7.05AFmN eP	6.97	7.14zA	7.25zF	7.32zF	7.10F	6.81	7.38zm	6.93	7.38zMN	7.19N	6.97N	6.59	7.24ze	6.76
1-3 (Net)	240	136	104	22	28	77	114	41	192	43	53	54	90	124	105
	6%BCIKdO TYg	7%zB	5%	4%	4%	6%	8%zCD	4%	7%zl	4%	5%	6%	9%zKLM	5%	8%zd
1-4 (Net)	362	188	175	43	43	113	164	64	291	79	81	81	121	182	163
	9%DIKdO Y	10%	9%	8%	7%	9%	11%zCD	6%	11%zl	7%	8%	9%	12%zKL	8%	12%zd
1-2 (Net)	153	91	62	14	20	52	67	26	125	24	37	27	65	78	70
	4%BIKdOY	5%zB	3%	3%	3%	4%	5%	2%	5%zl	2%	4%	3%	7%zKLM	3%	5%zd
4-7 (Net)	1536	777	757	230	242	495	570	427	1099	401	398	362	375	937	555
	39%R	41%	38%	42%	37%	39%	40%	38%	40%	38%	40%	41%	38%	39%	40%
5-6 (Net)	737	361	375	106	106	224	301	199	534	173	176	176	212	427	289
	19%KR	19%	19%	19%	16%	18%	21%zD	18%	19%	16%	18%	20%	22%zK	18%	21%zd
8-10 (Net)	1708	806	902	255	304	569	580	545	1149	543	464	355	346	1152	531
	44%FmNeP a	42%	45%	47%F	47%F	45%	40%	49%zm	42%	51%zMN	47%MN	41%	35%	47%ze	38%
7-10 (Net)	2385	1170	1214	358	424	804	798	750	1615	735	658	514	479	1604	738
	61%FmNeP R	61%	61%	66%zF	66%zF	63%F	56%	67%zm	59%	70%zMN	66%zMN	59%N	49%	66%ze	53%
9-10 (Net)	812	382	430	134	158	272	249	286	523	284	225	153	150	568	230
	21%FmMNeP	20%	22%	25%zF	24%zF	21%F	17%	26%zm	19%	27%zMN	23%MN	18%	15%	23%ze	17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 253  
**D1\_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	81	51	21	7	2	1	8	7	14	4	5	-	2	2	3	6	65	8
	2%BIOS	2%	6%zOR	4%O	2%	*	1%	4%STY	4%STY	3%S	1%	-	1%	2%	1%	2%	2%	2%
2	72	58	7	5	2	8	11	4	7	2	4	1	3	1	4	14	61	2
	2%K	2%	2%	3%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	4%zX	2%	1%
3	87	68	17	1	1	9	11	2	10	4	13	2	-	1	-	16	81	3
	2%IQ	2%	5%zOQR	*	1%	2%	1%	1%	3%	2%	3%	1%	-	1%	-	4%zThb	3%z	1%
4	122	100	13	6	4	13	29	2	12	2	12	1	5	2	5	15	95	12
	3%Id	3%	4%	3%	3%	4%	4%	1%	3%	1%	3%	1%	3%	2%	3%	4%	3%	3%
5	352	289	29	26	8	16	63	15	31	37	38	12	16	11	13	38	270	31
	9%KdS	9%	9%	14%zOR	6%	4%	9%S	9%	8%	23%zSTUVX	9%S	6%	9%	12%S	7%	10%S	9%	9%
6	386	330	32	18	6	54	62	13	33	14	48	14	25	16	11	39	306	34
	10%R	10%R	10%R	9%	5%	14%zTb	9%	8%	9%	9%	11%	8%	14%b	17%zTVVb	6%	11%	10%	9%
7	677	583	51	30	12	63	129	36	52	24	87	38	41	26	39	48	558	57
	17%BFNeR	18%R	15%	16%	10%	17%	18%	22%c	14%	15%	20%Vc	20%	23%Vc	28%zSTVW	20%	13%	18%	16%
8	896	757	68	50	21	91	187	53	82	38	91	47	31	16	44	78	726	97
	23%NR	23%R	21%	26%R	17%	24%	26%	32%zVXha	22%	23%	21%	25%	17%	17%	23%	21%	23%	26%
9	498	434	28	21	16	52	92	13	64	14	54	33	31	5	22	54	398	59
	13%FmMNe	13%P	8%	11%	13%	14%	13%	8%	17%zUWa	8%	13%	18%UWa	17%Ua	6%	11%	14%	13%	16%
Extremely Well 10	314	256	22	21	15	25	54	9	35	15	33	17	17	7	9	34	256	25
	8%N	8%	7%	11%	12%zOP	7%	7%	6%	9%	9%	8%	9%	10%	8%	5%	9%	8%	7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 253  
**D1\_3. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	422	331	44	10	37	45	86	12	32	9	41	21	10	3	41	31	341	39	
		11%CKLdO	10%Q	13%Q	5%	30%zOPQ	12%	12%Wha	7%	9%	6%	10%	11%	5%	4%	22%zSTUVWXYhac	8%	11%	11%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
Mean	7.05AFmN	7.11zP	6.42	6.97P	7.45zOPQ	7.19	7.18	6.94	7.07	6.79	7.09	7.66zSTUVWXabc	7.28	6.82	7.15	6.88	7.05	7.28	
1-3 (Net)	240	177	45	13	5	18	29	12	31	10	22	3	5	4	7	36	207	12	
		6%BCKdO	5%	14%zOQR	7%	4%	5%	4%	8%Y	8%TYh	6%	5%	2%	3%	4%	4%	10%zSTXYh	7%g	3%
1-4 (Net)	362	277	58	19	9	31	58	15	43	12	34	5	9	6	12	51	301	24	
		9%DKdOY	8%	17%zOQR	10%	7%	8%Y	8%Y	9%Y	12%Y	7%	8%Y	2%	5%	7%	6%	14%zTXyh	10%	7%
1-2 (Net)	153	109	28	12	4	9	19	11	20	6	9	1	5	3	7	20	126	10	
		4%BKdOY	3%	8%zOR	6%zO	3%	2%	3%	6%TXy	5%TXy	4%	2%	1%	3%	3%	4%	5%XY	4%	3%
4-7 (Net)	1536	1302	124	80	30	147	282	66	129	77	185	65	88	55	68	140	1228	134	
		39%R	40%R	38%R	41%R	24%	39%	39%	40%	35%	47%V	43%V	35%	48%zVY	60%zSTUVXYbc	36%	38%	39%	37%
5-6 (Net)	737	619	60	44	14	70	125	27	65	51	86	26	42	27	24	77	575	65	
		19%KR	19%R	18%R	23%R	11%	19%	17%	17%	17%	31%zSTUVXYbc	20%	14%	23%b	30%zSTUVYb	13%	21%	18%	18%
8-10 (Net)	1708	1447	118	91	51	168	333	75	182	68	178	97	79	29	74	166	1380	181	
		44%FmNeP	44%P	36%	47%P	42%	44%	46%a	45%	49%a	41%	42%	52%zab	44%	32%	39%	44%	44%	49%
7-10 (Net)	2385	2031	169	122	63	231	461	111	234	92	265	135	120	54	113	213	1938	238	
		61%FmNeP	62%zPR	51%	63%PR	52%	61%	63%	67%	63%	56%	62%	72%zSWXbc	67%	60%	59%	57%	61%	65%
9-10 (Net)	812	690	50	42	31	76	146	22	100	29	87	50	48	13	31	88	654	84	
		21%FmMNeP	21%P	15%	22%P	25%P	20%	20%	13%	27%zTUab	18%	20%	27%Uab	27%U	14%	16%	24%U	21%	23%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 254  
**D1\_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	122	73	49	13	19	40	50	20	99	19	23	26	54	68	52
	3%BIKOTY	4%zB	2%	2%	3%	3%	3%	2%	4%zl	2%	2%	3%	6%zKLM	3%	4%
2	85	42	44	14	8	24	39	15	67	25	17	14	28	40	39
	2%ld	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%	2%	3%	2%	3%zd
3	133	75	59	10	17	50	56	21	110	28	37	29	40	74	53
	3%IRT	4%	3%	2%	3%	4%	4%	2%	4%zl	3%	4%	3%	4%	3%	4%
4	187	98	89	32	27	45	83	43	141	49	38	56	44	106	78
	5%E	5%	4%	6%E	4%	4%	6%E	4%	5%	5%	4%	6%L	4%	4%	6%
5	427	218	207	50	63	134	180	112	314	87	108	113	120	232	180
	11%Kd	11%	10%	9%	10%	10%	13%	10%	11%	8%	11%	13%K	12%K	10%	13%zd
6	465	217	248	88	65	155	158	128	330	140	131	91	104	295	157
	12%	11%	12%	16%zDEF	10%	12%	11%	11%	12%	13%	13%	10%	11%	12%	11%
7	718	358	361	102	121	260	235	214	497	218	199	165	137	475	231
	18%FNerW	19%	18%	19%	19%	20%F	16%	19%	18%	21%N	20%N	19%N	14%	20%	17%
8	794	390	403	98	141	261	294	243	542	244	224	159	167	525	259
	20%NR	20%	20%	18%	22%	20%	20%	22%	20%	23%zMN	23%N	18%	17%	22%	19%
9	390	189	201	64	78	132	117	137	251	124	101	86	79	289	95
	10%FmNe	10%	10%	12%F	12%F	10%	8%	12%zm	9%	12%N	10%	10%	8%	12%ze	7%
Extremely Well 10	216	90	127	40	48	60	68	83	133	65	56	46	50	145	67
	6%z	5%	6%	7%	7%EF	5%	5%	7%zm	5%	6%	6%	5%	5%	6%	5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	368	156	212	33	60	116	158	107	255	58	62	90	158	176	172
	9%ACKLdO QXh	8%	11%zA	6%	9%	9%	11%zC	10%	9%	5%	6%	10%KL	16%zKLM	7%	12%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	6.62AFmN eP	6.51	6.73zA	6.75F	6.90zEF	6.64F	6.41	7.01zm	6.47	6.87zMN	6.74N	6.55N	6.24	6.80ze	6.32
1-3 (Net)	341	190	151	37	45	114	145	55	276	72	77	69	122	182	144
	9%BKdO RT	10%zB	8%	7%	7%	9%	10%	5%	10%zl	7%	8%	8%	13%zKLM	8%	10%zd
1-4 (Net)	528	288	240	69	72	159	228	98	417	121	115	125	166	288	222
	14%BldRT	15%zB	12%	13%	11%	12%	16%zDE	9%	15%zl	11%	12%	14%	17%zKL	12%	16%zd
1-2 (Net)	207	115	92	27	28	64	89	35	166	44	41	40	82	108	91
	5%ldO	6%	5%	5%	4%	5%	6%	3%	6%zl	4%	4%	5%	8%zKLM	4%	7%zd
4-7 (Net)	1798	891	904	273	276	593	656	496	1283	494	475	425	404	1109	646
	46%NR	47%	45%	50%D	43%	46%	46%	44%	47%	47%N	48%N	48%N	41%	46%	47%
5-6 (Net)	892	435	455	138	128	288	338	240	645	227	238	204	224	528	337
	23%Rb	23%	23%	25%D	20%	23%	24%	21%	24%	21%	24%	23%	23%	22%	24%
8-10 (Net)	1401	669	730	202	267	452	479	463	927	433	381	292	296	959	422
	36%FmNe	35%	37%	37%	41%zEF	35%	33%	41%zm	34%	41%zMN	38%N	33%	30%	40%ze	30%
7-10 (Net)	2119	1027	1091	305	387	713	714	676	1424	650	579	457	432	1434	652
	54%FmNeP R	54%	55%	56%F	60%zF	56%F	50%	60%zm	52%	62%zMN	58%zMN	52%N	44%	59%ze	47%
9-10 (Net)	607	279	328	104	126	192	185	220	384	189	156	132	129	434	162
	16%FmNe	15%	16%	19%zF	19%zEF	15%	13%	20%zm	14%	18%zN	16%	15%	13%	18%ze	12%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	122	87	22	10	3	7	11	7	17	6	15	-	5	3	6	10	90	14
	3%BIKOTY	3%	7%zOR	5%O	3%	2%	1%	4%Y	5%TY	4%Y	3%Y	-	3%	3%Y	3%Y	3%	3%	4%
2	85	71	6	6	1	15	16	5	6	1	11	4	2	1	1	9	71	6
	2%ld	2%	2%	3%	1%	4%	2%	3%	2%	1%	3%	2%	1%	1%	1%	2%	2%	2%
3	133	104	23	6	1	13	14	3	14	7	23	7	1	-	3	18	107	13
	3%IRT	3%	7%zOQR	3%	1%	3%	2%	2%	4%	4%	5%zTh	4%	1%	-	2%	5%Th	3%	3%
4	187	162	12	8	5	26	33	4	25	3	26	10	6	5	6	18	147	17
	5%E	5%	4%	4%	4%	7%W	4%	2%	7%W	2%	6%	6%	4%	6%	3%	5%	5%	5%
5	427	349	35	33	10	32	83	13	44	34	40	16	31	9	12	35	340	33
	11%Kd	11%	11%	17%zOPR	8%	8%	11%	8%	12%	21%zSTUVX	9%	8%	17%zSUXY	10%	6%	9%	11%	9%
										Ybc			bc					
6	465	388	44	22	11	61	68	15	37	22	59	20	31	15	15	44	362	53
	12%	12%	13%	12%	9%	16%zTVb	9%	9%	10%	14%	14%	11%	17%Tb	17%	8%	12%	11%	14%
7	718	621	55	29	12	73	136	43	60	19	91	38	33	23	47	60	580	78
	18%FNeRW	19%R	17%R	15%	10%	19%	19%	26%zVWc	16%	12%	21%W	20%	18%	26%W	25%W	16%	18%	21%
8	794	681	52	42	18	66	167	35	79	36	74	41	35	20	46	83	658	71
	20%NR	21%R	16%	22%R	15%	18%	23%	21%	21%	22%	17%	22%	20%	22%	24%	22%	21%	19%
9	390	332	31	16	12	42	76	17	40	13	39	20	25	6	17	37	317	37
	10%FmNe	10%	9%	8%	9%	11%	10%	10%	11%	8%	9%	11%	14%	7%	9%	10%	10%	10%
Extremely Well 10	216	174	18	13	12	11	42	6	24	12	25	10	5	4	5	29	174	22
	6%m	5%	5%	7%	9%zOP	3%	6%	4%	6%	7%	6%	6%	3%	5%	3%	8%S	6%	6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 254  
**D1\_4. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative.**  
 Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	368	288	33	9	38	31	86	17	28	10	23	20	6	3	32	31	308	23
	9%ACKLdO	9%Q	10%Q	4%	31%zOPQ	8%	12%Xha	10%h	8%	6%	5%	11%Xh	3%	3%	17%zSVWXh	8%	10%	6%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
Mean	6.62AFmN	6.66zP	6.21	6.39	7.00zOPQ	6.45	6.87zSX	6.71	6.54	6.53	6.44	6.88	6.67	6.71	6.88	6.70	6.65	6.64
1-3 (Net)	341	262	51	22	6	36	40	15	38	14	49	11	8	4	11	37	268	33
	9%BlKdOR	8%R	15%zOR	11%R	5%	9%	6%	9%	10%T	9%	11%Th	6%	5%	4%	6%	10%T	8%	9%
1-4 (Net)	528	425	63	30	10	61	73	19	62	17	75	22	15	9	17	55	415	50
	14%BldRT	13%R	19%zOR	15%R	9%	16%Th	10%	11%	17%Thb	10%	18%zThb	12%	8%	10%	9%	15%	13%	14%
1-2 (Net)	207	159	28	16	4	23	27	12	23	7	25	4	7	4	8	19	161	20
	5%ldO	5%	9%zOR	8%zOR	4%	6%	4%	7%	6%	4%	6%	2%	4%	4%	4%	5%	5%	5%
4-7 (Net)	1798	1521	146	93	38	191	320	75	165	79	217	84	101	53	81	156	1431	182
	46%NR	47%R	44%R	48%R	31%	51%	44%	45%	44%	48%	51%c	45%	56%zTVbc	58%zTVbc	42%	42%	45%	50%
5-6 (Net)	892	737	79	55	21	93	151	28	81	57	99	36	62	25	27	78	703	86
	23%Rb	23%R	24%	29%zOR	17%	25%b	21%	17%	22%	34%zTUVX	23%b	19%	34%zTUVX	27%b	14%	21%	22%	23%
8-10 (Net)	1401	1187	101	71	41	119	284	59	143	61	138	71	65	31	68	148	1149	130
	36%FmNe	36%	30%	36%	33%	32%	39%	36%	38%	37%	32%	38%	36%	34%	35%	40%	36%	35%
7-10 (Net)	2119	1809	157	100	53	192	420	102	202	80	229	109	98	54	115	208	1729	208
	54%FmNeP	56%zPR	47%	52%R	43%	51%	58%	61%	54%	49%	54%	58%	54%	60%	60%	56%	55%	57%
9-10 (Net)	607	506	49	29	23	53	118	24	64	25	64	30	30	11	22	65	491	59
	16%FmNe	16%	15%	15%	19%	14%	16%	14%	17%	15%	15%	16%	17%	12%	12%	18%	16%	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 255  
**D1\_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	96	57	40	12	15	26	44	10	85	13	20	16	47	48	45
	2%IKOST	3%	2%	2%	2%	2%	3%	1%	3%zl	1%	2%	2%	5%zKLM	2%	3%zd
2	84	37	47	8	10	27	39	14	67	22	21	14	26	41	38
	2%lg	2%	2%	2%	2%	2%	3%	1%	2%l	2%	2%	2%	3%	2%	3%
3	97	57	40	9	12	33	44	22	74	26	23	20	27	56	34
	2%R	3%	2%	2%	2%	3%	3%	2%	3%	3%	2%	2%	3%	2%	2%
4	122	56	66	20	22	29	51	32	85	33	27	37	26	74	44
	3%	3%	3%	4%	3%	2%	4%	3%	3%	3%	3%	4%	3%	3%	3%
5	412	203	208	48	51	124	190	98	310	78	93	120	121	217	183
	11%DIKdR	11%	10%	9%	8%	10%	13%zCDE	9%	11%zl	7%	9%	14%zKL	12%K	9%	13%zd
6	413	204	209	69	57	154	132	130	278	112	106	96	99	277	128
	11%RT	11%	10%	13%F	9%	12%F	9%	12%	10%	11%	11%	11%	10%	11%	9%
7	764	378	385	102	147	257	259	215	543	228	218	157	161	512	235
	20%NeR	20%	19%	19%	23%F	20%	18%	19%	20%	22%N	22%N	18%	16%	21%ze	17%
8	852	413	437	132	138	273	308	250	590	242	250	175	185	555	287
	22%NR	22%	22%	24%	21%	21%	21%	22%	22%	23%	25%zMN	20%	19%	23%	21%
9	426	210	216	62	79	158	126	169	256	146	105	93	82	300	118
	11%FmNe	11%	11%	11%	12%F	12%F	9%	15%zm	9%	14%zN	11%	11%	8%	12%ze	9%
Extremely Well 10	288	138	150	51	56	83	99	90	197	95	77	59	56	185	99
	7%	7%	7%	9%	9%	6%	7%	8%	7%	9%zN	8%	7%	6%	8%	7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 255  
**D1\_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	353	153	200	33	61	112	147	92	255	61	54	90	149	161	172
	9%CKLdOQ	8%	10%	6%	9%	9%	10% <b>C</b>	8%	9%	6%	5%	10% <b>KL</b>	15% <b>zKLM</b>	7%	12% <b>zd</b>
Xha															
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
P	6.88FmNe	6.84	6.92	7.07z <b>F</b>	7.09z <b>F</b>	6.94 <b>F</b>	6.66	7.21z <b>m</b>	6.76	7.16z <b>MN</b>	7.00 <b>N</b>	6.80 <b>N</b>	6.49	7.02z <b>e</b>	6.67
1-3 (Net)	277	151	126	29	36	86	126	46	226	61	65	51	100	146	117
	7%ldORY	8%	6%	5%	6%	7%	9% <b>zCD</b>	4%	8% <b>zl</b>	6%	7%	6%	10% <b>zKLM</b>	6%	8% <b>zd</b>
1-4 (Net)	399	207	192	49	59	114	177	78	311	94	92	87	126	220	162
	10%ldORY	11%	10%	9%	9%	9%	12% <b>zE</b>	7%	11% <b>zl</b>	9%	9%	10%	13% <b>zKL</b>	9%	12% <b>zd</b>
g															
1-2 (Net)	180	94	86	20	25	53	82	24	152	35	42	30	73	90	83
	5%IKdOY	5%	4%	4%	4%	4%	6% <b>z</b>	2%	6% <b>zl</b>	3%	4%	3%	7% <b>zKLM</b>	4%	6% <b>zd</b>
4-7 (Net)	1711	841	869	238	277	564	632	474	1217	451	444	409	407	1080	591
	44% <b>R</b>	44%	43%	44%	43%	44%	44%	42%	44%	43%	45%	47%	42%	45%	43%
5-6 (Net)	825	407	417	117	108	278	322	227	589	190	199	215	220	493	312
	21% <b>DKRT</b>	21%	21%	21%	17%	22% <b>D</b>	22% <b>D</b>	20%	21%	18%	20%	25% <b>zKL</b>	22% <b>K</b>	20%	23%
8-10 (Net)	1566	762	803	245	274	514	533	510	1043	483	432	327	323	1039	504
	40% <b>FmNeP</b>	40%	40%	45% <b>zF</b>	42%	40%	37%	45% <b>zm</b>	38%	46% <b>zMN</b>	43% <b>zMN</b>	37%	33%	43% <b>ze</b>	36%
7-10 (Net)	2330	1140	1188	346	421	772	792	725	1586	711	651	484	485	1551	739
	60% <b>FmMNePR</b>	60%	59%	64% <b>F</b>	65% <b>zF</b>	60% <b>F</b>	55%	65% <b>zm</b>	58%	67% <b>zMN</b>	65% <b>zMN</b>	55% <b>N</b>	49%	64% <b>ze</b>	53%
9-10 (Net)	714	348	366	113	135	241	225	259	453	241	183	152	139	484	217
	18% <b>FmNePU</b>	18%	18%	21% <b>F</b>	21% <b>F</b>	19%	16%	23% <b>zm</b>	17%	23% <b>zLMN</b>	18% <b>N</b>	17%	14%	20% <b>ze</b>	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 255  
**D1\_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	96	65	21	8	2	1	8	8	15	5	10	-	2	1	5	9	78	7
	2%IKOST	2%	6%zOR	4%zO	2%	*	1%	5%STY	4%STY	3%SY	2%S	-	1%	1%	2%	2%S	2%	2%
2	84	63	13	6	2	8	15	2	9	2	9	2	5	1	1	9	72	2
	2%lg	2%	4%zO	3%	1%	2%	2%	1%	2%	1%	2%	1%	3%	1%	1%	3%	2%	1%
3	97	84	11	2	1	9	17	2	15	3	14	2	4	-	3	15	79	10
	2%R	3%R	3%R	1%	1%	2%	2%	1%	4%	2%	3%	1%	2%	-	2%	4%	3%	3%
4	122	96	16	5	4	8	22	4	11	4	14	4	8	6	4	11	100	6
	3%	3%	5%	3%	3%	2%	3%	3%	3%	3%	3%	2%	4%	7%S	2%	3%	3%	2%
5	412	357	31	18	7	29	68	18	40	36	54	16	17	11	21	45	325	36
	11%DIKdR	11%R	9%	9%	5%	8%	9%	11%	11%	22%zSTUV	13%	9%	9%	12%	11%	12%	10%	10%
										XYhbc								
6	413	341	32	31	8	57	55	14	35	18	47	11	27	20	14	43	321	50
	11%RT	10%R	10%	16%zOPR	6%	15%zTYb	8%	8%	9%	11%	11%	6%	15%TY	22%zTUVWX	7%	11%	10%	14%
													Ybc					
7	764	649	65	35	14	91	167	33	60	27	85	46	32	19	33	57	611	82
	20%NeR	20%R	20%R	18%R	11%	24%Vc	23%zVc	20%	16%	17%	20%	25%Vc	18%	21%	17%	15%	19%	22%
8	852	733	59	40	19	81	162	47	83	33	85	43	53	18	41	89	699	70
	22%NR	23%R	18%	21%	15%	21%	22%	28%	22%	20%	20%	23%	29%	20%	21%	24%	22%	19%
9	426	366	26	18	17	46	82	12	51	16	50	26	18	6	19	40	349	47
	11%FmNe	11%	8%	9%	14%P	12%	11%	7%	14%	10%	12%	14%	10%	7%	10%	11%	11%	13%
Extremely Well 10	288	237	18	21	12	22	53	6	30	13	33	22	12	5	7	32	237	27
	7%	7%	6%	11%zOP	10%P	6%	7%	4%	8%	8%	8%	12%Ub	7%	6%	4%	9%	8%	7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 255  
**D1\_5. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.**  
**Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	353	266	38	10	38	25	81	19	24	7	24	15	5	2	42	22	284	31	
		9%CKldOQ	8%	12%Q	5%	31%zOPQ	7%	11%VWXha	11%ha	7%	5%	6%	8%	3%	2%	22%zSTUVW	6%	9%	8%
		Xha						c								XYhac			
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Mean	6.88FmNe	6.93zP	6.28	6.83P	7.38zOPQ	7.05	7.05	6.71	6.80	6.68	6.81	7.51zSTU	6.95	6.70	6.91	6.82	6.89	7.04	
	P											VWXhabc							
1-3 (Net)	277	212	45	16	4	18	41	13	39	10	34	3	10	2	9	33	230	19	
	7%ldORY	7%R	13%zOR	8%R	3%	5%	6%	8%Y	10%zSTYa	6%	8%Y	2%	6%	3%	5%	9%Y	7%	5%	
1-4 (Net)	399	309	61	21	9	26	62	17	50	14	47	7	18	9	13	45	330	25	
	10%ldORYg	9%	18%zOQR	11%	7%	7%	9%	10%	13%STY	9%	11%Y	4%	10%	9%	7%	12%Y	10%	7%	
1-2 (Net)	180	128	34	14	4	9	24	11	24	7	20	2	7	2	6	18	150	8	
	5%lkdOY	4%	10%zOR	7%zOR	3%	2%	3%	6%Y	6%STY	4%	5%	1%	4%	3%	3%	5%	5%	2%	
4-7 (Net)	1711	1444	145	89	33	185	311	70	147	85	200	78	84	56	73	156	1357	174	
	44%R	44%R	44%R	46%R	27%	49%V	43%	42%	39%	52%Vb	47%	42%	46%	62%zTUVX	38%	42%	43%	47%	
														Yhbc					
5-6 (Net)	825	698	63	49	14	86	123	32	75	54	102	28	44	31	35	88	646	86	
	21%DKRT	21%R	19%R	25%R	12%	23%	17%	19%	20%	33%zTUVY	24%TY	15%	24%	34%zTUVY	19%	24%TY	20%	23%	
										b				b					
8-10 (Net)	1566	1336	104	78	48	149	297	65	164	62	169	90	82	30	67	161	1285	144	
	40%FmNeP	41%P	31%	40%P	39%	40%	41%	39%	44%	38%	40%	48%ab	46%	33%	35%	43%	41%	39%	
7-10 (Net)	2330	1985	169	114	62	240	464	98	224	89	254	136	114	49	100	217	1896	226	
	60%FmNeP	61%zPR	51%	59%R	50%	64%	64%b	59%	60%	54%	59%	73%zTUVW	63%	54%	53%	58%	60%	62%	
	PR											Xabc							
9-10 (Net)	714	603	44	38	29	68	135	18	81	28	84	48	30	12	27	72	586	74	
	18%FmNeP	18%P	13%	20%P	24%zOP	18%	19%	11%	22%U	17%	20%U	25%zUab	17%	13%	14%	19%	19%	20%	
	U																		

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 256  
**D1\_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	89	54	36	9	16	22	42	11	77	10	18	17	45	43	45
	2%IKdOS	3%	2%	2%	2%	2%	3%	1%	3%zl	1%	2%	2%	5%zKLM	2%	3%zd
2	71	34	37	9	10	14	38	15	56	14	18	10	29	36	32
	2%EO	2%	2%	2%	1%	1%	3%zE	1%	2%	1%	2%	1%	3%zKM	1%	2%
3	110	65	45	8	11	49	42	21	88	28	25	25	32	63	44
	3%R	3%	2%	2%	2%	4%zCD	3%	2%	3%	3%	2%	3%	3%	3%	3%
4	157	79	78	24	17	44	72	33	120	38	41	42	36	96	53
	4%	4%	4%	4%	3%	3%	5%D	3%	4%	4%	4%	5%	4%	4%	4%
5	400	197	202	57	60	116	166	105	288	82	91	115	111	219	165
	10%Kdb	10%	10%	11%	9%	9%	12%	9%	11%	8%	9%	13%zKL	11%K	9%	12%zd
6	425	201	223	72	52	149	151	121	301	116	102	93	113	260	152
	11%DR	11%	11%	13%D	8%	12%D	11%	11%	11%	11%	10%	11%	11%	11%	11%
7	701	354	347	93	120	244	244	224	469	202	209	166	124	470	220
	18%NeR	19%	17%	17%	19%	19%	17%	20%	17%	19%N	21%zN	19%N	13%	19%ze	16%
8	901	454	446	134	163	288	316	262	630	268	234	186	213	585	301
	23%R	24%	22%	25%	25%	23%	22%	23%	23%	25%	23%	21%	22%	24%	22%
9	454	207	247	65	87	164	137	151	299	154	135	74	91	319	129
	12%FMNe	11%	12%	12%	13%F	13%F	10%	13%	11%	15%zMN	14%MN	8%	9%	13%ze	9%
Extremely Well 10	283	125	158	42	56	84	101	95	187	95	71	67	49	186	93
	7%N	7%	8%	8%	9%	7%	7%	8%	7%	9%zN	7%	8%	5%	8%	7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 256  
**D1\_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	317	136	181	31	57	101	128	83	226	49	50	80	138	148	150
	8%CKLdOh a	7%	9%	6%	9%	8%	9% <b>C</b>	7%	8%	5%	5%	9% <b>KL</b>	14% <b>zKLM</b>	6%	11% <b>zd</b>
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	6.90AFmN eP	6.81	6.99z <b>A</b>	6.99 <b>F</b>	7.17z <b>F</b>	6.96 <b>F</b>	6.68	7.19z <b>m</b>	6.79	7.22z <b>LMN</b>	7.01 <b>N</b>	6.79 <b>N</b>	6.48	7.05z <b>e</b>	6.67
1-3 (Net)	270	153	118	27	36	86	122	47	221	52	61	52	105	142	121
	7% <b>BlKdOR</b> <b>TY</b>	8% <b>zB</b>	6%	5%	6%	7%	8% <b>zCD</b>	4%	8% <b>zl</b>	5%	6%	6%	11% <b>zKLM</b>	6%	9% <b>zd</b>
1-4 (Net)	427	232	195	51	53	130	194	80	340	90	102	95	141	238	174
	11% <b>BDIKd</b> <b>ORTY</b>	12% <b>zB</b>	10%	9%	8%	10%	13% <b>zCDE</b>	7%	12% <b>zl</b>	8%	10%	11%	14% <b>zKL</b>	10%	13% <b>zd</b>
1-2 (Net)	160	88	73	19	25	37	80	26	133	24	36	27	73	79	77
	4% <b>EIKdOT</b>	5%	4%	3%	4%	3%	6% <b>zE</b>	2%	5% <b>zl</b>	2%	4%	3%	7% <b>zKLM</b>	3%	6% <b>zd</b>
4-7 (Net)	1682	831	849	246	249	553	633	483	1178	439	444	416	383	1046	590
	43% <b>DNR</b>	44%	42%	45% <b>D</b>	38%	43%	44% <b>D</b>	43%	43%	42%	45% <b>N</b>	48% <b>zKN</b>	39%	43%	43%
5-6 (Net)	824	398	425	129	112	265	317	226	589	199	193	208	224	479	316
	21% <b>DdRYb</b>	21%	21%	24% <b>D</b>	17%	21%	22% <b>D</b>	20%	21%	19%	19%	24% <b>K</b>	23%	20%	23%
8-10 (Net)	1638	786	851	241	306	536	554	508	1117	517	440	327	354	1090	524
	42% <b>FMNe</b>	41%	43%	44% <b>F</b>	47% <b>zF</b>	42%	39%	45% <b>zm</b>	41%	49% <b>zLMN</b>	44% <b>MN</b>	37%	36%	45% <b>ze</b>	38%
7-10 (Net)	2338	1140	1198	334	426	780	798	732	1585	719	649	493	477	1560	744
	60% <b>FmNeP</b> <b>R</b>	60%	60%	61% <b>F</b>	66% <b>zF</b>	61% <b>F</b>	56%	65% <b>zm</b>	58%	68% <b>zMN</b>	65% <b>zMN</b>	56% <b>N</b>	49%	64% <b>ze</b>	54%
9-10 (Net)	736	332	405	107	144	248	238	246	487	249	206	141	140	505	223
	19% <b>FmNe</b>	17%	20%	20%	22% <b>zF</b>	19%	17%	22% <b>zm</b>	18%	24% <b>zMN</b>	21% <b>MN</b>	16%	14%	21% <b>ze</b>	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 256  
**D1\_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	89	65	13	10	2	1	9	8	15	4	9	-	4	1	6	7	71	6
	2% <b>IKdOS</b>	2%	4%	5% <b>zOR</b>	2%	*	1%	5% <b>STY</b>	4% <b>STY</b>	3% <b>S</b>	2%	-	2%	1%	3% <b>S</b>	2%	2%	2%
2	71	49	18	3	2	9	6	2	7	2	10	2	3	1	1	6	59	6
	2% <b>EO</b>	2%	5% <b>zOQR</b>	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%
3	110	87	18	4	1	8	15	2	13	4	14	3	1	-	-	25	91	10
	3% <b>R</b>	3%	5% <b>zOR</b>	2%	1%	2%	2%	1%	4% <b>b</b>	3%	3% <b>b</b>	2%	*	-	-	7% <b>zSTUyh</b>	3%	3%
4	157	134	14	6	3	24	27	6	18	3	16	3	5	6	12	14	121	13
	4%	4%	4%	3%	3%	6% <b>Y</b>	4%	4%	5%	2%	4%	2%	3%	7%	6%	4%	4%	4%
5	400	340	31	19	9	29	77	23	41	38	48	14	17	9	9	36	318	29
	10% <b>Kdb</b>	10%	9%	10%	7%	8%	10% <b>b</b>	14% <b>b</b>	11% <b>b</b>	23% <b>zSTVX</b>	11% <b>b</b>	8%	9%	10%	5%	10%	10%	8%
6	425	356	32	30	6	63	69	11	41	18	49	11	24	17	10	44	325	58
	11% <b>DR</b>	11% <b>R</b>	10%	16% <b>zOPR</b>	5%	17% <b>zTUYb</b>	9%	7%	11%	11%	11%	6%	13% <b>b</b>	18% <b>zTUYb</b>	5%	12%	10%	16% <b>zf</b>
7	701	603	53	30	16	69	133	35	68	25	82	38	38	18	41	54	575	63
	18% <b>NeR</b>	19% <b>R</b>	16%	15%	13%	18%	18%	21%	18%	15%	19%	20%	21%	20%	21%	15%	18%	17%
8	901	769	72	42	19	91	182	36	74	38	105	53	47	21	36	86	744	84
	23% <b>R</b>	24% <b>R</b>	22%	21%	15%	24%	25%	22%	20%	23%	25%	28%	26%	24%	19%	23%	24%	23%
9	454	385	32	23	14	39	87	23	46	14	41	29	24	7	33	42	364	49
	12% <b>FMNe</b>	12%	10%	12%	12%	10%	12%	14%	12%	9%	10%	15%	13%	8%	17% <b>X</b>	11%	12%	13%
Extremely Well 10	283	231	22	18	12	19	53	8	29	10	31	17	15	8	8	34	224	27
	7% <b>N</b>	7%	7%	9%	10%	5%	7%	5%	8%	6%	7%	9%	8%	9%	4%	9%	7%	7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 256  
**D1\_6. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.**  
**Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Provides distinctive TV programmes and content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	317	240	28	10	39	24	72	11	23	8	23	17	3	1	35	24	263	23
	8%CKLdOh a	7%	9%	5%	31%zOPQ	6%h	10%Xha	7%	6%	5%	5%	9%ha	1%	1%	18%zSTUVW XYhac	7%h	8%	6%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	6.90AFmN eP	6.94P	6.44	6.82	7.29zOPQ	6.85	7.10zVW	6.73	6.71	6.63	6.82	7.55zSTU VWXac	7.14	6.92	7.14	6.83	6.91	7.01
1-3 (Net)	270	201	48	16	5	18	30	13	35	10	34	5	8	3	7	38	221	22
	7%BIKdOR TY	6%	15%zOQR	8%R	4%	5%	4%	8%	9%TY	6%	8%TY	2%	4%	3%	4%	10%zSTYb	7%	6%
1-4 (Net)	427	335	62	22	8	42	58	19	53	14	49	8	12	9	19	52	343	34
	11%BDIKd ORTY	10%	19%zOQR	12%	7%	11%Y	8%	12%Y	14%TYh	8%	12%Y	4%	7%	10%	10%	14%TY	11%	9%
1-2 (Net)	160	114	31	13	4	10	15	11	22	6	19	2	7	3	7	13	131	12
	4%EIKdOT	3%	9%zOR	6%zO	3%	3%	2%	6%TY	6%TY	4%	4%	1%	4%	3%	4%	3%	4%	3%
4-7 (Net)	1682	1433	130	85	34	186	306	75	168	83	194	67	84	50	72	149	1339	163
	43%DNR R	44%R	39%R	44%R	28%	49%Ybc	42%	46%	45%	51%Yb	46%	36%	46%	55%zTYbc	38%	40%	42%	44%
5-6 (Net)	824	696	63	50	15	92	145	33	81	56	96	25	41	26	19	81	643	87
	21%DdRYb	21%R	19%R	26%R	12%	24%Yb	20%b	20%b	22%b	34%zTUVX Ybc	23%Yb	14%	23%b	28%Yb	10%	22%b	20%	24%
8-10 (Net)	1638	1384	126	83	45	149	322	66	148	63	176	99	86	37	77	161	1332	160
	42%FMNe	42%	38%	43%	37%	39%	44%	40%	40%	38%	41%	53%zSVWX	48%	41%	40%	43%	42%	44%
7-10 (Net)	2338	1987	178	112	61	218	455	102	217	87	258	137	124	55	118	216	1907	223
	60%FmNeP R	61%zPR	54%	58%R	49%	58%	62%	61%	58%	53%	61%	73%zSTVW Xc	69%zW	61%	62%	58%	60%	61%
9-10 (Net)	736	615	54	41	26	58	140	31	75	25	71	46	39	15	41	75	588	76
	19%FmNe	19%	16%	21%	21%	15%	19%	18%	20%	15%	17%	25%S	22%	17%	21%	20%	19%	21%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 257  
**D1\_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.**  
**Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Provides a broad mix of different types of TV programmes and content.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Well 1	56	37	19	2	9	17	28	7	48	8	11	13	24	27	29
	2%BIKT	2%zB	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	3%zKL	1%	2%zd
2	54	21	34	5	3	11	36	12	42	11	14	11	18	22	30
	2%d	1%	2%	1%	1%	1%	3%zDE	1%	2%	1%	2%	1%	2%	1%	2%zd
3	71	42	29	4	5	23	39	14	55	20	13	16	22	33	35
	2%d	2%	2%	1%	1%	2%	3%zCD	1%	2%	2%	1%	2%	3%	2%	3%zd
4	143	71	72	19	21	40	64	31	105	29	44	42	28	89	50
	4%f	4%	4%	4%	4%	4%	5%	3%	4%	3%	5%	5%K	4%	4%	4%
5	333	163	169	38	36	100	159	75	257	56	83	91	103	164	158
	10%DIKdR	10%	10%	8%	7%	9%	12%zD	8%	11%zI	6%	9%K	12%K	13%zKL	8%	13%zd
6	360	167	193	60	59	112	129	102	256	108	87	74	92	223	130
	10%RY	10%	11%	13%	11%	10%	10%	11%	11%	11%	10%	9%	12%	11%	10%
7	674	333	339	94	114	251	215	199	468	192	186	160	136	464	198
	20%FeR	20%	19%	21%F	21%F	23%zF	16%	21%	19%	20%	21%	21%	17%	22%ze	16%
8	805	412	393	99	139	251	315	226	569	257	229	161	158	506	287
	23%NRV	25%	22%	22%	26%	23%	23%	23%	23%	27%zMN	25%N	21%	20%	24%	23%
9	441	202	240	62	81	168	130	179	262	146	122	99	75	320	114
	13%FmNe	12%	14%	14%F	15%F	15%zF	10%	19%zm	11%	15%zN	13%N	13%	9%	15%ze	9%
Extremely Well 10	305	144	162	54	46	92	114	92	213	99	88	58	61	200	102
	9%	9%	9%	12%z	9%	8%	8%	10%	9%	10%	10%	7%	8%	9%	8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 257  
**D1\_13. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides a broad mix of different types of TV programmes and content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Don't know	187	84	103	15	20	40	113	31	152	33	25	54	75	71	109
	5%CEIKLd Xh	5%	6%	3%	4%	4%	8%zCDE	3%	6%zl	3%	3%	7%KL	9%zKL	3%	9%zd
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
Mean	100% 7.08FmNe V	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	7.03	7.13	7.32zF	7.30zF	7.17F	6.81	7.38zm	6.97	7.38zMN	7.18MN	6.94	6.70	7.26ze	6.79	
1-3 (Net)	182	99	83	11	17	50	103	33	144	40	38	39	65	82	94
	5%CDIdT	6%	5%	2%	3%	5%	8%zCDE	3%	6%zl	4%	4%	5%	8%zKLM	4%	8%zd
1-4 (Net)	325	170	155	30	38	90	167	64	249	68	82	81	93	171	145
	9%CIKdT	10%	9%	7%	7%	8%	12%zCDE	7%	10%zl	7%	9%	10%K	12%zK	8%	12%zd
1-2 (Net)	111	58	53	7	12	27	64	19	90	19	26	23	43	49	60
	3%IKdTY	3%	3%	2%	2%	2%	5%zCDE	2%	4%l	2%	3%	3%	5%zKLM	2%	5%zd
4-7 (Net)	1510	733	773	210	229	503	568	407	1086	385	399	366	359	940	536
	44%KRf	44%	44%	47%	43%	46%	42%	42%	45%	40%	44%	47%K	45%	44%	43%
5-6 (Net)	693	330	362	97	95	212	289	177	514	164	170	164	195	387	288
	20%KdRY	20%	21%	22%	18%	19%	22%	18%	21%	17%	19%	21%	25%zKL	18%	23%zd
8-10 (Net)	1552	757	795	215	266	512	559	497	1044	501	439	318	294	1026	502
	45%FmMNe	45%	45%	48%F	50%zF	46%	42%	51%zm	43%	52%zMN	49%zMN	41%	37%	48%ze	40%
7-10 (Net)	2226	1090	1134	309	380	763	774	697	1512	693	624	478	430	1490	700
	65%FmNeR	65%	65%	69%F	71%zF	69%zF	58%	72%zm	62%	72%zMN	69%zMN	61%N	54%	70%ze	56%
9-10 (Net)	747	345	401	116	127	260	244	271	475	245	209	157	136	520	215
	22%FmNeP	21%	23%	26%zF	24%F	24%F	18%	28%zm	20%	26%zMN	23%N	20%	17%	25%ze	17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Well 1	56	42	7	5	1	-	3	7	14	3	1	-	3	1	5	5	47	3
	2%BIKT	1%	3%	3%	1%	-	1%	5%zSTXY	4%zSTXY	2%S	*	-	2%	1%	3%S	2%	2%	1%
2	54	43	3	7	2	5	6	3	12	-	4	-	1	1	1	8	45	2
	2%cd	1%	1%	4%zO	2%	1%	1%	2%	4%zTY	-	1%	-	1%	2%	1%	3%	2%	1%
3	71	60	7	3	1	9	8	2	13	1	11	4	-	1	-	11	65	5
	2%cd	2%	3%	1%	1%	3%	1%	1%	4%Thb	1%	3%	2%	-	1%	-	4%Thb	2%	2%
4	143	113	17	10	3	20	23	7	6	4	12	3	6	7	10	14	100	26
	4%fd	4%	6%	5%	3%	6%V	4%	5%	2%	3%	3%	2%	4%	8%V	6%V	5%	4%	8%zf
5	333	292	21	14	5	33	61	21	38	20	52	11	16	4	13	24	263	31
	10%DIkdR	10%R	8%	8%	5%	10%	10%	14%	11%	14%	14%zc	7%	9%	5%	7%	8%	9%	9%
6	360	304	26	23	7	50	54	12	25	19	42	8	24	18	10	42	290	34
	10%RY	11%	9%	13%R	7%	15%TVYb	9%	8%	7%	13%Y	11%Y	5%	15%VYb	21%zTUVXY	6%	13%VYb	10%	10%
7	674	559	67	35	13	66	111	30	76	32	67	44	29	17	35	50	538	71
	20%FeR	19%R	25%zR	19%	13%	19%	18%	20%	22%	23%	18%	27%zTXc	18%	20%	20%	16%	19%	21%
8	805	684	66	38	17	75	169	39	56	36	94	42	41	17	33	80	676	67
	23%NRV	24%R	24%	21%	17%	22%	27%zV	26%V	17%	26%V	25%V	26%V	25%	20%	19%	26%V	24%z	20%
9	441	376	27	24	14	36	95	17	44	11	48	34	26	7	21	37	358	42
	13%FmNe	13%	10%	13%	14%	10%	15%W	11%	13%	8%	13%	21%zSWXa	16%	8%	12%	12%	13%	13%
Extremely Well 10	305	260	15	17	13	29	57	7	37	10	39	15	17	9	11	31	238	34
	9%	9%	6%	9%	13%zOP	8%	9%	4%	11%	7%	10%	9%	10%	10%	6%	10%	9%	10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330	
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239	
Don't know	187	144	14	6	23	22	34	6	18	4	11	3	1	3	33	10	156	15	
		5%CEIKLd	5%	5%	3%	23%zOPQ	6%h	5%h	4%	5%h	3%	3%	2%	1%	3%	19%zSTUVW	3%	6%	5%
		Xh														XYhac			
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Mean	7.08FmNe	7.10	6.84	6.89	7.46zOPQ	7.00	7.34zSUV	6.70	6.81	6.96	7.13	7.61zSUV	7.28U	6.92	7.05	6.98	7.09	7.10	
	V						c					WXabc							
1-3 (Net)	182	145	18	15	4	14	17	11	40	4	17	4	4	3	6	25	156	10	
	5%CDIdT	5%	7%	8%zO	4%	4%	3%	7%T	12%zSTWXY	3%	4%	2%	2%	4%	3%	8%TY	6%	3%	
								hb											
1-4 (Net)	325	259	34	24	8	34	40	18	45	8	29	7	11	10	16	39	257	36	
	9%CIKdT	9%	13%	13%zOR	8%	10%	6%	12%Y	13%zTWXY	6%	8%	4%	6%	12%	10%	13%TY	9%	11%	
1-2 (Net)	111	85	10	12	3	5	10	10	26	3	6	-	4	2	6	14	92	5	
	3%IKdTY	3%	4%	7%zO	3%	1%	2%	6%STXY	8%zSTXY	2%	2%	-	2%	3%	3%	4%TY	3%	2%	
4-7 (Net)	1510	1268	131	82	28	169	249	70	145	74	174	67	76	46	69	130	1191	161	
	44%KRf	44%R	48%R	45%R	28%	49%T	40%	47%	43%	53%T	45%	41%	46%	54%T	40%	42%	43%	49%	
5-6 (Net)	693	596	47	38	12	83	115	33	63	38	94	19	40	22	23	66	553	65	
	20%KdRY	21%R	17%	21%R	12%	24%Yb	19%	22%Y	18%	28%TYb	25%Yb	12%	24%Yb	26%Yb	13%	21%Y	20%	20%	
8-10 (Net)	1552	1320	108	79	45	140	320	63	138	57	182	91	84	33	65	148	1272	143	
	45%FmNe	46%	40%	43%	44%	41%	52%zSVWb	42%	40%	41%	47%	55%zSVWa	51%	39%	38%	47%	46%	43%	
												b							
7-10 (Net)	2226	1879	175	114	58	206	432	93	214	89	249	136	114	50	100	197	1810	214	
	65%FmNeR	65%R	65%	63%	57%	60%	70%zSb	62%	63%	64%	65%	82%zSTUV	69%	58%	58%	63%	65%	65%	
												WXhac							
9-10 (Net)	747	636	43	41	27	65	152	24	81	21	87	49	43	16	32	67	596	76	
	22%FmNeP	22%P	16%	23%	27%zP	19%	24%W	16%	24%	15%	23%	30%zSUW	26%W	18%	19%	22%	21%	23%	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Well 1	59	38	21	2	8	20	29	7	50	8	11	13	27	29	29
	2%BCIKT	2%zB	1%	*	2%	2%	2%C	1%	2%l	1%	1%	2%	3%zKL	1%	2%
2	52	23	29	3	4	11	33	10	39	10	13	8	21	14	34
	2%d	1%	2%	1%	1%	1%	2%zDE	1%	2%	1%	1%	1%	3%zK	1%	3%zd
3	80	45	35	8	6	26	40	18	60	26	19	16	19	51	26
	2%	3%	2%	2%	1%	2%	3%D	2%	2%	3%	2%	2%	2%	2%	2%
4	132	68	63	18	13	37	63	30	101	27	34	40	31	77	50
	4%	4%	4%	4%	2%	3%	5%	3%	4%	3%	4%	5%K	4%	4%	4%
5	291	130	161	32	34	80	145	71	217	65	69	73	85	149	132
	8%Kd	8%	9%	7%	6%	7%	11%zDE	7%	9%	7%	8%	9%	11%zK	7%	11%zd
6	341	160	180	41	59	114	127	88	249	81	80	99	80	207	123
	10%	10%	10%	9%	11%	10%	9%	9%	10%	8%	9%	13%zKL	10%	10%	10%
7	555	282	271	71	104	200	179	175	376	143	158	139	114	365	180
	16%FR	17%	15%	16%	20%zF	18%F	13%	18%	15%	15%	18%	18%	14%	17%	14%
8	871	427	444	124	135	274	338	244	614	265	232	173	202	555	305
	25%R	26%	25%	27%	25%	25%	25%	25%	25%	28%M	26%	22%	26%	26%	25%
9	517	249	268	85	83	182	166	172	345	190	151	95	81	365	148
	15%FMNe	15%	15%	19%zF	16%	17%F	12%	18%zm	14%	20%zMN	17%MN	12%	10%	17%ze	12%
Extremely Well 10	369	177	192	54	69	122	124	129	239	124	110	73	62	247	115
	11%mNe	11%	11%	12%	13%F	11%	9%	13%zm	10%	13%zN	12%N	9%	8%	12%	9%

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		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Don't know	166	74	91	13	16	36	101	25	137	21	26	48	71	59	100
	5%CEIKld	4%	5%	3%	3%	3%	8%zCDE	3%	6%zl	2%	3%	6%KL	9%zKL	3%	8%zd
O															
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
7.23FmMN	7.19	7.27	7.54zF	7.48zF	7.31F	6.95	7.52zm	7.13	7.56zMN	7.39zMN	7.04	6.82	7.41ze	6.97	
ePV															
1-3 (Net)	190	105	85	13	18	58	101	36	149	44	43	37	66	94	89
	6%CDld	6%	5%	3%	3%	5%	8%zCD	4%	6%l	5%	5%	5%	8%zKLM	4%	7%zd
1-4 (Net)	322	174	148	31	31	95	164	65	249	70	76	78	97	171	139
	9%DIKdY	10%	8%	7%	6%	9%	12%zCDE	7%	10%zl	7%	8%	10%	12%zKL	8%	11%zd
1-2 (Net)	110	61	50	5	12	32	61	17	89	18	24	21	47	43	63
	3%CIKdX	4%	3%	1%	2%	3%	5%zC	2%	4%l	2%	3%	3%	6%zKLM	2%	5%zd
4-7 (Net)	1318	641	675	162	211	432	513	363	943	315	341	352	310	799	485
	38%KR	38%	38%	36%	40%	39%	38%	38%	39%	33%	38%	45%zKLN	39%K	38%	39%
5-6 (Net)	632	291	341	73	93	195	271	158	466	146	149	172	165	357	255
	18%KdRf	17%	19%	16%	18%	18%	20%	16%	19%	15%	17%	22%zKL	21%K	17%	20%zd
8-10 (Net)	1757	853	903	263	287	579	628	545	1198	579	493	341	345	1168	568
	51%FmMNe	51%	51%	58%zF	54%F	52%F	47%	56%zm	49%	60%zLMN	55%zMN	44%	44%	55%ze	46%
b															
7-10 (Net)	2312	1135	1174	334	392	779	807	720	1574	722	651	480	459	1533	748
	67%FmMNe	68%	67%	74%zF	74%zF	70%zF	60%	74%zm	65%	75%zMN	72%zMN	62%	58%	72%ze	60%
R															
9-10 (Net)	886	426	459	139	152	305	289	301	584	314	261	168	143	613	263
	26%FmMNe	25%	26%	31%zF	29%F	28%F	22%	31%zm	24%	33%zMN	29%zMN	22%	18%	29%ze	21%
P															

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Well 1	59	45	7	5	1	1	3	7	15	3	1	-	3	1	5	5	45	6
	2%BCIKT	2%	3%	3%	1%	*	1%	5%zSTXY	4%zSTXY	2%	*	-	2%	1%	3%	1%	2%	2%
2	52	38	6	6	2	2	11	2	7	-	3	1	3	1	1	7	41	4
	2%cd	1%	2%	3%zO	2%	1%	2%	2%	2%	-	1%	1%	2%	1%	1%	2%	1%	1%
3	80	68	9	2	1	9	13	4	5	2	9	2	3	3	1	16	71	3
	2%	2%	3%	1%	1%	3%	2%	3%	1%	1%	2%	1%	2%	4%	1%	5%zTVb	3%	1%
4	132	109	12	8	3	10	22	2	22	4	20	2	10	1	7	9	103	14
	4%	4%	4%	4%	3%	3%	4%	1%	7%zY	3%	5%	1%	6%	2%	4%	3%	4%	4%
5	291	248	21	16	6	35	55	17	34	19	28	11	13	2	10	22	225	33
	8%Kd	9%	8%	9%	6%	10%	9%	11%	10%	14%zabc	7%	7%	8%	3%	6%	7%	8%	10%
6	341	284	29	20	8	36	55	8	28	18	46	18	19	13	13	31	259	44
	10%	10%	11%	11%	8%	10%	9%	6%	8%	13%	12%	11%	11%	16%U	7%	10%	9%	13%
7	555	471	47	28	8	73	89	34	42	18	66	22	24	19	33	50	458	40
	16%FR	16%R	17%R	15%R	8%	21%zTV	14%	23%V	12%	13%	17%	13%	15%	22%V	19%	16%	17%	12%
8	871	733	77	43	19	81	178	40	82	42	98	41	43	15	33	81	709	85
	25%R	25%R	28%R	23%	19%	23%	29%b	26%	24%	31%	25%	25%	26%	18%	19%	26%	26%	26%
9	517	440	32	29	16	44	96	20	51	18	53	44	28	18	23	45	417	61
	15%FMNe	15%	12%	16%	16%	13%	15%	13%	15%	13%	14%	27%zSTUV	17%	21%	13%	14%	15%	19%
												WXbc						
Extremely Well 10	369	316	19	20	13	37	75	9	38	11	46	20	17	9	15	39	305	30
	11%mNe	11%	7%	11%	13%P	11%	12%	6%	11%	8%	12%	12%	10%	10%	8%	12%	11%	9%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 258  
**D1\_14. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides high quality television content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Don't know	166	126	11	6	23	17	22	6	16	4	14	3	3	1	33	9	142	11
	5%CEIKLd	4%	4%	3%	23%zOPQ	5%	3%	4%	5%	3%	4%	2%	2%	2%	19%zSTUVW	3%	5%	3%
	O														XYhac			
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23FmMN	7.26P	6.93	7.09	7.55zPQ	7.27	7.39UV	6.93	6.97	7.13	7.33	7.81zSTU	7.18	7.35	7.22	7.19	7.26	7.25
	ePV											VWXhbc						
1-3 (Net)	190	151	22	13	4	12	28	13	27	5	13	3	9	6	7	28	158	13
	6%CDId	5%	8%	7%	4%	4%	5%	9%XY	8%XY	4%	3%	2%	5%	7%	4%	9%zSTXY	6%	4%
1-4 (Net)	322	260	34	21	7	22	50	15	49	9	33	5	19	7	14	37	260	27
	9%DIKdY	9%	13%R	11%	7%	7%	8%	10%Y	14%zSTWXY	6%	8%	3%	11%Y	8%	8%	12%Y	9%	8%
1-2 (Net)	110	83	13	11	3	4	15	9	22	3	4	1	5	2	6	11	86	10
	3%CIKdX	3%	5%	6%zO	3%	1%	2%	6%SX	6%zSTXY	2%	1%	1%	3%	3%	4%	4%	3%	3%
4-7 (Net)	1318	1112	109	72	25	153	222	62	127	59	160	53	67	36	62	111	1046	131
	38%KR	39%R	40%R	39%R	25%	45%TY	36%	41%	37%	42%	42%	32%	40%	43%	36%	36%	38%	40%
5-6 (Net)	632	532	50	36	14	71	111	26	62	37	74	29	32	16	23	53	485	77
	18%KdRf	18%	18%	20%	14%	21%	18%	17%	18%	27%zTbc	19%	17%	19%	19%	13%	17%	17%	23%zf
8-10 (Net)	1757	1488	129	92	48	162	349	69	171	72	196	106	87	42	70	165	1431	176
	51%FmMNe	52%	47%	50%	48%	47%	56%zSb	46%	50%	52%	51%	64%zSUVX	53%	49%	41%	53%b	52%	53%
	b											bc						
7-10 (Net)	2312	1959	176	119	57	234	438	103	213	90	262	128	112	61	103	215	1889	216
	67%FmMNe	68%R	65%	66%R	56%	68%	71%Vb	69%	63%	65%	68%	78%zVWb	68%	72%	60%	69%	68%	65%
	R																	
9-10 (Net)	886	755	52	49	30	81	171	29	89	29	99	65	44	27	37	84	722	91
	26%FmMNe	26%P	19%	27%P	30%P	24%	28%	20%	26%	21%	26%	39%zSTUV	27%	32%	22%	27%	26%	28%
	P											WXbc						

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 259  
**D1\_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Well 1	55	36	19	2	6	16	31	6	47	10	10	12	23	26	29
	2%BCIT	2%zB	1%	*	1%	1%	2%zC	1%	2%zl	1%	1%	2%	3%zKL	1%	2%zd
2	51	26	25	5	6	18	22	12	39	8	17	10	15	27	23
	1%X	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%
3	64	32	32	6	3	19	36	14	46	16	12	17	19	31	26
	2%D	2%	2%	1%	1%	2%	3%zD	1%	2%	2%	1%	2%	2%	1%	2%
4	106	45	61	14	12	32	48	17	88	29	24	24	28	48	53
	3%ld	3%	3%	3%	2%	3%	4%	2%	4%zl	3%	3%	3%	4%	2%	4%zd
5	285	146	139	24	35	74	153	65	220	50	71	67	97	146	131
	8%CEKds	9%	8%	5%	7%	7%	11%zCDE	7%	9%z	5%	8%K	9%K	12%zKL	7%	11%zd
6	346	162	183	58	51	112	125	100	243	98	82	85	80	217	124
	10%R	10%	10%	13%	10%	10%	9%	10%	10%	10%	9%	11%	10%	10%	10%
7	619	333	285	87	107	219	206	188	426	174	178	152	115	409	194
	18%BFNeR Vc	20%zB	16%	19%	20%F	20%F	15%	19%	18%	18%	20%N	20%N	15%	19%e	16%
8	847	400	446	111	136	281	319	245	591	250	231	185	180	552	284
	25%R	24%	25%	25%	25%	25%	24%	25%	24%	26%	26%	24%	23%	26%	23%
9	479	231	248	80	84	172	144	175	303	169	139	87	84	344	127
	14%FmMNe	14%	14%	18%zF	16%F	16%F	11%	18%zm	12%	18%zMN	15%MN	11%	11%	16%ze	10%
Extremely Well 10	292	133	158	44	60	89	99	95	196	103	82	59	48	192	95
	9%N	8%	9%	10%	11%zF	8%	7%	10%	8%	11%zN	9%	8%	6%	9%	8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 259  
**D1\_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Don't know	289	130	157	21	33	75	160	52	227	51	57	79	102	128	155
	8%CIKLdQ	8%	9%	5%	6%	7%	12%zCDE	5%	9%zl	5%	6%	10%KL	13%zKL	6%	12%zd
Total mentions	3431 100%	1674 100%	1754 100%	451 100%	532 100%	1105 100%	1343 100%	968 100%	2427 100%	959 100%	902 100%	777 100%	792 100%	2120 100%	1242 100%
Mean	7.19FmNe P	7.13	7.26	7.46zF	7.49zF	7.27F	6.91	7.49zm	7.08	7.49zMN	7.31MN	7.08N	6.77	7.37ze	6.90
1-3 (Net)	169 5%CDIKdT	93 6%	76 4%	13 3%	15 3%	52 5%	89 7%zCD	32 3%	132 5%l	35 4%	39 4%	39 5%	57 7%zKL	84 4%	77 6%zd
1-4 (Net)	275 8%DidY	138 8%	137 8%	27 6%	28 5%	84 8%	136 10%zCD	49 5%	220 9%zl	64 7%	63 7%	63 8%	86 11%zKL	133 6%	130 10%zd
1-2 (Net)	106 3%CIKX	62 4%	44 3%	7 1%	12 2%	34 3%	53 4%C	18 2%	86 4%zl	19 2%	27 3%	22 3%	38 5%zK	53 3%	52 4%zd
4-7 (Net)	1356 40%RV	686 41%	668 38%	182 40%	205 38%	436 39%	532 40%	369 38%	977 40%	351 37%	355 39%	328 42%K	321 41%	820 39%	503 40%
5-6 (Net)	631 18%KRbf	307 18%	322 18%	81 18%	85 16%	186 17%	278 21%zE	164 17%	463 19%	148 15%	153 17%	152 20%	178 22%zKL	362 17%	256 21%zd
8-10 (Net)	1617 47%FmMNe Pa	764 46%	853 49%	235 52%zF	279 52%zF	541 49%F	562 42%	515 53%zm	1090 45%	523 55%zMN	451 50%MN	331 43%	312 39%	1088 51%ze	507 41%
7-10 (Net)	2237 65%FmNeP R	1098 66%	1138 65%	322 71%zF	386 73%zF	760 69%zF	1098 57%	703 73%zm	1517 63%	697 73%zMN	629 70%zMN	483 62%N	428 54%	1497 71%ze	701 56%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 259  
**D1\_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.**  
**Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
9-10 (Net)	771	364	407	124	144	260	243	270	499	273	220	145	133	536	222
	<b>22%FmMNe</b>	22%	23%	<b>27%zF</b>	<b>27%zF</b>	<b>24%F</b>	18%	<b>28%zm</b>	21%	<b>28%zMN</b>	<b>24%MN</b>	19%	17%	<b>25%ze</b>	18%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 259  
**D1\_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.**  
**Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Well 1	55	41	8	5	1	1	3	7	14	3	4	-	1	1	3	4	44	5
	2%BCIT	1%	3%	3%	1%	*	*	5%zSTXY	4%zSTXY	2%	1%	-	1%	1%	2%	1%	2%	1%
2	51	40	5	5	1	6	8	2	6	-	*	1	1	1	4	10	42	2
	1%X	1%	2%	3%	1%	2%	1%	2%	2%X	-	*	1%	1%	1%	3%X	3%zX	2%	1%
3	64	56	5	1	1	9	8	2	10	3	11	1	-	-	-	12	59	3
	2%D	2%	2%	1%	1%	3%	1%	1%	3%	2%	3%	1%	-	-	-	4%zThb	2%z	1%
4	106	85	13	4	3	12	25	2	12	2	9	1	5	2	5	9	82	12
	3%Id	3%	5%	2%	3%	4%	4%	2%	4%	1%	2%	1%	3%	2%	3%	3%	3%	4%
5	285	229	25	23	7	13	49	12	29	22	34	10	14	9	7	29	216	27
	8%CEKdS	8%	9%	13%zO	7%	4%	8%	8%	9%S	16%zSTYb	9%S	6%	9%	11%S	4%	9%S	8%	8%
6	346	297	27	16	5	48	56	12	27	14	41	13	25	16	10	36	272	33
	10%R	10%R	10%	9%	5%	14%Vb	9%	8%	8%	10%	11%	8%	15%Vb	18%zTVYb	6%	11%	10%	10%
7	619	530	49	29	12	59	111	36	44	22	85	35	36	24	36	40	510	52
	18%BFNeR	18%R	18%	16%	12%	17%	18%	24%Vc	13%	16%	22%Vc	21%Vc	22%Vc	29%zSTVc	21%	13%	18%	16%
8	847	717	62	50	18	88	179	47	77	38	83	44	29	16	43	73	692	88
	25%R	25%R	23%	27%R	18%	26%	29%zXh	31%h	23%	27%	22%	27%	18%	19%	25%	23%	25%	27%
9	479	416	28	21	14	52	87	13	63	14	52	32	30	5	18	51	380	58
	14%FmMNe	14%	10%	12%	14%	15%	14%	9%	19%zUWa	10%	14%	19%Ua	18%a	6%	10%	16%a	14%	18%
Extremely Well 10	292	238	19	20	14	23	47	8	33	15	32	17	17	7	9	29	239	24
	9%N	8%	7%	11%	14%zOP	7%	8%	6%	10%	11%	8%	11%	10%	9%	5%	9%	9%	7%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 259  
**D1\_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Don't know	289	229	30	7	23	33	8	24	7	31	10	7	3	38	19	240	26	26
	8% <b>CIKLdQ</b>	8% <b>Q</b>	11% <b>Q</b>	4%	23% <b>zOPQ</b>	10%	8%	5%	7%	5%	8%	6%	4%	4%	22% <b>zSTUVWXYhac</b>	6%	9%	8%
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.19 <b>FmNeP</b>	7.22 <b>P</b>	6.86	7.10	7.54 <b>zOPQ</b>	7.26	7.32	6.96	7.08	7.11	7.22	7.73 <b>zSTUVWXabc</b>	7.36	6.96	7.19	7.06	7.20	7.34
1-3 (Net)	169	137	18	11	3	15	18	11	30	6	15	2	3	2	7	26	145	9
	5% <b>CDIKdT</b>	5%	7%	6%	3%	4%	3%	7% <b>TYh</b>	9% <b>zTXyh</b>	5%	4%	1%	2%	3%	4%	8% <b>zTXyh</b>	5%	3%
1-4 (Net)	275	222	31	15	7	28	43	14	43	8	24	3	7	4	12	36	227	21
	8% <b>Didy</b>	8%	11%	8%	7%	8% <b>Y</b>	7%	9% <b>Y</b>	13% <b>zTXyh</b>	6%	6%	2%	4%	5%	7%	11% <b>Yh</b>	8%	6%
1-2 (Net)	106	81	13	10	2	7	10	9	20	3	4	1	3	2	7	14	86	7
	3% <b>CIKX</b>	3%	5%	6% <b>zO</b>	2%	2%	2%	6% <b>TXy</b>	6% <b>zSTXY</b>	2%	1%	1%	2%	3%	4%	5% <b>TX</b>	3%	2%
4-7 (Net)	1356	1141	115	73	28	132	241	62	113	59	170	60	80	51	58	114	1080	124
	40% <b>RV</b>	40% <b>R</b>	42% <b>R</b>	40% <b>R</b>	27%	38%	39%	42%	33%	43%	44% <b>V</b>	36%	48% <b>Vbc</b>	60% <b>zSTUVWXYbc</b>	34%	37%	39%	38%
5-6 (Net)	631	526	52	40	13	61	105	24	56	35	75	23	40	25	17	65	488	60
	18% <b>KRbf</b>	18% <b>R</b>	19% <b>R</b>	22% <b>R</b>	12%	18%	17%	16%	16%	25% <b>TYb</b>	20% <b>b</b>	14%	24% <b>b</b>	29% <b>zTUVYb</b>	10%	21% <b>b</b>	18%	18%
8-10 (Net)	1617	1371	109	91	46	163	314	69	173	66	167	93	76	29	69	153	1311	170
	47% <b>FmMNePa</b>	48% <b>P</b>	40%	50% <b>P</b>	46%	47%	51% <b>aa</b>	46%	51% <b>aa</b>	48%	44%	56% <b>zKab</b>	46%	34%	40%	49% <b>aa</b>	47%	52%
7-10 (Net)	2237	1901	158	120	58	222	425	105	217	89	252	128	111	53	105	193	1820	222
	65% <b>FmNePR</b>	66% <b>PR</b>	58%	66%	58%	65%	69%	70%	64%	64%	66%	78% <b>zSVWXabc</b>	67%	62%	61%	62%	66%	67%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 259  
**D1\_15. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
9-10 (Net)	771	654	47	41	28	75	134	21	96	28	84	49	47	13	26	80	619	82
	<b>22%FmMNe</b>	23%	17%	23%	<b>28%zP</b>	22%	22%	14%	<b>28%zUab</b>	20%	22%	<b>30%Uab</b>	<b>28%Ub</b>	15%	15%	<b>26%Ub</b>	22%	25%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 260  
**D1\_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Well 1	80	50	30	4	13	26	37	14	63	13	17	17	33	43	37
	2%BCKT	3%zB	2%	1%	2%	2%	3%C	1%	3%	1%	2%	2%	4%zKL	2%	3%
2	60	31	30	6	5	19	31	9	47	19	10	12	19	25	30
	2%d	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%zd
3	113	61	52	6	15	41	50	18	92	24	32	26	31	62	45
	3%CI RT	4%	3%	1%	3%	4%C	4%C	2%	4%zI	3%	4%	3%	4%	3%	4%
4	158	82	76	28	24	36	71	36	119	40	34	45	40	89	67
	5%E	5%	4%	6%E	4%	3%	5%E	4%	5%	4%	4%	6%	5%	4%	5%
5	366	190	173	37	50	111	168	90	275	77	97	97	95	197	162
	11%Kd	11%	10%	8%	9%	10%	12%zC	9%	11%	8%	11%	12%K	12%K	9%	13%zd
6	430	200	230	79	56	144	151	114	309	126	121	84	98	274	143
	13%T	12%	13%	18%zDEF	10%	13%	11%	12%	13%	13%	13%	11%	12%	13%	12%
7	672	335	337	91	108	246	227	196	468	206	191	157	117	447	213
	20%FN eR	20%	19%	20%	20%	22%zF	17%	20%	19%	22%N	21%N	20%N	15%	21%ze	17%
8	740	359	380	88	120	247	285	235	499	230	213	149	149	482	250
	22%R	21%	22%	20%	23%	22%	21%	24%zm	21%	24%M N	24%N	19%	19%	23%	20%
9	370	178	192	61	73	124	111	131	237	119	95	86	70	272	91
	11%Fme	11%	11%	14%F	14%zF	11%F	8%	14%zm	10%	12%N	11%	11%	9%	13%ze	7%
Extremely Well 10	199	83	116	33	43	55	68	76	123	62	53	42	42	131	65
	6% m	5%	7%	7%	8%zEF	5%	5%	8%zm	5%	6%	6%	5%	5%	6%	5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 260  
**D1\_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Don't know	243	105	138	17	26	56	145	48	192	43	39	64	98	99	138
	7%CEIKLd QX	6%	8%	4%	5%	5%	11%zCDE	5%	8%zl	4%	4%	8%KL	12%zKLM	5%	11%zd
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	6.75AFmN e	6.64	6.86zA	6.99zF	7.02zF	6.78F	6.53	7.13zm	6.62	6.98zMN	6.84N	6.67	6.41	6.93ze	6.46
1-3 (Net)	253	141	112	16	32	87	119	42	203	57	59	55	83	130	113
	7%CldT	8%	6%	4%	6%	8%C	9%zC	4%	8%zl	6%	7%	7%	10%zKL	6%	9%zd
1-4 (Net)	412	223	188	44	56	122	189	78	322	96	93	100	123	219	179
	12%Bld	13%	11%	10%	10%	11%	14%zC	8%	13%zl	10%	10%	13%	15%zKL	10%	14%zd
1-2 (Net)	140	81	60	10	17	45	68	24	110	33	27	29	52	68	68
	4%ClD	5%	3%	2%	3%	4%	5%C	2%	5%l	3%	3%	4%	7%zKLM	3%	5%zd
4-7 (Net)	1625	807	816	235	237	537	616	436	1172	449	443	382	351	1006	585
	47%R	48%	47%	52%zDF	45%	49%	46%	45%	48%	47%	49%	49%	44%	47%	47%
5-6 (Net)	795	390	403	116	106	255	319	204	584	203	218	180	194	471	305
	23%bf	23%	23%	26%	20%	23%	24%	21%	24%	21%	24%	23%	24%	22%	25%
8-10 (Net)	1309	620	688	183	236	426	464	442	859	410	361	276	262	885	406
	38%FmNe	37%	39%	41%F	44%zF	39%	35%	46%zm	35%	43%zMN	40%N	36%	33%	42%ze	33%
7-10 (Net)	1981	955	1025	273	345	672	690	638	1328	617	552	433	379	1331	620
	58%FmNeR	57%	58%	61%F	65%zF	61%zF	51%	66%zm	55%	64%zMN	61%zN	56%N	48%	63%ze	50%
9-10 (Net)	569	261	308	95	116	179	179	207	360	180	148	128	113	403	157
	17%Fme	16%	18%	21%zF	22%zEF	16%	13%	21%zm	15%	19%N	16%	16%	14%	19%ze	13%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 260  
**D1\_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative. Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Well 1	80	62	7	8	2	4	5	7	17	5	7	-	3	2	6	6	60	9
	2%BCKT	2%	3%	4%zO	2%	1%	1%	5%TY	5%zSTXY	4%TY	2%	-	2%	3%	4%TY	2%	2%	3%
2	60	51	3	5	1	8	12	4	6	*	9	3	2	1	1	5	52	5
	2%d	2%	1%	3%	1%	2%	2%	3%	2%	*	2%	2%	1%	1%	1%	2%	2%	1%
3	113	90	16	6	1	13	10	3	14	3	23	7	1	-	3	12	91	11
	3%CI RT	3%	6%zOR	3%	1%	4%	2%	2%	4%	2%	6%zTha	4%	1%	-	2%	4%	3%	3%
4	158	137	10	7	5	24	31	4	19	3	21	10	4	5	6	9	122	16
	5%E	5%	4%	4%	5%	7%	5%	3%	5%	2%	6%	6%	2%	6%	4%	3%	4%	5%
5	366	298	30	29	8	32	67	10	40	20	36	14	30	7	9	32	287	29
	11%Kd	10%	11%	16%zOR	8%	9%	11%	7%	12%	15%b	9%	9%	18%zSTUXY	8%	5%	10%	10%	9%
6	430	358	40	21	11	57	58	15	36	22	54	18	31	15	12	40	332	48
	13%T	12%	15%	11%	11%	17%Tb	9%	10%	11%	16%Tb	14%	11%	18%Tb	18%Tb	7%	13%	12%	15%
7	672	578	53	29	11	70	129	38	54	17	85	36	32	22	43	52	547	74
	20%FNeR	20%R	20%R	16%	11%	20%	21%	25%VW	16%	12%	22%W	22%	19%	26%W	25%W	17%	20%	22%
8	740	634	49	42	15	62	155	34	72	36	69	38	31	19	41	77	615	69
	22%R	22%R	18%	23%R	15%	18%	25%SX	22%	21%	26%	18%	23%	19%	22%	24%	25%	22%	21%
9	370	315	29	16	11	38	73	17	39	13	39	18	23	6	13	35	299	34
	11%Fme	11%	11%	9%	11%	11%	12%	11%	12%	9%	10%	11%	14%	8%	7%	11%	11%	10%
Extremely Well 10	199	160	15	13	11	11	38	6	21	11	25	10	4	4	5	24	160	21
	6%m	6%	6%	7%	11%zOP	3%	6%	4%	6%	8%	6%	6%	3%	5%	3%	8%S	6%	6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 260  
**D1\_16. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Takes risks and provides TV programmes and content that is new and innovative.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Don't know	243	194	19	6	24	25	43	12	22	8	16	9	5	3	32	20	211	15
		7%CEIKLd	7%Q	7%	3%	24%zOPQ	7%	7%	8%	6%	4%	6%	3%	3%	19%zSTUVW	6%	8%	5%
		QX													XYhac			
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.75AFmNe	6.77	6.60	6.52	7.04zPQ	6.56	7.00zSVX	6.74	6.54	6.84	6.61	6.91	6.72	6.77	6.83	6.92	6.78	6.76
1-3 (Net)	253	204	27	19	5	26	27	14	37	8	38	10	6	3	11	24	203	24
	7%Cl dT	7%	10%R	10%R	5%	7%	4%	9%	11%zTh	6%	10%T	6%	4%	4%	6%	8%	7%	7%
1-4 (Net)	412	340	37	26	9	50	57	18	56	11	59	21	10	8	17	33	325	40
	12%Bld	12%	13%	14%	9%	15%h	9%	12%	16%zTWWh	8%	16%Th	12%	6%	10%	10%	11%	12%	12%
1-2 (Net)	140	113	11	13	4	13	16	11	23	5	15	3	5	3	8	11	112	14
	4%Cl d	4%	4%	7%zO	4%	4%	3%	7%T	7%zT	4%	4%	2%	3%	4%	4%	4%	4%	4%
4-7 (Net)	1625	1371	133	87	35	183	285	68	149	63	196	78	96	49	71	133	1288	167
	47%R	48%R	49%R	48%R	35%	53%bc	46%	45%	44%	45%	51%	47%	58%zTVbc	58%Vbc	41%	42%	46%	51%
5-6 (Net)	795	656	70	50	19	89	125	26	77	43	90	32	60	22	21	71	619	77
	23%bf	23%	26%	28%R	19%	26%b	20%	17%	23%b	31%Tub	23%b	19%	37%zTUVX	26%b	12%	23%b	22%	23%
													Ybc					
8-10 (Net)	1309	1109	93	71	36	111	266	56	132	60	133	67	58	30	59	136	1074	124
	38%FmNe	39%	34%	39%	36%	32%	43%zSX	38%	39%	43%	35%	41%	35%	35%	34%	44%SX	39%	37%
7-10 (Net)	1981	1687	146	100	48	180	395	95	187	77	218	103	90	52	102	189	1621	197
	58%FmNeR	59%R	54%	55%	47%	52%	64%zSV	63%	55%	55%	57%	62%	54%	61%	59%	60%	58%	60%
9-10 (Net)	569	475	44	29	22	49	111	23	60	24	64	29	27	11	18	59	459	55
	17%Fme	16%	16%	16%	21%zO	14%	18%	15%	18%	17%	17%	17%	17%	13%	10%	19%	17%	17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 261  
**D1\_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Well 1	57	37	20	2	8	16	30	6	49	8	11	12	26	26	31
	2%BCIKdT	2%zB	1%	*	2%	1%	2%C	1%	2%zI	1%	1%	1%	3%zKL	1%	2%zd
2	54	22	33	3	8	16	27	7	44	16	15	7	16	25	26
	2%ld	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%
3	82	48	35	7	8	28	40	17	65	23	22	18	20	49	27
	2%	3%	2%	2%	1%	3%	3%	2%	3%	2%	2%	2%	2%	2%	2%
4	99	46	53	16	14	23	46	24	71	23	24	29	24	61	35
	3%	3%	3%	4%	3%	2%	3%	2%	3%	2%	3%	4%	3%	3%	3%
5	353	173	178	37	40	97	179	78	271	68	82	101	102	181	166
	10%DIKdR	10%	10%	8%	7%	9%	13%zCDE	8%	11%zI	7%	9%	13%zKL	13%zKL	9%	13%zd
6	375	185	191	59	51	141	124	115	258	102	95	91	87	251	118
	11%FRT	11%	11%	13%F	10%	13%F	9%	12%	11%	11%	11%	12%	11%	12%	10%
7	706	350	354	87	133	239	247	200	500	210	201	151	143	471	219
	21%FeRVc	21%	20%	19%	25%zF	22%	18%	21%	21%	22%	22%	19%	18%	22%ze	18%
8	803	388	414	120	125	261	297	239	554	238	237	164	165	521	274
	23%R	23%	24%	27%	24%	24%	22%	25%	23%	25%	26%zMN	21%	21%	25%	22%
9	410	201	209	61	75	153	121	162	247	140	105	90	74	288	114
	12%FmNe	12%	12%	13%F	14%F	14%F	9%	17%zm	10%	15%zN	12%	12%	9%	14%ze	9%
Extremely Well 10	268	128	139	42	50	77	99	83	185	90	75	54	50	168	96
	8%	8%	8%	9%	9%	7%	7%	9%	8%	9%N	8%	7%	6%	8%	8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 261  
**D1\_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK. Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Don't know	224	96	128	16	20	54	133	36	183	41	35	61	87	80	136
	7% <b>CDEIKL</b> dOh	6%	7%	4%	4%	5%	10% <b>zCDE</b>	4%	8% <b>zl</b>	4%	4%	8% <b>KL</b>	11% <b>zKL</b>	4%	11% <b>zd</b>
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	7.03 <b>FmNe</b> P	6.99	7.08	7.30 <b>zF</b>	7.25 <b>zF</b>	7.10 <b>F</b>	6.79	7.35 <b>zm</b>	6.92	7.28 <b>zMN</b>	7.13 <b>N</b>	6.93	6.70	7.16 <b>ze</b>	6.83
1-3 (Net)	193	106	87	12	24	60	97	30	158	48	48	36	61	99	84
	6% <b>CIdY</b>	6%	5%	3%	5%	5% <b>C</b>	7% <b>zC</b>	3%	7% <b>zl</b>	5%	5%	5%	8% <b>zKM</b>	5%	7% <b>zd</b>
1-4 (Net)	292	152	141	28	38	83	143	54	229	71	71	66	85	160	119
	9% <b>IdS</b>	9%	8%	6%	7%	7%	11% <b>zCE</b>	6%	9% <b>zl</b>	7%	8%	8%	11% <b>zK</b>	8%	10%
1-2 (Net)	111	59	52	5	17	32	57	14	93	25	26	19	41	50	57
	3% <b>CId</b>	3%	3%	1%	3%	3%	4% <b>zC</b>	1%	4% <b>zl</b>	3%	3%	2%	5% <b>zKLM</b>	2%	5% <b>zd</b>
4-7 (Net)	1533	754	777	199	238	501	595	417	1099	403	402	372	356	964	538
	45% <b>RVf</b>	45%	44%	44%	45%	45%	44%	43%	45%	42%	45%	48% <b>K</b>	45%	45%	43%
5-6 (Net)	728	358	369	96	91	239	302	193	529	170	177	192	189	432	284
	21% <b>DKRT</b>	21%	21%	21%	17%	22%	23% <b>D</b>	20%	22%	18%	20%	25% <b>zKL</b>	24% <b>K</b>	20%	23%
8-10 (Net)	1481	717	763	223	250	491	518	484	986	468	417	308	289	976	484
	43% <b>FmNeP</b>	43%	43%	49% <b>zF</b>	47% <b>F</b>	44% <b>F</b>	39%	50% <b>zm</b>	41%	49% <b>zMN</b>	46% <b>MN</b>	40%	36%	46% <b>ze</b>	39%
7-10 (Net)	2187	1068	1117	310	383	730	764	684	1486	678	618	459	432	1447	703
	64% <b>FmMNe</b> Rb	64%	64%	69% <b>zF</b>	72% <b>zEF</b>	66% <b>F</b>	57%	71% <b>zm</b>	61%	71% <b>zMN</b>	69% <b>zMN</b>	59%	55%	68% <b>ze</b>	57%

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 261

**D1\_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.**

**Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**

**Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**

**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
9-10 (Net)	678	329	349	103	125	230	220	245	432	230	180	144	124	456	210
	<b>20%FmNeU</b>	20%	20%	<b>23%F</b>	<b>23%zF</b>	<b>21%F</b>	16%	<b>25%zm</b>	18%	<b>24%zMN</b>	<b>20%N</b>	18%	16%	<b>21%ze</b>	17%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 261  
**D1\_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.**  
**Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...**  
**Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Well 1	57	43	5	6	1	-	4	7	15	3	3	-	1	1	5	5	46	3
	2% <b>BCKd</b> T	2%	2%	4% <b>zO</b>	1%	-	1%	5% <b>zSTXY</b>	4% <b>zSTXY</b>	2% <b>S</b>	1%	-	1%	1%	3% <b>S</b>	2%	2%	1%
2	54	41	6	5	2	3	12	2	9	*	4	1	3	1	1	5	47	2
	2% <b>ld</b>	1%	2%	3%	1%	1%	2%	2%	3%	*	1%	*	2%	1%	1%	2%	2%	1%
3	82	72	8	2	1	9	11	2	15	*	13	2	4	-	3	13	68	10
	2%	2%	3%	1%	1%	3%	2%	1%	4% <b>zW</b>	*	3%	1%	2%	-	2%	4%	2%	3%
4	99	78	13	5	3	4	19	4	9	4	12	4	8	5	4	4	79	5
	3%	3%	5%	3%	3%	1%	3%	3%	3%	3%	3%	2%	5% <b>S</b>	6% <b>Sc</b>	2%	1%	3%	2%
5	353	304	28	15	6	29	55	16	35	22	50	15	16	9	18	39	274	35
	10% <b>DIKd</b> R	11% <b>R</b>	10%	8%	6%	8%	9%	11%	10%	16% <b>ST</b>	13%	9%	9%	11%	11%	12%	10%	11%
6	375	310	30	29	7	51	46	14	33	18	40	10	26	18	13	42	294	47
	11% <b>FRT</b>	11%	11%	16% <b>zOR</b>	7%	15% <b>TY</b>	7%	9%	10%	13%	10%	6%	16% <b>TY</b>	22% <b>zTUVXY</b>	7%	13% <b>TY</b>	11%	14%
7	706	595	63	34	13	89	152	32	52	25	81	43	26	19	30	47	560	80
	21% <b>FeR</b> Vc	21% <b>R</b>	23% <b>R</b>	19%	13%	26% <b>Vhc</b>	24% <b>zVc</b>	21%	15%	18%	21%	26% <b>Vc</b>	16%	22%	18%	15%	20%	24%
8	803	693	54	40	16	74	156	45	80	33	80	41	50	18	35	80	662	62
	23% <b>R</b>	24% <b>R</b>	20%	22%	16%	21%	25%	30%	24%	24%	21%	25%	31%	22%	21%	26%	24%	19%
9	410	351	26	18	16	45	78	12	48	16	50	24	18	6	16	38	336	47
	12% <b>Fm</b> Ne	12%	10%	10%	16% <b>PQ</b>	13%	13%	8%	14%	11%	13%	15%	11%	7%	9%	12%	12%	14%
Extremely Well 10	268	219	16	21	12	22	45	6	27	12	32	21	12	5	7	29	222	25
	8%	8%	6%	11% <b>zOP</b>	12% <b>zOP</b>	7%	7%	4%	8%	9%	8%	13% <b>zUb</b>	7%	6%	4%	9%	8%	8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 261  
**D1\_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330	
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239	
Don't know	224	170	22	8	24	18	43	11	18	5	17	4	2	2	39	11	188	14	
		7% <b>CDEIKL</b>	6%	8%	4%	24% <b>zOPQ</b>	5%	7% <b>h</b>	8% <b>h</b>	5%	3%	5%	2%	1%	2%	23% <b>zSTUVW</b>	3%	7%	4%
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330	
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	7.03 <b>FmNe</b>	7.05 <b>P</b>	6.72	6.97	7.47 <b>zOPQ</b>	7.17	7.19 <b>UV</b>	6.75	6.80	7.02	7.04	7.56 <b>zSTU</b>	7.01	6.83	6.87	7.01	7.05	7.10	
1-3 (Net)	193	157	20	13	3	12	26	11	39	4	20	2	8	2	9	23	161	15	
	6% <b>CIdY</b>	5%	7%	7%	3%	4%	4%	7% <b>Y</b>	11% <b>zSTWXY</b>	3%	5%	1%	5%	2%	5%	7% <b>Y</b>	6%	5%	
1-4 (Net)	292	235	33	18	7	17	46	15	48	8	31	6	16	7	13	27	240	20	
	9% <b>IdS</b>	8%	12% <b>zO</b>	10%	7%	5%	7%	10%	14% <b>zSTWXY</b>	6%	8%	4%	10%	8%	8%	9%	9%	6%	
1-2 (Net)	111	85	12	11	3	3	15	9	24	4	7	1	5	2	6	10	93	5	
	3% <b>CId</b>	3%	4%	6% <b>zO</b>	3%	1%	2%	6% <b>SXY</b>	7% <b>zSTXY</b>	3%	2%	*	3%	2%	3%	3%	3%	2%	
4-7 (Net)	1533	1287	133	83	30	173	272	66	128	70	183	72	75	51	65	132	1207	167	
	45% <b>RVf</b>	45% <b>R</b>	49% <b>R</b>	46% <b>R</b>	29%	50% <b>Vb</b>	44%	44%	38%	50% <b>V</b>	48% <b>V</b>	44%	45%	60% <b>zTUVY</b>	38%	42%	43%	51% <b>f</b>	
5-6 (Net)	728	614	57	44	13	80	101	30	67	40	90	25	41	28	31	81	568	82	
	21% <b>DKRT</b>	21% <b>R</b>	21% <b>R</b>	24% <b>R</b>	13%	23% <b>T</b>	16%	20%	20%	29% <b>TY</b>	23% <b>T</b>	15%	25% <b>T</b>	32% <b>zTVYb</b>	18%	26% <b>TY</b>	20%	25%	
8-10 (Net)	1481	1264	95	78	44	141	279	62	156	61	163	86	80	30	59	147	1220	134	
	43% <b>FmNeP</b>	44% <b>P</b>	35%	43%	43%	41%	45% <b>b</b>	41%	46% <b>b</b>	44%	43%	52% <b>zSab</b>	48% <b>b</b>	35%	34%	47% <b>b</b>	44%	41%	
7-10 (Net)	2187	1859	158	113	57	229	431	93	208	86	244	130	106	49	89	194	1780	214	
	64% <b>FmMNe</b>	65% <b>R</b>	58%	62%	57%	67% <b>b</b>	69% <b>zVb</b>	62%	61%	62%	64% <b>b</b>	79% <b>zSUVW</b>	64%	57%	52%	62%	64%	65%	

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/W/XY/h/a/b/c - z/f/g  
 \*small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 261  
**D1\_17. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
9-10 (Net)	678	570	42	38	27	67	124	17	76	27	83	45	29	12	24	66	558	72
	<b>20%FmNeU</b>	20%	15%	21%	<b>27%zOP</b>	20%	20%	12%	<b>22%U</b>	20%	<b>22%U</b>	<b>27%zUab</b>	18%	14%	14%	<b>21%U</b>	20%	22%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 262  
**D1\_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Well 1	61	39	22	3	11	16	30	10	50	8	10	15	29	31	30
	2%BKT	2%B	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	4%zKL	1%	2%z
2	47	20	27	3	5	9	30	9	37	8	15	7	17	19	27
	1%d	1%	2%	1%	1%	1%	2%zE	1%	2%	1%	2%	1%	2%K	1%	2%zd
3	79	43	36	5	7	29	37	13	65	24	19	14	22	41	35
	2%l	3%	2%	1%	1%	3%	3%	1%	3%	2%	2%	2%	3%	2%	3%
4	135	66	69	19	12	38	66	26	104	31	34	38	32	80	48
	4%l	4%	4%	4%	2%	3%	5%D	3%	4%	3%	4%	5%	4%	4%	4%
5	338	169	168	47	49	88	154	84	248	69	79	98	91	183	144
	10%EKdb	10%	10%	10%	9%	8%	11%zE	9%	10%	7%	9%	13%zKL	11%K	9%	12%zd
6	391	187	203	62	49	139	141	110	279	103	98	88	103	237	143
	11%Rf	11%	12%	14%D	9%	13%	11%	11%	12%	11%	11%	11%	13%	11%	12%
7	643	326	317	75	100	231	237	203	433	191	196	154	102	432	202
	19%Ne	19%	18%	17%	19%	21%	18%	21%	18%	20%N	22%zN	20%N	13%	20%ze	16%
8	854	429	424	123	152	273	306	249	598	259	220	176	199	555	288
	25%R	26%	24%	27%	29%F	25%	23%	26%	25%	27%	24%	23%	25%	26%	23%
9	428	195	233	61	78	158	131	142	282	145	131	72	80	301	121
	12%FMNe	12%	13%	14%F	15%F	14%F	10%	15%zm	12%	15%zMN	15%MN	9%	10%	14%ze	10%
Extremely Well 10	265	118	148	36	50	79	100	92	173	90	68	62	45	172	90
	8%N	7%	8%	8%	9%	7%	7%	10%zm	7%	9%N	7%	8%	6%	8%	7%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 262  
**D1\_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Don't know	191	82	109	15	20	45	110	28	157	31	32	54	73	70	113
	6%CEIKLd h	5%	6%	3%	4%	4%	8%zCDE	3%	6%zl	3%	4%	7%KL	9%zKL	3%	9%zd
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
Mean	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	7.04FmNe PV	6.96	7.11	7.20F	7.30zF	7.13F	6.79	7.31zm	6.93	7.33zMN	7.13N	6.90	6.68	7.19ze	6.79
1-3 (Net)	187	102	85	11	23	55	98	32	152	40	44	35	68	90	93
	5%CldT	6%	5%	2%	4%	5%	7%zCE	3%	6%zl	4%	5%	5%	9%zKLM	4%	7%zd
1-4 (Net)	322	168	154	30	36	92	163	59	257	70	78	73	100	170	141
	9%DIKdY	10%	9%	7%	7%	8%	12%zCDE	6%	11%zl	7%	9%	9%	13%zKL	8%	11%zd
1-2 (Net)	108	59	49	6	16	26	60	19	88	16	25	22	46	50	58
	3%ClkdT	4%	3%	1%	3%	2%	4%zCE	2%	4%l	2%	3%	3%	6%zKLM	2%	5%zd
4-7 (Net)	1506	748	756	204	209	495	598	423	1064	394	407	378	327	931	538
	44%DR	45%	43%	45%	39%	45%	45%	44%	44%	41%	45%	49%zKN	41%	44%	43%
5-6 (Net)	729	357	370	109	97	227	296	194	527	172	177	186	194	420	287
	21%KdRbf	21%	21%	24%D	18%	21%	22%	20%	22%	18%	20%	24%K	24%zKL	20%	23%zd
8-10 (Net)	1547	742	804	221	280	510	537	484	1053	494	419	310	324	1027	499
	45%FmMNe	44%	46%	49%F	53%zEF	46%F	40%	50%zm	43%	52%zMN	46%M	40%	41%	48%ze	40%
7-10 (Net)	2190	1068	1121	296	380	741	774	687	1486	685	615	464	426	1459	700
	64%FmMNe R	64%	64%	66%F	71%zF	67%zF	58%	71%zm	61%	71%zMN	68%zMN	60%N	54%	69%ze	56%
9-10 (Net)	693	312	380	97	128	237	231	234	455	235	199	134	126	473	211
	20%FmNe	19%	22%	22%	24%zF	21%F	17%	24%zm	19%	25%zMN	22%M	17%	16%	22%ze	17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 262  
**D1\_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Well 1	61	44	8	8	1	-	4	7	15	3	1	-	2	1	6	5	49	4
	2%BKT	2%	3%	5%zOR	1%	-	1%	5%zSTXY	4%zSTXY	2%S	*	-	1%	1%	3%STX	2%	2%	1%
2	47	39	4	2	2	5	5	2	6	-	7	2	3	1	1	6	41	4
	1%cd	1%	2%	1%	1%	2%	1%	2%	2%	-	2%	1%	2%	2%	1%	2%	1%	1%
3	79	61	13	4	1	5	11	2	12	2	12	2	-	-	-	16	64	6
	2%l	2%	5%zO	2%	1%	1%	2%	2%	4%b	1%	3%	1%	-	-	-	5%zSThb	2%	2%
4	135	112	13	6	3	20	25	6	13	3	14	3	2	5	12	10	105	13
	4%l	4%	5%	3%	3%	6%	4%	4%	4%	2%	4%	2%	1%	6%	7%	3%	4%	4%
5	338	286	29	15	7	27	59	20	36	25	43	13	17	7	5	34	266	25
	10%EKdb	10%	11%	8%	7%	8%	10%b	13%b	10%b	18%zSTVb	11%b	8%	10%b	8%	3%	11%b	10%	7%
6	391	330	27	28	6	62	61	10	37	18	42	11	23	17	10	38	299	56
	11%Rf	11%R	10%	15%zR	6%	18%zTUVX Yb	10%	7%	11%	13%	11%	7%	14%	19%zTUVb	6%	12%	11%	17%zF
7	643	549	49	30	15	64	116	34	64	22	79	34	36	17	39	44	523	60
	19%Ne	19%	18%	16%	15%	19%	19%	23%	19%	16%	21%	21%	22%	20%	23%	14%	19%	18%
8	854	729	67	42	16	85	173	31	70	38	101	51	45	21	34	80	708	79
	25%R	25%R	25%R	23%	16%	25%	28%V	21%	20%	27%	26%	31%V	27%	25%	20%	26%	26%	24%
9	428	363	29	23	13	39	86	22	45	13	36	27	23	7	26	38	347	42
	12%FMNe	13%	11%	12%	13%	11%	14%	15%	13%	10%	9%	16%	14%	8%	15%	12%	12%	13%
Extremely Well 10	265	216	20	18	12	19	47	8	25	10	31	17	13	8	8	30	212	26
	8%N	8%	7%	10%	11%zO	6%	8%	5%	7%	7%	8%	10%	8%	10%	4%	9%	8%	8%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 262  
**D1\_18. When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ... Provides distinctive TV programmes and content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330	
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239	
Don't know	191	147	12	7	24	18	34	6	17	5	17	4	1	1	32	12	161	15	
		6%CEIKLd	5%	5%	4%	24%zOPQ	5%	5%h	4%	5%	3%	4%	3%	1%	2%	18%zSTUVW	4%	6%	5%
		h														XYhac			
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Mean	7.04FmNe	7.06	6.78	6.93	7.35zOPQ	7.00	7.23zUV	6.77	6.75	6.94	7.01	7.58zSUV	7.24	7.05	7.09	6.96	7.05	7.10	
	PV											WXac							
1-3 (Net)	187	145	24	14	4	10	20	12	33	5	20	3	5	2	7	27	154	14	
	5%CldT	5%	9%zOR	8%	4%	3%	3%	8%ST	10%zSTYh	4%	5%	2%	3%	3%	4%	9%zSTY	6%	4%	
1-4 (Net)	322	257	37	20	7	30	45	18	46	8	34	6	7	7	19	37	259	27	
	9%DIKdY	9%	14%zOR	11%	7%	9%	7%	12%Y	14%zTWYh	6%	9%	4%	4%	8%	11%Y	12%Yh	9%	8%	
1-2 (Net)	108	84	12	11	3	5	9	9	21	3	8	2	5	2	7	11	89	8	
	3%CIKdT	3%	4%	6%zO	3%	2%	2%	6%STY	6%zSTXY	2%	2%	1%	3%	3%	4%	4%	3%	2%	
4-7 (Net)	1506	1277	119	79	32	173	260	71	150	67	179	62	78	45	66	126	1194	153	
	44%DR	44%R	44%R	43%R	31%	50%TYbc	42%	47%	44%	48%	47%	38%	47%	53%	38%	40%	43%	47%	
5-6 (Net)	729	616	56	43	13	89	120	31	73	42	85	25	40	23	15	72	565	81	
	21%KdRbf	21%R	21%R	24%R	13%	26%Yb	19%b	20%b	21%b	30%zTYb	22%b	15%	24%b	27%Yb	9%	23%b	20%	25%	
8-10 (Net)	1547	1308	116	82	41	143	306	61	141	62	168	95	81	37	68	148	1268	147	
	45%FmMNe	45%	43%	45%	41%	41%	49%	41%	41%	44%	44%	58%zSUVW	49%	43%	39%	47%	46%	45%	
												Xb							
7-10 (Net)	2190	1857	165	112	56	207	421	95	204	84	247	129	117	54	107	192	1791	207	
	64%FmMNe	65%R	61%	61%	55%	60%	68%V	64%	60%	60%	65%	79%zSTUV	71%	63%	62%	61%	65%	63%	
	R											WXabc							
9-10 (Net)	693	579	49	40	25	58	133	30	71	24	67	44	36	15	34	68	559	68	
	20%FmNe	20%	18%	22%	25%	17%	21%	20%	21%	17%	17%	27%SX	22%	18%	19%	22%	20%	21%	

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 263

D1\_sum. Competitive delivery for BBC vs. other TV providers (by users) (7-10)

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Provides a broad mix of different types of TV programmes and content.	2226 65%FmNeR	1090 65%	1134 65%	309 69%F	380 71%zF	763 69%zF	774 58%	697 72%zm	1512 62%	693 72%zMN	624 69%zMN	478 61%N	430 54%	1490 70%ze	700 56%
Provides high quality television content.	2312 67%FmNeR	1135 68%	1174 67%	334 74%zF	392 74%zF	779 70%zF	807 60%	720 74%zm	1574 65%	722 75%zMN	651 72%zMN	480 62%	459 58%	1533 72%ze	748 60%
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2237 65%FmNeP R	1098 66%	1138 65%	322 71%zF	386 73%zF	760 69%zF	769 57%	703 73%zm	1517 63%	697 73%zMN	629 70%zMN	483 62%N	428 54%	1497 71%ze	701 56%
Takes risks and provides TV programmes and content that is new and innovative.	1981 58%FmNeR	955 57%	1025 58%	273 61%F	345 65%zF	672 61%zF	690 51%	638 66%zm	1328 55%	617 64%zMN	552 61%zN	433 56%N	379 48%	1331 63%ze	620 50%
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	2187 64%FmMNe Rb	1068 64%	1117 64%	310 69%zF	383 72%zEF	730 66%F	764 57%	684 71%zm	1486 61%	678 71%zMN	618 69%zMN	459 59%	432 55%	1447 68%ze	703 57%
Provides distinctive TV programmes and content.	2190 64%FmMNe R	1068 64%	1121 64%	296 66%F	380 71%zF	741 67%zF	774 58%	687 71%zm	1486 61%	685 71%zMN	615 68%zMN	464 60%N	426 54%	1459 69%ze	700 56%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 263

## D1\_sum. Competitive delivery for BBC vs. other TV providers (by users) (7-10)

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Nation				England Regions											Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341	
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330	
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239	
Provides a broad mix of different types of TV programmes and content.	2226	1879	175	114	58	206	432	93	214	89	249	136	114	50	100	197	1810	214	
		65%FmNeR	65%R	65%	63%	57%	60%	70%zSb	62%	63%	64%	65%	82%zSTUV	69%	58%	58%	63%	65%	65%
Provides high quality television content.	2312	1959	176	119	57	234	438	103	213	90	262	128	112	61	103	215	1889	216	
		67%FmMNe	68%R	65%	66%R	56%	68%	71%Vb	69%	63%	65%	68%	78%zVWb	68%	72%	60%	69%	68%	65%
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2237	1901	158	120	58	222	425	105	217	89	252	128	111	53	105	193	1820	222	
		65%FmNeP	66%PR	58%	66%	58%	65%	69%	70%	64%	64%	66%	78%zSVWX	67%	62%	61%	62%	66%	67%
Takes risks and provides TV programmes and content that is new and innovative.	1981	1687	146	100	48	180	395	95	187	77	218	103	90	52	102	189	1621	197	
		58%FmNeR	59%R	54%	55%	47%	52%	64%zSV	63%	55%	57%	62%	54%	61%	59%	60%	58%	60%	
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	2187	1859	158	113	57	229	431	93	208	86	244	130	106	49	89	194	1780	214	
		64%FmMNe	65%R	58%	62%	57%	67%b	69%zVb	62%	61%	62%	64%b	79%zSUUV	64%	57%	52%	62%	64%	65%
Provides distinctive TV programmes and content.	2190	1857	165	112	56	207	421	95	204	84	247	129	117	54	107	192	1791	207	
		64%FmMNe	65%R	61%	61%	55%	60%	68%V	64%	60%	60%	65%	79%zSTUV	71%	63%	62%	61%	65%	63%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 264

D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Base = All respondents

Summary Table						
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
UnweightedBase	3907	3907	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
Not At All Important						
1	69 2%	69 2%	85 2%	82 2%	78 2%	74 2%
2	41 1%	50 1%	59 2%	42 1%	38 1%	46 1%
3	70 2%	57 1%	57 1%	83 2%	57 1%	54 1%
4	85 2%	85 2%	109 3%	125 3%	77 2%	115 3%
5	301 8%	244 6%	281 7%	310 8%	275 7%	281 7%
6	317 8%	325 8%	362 9%	406 10%	342 9%	352 9%
7	647 17%	527 13%	678 17%	692 18%	688 18%	679 17%
8	965 25%	931 24%	962 25%	922 24%	965 25%	946 24%
9	629 16%	682 17%	591 15%	560 14%	581 15%	629 16%
Extremely Important						
10	643 16%	811 21%	538 14%	504 13%	646 17%	571 15%
Don't know	143 4%	127 3%	184 5%	182 5%	160 4%	161 4%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%
Mean	7.55	7.73	7.40	7.30	7.55	7.47
1-3 (Net)	179 5%	176 5%	201 5%	207 5%	173 4%	174 4%
1-4 (Net)	264 7%	261 7%	311 8%	332 9%	250 6%	289 7%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 264

D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Base = All respondents

Summary Table						
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
1-2 (Net)	109 3%	119 3%	144 4%	124 3%	117 3%	119 3%
4-7 (Net)	1349 35%	1181 30%	1430 37%	1533 39%	1382 35%	1426 37%
5-6 (Net)	618 16%	569 15%	643 16%	715 18%	618 16%	632 16%
8-10 (Net)	2236 57%	2423 62%	2091 54%	1985 51%	2191 56%	2146 55%
7-10 (Net)	2883 74%	2950 76%	2769 71%	2677 69%	2879 74%	2824 72%
9-10 (Net)	1271 33%	1493 38%	1129 29%	1063 27%	1227 31%	1199 31%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 265

D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Base = All who have watched BBC TV or BBC on demand in the past 3 months

Summary Table						
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
UnweightedBase	3440	3440	3440	3440	3440	3440
WeightedBase	3431	3431	3431	3431	3431	3431
EffectiveBase	2407	2407	2407	2407	2407	2407
Not At All Important						
1	38 1%	41 1%	53 2%	52 2%	44 1%	40 1%
2	22 1%	24 1%	33 1%	29 1%	22 1%	27 1%
3	44 1%	41 1%	42 1%	56 2%	39 1%	40 1%
4	74 2%	71 2%	85 2%	103 3%	66 2%	90 3%
5	226 7%	177 5%	209 6%	239 7%	206 6%	211 6%
6	277 8%	287 8%	322 9%	356 10%	302 9%	311 9%
7	581 17%	457 13%	615 18%	624 18%	617 18%	620 18%
8	896 26%	859 25%	893 26%	857 25%	898 26%	881 26%
9	591 17%	634 18%	551 16%	528 15%	545 16%	583 17%
Extremely Important						
10	589 17%	761 22%	500 15%	461 13%	584 17%	527 15%
Don't know	94 3%	79 2%	129 4%	126 4%	108 3%	101 3%
Total mentions	3431 100%	3431 100%	3431 100%	3431 100%	3431 100%	3431 100%
Mean	7.71	7.90	7.56	7.45	7.69	7.63
1-3 (Net)	104 3%	106 3%	128 4%	136 4%	105 3%	107 3%
1-4 (Net)	178 5%	177 5%	213 6%	239 7%	171 5%	197 6%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 265

D1a. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Summary Table					
	Provides a broad mix of different types of TV programmes and content.	Provides high quality television content.	Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	Takes risks and provides TV programmes and content that is new and innovative.	Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	Provides distinctive TV programmes and content.
WeightedBase	3431	3431	3431	3431	3431	3431
EffectiveBase	2407	2407	2407	2407	2407	2407
1-2 (Net)	60 2%	65 2%	86 3%	80 2%	66 2%	67 2%
4-7 (Net)	1157 34%	991 29%	1230 36%	1323 39%	1191 35%	1232 36%
5-6 (Net)	503 15%	464 14%	530 15%	596 17%	508 15%	523 15%
8-10 (Net)	2076 60%	2254 66%	1944 57%	1845 54%	2027 59%	1991 58%
7-10 (Net)	2656 77%	2711 79%	2559 75%	2470 72%	2644 77%	2611 76%
9-10 (Net)	1180 34%	1395 41%	1051 31%	988 29%	1129 33%	1110 32%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 266  
**D1a\_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	69	41	28	6	11	22	29	15	52	14	10	16	28	27	39
1	2% <b>dOS</b>	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	3% <b>zL</b>	1%	3% <b>zd</b>
2	41	20	20	6	4	13	17	4	37	7	11	10	12	21	16
	1% <b>lO</b>	1%	1%	1%	1%	1%	1%	*	1% <b>zl</b>	1%	1%	1%	1%	1%	1%
3	70	35	34	4	10	29	26	10	56	18	12	12	26	45	20
	2% <b>lOQ</b>	2%	2%	1%	2%	2% <b>C</b>	2%	1%	2% <b>l</b>	2%	1%	1%	3% <b>z</b>	2%	1%
4	85	54	31	20	13	14	38	20	62	19	19	22	25	47	35
	2% <b>BE</b>	3% <b>zB</b>	2%	4% <b>zE</b>	2%	1%	3% <b>E</b>	2%	2%	2%	2%	3%	3%	2%	3%
5	301	147	153	49	37	97	119	84	215	55	60	84	102	161	119
	8% <b>KLd</b>	8%	8%	9%	6%	8%	8%	7%	8%	5%	6%	10% <b>KL</b>	10% <b>zKL</b>	7%	9%
6	317	160	157	56	52	101	107	89	226	89	73	81	74	192	120
	8% <b>PRf</b>	8%	8%	10%	8%	8%	7%	8%	8%	8%	7%	9%	8%	8%	9%
7	647	328	319	97	112	220	219	189	451	170	167	156	154	416	222
	17% <b>R</b>	17%	16%	18%	17%	17%	15%	17%	16%	16%	17%	18%	16%	17%	16%
8	965	476	487	107	169	324	365	289	668	260	282	206	217	633	319
	25% <b>CR</b>	25%	24%	20%	26% <b>C</b>	25% <b>C</b>	25% <b>C</b>	26%	24%	25%	28% <b>zMN</b>	23%	22%	26%	23%
9	629	301	328	92	108	212	217	196	431	221	164	118	127	425	192
	16% <b>Ne</b>	16%	16%	17%	17%	17%	15%	17%	16%	21% <b>zLMN</b>	16%	13%	13%	18% <b>ze</b>	14%
Extremely Important	643	289	354	90	96	205	251	192	443	177	164	135	167	400	228
10	16% <b>UW</b>	15%	18%	17%	15%	16%	17%	17%	16%	17%	17%	15%	17%	16%	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 266

D1a\_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Provides a broad mix of different types of TV programmes and content.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	143	55	88	19	35	38	51	34	99	26	32	37	48	59	74
	4%AKd	3%	4%zA	3%	5%zE	3%	4%	3%	4%	2%	3%	4%	5%K	2%	5%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.55AmMN ePRWc	7.45	7.65zA	7.51	7.62	7.57	7.53	7.73zm	7.49	7.76zMN	7.71zMN	7.39	7.30	7.67ze	7.40
1-3 (Net)	179	97	82	16	26	65	72	28	145	40	34	39	67	93	75
	5%ldOT	5%	4%	3%	4%	5%	5%	3%	5%zl	4%	3%	4%	7%zKL	4%	5%d
1-4 (Net)	264	151	113	36	39	79	110	48	207	59	53	61	91	140	110
	7%BldOY	8%zB	6%	7%	6%	6%	8%	4%	8%zl	6%	5%	7%	9%zKL	6%	8%zd
1-2 (Net)	109	61	48	12	16	36	46	18	89	22	21	26	40	48	55
	3%ldOS	3%	2%	2%	2%	3%	3%	2%	3%zl	2%	2%	3%	4%zKL	2%	4%zd
4-7 (Net)	1349	689	659	221	214	431	483	382	953	333	318	343	355	816	496
	35%KPR	36%	33%	41%zDEF	33%	34%	34%	34%	35%	31%	32%	39%zKL	36%	34%	36%
5-6 (Net)	618	307	310	105	89	198	226	173	441	144	133	165	176	353	239
	16%LdPf	16%	15%	19%zD	14%	16%	16%	15%	16%	14%	13%	19%zKL	18%KL	15%	17%
8-10 (Net)	2236	1066	1169	289	373	742	832	677	1543	658	611	458	510	1457	739
	57%MNeS	56%	58%	53%	58%	58%	58%	60%z	56%	62%zMN	61%zMN	52%	52%	60%ze	53%
7-10 (Net)	2883	1393	1488	386	485	962	1051	866	1993	828	777	613	665	1874	961
	74%MNePR Wc	73%	74%	71%	75%	75%	73%	77%zm	73%	78%zMN	78%zMN	70%	68%	77%ze	69%
9-10 (Net)	1271	590	682	182	204	418	468	388	875	398	328	252	293	825	420
	33%MeSW	31%	34%	33%	31%	33%	33%	35%	32%	38%zMN	33%	29%	30%	34%e	30%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 266  
**D1a\_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	69	39	11	4	15	-	8	*	10	3	3	-	3	1	2	7	52	4
1	2% <b>dOS</b>	1%	3% <b>O</b>	2%	12% <b>zOPQ</b>	-	1%	*	3% <b>S</b>	2% <b>S</b>	1%	-	2% <b>S</b>	1%	1%	2% <b>S</b>	2%	1%
2	41	26	11	3	1	*	4	1	9	1	4	-	-	-	-	7	36	4
	1% <b>IO</b>	1%	3% <b>zOR</b>	2%	1%	*	1%	*	2% <b>zST</b>	1%	1%	-	-	-	-	2%	1%	1%
3	70	44	24	1	1	12	7	1	3	2	3	2	1	-	1	12	59	6
	2% <b>IOQ</b>	1%	7% <b>zOQR</b>	*	1%	3% <b>TVX</b>	1%	1%	1%	1%	1%	1%	1%	-	1%	3% <b>TVX</b>	2%	2%
4	85	68	9	5	1	7	16	4	8	4	7	2	7	4	3	6	72	7
	2% <b>BE</b>	2%	3%	3%	1%	2%	2%	3%	2%	3%	2%	1%	4%	4%	2%	2%	2%	2%
5	301	256	18	13	14	27	52	14	26	37	25	10	10	7	14	34	243	30
	8% <b>KLd</b>	8%	5%	7%	11% <b>zOP</b>	7%	7%	8%	7%	22% <b>zSTUVX Yhabc</b>	6%	5%	6%	7%	7%	9%	8%	8%
6	317	278	16	17	5	53	51	18	28	14	35	9	12	9	15	35	228	50
	8% <b>PRf</b>	9% <b>PR</b>	5%	9%	4%	14% <b>zTVXYh</b>	7%	11%	7%	9%	8%	5%	7%	10%	8%	9%	7%	14% <b>zF</b>
7	647	565	44	26	12	81	125	34	63	18	81	31	31	16	24	60	542	52
	17% <b>R</b>	17% <b>zR</b>	13%	13%	10%	22% <b>zWb</b>	17%	21% <b>W</b>	17%	11%	19%	17%	17%	18%	13%	16%	17%	14%
8	965	819	84	42	21	86	174	46	93	51	121	52	42	21	43	88	782	98
	25% <b>CR</b>	25% <b>R</b>	25% <b>R</b>	22%	17%	23%	24%	28%	25%	31%	28%	28%	24%	24%	23%	24%	25%	27%
9	629	538	48	28	15	49	148	26	51	18	74	44	37	13	29	48	523	44
	16% <b>Ne</b>	16%	14%	15%	12%	13%	20% <b>zSVWc</b>	15%	14%	11%	17%	24% <b>zSVWc</b>	20%	14%	15%	13%	17%	12%
Extremely Important	643	512	51	49	30	47	118	15	67	14	64	30	36	20	43	57	504	60
10	16% <b>UW</b>	16%	15%	25% <b>zOP</b>	25% <b>zOP</b>	12%	16% <b>W</b>	9%	18% <b>UW</b>	9%	15%	16%	20% <b>UW</b>	22% <b>SUW</b>	23% <b>SUW</b>	15%	16%	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 266  
**D1a\_1. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	143	114	16	5	7	15	27	7	16	1	8	5	2	-	16	18	114	13
	4%AKd	4%	5%	3%	6%zOQ	4%	4%	4%	4%	1%	2%	3%	1%	-	8%zTWXha	5%W	4%	3%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.55AmMN ePRWc	7.60zPR	7.11	7.75PR	7.06	7.40W	7.75zSWc	7.45	7.51W	7.00	7.73SWc	8.03zSUV Wc	7.83SWc	7.74W	7.91SWc	7.30	7.55	7.47
1-3 (Net)	179 5%ldOT	108 3%	46 14%zOQ	8 4%	17 14%zOQ	12 3%	19 3%	2 1%	21 6%TXy	6 3%	10 2%	2 1%	4 2%	1 1%	4 2%	26 7%TUXyb	147 5%	14 4%
1-4 (Net)	264 7%BlDOY	177 5%	55 17%zOQ	14 7%	18 15%zOQ	19 5%	35 5%	7 4%	29 8%Y	10 6%	17 4%	4 2%	11 6%	5 5%	7 3%	32 9%TXy	219 7%	21 6%
1-2 (Net)	109 3%ldOS	64 2%	22 7%zO	8 4%O	15 13%zOPQ	* *	12 2%	1 1%	19 5%zSTUXY	4 3%S	7 2%	- -	3 2%	1 1%	2 1%	14 4%SY	88 3%	8 2%
4-7 (Net)	1349 35%KPR	1167 36%zPR	87 26%	61 32%	33 27%	168 45%zTVXY hb	244 33%	70 42%Yb	125 33%	74 45%zTVYb	148 35%	53 28%	59 33%	35 39%	56 30%	135 36%	1085 34%	139 38%
5-6 (Net)	618 16%LdPf	534 16%P	34 10%	30 15%	19 16%P	80 21%zTXyh	103 14%	31 19%	54 14%	51 31%zSTUV XYhabc	60 14%	19 10%	22 12%	15 17%	29 15%	69 19%Y	471 15%	80 22%zf
8-10 (Net)	2236 57%MNeS	1869 57%	182 55%	119 62%	66 54%	182 48%	440 60%Sc	86 52%	212 57%	84 51%	260 61%Sc	127 68%zSUVW c	115 64%SWc	54 60%	116 61%S	193 52%	1809 57%	202 55%
7-10 (Net)	2883 74%MNePR Wc	2433 75%zPR	226 68%	146 75%R	78 64%	263 70%	565 77%zSWc	121 73%	275 74%W	102 62%	341 80%zSWc	158 85%zSUVW bc	146 81%SWc	70 78%W	140 73%	253 68%	2351 74%	254 69%
9-10 (Net)	1271 33%MeSW	1050 32%	99 30%	78 40%zOP	45 37%	96 25%	266 36%zSUWc	40 24%	119 32%W	33 20%	139 33%W	74 40%SUWc	73 40%SUWc	33 36%W	72 38%SUW	105 28%	1027 33%	104 28%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 267  
**D1a\_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	69	42	28	5	13	25	26	15	52	13	9	17	30	33	33
1	2%LOST	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	3%zKL	1%	2%zd
2	50	21	28	8	11	14	16	5	45	7	12	12	18	26	23
	1%IO	1%	1%	1%	2%	1%	1%	*	2%zl	1%	1%	1%	2%K	1%	2%
3	57	33	24	4	9	22	22	9	44	17	8	9	23	31	19
	1%O	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%zL	1%	1%
4	85	48	37	15	6	27	37	16	69	21	17	23	24	48	33
	2%D	3%	2%	3%	1%	2%	3%D	1%	2%	2%	2%	3%	2%	2%	2%
5	244	119	125	43	34	79	88	81	162	49	42	64	89	126	103
	6%KLdQ	6%	6%	8%	5%	6%	6%	7%	6%	5%	4%	7%KL	9%zKL	5%	7%zd
6	325	145	179	57	43	96	129	92	230	65	83	97	81	188	130
	8%KRb	8%	9%	10%D	7%	8%	9%	8%	8%	6%	8%	11%zK	8%	8%	9%
7	527	273	254	82	104	175	165	156	363	156	124	125	122	353	166
	13%FeRY	14%	13%	15%	16%F	14%	12%	14%	13%	15%	12%	14%	12%	15%	12%
8	931	457	472	135	154	297	345	290	629	255	268	191	217	611	307
	24%R	24%	24%	25%	24%	23%	24%	26%	23%	24%	27%zMN	22%	22%	25%	22%
9	682	335	347	86	130	231	235	218	462	213	180	144	145	440	229
	17%Nc	18%	17%	16%	20%	18%	16%	19%	17%	20%zN	18%	16%	15%	18%	17%
Extremely Important	811	387	424	100	109	271	331	206	598	233	225	164	189	507	286
10	21%DIU	20%	21%	18%	17%	21%D	23%zCD	18%	22%zl	22%	23%	19%	19%	21%	21%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 267  
**D1a\_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	127 3%Ad	46 2%	82 4%zA	12 2%	33 5%zCF	38 3%	44 3%	34 3%	88 3%	28 3%	28 3%	30 3%	42 4%	63 3%	55 4% <b>d</b>
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.73MNeP RWc	7.68	7.78	7.62	7.71	7.75	7.77	7.82	7.71	7.94zMN	7.97zMN	7.57	7.41	7.84ze	7.60
1-3 (Net)	176 5%lDdOTY	96 5%	79 4%	17 3%	34 5%	61 5%	64 4%	29 3%	141 5%zl	37 4%	30 3%	38 4%	71 7%zKLM	90 4%	75 5% <b>d</b>
1-4 (Net)	261 7%lDdOTY	144 8%	117 6%	32 6%	40 6%	88 7%	101 7%	44 4%	209 8%zl	59 6%	46 5%	61 7%	95 10%zKL	138 6%	108 8% <b>zd</b>
1-2 (Net)	119 3%lKdOTY	63 3%	56 3%	13 2%	25 4%	39 3%	42 3%	20 2%	97 4%zl	20 2%	21 2%	29 3%	48 5%zKL	60 2%	56 4% <b>zd</b>
4-7 (Net)	1181 30%LRY	584 31%	595 30%	196 36%zDEF	188 29%	378 30%	419 29%	345 31%	823 30%	292 28%	265 27%	310 35%zKL	315 32%L	714 29%	432 31%
5-6 (Net)	569 15%Kd	264 14%	304 15%	100 18%zDE	77 12%	176 14%	217 15%	173 15%	392 14%	114 11%	124 12%	161 18%zKL	169 17%zKL	313 13%	233 17% <b>zd</b>
8-10 (Net)	2423 62%MNePU Wc	1179 62%	1242 62%	320 59%	393 61%	799 63%	911 63%	714 64%	1689 62%	700 66%zMN	673 68%zMN	499 57%	551 56%	1558 64%ze	822 59%
7-10 (Net)	2950 76%MNePR Wc	1452 76%	1496 75%	401 74%	498 77%	974 76%	1076 75%	871 78%	2051 75%	856 81%zMN	797 80%zMN	624 71%	673 69%	1911 79%ze	987 71%
9-10 (Net)	1493 38%NUWc	722 38%	770 39%	185 34%	239 37%	502 39%	566 39%	425 38%	1059 39%	445 42%zMN	405 41%MN	308 35%	334 34%	947 39%	515 37%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 267  
**D1a\_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	69	36	13	5	15	-	5	1	9	3	4	-	2	1	2	7	54	5
1	2% <b>LOST</b>	1%	4% <b>zO</b>	3% <b>O</b>	12% <b>zOPQ</b>	-	1%	1%	2% <b>ST</b>	2% <b>S</b>	1%	-	1%	1%	1%	2% <b>S</b>	2%	1%
2	50	31	15	2	1	6	6	-	5	1	2	-	1	-	-	10	46	1
	1% <b>O</b>	1%	4% <b>zOQR</b>	1%	1%	2%	1%	-	1%	*	1%	-	1%	-	-	3% <b>z</b>	1%	*
3	57	39	16	1	1	6	5	3	5	1	6	1	2	-	1	9	39	11
	1% <b>O</b>	1%	5% <b>zOQR</b>	*	1%	2%	1%	2%	1%	1%	1%	1%	1%	-	*	2%	1%	3% <b>zf</b>
4	85	69	9	5	1	6	11	7	11	4	7	2	3	-	5	13	72	7
	2% <b>D</b>	2%	3%	3%	1%	2%	1%	4%	3%	2%	2%	1%	2%	-	3%	4%	2%	2%
5	244	208	15	7	14	19	50	10	16	30	17	7	9	5	14	29	202	16
	6% <b>KLdQ</b>	6%	5%	3%	11% <b>zOPQ</b>	5%	7%	6%	4%	18% <b>zSTUVX</b>	4%	4%	5%	5%	8%	8%	6%	4%
										Yhabc								
6	325	280	21	19	5	43	60	18	27	18	33	10	17	8	6	40	255	40
	8% <b>KRb</b>	9% <b>R</b>	6%	10% <b>R</b>	4%	11% <b>b</b>	8%	11% <b>b</b>	7%	11% <b>b</b>	8%	6%	9%	9%	3%	11% <b>b</b>	8%	11%
7	527	455	42	22	8	58	116	34	47	22	54	12	22	8	22	59	430	48
	13% <b>FeRY</b>	14% <b>R</b>	13% <b>R</b>	11%	7%	15% <b>Y</b>	16% <b>Y</b>	21% <b>zXY</b>	13%	13%	13%	7%	12%	9%	12%	16% <b>Y</b>	14%	13%
8	931	782	78	48	23	103	163	40	93	37	106	47	44	26	45	77	741	104
	24% <b>R</b>	24% <b>R</b>	23%	25%	19%	27%	22%	24%	25%	23%	25%	25%	24%	29%	24%	21%	23%	28%
9	682	589	49	27	17	62	145	30	67	21	80	51	29	16	41	47	559	55
	17% <b>Nc</b>	18%	15%	14%	14%	16%	20% <b>c</b>	18%	18%	13%	19%	27% <b>zSVWh</b>	16%	18%	22% <b>c</b>	13%	18%	15%
												c						
Extremely Important	811	667	60	53	32	66	140	17	78	26	106	50	49	25	42	68	656	72
10	21% <b>DIU</b>	20%	18%	27% <b>zOP</b>	26% <b>zOP</b>	17%	19% <b>U</b>	10%	21% <b>U</b>	16%	25% <b>SUW</b>	27% <b>SUW</b>	27% <b>SUW</b>	28% <b>U</b>	22% <b>U</b>	18%	21%	20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 267  
**D1a\_2. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	127	102	14	5	6	8	29	5	16	1	11	5	3	-	11	13	101	9
	3%Ad	3%	4%	3%	5%	2%	4%	3%	4%	1%	3%	3%	1%	-	6%W	4%	3%	3%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.73MNeP RWc	7.80zPR	7.18	7.86PR	7.17	7.73Wc	7.85UWc	7.46	7.76Wc	7.24	8.04zUWc	8.45zSTU VWXhc	8.00UWc	8.19UWc	8.04UWc	7.30	7.73	7.72
1-3 (Net)	176	106	44	9	17	12	17	4	19	5	13	1	6	1	3	26	139	17
	5%lLdOTY	3%	13%zOQ	4%	14%zOQ	3%	2%	2%	5%TY	3%	3%	1%	3%	1%	2%	7%TXyb	4%	5%
1-4 (Net)	261	176	53	14	18	18	28	11	30	9	20	3	8	1	8	39	211	24
	7%lLdOTY	5%	16%zOQ	7%	15%zOQ	5%	4%	7%	8%TY	6%	5%	2%	5%	1%	4%	10%zSTXYa b	7%	7%
1-2 (Net)	119	67	28	8	16	6	12	1	14	4	7	-	3	1	2	17	100	6
	3%lKdOTY	2%	8%zOQ	4%O	13%zOQ	2%	2%	1%	4%Y	3%	2%	-	2%	1%	1%	5%TXy	3%	2%
4-7 (Net)	1181	1013	87	53	27	127	236	70	101	74	111	32	51	22	47	142	959	110
	30%lRY	31%R	26%	27%	22%	34%Y	32%Y	42%zVXYh ab	27%Y	45%zTVX Yhab	26%	17%	28%Y	24%	25%	38%zVXYa b	30%	30%
5-6 (Net)	569	488	36	26	18	63	109	29	44	48	50	18	26	13	20	69	457	56
	15%Kd	15%	11%	13%	15%	17%	15%	17%	12%	29%zSTUV XYhabc	12%	9%	14%	15%	11%	19%VXY	14%	15%
8-10 (Net)	2423	2038	186	127	72	230	449	87	238	84	292	148	122	68	129	192	1956	231
	62%MNePU Wc	63%P	56%	66%P	59%	61%c	61%Wc	53%	64%Wc	51%	68%zTUWc	79%zSTUV WXhbc	67%UWc	75%zSTUW c	67%UWc	52%	62%	63%
7-10 (Net)	2950	2492	228	149	80	288	565	121	285	106	345	160	144	76	151	251	2386	278
	76%MNePR Wc	76%zPR	69%	77%PR	65%	76%Wc	77%Wc	73%	76%Wc	65%	81%zWc	86%zSTUV Wc	79%Wc	84%Wc	79%Wc	67%	76%	76%
9-10 (Net)	1493	1256	108	79	49	127	285	47	145	47	186	101	78	41	83	114	1215	127
	38%NUWc	39%	33%	41%	40%	34%	39%UWc	29%	39%	29%	44%zSUWc	54%zSTUV WXc	43%UWc	46%UWc	44%UWc	31%	39%	35%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 268  
**D1a\_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	85	50	35	12	16	26	31	15	68	18	15	22	30	44	38
1	2% <b>lO</b>	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3% <b>L</b>	2%	3%
2	59	22	37	4	12	18	24	7	52	8	22	9	20	34	21
	2% <b>lKO</b>	1%	2%	1%	2%	1%	2%	1%	2% <b>zl</b>	1%	2% <b>K</b>	1%	2% <b>K</b>	1%	2%
3	57	34	23	9	9	23	16	13	45	17	10	11	19	40	15
	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%
4	109	65	45	20	16	31	43	27	77	35	22	22	30	67	39
	3%	3%	2%	4%	2%	2%	3%	2%	3%	3%	2%	3%	3%	3%	3%
5	281	137	143	45	40	84	112	84	195	56	51	67	107	155	113
	7% <b>KLP</b>	7%	7%	8%	6%	7%	8%	7%	7%	5%	5%	8%	11% <b>zKLM</b>	6%	8%
6	362	165	197	60	60	122	120	105	252	86	94	89	93	202	148
	9% <b>R</b>	9%	10%	11%	9%	10%	8%	9%	9%	8%	9%	10%	10%	8%	11% <b>zd</b>
7	678	350	327	97	115	241	224	189	483	202	165	167	144	459	209
	17% <b>NeR</b>	18%	16%	18%	18%	19%	16%	17%	18%	19% <b>N</b>	17%	19% <b>N</b>	15%	19% <b>ze</b>	15%
8	962	480	481	119	144	312	387	284	671	282	274	205	201	628	319
	25% <b>NR</b>	25%	24%	22%	22%	24%	27% <b>zC</b>	25%	24%	27% <b>N</b>	28% <b>zN</b>	23%	20%	26%	23%
9	591	286	305	92	105	203	191	196	391	184	151	115	141	391	185
	15% <b>Fe</b>	15%	15%	17%	16%	16%	13%	17% <b>zm</b>	14%	17% <b>zM</b>	15%	13%	14%	16%	13%
Extremely Important	538	245	293	62	94	164	219	156	378	133	151	124	131	329	199
10	14% <b>O</b>	13%	15%	11%	15%	13%	15%	14%	14%	13%	15%	14%	13%	14%	14%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 268  
**D1a\_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	184	71	113	24	38	52	70	47	128	35	40	46	63	77	97
	5%AKd	4%	6%zA	4%	6%	4%	5%	4%	5%	3%	4%	5%	6%zKL	3%	7%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.40mNPR Wc	7.33	7.46	7.29	7.42	7.40	7.42	7.57zm	7.33	7.52zN	7.55zN	7.36	7.13	7.46z	7.31
1-3 (Net)	201	106	95	25	37	67	72	34	165	42	48	42	69	118	74
	5%lOT	6%	5%	5%	6%	5%	5%	3%	6%zl	4%	5%	5%	7%zK	5%	5%
1-4 (Net)	311	171	140	45	53	98	115	61	242	77	70	64	99	185	113
	8%lO	9%	7%	8%	8%	8%	8%	5%	9%zl	7%	7%	7%	10%zL	8%	8%
1-2 (Net)	144	72	71	16	28	44	55	22	120	26	37	31	50	78	59
	4%lKOTY	4%	4%	3%	4%	3%	4%	2%	4%zl	2%	4%	3%	5%zK	3%	4%
4-7 (Net)	1430	716	712	222	230	479	499	405	1007	380	332	344	374	883	509
	37%LPR	38%	36%	41%F	35%	38%	35%	36%	37%	36%	33%	39%L	38%	36%	37%
5-6 (Net)	643	302	340	105	100	206	232	189	447	143	145	155	200	358	261
	16%KdP	16%	17%	19%	15%	16%	16%	17%	16%	14%	15%	18%K	20%zKL	15%	19%zd
8-10 (Net)	2091	1012	1078	273	343	678	797	636	1440	599	576	444	473	1347	703
	54%Nec	53%	54%	50%	53%	53%	55%	57%zm	53%	57%zMN	58%zMN	51%	48%	56%ze	51%
7-10 (Net)	2769	1361	1405	371	457	919	1021	825	1924	801	740	611	617	1806	913
	71%NePRW c	71%	70%	68%	71%	72%	71%	74%z	70%	76%zMN	74%zN	70%N	63%	74%ze	66%
9-10 (Net)	1129	531	598	154	199	366	410	351	770	317	302	239	272	719	384
	29%W	28%	30%	28%	31%	29%	29%	31%	28%	30%	30%	27%	28%	30%	28%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 268  
**D1a\_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	85	49	17	3	15	4	10	1	9	6	7	-	2	1	2	8	66	5
1	2% <b>IO</b>	2%	5% <b>zOQ</b>	2%	13% <b>zOPQ</b>	1%	1%	*	3%	4% <b>Y</b>	2%	-	1%	1%	1%	2%	2%	1%
2	59	36	18	4	1	6	4	-	4	1	5	-	1	-	2	13	55	4
	2% <b>IKO</b>	1%	5% <b>zOQR</b>	2%	1%	2%	1%	-	1%	*	1%	-	1%	-	1%	3% <b>zTY</b>	2%	1%
3	57	45	9	2	2	4	10	2	6	2	3	3	1	4	3	7	47	7
	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	*	4%	1%	2%	1%	2%
4	109	93	11	4	2	3	27	3	11	4	13	4	15	-	1	12	90	11
	3%	3%	3%	2%	2%	1%	4% <b>S</b>	2%	3%	2%	3%	2%	8% <b>zSTUVW</b>	-	1%	3%	3%	3%
5	281	244	12	9	15	22	45	11	26	29	30	14	10	7	14	38	224	24
	7% <b>KLP</b>	7% <b>P</b>	4%	5%	13% <b>zOPQ</b>	6%	6%	6%	7%	18% <b>zSTUVX</b>	7%	7%	5%	8%	7%	10%	7%	6%
6	362	313	27	17	5	54	58	12	37	25	33	11	19	12	18	34	275	42
	9% <b>R</b>	10% <b>R</b>	8% <b>R</b>	9% <b>R</b>	4%	14% <b>zTX</b>	8%	8%	10%	15% <b>zTX</b>	8%	6%	11%	13%	9%	9%	9%	12%
7	678	589	43	34	12	78	165	31	51	20	73	39	23	12	26	70	565	60
	17% <b>NeR</b>	18% <b>PR</b>	13%	17% <b>R</b>	10%	21% <b>V</b>	23% <b>zVWhb</b>	19%	14%	12%	17%	21%	13%	13%	14%	19%	18%	16%
8	962	818	79	46	19	98	163	55	99	40	110	55	42	29	50	77	786	96
	25% <b>NR</b>	25% <b>R</b>	24% <b>R</b>	24% <b>R</b>	16%	26%	22%	33% <b>zTc</b>	27%	24%	26%	29%	23%	31%	26%	21%	25%	26%
9	591	496	52	24	18	52	132	23	64	18	74	33	27	12	20	42	489	44
	15% <b>Fe</b>	15%	16%	13%	14%	14%	18% <b>c</b>	14%	17%	11%	17%	18%	15%	13%	11%	11%	15%	12%
Extremely Important	538	425	42	45	27	38	85	13	50	16	64	21	36	14	38	48	423	50
10	14% <b>O</b>	13%	13%	23% <b>zOP</b>	22% <b>zOP</b>	10%	12%	8%	13%	10%	15%	11%	20% <b>STUW</b>	16%	20% <b>STUW</b>	13%	13%	14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 268  
**D1a\_3. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	184	150	21	8	7	19	32	14	17	3	14	7	4	1	16	22	137	25
	5%AKd	5%	6%	4%	5%	5%	4%	8%WXh	5%	2%	3%	4%	2%	1%	8%WXh	6%	4%	7%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.40mNPR Wc	7.43PR	6.99	7.74zOPR	6.92	7.38W	7.48Wc	7.57Wc	7.43W	6.89	7.59Wc	7.68Wc	7.55W	7.57W	7.68Wc	7.07	7.39	7.39
1-3 (Net)	201	130	44	9	18	14	24	3	20	9	15	3	4	4	7	27	168	16
	5%IOT	4%	13%zOQ	5%	15%zOQ	4%	3%	2%	5%	5%	4%	2%	2%	4%	4%	7%TUY	5%	4%
1-4 (Net)	311	223	55	12	20	17	51	6	31	12	28	7	19	4	8	40	257	27
	8%IO	7%	17%zOQ	6%	16%zOQ	5%	7%	3%	8%	8%	7%	4%	11%SUy	4%	4%	11%SUyb	8%	7%
1-2 (Net)	144	86	35	7	16	11	14	1	13	7	12	-	3	1	5	20	121	9
	4%IKOTY	3%	11%zOQ	4%	13%zOQ	3%	2%	*	4%Y	4%Y	3%	-	2%	1%	2%	5%TUY	4%	2%
4-7 (Net)	1430	1240	93	63	34	156	295	57	124	79	148	67	68	31	59	155	1153	136
	37%LPR	38%zPR	28%	33%	28%	41%LPR	40%	35%	33%	48%zUVXb	35%	36%	37%	34%	31%	42%	37%	37%
5-6 (Net)	643	557	40	26	20	75	103	23	63	54	63	25	29	19	32	72	499	66
	16%KdP	17%P	12%	13%	16%	20%	14%	14%	17%	33%zSTUV XYhbc	15%	13%	16%	21%	17%	19%	16%	18%
8-10 (Net)	2091	1739	173	115	64	188	380	92	213	74	249	109	105	54	108	168	1697	190
	54%Nec	53%	52%	59%	52%	50%	52%	55%	57%Wc	45%	58%Wc	59%Wc	58%Wc	60%c	57%c	45%	54%	52%
7-10 (Net)	2769	2328	216	148	76	265	544	123	264	94	321	148	129	66	135	239	2262	249
	71%NePRW c	71%PR	65%	76%zPR	62%	70%W	75%Wc	74%W	71%W	57%	75%Wc	79%zWc	71%W	73%W	70%W	64%	72%	68%
9-10 (Net)	1129	921	94	69	45	90	217	36	114	34	138	54	63	26	58	91	911	94
	29%W	28%	28%	36%zO	36%zOP	24%	30%	22%	30%	21%	32%SUWc	29%	35%SUWc	28%	30%	24%	29%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/WX/Y/h/a/b/c - z/f/g  
 \*small base

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Table 269  
**D1a\_4. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Takes risks and provides TV programmes and content that is new and innovative.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	82	42	40	6	11	29	37	13	68	16	16	16	34	36	43
1	2%ldOT	2%	2%	1%	2%	2%	3%	1%	2%zl	2%	2%	2%	3%zKL	1%	3%zd
2	42	22	20	6	5	14	17	5	37	6	9	10	17	20	21
	1%l	1%	1%	1%	1%	1%	1%	*	1%zl	1%	1%	1%	2%K	1%	2%
3	83	43	40	7	12	25	39	17	63	20	19	17	26	52	24
	2%O	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%
4	125	74	51	25	15	28	57	21	104	28	25	29	44	67	54
	3%BEI	4%B	3%	5%DE	2%	2%	4%E	2%	4%zl	3%	3%	3%	4%zL	3%	4%
5	310	155	155	46	47	94	123	86	222	58	61	99	92	175	119
	8%KLP	8%	8%	8%	7%	7%	9%	8%	8%	6%	6%	11%zKL	9%KL	7%	9%
6	406	177	229	80	53	133	140	105	295	130	109	82	85	261	135
	10%R	9%	11%	15%zDEF	8%	10%	10%	9%	11%	12%N	11%	9%	9%	11%	10%
7	692	355	336	97	130	246	218	217	467	202	197	149	144	461	222
	18%FNR	19%	17%	18%	20%F	19%F	15%	19%	17%	19%N	20%N	17%	15%	19%ze	16%
8	922	462	459	106	155	315	347	270	643	253	257	199	213	592	316
	24%CR	24%	23%	19%	24%	25%C	24%	24%	23%	24%	26%	23%	22%	24%	23%
9	560	268	291	83	111	185	180	189	370	181	135	123	120	374	174
	14%Fe	14%	15%	15%	17%F	15%	13%	17%zm	13%	17%zN	14%	14%	12%	15%e	13%
Extremely Important	504	234	269	68	69	154	213	156	343	131	133	104	136	300	190
10	13%O	12%	13%	12%	11%	12%	15%zD	14%	13%	12%	13%	12%	14%	12%	14%

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 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	182	75	108	22	41	53	66	44	130	32	34	46	69	88	85
	5%KdX	4%	5%	4%	6%	4%	5%	4%	5%	3%	3%	5%K	7%zKL	4%	6%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.30mNeP RW	7.25	7.35	7.26	7.43	7.32	7.24	7.57zm	7.20	7.46zMN	7.42N	7.20	7.07	7.39ze	7.18
1-3 (Net)	207	107	100	18	27	68	93	34	168	41	44	44	77	107	88
	5%ClkDOT U	6%	5%	3%	4%	5%	6%zC	3%	6%zl	4%	4%	5%	8%zKLM	4%	6%zd
1-4 (Net)	332	181	151	44	42	96	151	55	271	69	69	73	121	174	142
	9%IkDOT	9%	8%	8%	6%	8%	10%zDE	5%	10%zl	7%	7%	8%	12%zKLM	7%	10%zd
1-2 (Net)	124	64	60	12	15	43	54	17	105	22	24	27	51	56	65
	3%IkDOT	3%	3%	2%	2%	3%	4%	2%	4%zl	2%	2%	3%	5%zKL	2%	5%zd
4-7 (Net)	1533	761	771	249	244	502	538	428	1088	418	392	359	364	964	530
	39%PR	40%	39%	46%zDEF	38%	39%	37%	38%	40%	40%	39%	41%	37%	40%	38%
5-6 (Net)	715	331	384	126	99	227	263	191	517	188	170	181	177	436	254
	18%P	17%	19%	23%zDEF	15%	18%	18%	17%	19%	18%	17%	21%	18%	18%	18%
8-10 (Net)	1985	964	1019	256	335	654	740	615	1355	565	526	426	469	1265	680
	51% <b>m</b>	51%	51%	47%	52%	51%	51%	55%zm	49%	53%N	53%	49%	48%	52%	49%
7-10 (Net)	2677	1319	1355	354	466	900	958	832	1823	767	722	575	613	1727	903
	69% <b>mNeRW</b>	69%	68%	65%	72% <b>CF</b>	71% <b>C</b>	67%	74%zm	67%	73%zMN	73%zMN	66%	63%	71%ze	65%
9-10 (Net)	1063	502	560	151	180	339	394	346	713	312	268	227	256	674	364
	27% <b>mUW</b>	26%	28%	28%	28%	27%	27%	31%zm	26%	30%	27%	26%	26%	28%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	82	49	15	4	15	5	5	*	13	5	4	1	3	1	2	8	60	9
1	2% 1dOT	2%	4% zO	2%	12% zOPQ	1%	1%	*	4% T	3% T	1%	*	2%	1%	1%	2%	2%	3%
2	42	31	7	3	1	4	7	-	4	1	2	1	1	-	1	10	40	1
	1% l	1%	2%	1%	1%	1%	1%	-	1%	*	*	*	1%	-	1%	3% zX	1%	*
3	83	58	20	3	2	10	13	1	10	2	8	2	-	-	4	8	69	6
	2% O	2%	6% zOQR	2%	1%	3%	2%	1%	3%	1%	2%	1%	-	-	2%	2%	2%	2%
4	125	100	19	4	2	11	21	9	11	5	14	4	3	3	4	17	102	15
	3% BEI	3%	6% zOQR	2%	2%	3%	3%	6%	3%	3%	3%	2%	2%	3%	2%	5%	3%	4%
5	310	268	13	14	15	35	52	13	39	29	28	12	7	6	20	28	250	30
	8% KLP	8% P	4%	7%	12% zOPQ	9%	7%	8%	10% h	18% zSTUVX Yhac	7%	6%	4%	7%	10%	8%	8%	8%
6	406	353	23	22	8	45	66	20	33	24	59	23	26	12	15	29	314	51
	10% R	11% R	7%	11%	6%	12%	9%	12%	9%	14% c	14% Tc	12%	15%	14%	8%	8%	10%	14%
7	692	598	47	33	15	72	150	34	71	24	75	36	26	13	27	70	585	50
	18% FNR	18% R	14%	17%	12%	19%	21%	21%	14%	18%	19%	14%	14%	14%	14%	19%	19% zg	14%
8	922	780	79	42	21	82	170	42	76	44	99	43	49	30	49	94	744	99
	24% CR	24% R	24% R	22%	17%	22%	23%	26%	20%	27%	23%	23%	27%	33% V	26%	25%	24%	27%
9	560	484	42	20	14	61	121	16	56	15	69	37	35	10	22	42	445	44
	14% Fe	15%	13%	11%	11%	16%	17% W	10%	15%	9%	16%	20% UWc	19% UWc	11%	12%	11%	14%	12%
Extremely Important	504	388	47	44	25	36	84	11	44	14	58	25	24	15	31	46	402	46
10	13% O	12%	14%	23% zOP	20% zO	9%	12%	7%	12%	9%	14%	13%	13%	17% U	16% U	12%	13%	12%

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

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 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	182	150	20	6	7	17	41	18	18	2	10	4	6	-	15	19	143	16
	5%KdX	5%	6%	3%	5%	4%	6%Xa	11%zSTVWX	5%	1%	2%	2%	3%	-	8%WXYa	5%	5%	4%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.30mNeP RW	7.33PR	6.99	7.57zPR	6.80	7.21	7.46VWc	7.18	7.11	6.87	7.45W	7.64SUVW c	7.67SUVW c	7.60W	7.47W	7.13	7.29	7.22
1-3 (Net)	207	138	41	9	18	19	25	2	26	8	14	4	4	1	8	27	170	17
	5%CIkdOT U	4%	13%zOQ	5%	14%zOQ	5%	3%	1%	7%TUY	5%	3%	2%	2%	1%	4%	7%TUXY	5%	5%
1-4 (Net)	332	238	60	13	20	30	46	11	37	13	28	7	7	4	11	44	271	32
	9%IKdOT	7%	18%zOQ	7%	16%zOQ	8%	6%	7%	10%Y	8%	7%	4%	4%	5%	6%	12%TXyh	9%	9%
1-2 (Net)	124	80	21	6	16	9	13	*	17	5	6	2	4	1	4	19	100	11
	3%IKdOT	2%	6%zO	3%	13%zOPQ	2%	2%	*	4%TUX	3%	2%	1%	2%	1%	2%	5%TUXY	3%	3%
4-7 (Net)	1533	1319	102	72	39	163	288	76	154	82	176	74	62	34	66	144	1251	146
	39%PR	40%zPR	31%	37%	32%	43%	39%	46%	41%	50%zThbc	41%	40%	34%	38%	34%	39%	40%	40%
5-6 (Net)	715	621	37	35	22	80	118	33	72	53	87	34	33	19	35	57	565	81
	18%P	19%P	11%	18%P	18%P	21%	16%	20%	19%	32%zSTUV XYhbc	20%	18%	18%	20%	18%	15%	18%	22%
8-10 (Net)	1985	1651	168	107	59	179	376	69	176	73	226	105	108	55	103	182	1592	188
	51% m	51%	51%	55%	48%	47%	51%	42%	47%	44%	53%	56%U	60%zSUVW	61%UVW	54%	49%	50%	51%
7-10 (Net)	2677	2249	215	139	74	251	526	104	247	96	301	141	134	68	130	252	2176	238
	69% mNeRW	69%R	65%	72%R	60%	66%	72%W	63%	66%	59%	71%W	75%UW	74%W	75%W	68%	68%	69%	65%
9-10 (Net)	1063	871	89	65	39	97	206	27	99	29	127	62	59	25	53	88	847	89
	27% mUW	27%	27%	33%zO	31%	26%	28%UW	16%	27%U	18%	30%UW	33%UWc	33%UW	28%	28%U	24%	27%	24%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 270  
**D1a\_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	78	48	30	8	15	25	29	16	60	10	12	20	37	36	37
1	2%BkdOST	3%	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	4%zKL	1%	3%zd
2	38	15	24	2	4	12	20	7	32	16	6	3	14	19	18
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%M	1%	*	1%M	1%	1%
3	57	28	29	8	5	26	17	9	44	15	17	10	14	32	18
	1%O	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%
4	77	43	34	14	13	22	28	25	50	22	13	18	24	44	31
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
5	275	132	143	37	37	80	121	82	191	55	46	81	93	153	110
	7%KLP	7%	7%	7%	6%	6%	8%z	7%	7%	5%	5%	9%zKL	10%zKL	6%	8%
6	342	165	176	62	47	105	128	86	252	95	68	83	96	187	142
	9%LdR	9%	9%	11%zD	7%	8%	9%	8%	9%	9%	7%	9%	10%L	8%	10%zd
7	688	364	324	97	129	246	216	198	487	178	191	165	153	485	192
	18%BFePR	19%zB	16%	18%	20%F	19%F	15%	18%	18%	17%	19%	19%	16%	20%ze	14%
8	965	471	491	119	154	320	371	276	672	260	279	208	219	604	349
	25%R	25%	25%	22%	24%	25%	26%	25%	25%	25%	28%zN	24%	22%	25%	25%
9	581	289	292	81	105	191	203	187	392	192	150	118	121	391	179
	15%Ne	15%	15%	15%	16%	15%	14%	17%	14%	18%zMN	15%	13%	12%	16%ze	13%
Extremely Important	646	287	360	99	94	210	243	202	440	182	177	130	157	401	228
10	17%AS	15%	18%zA	18%	15%	16%	17%	18%	16%	17%	18%	15%	16%	17%	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 270  
**D1a\_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	160	63	96	19	45	37	59	33	122	31	36	41	51	73	79
	4%AEIdW	3%	5%A	4%	7%zCEF	3%	4%	3%	4%	3%	4%	5%	5%K	3%	6%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.55mNeP RWc	7.47	7.62	7.58	7.58	7.55	7.51	7.70zm	7.50	7.71zMN	7.77zMN	7.43	7.25	7.65ze	7.42
1-3 (Net)	173	91	83	18	25	63	67	32	136	41	36	33	65	88	73
	4%ldOTX	5%	4%	3%	4%	5%	5%	3%	5%l	4%	4%	4%	7%zKLM	4%	5%d
1-4 (Net)	250	134	116	32	38	85	95	58	185	62	49	50	89	131	104
	6%dOTX	7%	6%	6%	6%	7%	7%	5%	7%	6%	5%	6%	9%zKLM	5%	8%zd
1-2 (Net)	117	63	54	10	20	38	49	23	92	25	18	23	51	56	55
	3%ldOT	3%	3%	2%	3%	3%	3%	2%	3%	2%	2%	3%	5%zKLM	2%	4%zd
4-7 (Net)	1382	705	676	209	226	454	494	391	980	350	318	347	367	869	475
	35%LPRY	37%	34%	38%	35%	36%	34%	35%	36%	33%	32%	40%zKL	37%L	36%	34%
5-6 (Net)	618	297	319	99	84	186	249	168	443	150	114	164	189	341	252
	16%LdP	16%	16%	18%D	13%	15%	17%D	15%	16%	14%	11%	19%zKL	19%zKL	14%	18%zd
8-10 (Net)	2191	1047	1143	298	353	722	818	665	1504	634	606	455	496	1396	757
	56%MNSc	55%	57%	55%	54%	57%	57%	59%zm	55%	60%zMN	61%zMN	52%	51%	58%	55%
7-10 (Net)	2879	1411	1466	395	482	968	1034	862	1991	813	796	621	650	1880	949
	74%NeRWc	74%	73%	72%	74%	76%	72%	77%zm	73%	77%zMN	80%zMN	71%	66%	78%ze	69%
9-10 (Net)	1227	576	651	179	199	402	447	389	832	375	327	247	278	792	407
	31%NSW	30%	33%	33%	31%	31%	31%	35%zm	30%	35%zMN	33%	28%	28%	33%	29%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 270  
**D1a\_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	78	40	18	6	15	*	5	*	10	4	5	1	2	1	2	8	63	5
1	2%BkdOST	1%	5%zO	3%O	12%zOPQ	*	1%	*	3%ST	3%S	1%	1%	1%	1%	1%	2%S	2%	1%
2	38	29	8	*	1	6	6	-	3	1	2	1	1	-	1	8	37	*
	1%	1%	3%zOQ	*	1%	2%	1%	-	1%	1%	*	*	1%	-	*	2%z	1%	*
3	57	37	16	1	2	4	7	1	8	2	2	*	-	-	3	9	44	8
	1%O	1%	5%zOQ	1%	2%	1%	1%	1%	2%	1%	*	*	-	-	2%	2%X	1%	2%
4	77	61	12	2	3	10	10	5	8	2	7	3	6	-	-	9	60	9
	2%	2%	3%	1%	2%	3%	1%	3%	2%	1%	2%	2%	4%b	-	-	2%	2%	2%
5	275	240	11	11	13	28	56	10	25	30	24	9	8	8	9	32	222	30
	7%KLP	7%P	3%	6%	11%zOPQ	7%	8%	6%	7%	19%zSTUVX	6%	5%	5%	9%	5%	9%	7%	8%
6	342	298	23	17	4	40	63	21	32	21	41	12	12	10	12	34	271	36
	9%LdR	9%R	7%	9%R	3%	11%	9%	13%	9%	13%	10%	6%	7%	10%	6%	9%	9%	10%
7	688	604	43	31	10	82	151	38	61	21	70	25	35	19	34	68	572	56
	18%BFePR	19%zPR	13%	16%R	8%	22%W	21%W	23%W	16%	13%	16%	14%	19%	21%	18%	18%	18%	15%
8	965	799	98	44	24	95	158	45	87	43	119	52	39	24	50	87	776	104
	25%R	25%	29%R	23%	20%	25%	22%	27%	23%	26%	28%T	28%	22%	26%	24%	24%	25%	28%
9	581	501	38	26	16	52	120	20	59	19	69	43	41	9	23	45	474	45
	15%Ne	15%	11%	13%	13%	14%	16%	12%	16%	12%	16%	23%zSUWa	23%zSUWa	10%	12%	12%	15%	12%
Extremely Important	646	519	50	49	28	38	120	19	63	19	79	35	34	20	39	53	508	60
10	17%AS	16%	15%	25%zOP	23%zOP	10%	16%S	11%	17%S	12%	19%S	19%S	19%S	22%S	21%S	14%	16%	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 270  
**D1a\_5. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content which appeals to a wide range of different audiences across the UK.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	160	132	16	6	6	21	33	6	18	1	9	6	2	-	17	19	128	14
		4%AEldW	4%	5%	3%	6%	6%	5%	6%	5%	6%	3%	1%	-	9%zWXha	5%W	4%	4%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.55mNeP RWc	7.60zPR	7.09	7.83zPR	6.98	7.38	7.67Wc	7.49	7.52	7.07	7.81zSWc	8.07zSTU VWc	7.87SWc	7.76W	7.86SWc	7.25	7.53	7.53
1-3 (Net)	173	105	43	7	18	11	18	1	20	7	8	2	3	1	7	25	144	13
	4%ldOTX	3%	13%zOQ	4%	15%zOQ	3%	2%	1%	5%TUXY	4%	2%	1%	2%	1%	3%	7%TUXYh	5%	4%
1-4 (Net)	250	166	54	9	21	21	28	6	28	10	16	5	10	1	7	34	204	22
	6%dOTX	5%	16%zOQ	5%	17%zOQ	6%	4%	4%	8%TX	6%	4%	3%	5%	1%	3%	9%TXYa	6%	6%
1-2 (Net)	117	68	26	6	16	7	11	*	13	5	7	2	3	1	3	16	100	5
	3%ldOT	2%	8%zOQ	3%	13%zOPQ	2%	1%	*	3%	3%	2%	1%	2%	1%	2%	4%TU	3%	1%
4-7 (Net)	1382	1202	88	62	30	160	280	74	126	74	142	48	62	37	56	143	1125	131
	35%LPRY	37%zPR	27%	32%	24%	42%zXYb	38%Y	45%zVXYb	34%	45%zVXYb	33%	26%	34%	40%Y	29%	38%Y	36%	36%
5-6 (Net)	618	538	34	28	17	68	120	31	57	51	65	20	20	18	22	66	493	67
	16%LdP	17%P	10%	15%	14%	18%	16%	19%	15%	31%zSTUV XYhbc	15%	11%	11%	19%	11%	18%	16%	18%
8-10 (Net)	2191	1819	185	119	68	185	398	84	209	81	267	130	114	53	112	186	1758	209
	56%MNSc	56%	56%	61%	55%	49%	55%	50%	56%	50%	63%zSTUW c	70%zSTUV Wc	63%SWc	58%	59%	50%	56%	57%
7-10 (Net)	2879	2423	228	150	79	267	549	122	270	102	337	155	149	72	146	254	2330	265
	74%NeRWc	74%R	69%	77%PR	64%	71%	75%Wc	73%	72%	62%	79%zSWc	83%zSVWc	82%zSVWc	79%W	77%W	68%	74%	72%
9-10 (Net)	1227	1020	88	75	44	90	240	39	123	38	148	78	75	29	62	98	982	105
	31%NSW	31%	26%	39%zOP	36%P	24%	33%SW	24%	33%S	23%	35%SUWc	42%zSUWc	41%zSUWc	32%	32%	26%	31%	29%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 271  
**D1a\_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	74	46	28	3	15	27	29	18	55	15	10	18	31	35	36
1	2% <b>BCLdOS</b> T	2%	1%	1%	2% <b>C</b>	2% <b>C</b>	2%	2%	2%	1%	1%	2%	3% <b>zKL</b>	1%	3% <b>zd</b>
2	46 1% <b>lO</b>	16 1%	29 1%	3 1%	4 1%	16 1%	22 2%	5 *	41 1% <b>zl</b>	7 1%	15 1%	10 1%	14 1%	24 1%	20 1%
3	54 1%	29 2%	25 1%	10 2%	3 1%	26 2% <b>D</b>	15 1%	10 1%	41 1%	17 2%	10 1%	10 1%	17 2%	30 1%	19 1%
4	115 3% <b>lR</b>	67 3%	49 2%	15 3%	16 2%	29 2%	55 4%	22 2%	93 3% <b>l</b>	29 3%	21 2%	33 4%	33 3%	69 3%	43 3%
5	281 7% <b>KLh</b>	146 8%	134 7%	45 8%	42 7%	91 7%	102 7%	85 8%	193 7%	46 4%	52 5%	91 10% <b>zKL</b>	91 9% <b>zKL</b>	159 7%	108 8%
6	352 9% <b>Rb</b>	163 9%	189 9%	57 10%	60 9%	115 9%	119 8%	104 9%	241 9%	104 10%	86 9%	79 9%	83 9%	217 9%	122 9%
7	679 17% <b>FNeR</b>	353 19%	325 16%	109 20% <b>F</b>	125 19%	224 18%	221 15%	188 17%	485 18%	199 19% <b>N</b>	199 20% <b>zN</b>	144 16%	136 14%	458 19% <b>ze</b>	213 15%
8	946 24% <b>R</b>	465 24%	480 24%	125 23%	148 23%	303 24%	370 26%	275 25%	663 24%	255 24%	252 25%	220 25%	220 22%	596 25%	335 24%
9	629 16% <b>MSg</b>	303 16%	326 16%	81 15%	115 18%	224 18%	209 15%	197 18%	427 16%	205 19% <b>zMN</b>	163 16%	113 13%	149 15%	417 17%	201 14%
Extremely Important	571	258	312	72	85	173	241	175	392	149	151	125	145	346	211
10	15% <b>UW</b>	14%	16%	13%	13%	14%	17% <b>z</b>	16%	14%	14%	15%	14%	15%	14%	15%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 271  
 D1a\_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...  
**Provides distinctive TV programmes and content.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	161	60	102	25	34	48	54	42	112	31	37	34	60	75	77
	4%AKd	3%	5%zA	5%	5%	4%	4%	4%	4%	3%	4%	4%	6%zKL	3%	6%zd
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.47AmMN PRSW	7.39	7.56zA	7.45	7.51	7.44	7.49	7.64zm	7.42	7.62zMN	7.63zMN	7.32	7.29	7.54z	7.39
1-3 (Net)	174	92	82	16	22	69	66	32	136	40	35	37	62	89	74
	4%ldOTUY	5%	4%	3%	3%	5%	5%	3%	5%l	4%	3%	4%	6%zKL	4%	5%ld
1-4 (Net)	289	158	131	32	38	98	121	54	228	68	55	71	95	158	117
	7%lLdOY	8%	7%	6%	6%	8%	8%	5%	8%zl	6%	6%	8%	10%zKL	7%	8%
1-2 (Net)	119	62	57	7	19	43	51	23	95	23	25	27	45	59	56
	3%ClDOST	3%	3%	1%	3%	3%C	4%C	2%	3%l	2%	2%	3%	5%zKL	2%	4%zd
4-7 (Net)	1426	729	696	226	243	460	497	399	1011	378	358	347	344	902	486
	37%Rb	38%	35%	42%zF	38%	36%	35%	36%	37%	36%	36%	40%	35%	37%	35%
5-6 (Net)	632	309	322	102	103	207	221	190	433	150	138	170	175	376	230
	16%Lhb	16%	16%	19%	16%	16%	15%	17%	16%	14%	14%	19%zKL	18%L	16%	17%
8-10 (Net)	2146	1026	1119	278	348	700	820	648	1482	608	566	458	514	1358	747
	55%S	54%	56%	51%	54%	55%	57%C	58%	54%	58%N	57%	52%	52%	56%	54%
7-10 (Net)	2824	1379	1443	387	472	923	1042	835	1967	807	765	602	650	1816	960
	72%MNePR SW	72%	72%	71%	73%	72%	72%	74%	72%	76%zMN	77%zMN	69%	66%	75%ze	69%
9-10 (Net)	1199	561	638	153	200	397	450	373	819	354	314	238	294	763	412
	31%MSUW	29%	32%	28%	31%	31%	31%	33%	30%	33%M	32%	27%	30%	31%	30%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 271  
**D1a\_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2882	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	74	40	14	5	15	*	5	*	12	5	5	-	2	1	2	8	60	4
1	2% <b>BCLdOS</b>	1%	4% <b>zO</b>	3%	12% <b>zOPQ</b>	*	1%	*	3% <b>STY</b>	3% <b>ST</b>	1%	-	1%	1%	1%	2% <b>S</b>	2%	1%
2	46	31	11	2	1	2	6	-	4	1	4	2	1	-	1	10	40	4
	1% <b>IO</b>	1%	3% <b>zO</b>	1%	1%	1%	1%	-	1%	*	1%	1%	1%	-	1%	3% <b>z</b>	1%	1%
3	54	41	10	1	2	6	7	*	7	1	3	-	1	1	1	12	45	4
	1%	1%	3% <b>zOQ</b>	*	2%	2%	1%	*	2%	1%	1%	-	1%	1%	1%	3% <b>zTX</b>	1%	1%
4	115	94	17	4	1	19	22	10	7	6	9	1	5	-	6	8	85	19
	3% <b>IR</b>	3% <b>R</b>	5% <b>zR</b>	2%	1%	5% <b>zY</b>	3%	6% <b>Ya</b>	2%	4%	2%	*	3%	-	3%	2%	3%	5% <b>zf</b>
5	281	235	19	13	14	30	54	16	28	34	21	8	2	4	10	27	234	19
	7% <b>KLh</b>	7%	6%	7%	12% <b>zOPQ</b>	8% <b>h</b>	7% <b>h</b>	9% <b>h</b>	7% <b>h</b>	21% <b>zSTUVX</b>	5%	4%	1%	5%	5%	7% <b>h</b>	7%	5%
6	352	304	26	17	5	61	64	16	32	15	36	18	12	10	7	32	271	41
	9% <b>Rb</b>	9% <b>R</b>	8%	9% <b>R</b>	4%	16% <b>zTVXhb</b>	9%	10%	9%	9%	9%	10% <b>b</b>	7%	11% <b>b</b>	3%	9%	9%	11%
7	679	593	43	31	12	75	138	34	68	20	84	32	33	15	29	64	550	74
	17% <b>FNeR</b>	18% <b>zPR</b>	13%	16% <b>R</b>	10%	20%	19%	20%	18%	12%	20%	17%	18%	17%	15%	17%	17%	20%
8	946	804	76	43	22	80	174	51	89	45	102	42	44	27	62	88	781	81
	24% <b>R</b>	25% <b>R</b>	23%	22%	18%	21%	24%	31%	24%	27%	24%	23%	24%	30%	33% <b>zS</b>	24%	25%	22%
9	629	527	57	30	15	38	131	19	51	23	81	50	42	12	26	55	511	44
	16% <b>MSg</b>	16%	17%	16%	12%	10%	18% <b>S</b>	11%	14%	14%	19% <b>S</b>	27% <b>zSTUV</b>	23% <b>zSUV</b>	13%	14%	15%	16%	12%
Extremely Important	571	455	43	44	29	43	99	13	54	12	69	30	35	18	35	48	455	56
10	15% <b>UW</b>	14%	13%	23% <b>zOP</b>	24% <b>zOP</b>	11%	14%	8%	14%	8%	16% <b>UW</b>	16% <b>W</b>	19% <b>UW</b>	19% <b>UW</b>	18% <b>UW</b>	13%	14%	15%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 271  
**D1a\_6. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides distinctive TV programmes and content.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	161	135	16	4	7	23	31	6	21	1	10	4	4	2	11	21	124	21
	4%AKd	4%	5%	2%	5%Q	6%WX	4%	4%	6%WX	1%	2%	2%	2%	2%	6%W	6%WX	4%	6%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.47AmMN PRSW	7.51zPR	7.08	7.71zPR	7.01	7.19	7.58SWc	7.29	7.35	6.94	7.73zSUV Wc	8.02zSTU VWc	7.99zSTU VWc	7.82SUW c	7.83SUVW c	7.25	7.47	7.41
1-3 (Net)	174	112	35	9	18	9	18	1	23	6	12	2	4	3	5	29	145	12
	4%ldOTUY	3%	11%zOQ	4%	15%zOQ	2%	3%	*	6%STUY	4%	3%	1%	2%	3%	3%	8%zSTUXY	5%	3%
1-4 (Net)	289	206	52	12	19	28	40	11	30	13	22	3	10	3	10	38	230	31
	7%ldOY	6%	16%zOQ	6%	15%zOQ	7%Y	5%Y	6%Y	8%Y	8%Y	5%	1%	5%	3%	5%	10%TXY	7%	8%
1-2 (Net)	119	71	25	8	16	3	11	*	16	5	9	2	3	1	4	18	100	8
	3%ldOST	2%	7%zO	4%	13%zOPQ	1%	2%	*	4%ST	3%	2%	1%	2%	1%	2%	5%STU	3%	2%
4-7 (Net)	1426	1225	105	64	32	185	278	75	135	76	152	59	53	29	52	131	1139	154
	37%Rb	38%zR	32%	33%	26%	49%zTVXY hbc	38%b	45%Yhb	36%	46%zXYhb c	36%	32%	29%	32%	27%	35%	36%	42%
5-6 (Net)	632	539	45	29	20	91	118	32	60	50	58	26	14	14	17	59	504	61
	16%Lhb	17%	13%	15%	16%	24%zTVXY hbc	16%h	19%hb	16%h	30%zTVXY hbc	14%	14%	8%	16%	9%	16%h	16%	17%
8-10 (Net)	2146	1786	176	117	66	160	403	83	194	80	253	122	120	56	123	191	1747	181
	55%S	55%	53%	60%	54%	43%	55%S	50%	52%S	49%	59%S	65%zSTUV Wc	66%zSTUV Wc	62%S	64%zSUVW c	51%	55%	49%
7-10 (Net)	2824	2379	219	148	78	235	542	117	262	101	337	154	153	72	152	254	2297	255
	72%MNePR SW	73%PR	66%	76%PR	64%	62%	74%SW	71%	70%	61%	79%zSVWc	82%zSUVW c	85%zSTUV Wc	79%SW	80%SWc	68%	73%	69%
9-10 (Net)	1199	982	100	74	44	81	229	32	105	36	150	79	76	29	61	103	966	99
	31%MSUW	30%	30%	38%zO	36%zO	21%	31%SUW	19%	28%	22%	35%SUW	43%zSTUV Wc	42%zSTUV Wc	32%	32%SU	28%	31%	27%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 272  
**D1a\_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Important	38	27	12	1	6	12	19	5	32	7	5	12	15	16	22
1	1%BdO	2%zB	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	2%L	1%	2%zd
2	22	10	12	3	2	4	13	3	18	5	3	7	7	7	14
	1%d	1%	1%	1%	*	*	1%	*	1%	1%	*	1%	1%	*	1%zd
3	44	21	22	1	2	18	23	6	35	15	11	5	12	26	13
	1%CD	1%	1%	*	*	2%CD	2%CD	1%	1%	2%	1%	1%	2%	1%	1%
4	74	45	29	13	12	13	36	20	52	12	16	22	24	39	31
	2%E	3%	2%	3%E	2%	1%	3%E	2%	2%	1%	2%	3%	3%K	2%	3%
5	226	111	114	36	21	65	105	50	174	46	52	65	62	121	95
	7%DKd	7%	7%	8%D	4%	6%	8%D	5%	7%	5%	6%	8%K	8%K	6%	8%
6	277	140	137	47	44	90	96	82	194	81	64	66	67	174	99
	8%Rf	8%	8%	10%	8%	8%	7%	8%	8%	8%	7%	8%	8%	8%	8%
7	581	301	279	81	96	194	210	168	406	154	150	148	129	370	203
	17%R	18%	16%	18%	18%	18%	16%	17%	17%	16%	17%	19%	16%	17%	16%
8	896	429	465	97	144	300	355	264	625	247	262	191	195	575	308
	26%CR	26%	26%	21%	27%	27%C	26%	27%	26%	26%	29%z	25%	25%	27%	25%
9	591	281	310	84	98	202	207	184	406	205	161	111	113	400	182
	17%MNe	17%	18%	19%	18%	18%	15%	19%	17%	21%zMN	18%	14%	14%	19%ze	15%
Extremely Important	589	269	320	74	87	189	239	169	413	168	157	127	137	359	216
10	17%UW	16%	18%	16%	16%	17%	18%	17%	17%	18%	17%	16%	17%	17%	17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 272  
**D1a\_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Don't know	94	39	55	14	19	20	41	16	72	18	21	24	30	33	57
	3%Eld	2%	3%	3%	4%E	2%	3%	2%	3%	2%	2%	3%	4%K	2%	5%zd
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.71AmMN eRW	7.61	7.81zA	7.70	7.83	7.78	7.62	7.87zm	7.66	7.88zMN	7.85zMN	7.54	7.52	7.81ze	7.58
1-3 (Net)	104	58	46	5	10	34	55	14	85	27	19	24	34	49	49
	3%ClD	3%	3%	1%	2%	3%C	4%zCD	1%	4%zI	3%	2%	3%	4%L	2%	4%zd
1-4 (Net)	178	103	74	18	22	47	91	34	137	39	35	46	58	88	81
	5%Bld	6%zB	4%	4%	4%	4%	7%zE	4%	6%I	4%	4%	6%	7%zKL	4%	6%zd
1-2 (Net)	60	37	23	4	9	16	32	8	51	12	8	19	22	23	36
	2%ILd	2%	1%	1%	2%	1%	2%	1%	2%I	1%	1%	2%L	3%L	1%	3%zd
4-7 (Net)	1157	597	559	177	173	361	446	320	826	293	281	300	283	704	429
	34%BKR	36%	32%	39%zEF	33%	33%	33%	33%	34%	31%	31%	39%zKL	36%	33%	35%
5-6 (Net)	503	250	252	83	65	154	201	132	368	127	116	131	129	295	194
	15%f	15%	14%	18%zD	12%	14%	15%	14%	15%	13%	13%	17%	16%	14%	16%
8-10 (Net)	2076	979	1094	255	329	691	801	618	1444	621	581	428	446	1334	707
	60%MNeS	59%	62%	57%	62%	63%	60%	64%zm	59%	65%zMN	64%zMN	55%	56%	63%ze	57%
7-10 (Net)	2656	1281	1374	336	425	885	1010	786	1849	774	731	576	575	1704	910
	77%FmMNeR	77%	78%	75%	80%	80%zCF	75%	81%zm	76%	81%zMN	81%zMN	74%	73%	80%ze	73%
9-10 (Net)	1180	550	630	158	185	391	446	353	819	373	318	238	251	759	398
	34%MeSW	33%	36%	35%	35%	35%	33%	36%	34%	39%zMN	35%	31%	32%	36%	32%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 272  
**D1a\_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Important	38	22	4	3	10	-	3	-	8	3	-	-	1	1	2	3	27	2
1	1%BdO	1%	1%	1%	10%zOPQ	-	1%	-	2%STX	2%SX	-	-	1%	1%	1%	1%	1%	1%
2	22	18	-	3	1	*	1	*	8	-	4	-	-	-	-	5	22	*
	1% <b>d</b>	1%	-	2%zP	1%	*	*	*	2%zST	-	1%	-	-	-	-	2% <b>T</b>	1%	*
3	44	32	10	1	1	7	7	1	3	*	3	1	1	-	1	8	38	3
	1% <b>CD</b>	1%	4%zOQ	*	1%	2%	1%	1%	1%	*	1%	1%	1%	-	1%	2%	1%	1%
4	74	60	8	5	1	5	15	4	8	4	5	2	7	2	3	5	64	5
	2% <b>E</b>	2%	3%	3%	1%	1%	2%	3%	2%	3%	1%	1%	4%	3%	2%	2%	2%	2%
5	226	194	14	8	9	22	37	11	23	22	23	10	10	5	8	24	182	27
	7% <b>DKd</b>	7%	5%	4%	9% <b>Q</b>	7%	6%	7%	7%	16%zSTVXY	6%	6%	6%	5%	5%	8%	7%	8%
6	277	242	15	16	5	49	45	17	26	11	26	7	10	9	12	30	201	43
	8% <b>Rf</b>	8% <b>R</b>	5%	9%	5%	14%zTVXYh	7%	11% <b>Y</b>	8%	8%	7%	4%	6%	10%	7%	10%	7%	13%z <b>zf</b>
7	581	504	40	26	11	78	104	34	58	16	74	26	27	16	21	49	486	46
	17% <b>R</b>	18% <b>R</b>	15%	14%	11%	23%z <b>Wb</b>	17%	23% <b>Wb</b>	17%	12%	19%	16%	16%	19%	12%	16%	18%	14%
8	896	757	80	40	19	81	155	40	86	51	116	46	39	21	39	83	726	93
	26% <b>CR</b>	26% <b>R</b>	29% <b>R</b>	22%	19%	24%	25%	27%	25%	36%z <b>STVb</b>	30%	28%	24%	25%	23%	26%	26%	28%
9	591	501	47	28	15	44	137	25	50	17	67	43	34	11	27	46	495	44
	17% <b>MNe</b>	17%	17%	16%	14%	13%	22%z <b>SVWc</b>	17%	15%	12%	17%	26%z <b>SVWc</b>	20%	13%	16%	15%	18%	13%
Extremely Important	589	472	42	49	26	44	102	13	60	14	61	29	35	20	43	51	456	57
10	17% <b>UW</b>	16%	15%	27%z <b>OP</b>	26%z <b>OP</b>	13%	16%	8%	18% <b>U</b>	10%	16%	18%	21% <b>UW</b>	24% <b>SUW</b>	25%z <b>STUW</b>	16%	16%	17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 272  
**D1a\_7. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides a broad mix of different types of TV programmes and content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Don't know	94	74	12	3	4	12	14	5	10	1	5	2	1	-	16	8	79	9
	3%Eld	3%	5%	2%	4%Q	4%	2%	3%	3%	1%	1%	1%	1%	-	9%zSTVWX Yhac	3%	3%	3%
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.71AmMN eRW	7.72R	7.66	7.91R	7.36	7.49	7.85SVWc	7.49	7.52	7.27	7.84SW	8.11zSUV Wc	7.92SW	7.89W	8.06SUVW c	7.52	7.71	7.66
1-3 (Net)	104	73	13	6	12	7	12	2	19	3	6	1	2	1	4	16	87	6
	3%ClDo	3%	5%O	3%	11%zOPQ	2%	2%	1%	5%zTXy	2%	2%	1%	1%	1%	2%	5%TXy	3%	2%
1-4 (Net)	178	133	21	12	12	12	27	6	26	7	12	3	9	3	7	21	151	11
	5%BldO	5%	8%O	6%	12%zOQ	4%	4%	4%	8%XY	5%	3%	2%	5%	3%	4%	7%	5%	3%
1-2 (Net)	60	41	4	6	11	*	5	*	16	3	4	-	1	1	2	8	49	3
	2%lIdOS	1%	1%	3%O	11%zOPQ	*	1%	*	5%zSTUXy	2%S	1%	-	1%	1%	1%	3%S	2%	1%
4-7 (Net)	1157	1000	77	55	25	154	200	66	115	54	128	45	53	32	44	108	934	121
	34%BKR	35%zR	28%	30%	25%	45%zTVXY hbc	32%	44%zTYb	34%	39%b	33%	27%	32%	37%	26%	35%	34%	37%
5-6 (Net)	503	436	29	24	13	72	81	28	50	34	48	16	20	13	20	54	383	70
	15%f	15%	11%	13%	13%	21%zTXyb	13%	18%	15%	24%zTVXY hb	13%	10%	12%	16%	12%	17%	14%	21%zf
8-10 (Net)	2076	1730	168	118	59	170	394	77	196	81	244	117	108	53	109	180	1677	194
	60%MNeS	60%	62%	65%	59%	49%	64%SU	52%	58%	58%	64%SU	71%zSUVW c	66%S	62%	63%S	57%	60%	59%
7-10 (Net)	2656	2234	208	144	70	248	498	112	254	97	318	143	135	69	130	229	2163	240
	77%FmMNe R	78%R	77%	79%R	70%	72%	80%SWc	75%	75%	70%	83%zSVWc	87%zSUVW bc	82%W	81%	75%	73%	78%	73%
9-10 (Net)	1180	973	89	77	40	88	239	38	110	30	128	72	69	32	70	97	951	101
	34%MeSW	34%	33%	43%zOP	40%zO	26%	39%SUW	25%	32%	22%	33%W	43%zSUVW c	42%SUW	37%W	41%SUW	31%	34%	31%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 273  
**D1a\_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Important	41	28	13	3	5	13	20	5	33	7	4	12	17	18	23
1	1%BLO	2%B	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	2%zKL	1%	2%zd
2	24	8	17	2	5	8	10	3	22	5	9	5	6	11	13
	1%	*	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
3	41	24	16	3	8	11	18	8	29	17	2	8	13	21	14
	1%L	1%	1%	1%	2%	1%	1%	1%	1%	2%L	*	1%	2%L	1%	1%
4	71	41	30	12	6	21	32	13	57	18	12	18	23	38	29
	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	1%	2%	3%	2%	2%
5	177	86	90	33	19	50	74	52	123	41	34	50	53	94	77
	5%Q	5%	5%	7%zD	4%	5%	6%	5%	5%	4%	4%	6%L	7%L	4%	6%
6	287	124	162	43	36	87	121	84	202	53	75	89	70	169	114
	8%KR	7%	9%	10%	7%	8%	9%	9%	8%	6%	8%	11%zK	9%K	8%	9%
7	457	243	214	64	90	149	155	130	319	138	116	109	94	297	152
	13%FRY	15%	12%	14%	17%zF	13%	12%	13%	13%	14%	13%	14%	12%	14%	12%
8	859	419	438	119	130	279	332	264	586	242	241	179	197	556	291
	25%	25%	25%	26%	24%	25%	25%	27%	24%	25%	27%	23%	25%	26%	23%
9	634	310	324	77	117	216	224	206	426	196	177	137	124	408	216
	18%N	18%	18%	17%	22%F	20%	17%	21%zm	18%	20%N	20%	18%	16%	19%	17%
Extremely Important	761	364	398	88	99	253	322	189	567	223	217	156	165	473	273
10	22%IU	22%	23%	20%	19%	23%	24%D	20%	23%zl	23%	24%	20%	21%	22%	22%
Don't know	79	28	51	7	18	19	36	14	62	19	17	15	29	34	41
	2%Ad	2%	3%zA	2%	3%	2%	3%	1%	3%	2%	2%	2%	4%zL	2%	3%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 273  
**D1a\_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.90MNeR Wc	7.86	7.95	7.80	7.93	7.97	7.87	7.98	7.89	8.04zMN	8.12zMN	7.72	7.66	7.99ze	7.78
1-3 (Net)	106 3%lIdOT	59 4%	46 3%	8 2%	19 4%	32 3%	47 4%	16 2%	84 3%l	29 3%	15 2%	25 3%	37 5%zL	51 2%	49 4%zd
1-4 (Net)	177 5%lIdO	101 6%	76 4%	20 4%	25 5%	53 5%	79 6%	29 3%	141 6%zl	47 5%	27 3%	42 5%L	60 8%zKL	89 4%	78 6%zd
1-2 (Net)	65 2%lIdOT	35 2%	30 2%	5 1%	10 2%	21 2%	29 2%	8 1%	55 2%l	12 1%	12 1%	17 2%	23 3%zK	30 1%	35 3%zd
4-7 (Net)	991 29%KRY	494 30%	496 28%	152 34%zE	150 28%	307 28%	382 28%	279 29%	702 29%	250 26%	236 26%	265 34%zKL	241 30%	598 28%	371 30%
5-6 (Net)	464 14%DK	210 13%	253 14%	76 17%zDE	55 10%	137 12%	195 15%D	135 14%	325 13%	94 10%	108 12%	139 18%zKL	123 16%K	263 12%	190 15%zd
8-10 (Net)	2254 66%MNeUc	1092 65%	1160 66%	284 63%	345 65%	748 68%	877 65%	659 68%	1579 65%	661 69%zMN	634 70%zMN	472 61%	486 61%	1436 68%ze	781 63%
7-10 (Net)	2711 79%FMNeR Wc	1335 80%	1374 78%	348 77%	435 82%F	896 81%F	1032 77%	789 82%	1898 78%	799 83%zMN	750 83%zMN	581 75%	580 73%	1734 82%ze	932 75%
9-10 (Net)	1395 41%NU	673 40%	722 41%	165 37%	215 40%	469 42%	545 41%	395 41%	993 41%	419 44%Mn	394 44%Mn	293 38%	289 36%	880 42%	489 39%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 273  
**D1a\_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Important	41	23	4	4	10	-	2	1	9	3	1	-	1	1	2	3	30	2
1	1%BLO	1%	1%	2%O	10%zOPQ	-	*	*	3%zSTX	2%ST	*	-	1%	1%	1%	1%	1%	1%
2	24	21	-	2	1	5	2	-	4	-	2	-	-	-	-	8	23	1
	1%	1%	-	1%	1%P	1%	*	-	1%	-	1%	-	-	-	-	3%zT	1%	*
3	41	31	8	1	1	3	5	2	5	*	5	1	2	-	1	6	30	4
	1%L	1%	3%zOQ	*	1%	1%	1%	1%	1%	*	1%	1%	1%	-	1%	2%	1%	1%
4	71	59	8	3	1	6	11	7	10	4	5	1	3	-	4	7	60	7
	2%	2%	3%	2%	1%	2%	2%	5%	3%	3%	1%	2%	2%	-	2%	2%	2%	2%
5	177	153	11	4	9	15	35	7	14	16	16	7	8	3	8	24	146	13
	5%Q	5%	4%	2%	9%zOPQ	4%	6%	5%	4%	11%zSTVXY	4%	4%	5%	3%	5%	8%	5%	4%
6	287	247	19	17	4	40	53	17	25	16	26	9	16	8	6	31	228	36
	8%KR	9%R	7%	9%R	4%	12%b	8%	11%b	7%	12%b	7%	5%	9%	10%	3%	10%b	8%	11%
7	457	387	40	22	7	49	91	31	42	18	51	9	21	8	20	47	376	41
	13%FRY	13%R	15%R	12%	7%	14%Y	15%Y	21%zY	12%Y	13%	13%Y	5%	13%	10%	12%	15%Y	14%	12%
8	859	717	74	47	21	96	145	38	85	37	98	41	41	25	41	70	684	94
	25%	25%	27%	26%	21%	28%	23%	26%	25%	26%	26%	25%	25%	29%	24%	23%	25%	29%
9	634	544	47	27	16	60	134	28	63	19	69	47	24	16	37	47	520	55
	18%N	19%	17%	15%	16%	18%	22%c	19%	18%	13%	18%	29%zSVWX	14%	19%	21%	15%	19%	17%
												hc						
Extremely Important	761	631	50	52	28	64	126	16	72	26	103	47	48	24	42	63	612	70
10	22%IU	22%	19%	29%zOP	28%zOP	19%	20%U	11%	21%U	19%	27%STU	29%STU	29%SU	28%U	24%U	20%U	22%	21%
Don't know	79	63	10	3	4	5	16	3	11	1	5	2	2	-	11	7	68	7
	2%Ad	2%	4%	2%	4%	1%	3%	2%	3%	1%	1%	1%	1%	-	6%zSTWXY	2%	2%	2%
														a				

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 273  
**D1a\_8. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides high quality television content.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.90MNeR Wc	7.92R	7.77	8.03R	7.46	7.83	7.97UWc	7.53	7.76	7.52	8.14zUWV c	8.52zSTU VWXc	8.09UWc	8.30UWc	8.17UWc	7.56	7.90	7.91
1-3 (Net)	106 3%lDOT	76 3%	11 4%	7 4%	12 12%zOPQ	8 2%	10 2%	3 2%	18 5%TY	3 2%	9 2%	1 1%	4 2%	1 1%	3 2%	17 5%TY	84 3%	7 2%
1-4 (Net)	177 5%lDO	135 5%	20 7%	10 5%	12 12%zOPQ	15 4%	21 3%	10 7%	28 8%zTXYa	7 5%	14 4%	2 1%	6 4%	1 1%	7 4%	24 8%TY	144 5%	14 4%
1-2 (Net)	65 2%ldOT	45 2%	4 1%	6 3%O	11 11%zOPQ	5 1%	5 1%	1 *	13 4%zTXy	3 2%	4 1%	- -	1 1%	1 1%	2 1%	11 3%TY	53 2%	3 1%
4-7 (Net)	991 29%KRY	846 29%R	78 29%R	47 26%	20 20%	111 32%Y	190 31%Y	62 41%zTVXY ab	92 27%Y	54 39%zVXYa b	98 26%Y	26 16%	47 28%Y	20 23%	38 22%	109 35%XYb	809 29%	97 29%
5-6 (Net)	464 14%DK	400 14%	30 11%	21 12%	12 12%	55 16%	88 14%	24 16%	39 12%	32 23%zTVXY b	42 11%	16 9%	23 14%	11 13%	14 8%	55 18%XYb	374 13%	49 15%
8-10 (Net)	2254 66%MNeUc	1892 66%	171 63%	126 69%	64 64%	220 64%	405 65%	82 55%	220 65%	81 58%	271 71%UWc	136 83%zSTUV WXhbc	113 68%	65 76%UWc	120 69%Uc	180 58%	1815 65%	219 66%
7-10 (Net)	2711 79%FMNeR Wc	2280 79%R	211 78%	148 81%R	72 72%	269 78%	496 80%c	114 76%	262 77%	99 71%	322 84%zWc	145 88%zSTUV Wc	133 81%	73 86%Wc	140 81%	227 72%	2191 79%	260 79%
9-10 (Net)	1395 41%NU	1175 41%	97 36%	79 43%	44 44%	124 36%	259 42%U	44 29%	135 40%	45 32%	172 45%UWc	95 58%zSTUV WXhc	72 44%U	40 47%U	79 46%UW	110 35%	1132 41%	125 38%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 274  
**D1a\_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Important	53	36	17	6	6	18	23	8	43	13	11	14	14	29	24
1	2%BO	2%zB	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%
2	33	10	23	3	6	6	18	3	30	8	15	4	6	18	12
	1%l	1%	1%	1%	1%	1%	1%	*	1%l	1%	2%	*	1%	1%	1%
3	42	22	19	6	7	15	14	10	32	12	9	9	12	30	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
4	85	54	31	16	13	19	37	21	57	25	14	20	26	46	34
	2%B	3%zB	2%	4%E	2%	2%	3%	2%	2%	3%	2%	3%	3%L	2%	3%
5	209	99	108	30	23	61	95	55	152	47	45	46	71	115	89
	6%	6%	6%	7%	4%	6%	7%	6%	6%	5%	5%	6%	9%zKL	5%	7%
6	322	147	175	52	50	109	112	94	224	76	82	80	83	182	132
	9%R	9%	10%	11%	9%	10%	8%	10%	9%	8%	9%	10%	10%	9%	11%
7	615	325	289	85	103	213	213	174	435	186	155	159	115	417	190
	18%FNer	19%	16%	19%	19%	19%	16%	18%	18%	19%N	17%	20%N	14%	20%ze	15%
8	893	438	454	105	124	288	375	258	629	266	257	188	182	576	303
	26%NR	26%	26%	23%	23%	26%	28%	27%	26%	28%	29%N	24%	23%	27%	24%
9	551	267	284	78	95	198	180	184	364	175	141	111	124	367	174
	16%Fme	16%	16%	17%	18%F	18%F	13%	19%zm	15%	18%	16%	14%	16%	17%e	14%
Extremely Important	500	224	276	53	84	150	213	140	356	126	145	117	112	297	192
10	15%O	13%	16%	12%	16%	14%	16%	15%	15%	13%	16%	15%	14%	14%	15%
Don't know	129	51	78	17	21	29	63	20	102	24	28	30	47	42	82
	4%Elkd	3%	4%	4%	4%	3%	5%E	2%	4%l	3%	3%	4%	6%zKL	2%	7%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 274  
**D1a\_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
**Base = All who have watched BBC TV or BBC on demand in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.56AmNR Wc	7.48	7.64zA	7.44	7.66	7.60	7.53	7.71zm	7.51	7.62N	7.67N	7.52	7.40	7.61	7.49
1-3 (Net)	128 4%lO	68 4%	59 3%	14 3%	19 4%	39 4%	55 4%	21 2%	105 4%zl	33 3%	35 4%	27 3%	33 4%	77 4%	46 4%
1-4 (Net)	213 6%Bl	122 7%zB	90 5%	30 7%	32 6%	58 5%	93 7%	43 4%	163 7%l	59 6%	48 5%	46 6%	59 7%	124 6%	80 6%
1-2 (Net)	86 3%lOT	46 3%	40 2%	8 2%	12 2%	24 2%	41 3%	11 1%	73 3%zl	21 2%	26 3%	18 2%	21 3%	47 2%	36 3%
4-7 (Net)	1230 36%Rb	626 37%	603 34%	183 41%zF	188 35%	402 36%	457 34%	345 36%	870 36%	335 35%	296 33%	305 39%L	295 37%	759 36%	446 36%
5-6 (Net)	530 15%Kd	247 15%	283 16%	82 18%	72 14%	170 15%	207 15%	149 15%	377 16%	123 13%	127 14%	126 16%	154 19%zKL	296 14%	221 18%zd
8-10 (Net)	1944 57%Nec	929 56%	1014 58%	236 52%	304 57%	636 58%	768 57%	582 60%zm	1349 56%	567 59%N	544 60%zMN	416 54%	418 53%	1241 59%ze	669 54%
7-10 (Net)	2559 75%NeRWc	1254 75%	1303 74%	322 71%	407 76%	849 77%	981 73%	757 78%zm	1785 74%	753 79%zN	698 77%N	575 74%N	532 67%	1657 78%ze	859 69%
9-10 (Net)	1051 31%S	491 29%	560 32%	131 29%	180 34%	348 31%	393 29%	324 34%	720 30%	301 31%	286 32%	228 29%	236 30%	664 31%	366 29%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 274  
**D1a\_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Important	53	36	4	3	11	4	5	*	9	6	4	-	1	-	2	4	40	2
1	2%BO	1%	2%	1%	11%zOPQ	1%	1%	*	3%	4%zTX	1%	-	1%	-	1%	1%	1%	1%
2	33	26	4	3	1	6	1	-	4	-	3	-	-	-	2	9	33	*
	1%l	1%	1%	2%	1%	2%T	*	-	1%	-	1%	-	-	-	1%	3%zT	1%z	*
3	42	34	5	1	1	1	10	1	5	1	3	3	1	4	2	4	34	4
	1%	1%	2%	1%	1%	*	2%	1%	2%	*	1%	2%	*	4%zSX	1%	1%	1%	1%
4	85	73	8	2	2	3	20	3	9	4	10	3	12	-	1	8	67	11
	2%B	3%	3%	1%	2%	1%	3%	2%	3%	3%	2%	2%	7%zSXYab	-	1%	3%	2%	3%
5	209	183	9	6	10	15	30	8	25	18	26	12	9	5	8	29	167	20
	6%	6%	3%	3%	10%zOPQ	4%	5%	5%	7%	13%zSTb	7%	7%	5%	6%	5%	9%zST	6%	6%
6	322	279	24	15	4	52	50	11	34	21	29	9	19	11	14	30	248	37
	9%R	10%R	9%	8%	4%	15%zTX	8%	8%	10%	15%zTX	8%	5%	12%	12%	8%	9%	9%	11%
7	615	528	42	34	12	75	145	31	47	17	65	34	22	12	22	58	510	54
	18%FNeR	18%R	15%	18%R	11%	22%VWb	23%zVWb	21%	14%	12%	17%	21%	13%	14%	13%	18%	18%	16%
8	893	756	76	45	16	91	147	52	90	39	100	49	40	29	49	71	730	91
	26%NR	26%R	28%R	25%R	16%	26%	24%	35%zTc	26%	28%	26%	30%	24%	33%	28%	23%	26%	27%
9	551	462	49	24	16	47	118	22	60	16	70	32	25	12	20	40	459	43
	16%Fme	16%	18%	13%	15%	14%	19%	14%	18%	12%	18%	20%	15%	14%	12%	13%	17%	13%
Extremely Important	500	397	34	44	24	37	76	12	46	16	61	20	34	14	36	45	388	50
10	15%O	14%	13%	24%zOP	24%zOP	11%	12%	8%	13%	11%	16%	12%	21%STU	17%	21%STU	14%	14%	15%
Don't know	129	103	17	6	4	13	19	9	12	2	12	2	2	-	16	15	100	18
	4%EIKd	4%	6%	3%	4%	4%	3%	6%	4%	2%	3%	1%	1%	-	9%zTVWXYha	5%	4%	5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 274  
**D1a\_9. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.**  
 Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.56AmNR Wc	7.55R	7.59	7.90zOR	7.19	7.44	7.61W	7.64W	7.42	7.10	7.71Wc	7.73W	7.68W	7.70	7.85Wc	7.30	7.55	7.59
1-3 (Net)	128 4%IO	96 3%	13 5%	6 4%	12 12%zOPQ	11 3%	16 3%	2 1%	19 5%	6 5%	10 3%	3 2%	2 1%	4 4%	6 4%	17 5%	108 4%	7 2%
1-4 (Net)	213 6%Bl	169 6%	21 8%	9 5%	14 14%zOPQ	14 4%	36 6%	5 3%	28 8%	10 7%	20 5%	6 4%	14 8%	4 4%	8 4%	25 8%	175 6%	18 5%
1-2 (Net)	86 3%IOT	62 2%	8 3%	5 3%	11 11%zOPQ	11 3%	6 1%	* *	13 4%TY	6 4%TY	7 2%	- -	1 1%	- -	5 3%	13 4%TY	73 3%	3 1%
4-7 (Net)	1230 36%Rb	1063 37%zPR	82 30%	57 31%	28 28%	144 42%b	245 39%b	53 35%	115 34%	60 43%b	130 34%	58 35%	62 37%	28 32%	44 26%	125 40%b	992 36%	122 37%
5-6 (Net)	530 15%Kd	462 16%	32 12%	21 11%	15 15%	67 19%T	80 13%	19 13%	58 17%	39 28%zTUVX Yb	55 14%	21 13%	28 17%	15 18%	22 13%	59 19%	414 15%	57 17%
8-10 (Net)	1944 57%Nec	1615 56%	159 59%	113 62%	56 56%	175 51%	341 55%	86 58%	195 57%	71 51%	231 60%Sc	101 61%c	99 60%	54 64%	106 61%	156 50%	1577 57%	183 56%
7-10 (Net)	2559 75%NeRWc	2143 74%R	201 74%	147 81%zOR	68 67%	250 73%	485 78%VWc	117 78%W	242 71%	88 63%	297 77%Wc	136 82%zVWc	121 74%	66 78%W	127 74%	214 68%	2087 75%	237 72%
9-10 (Net)	1051 31%S	859 30%	83 31%	69 38%zO	40 40%zOP	84 24%	193 31%	34 23%	106 31%	32 23%	131 34%SUW	52 32%	60 36%SUW	26 30%	57 33%	85 27%	847 30%	93 28%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 275

D1a\_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

**Takes risks and provides TV programmes and content that is new and innovative.**

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Important	52	32	20	3	6	19	24	6	44	10	8	13	20	24	28
1	2% <b>lOT</b>	2%	1%	1%	1%	2%	2%	1%	2% <b>l</b>	1%	1%	2%	3% <b>zKL</b>	1%	2% <b>zd</b>
2	29	11	17	2	3	9	15	2	26	6	6	8	9	11	17
	1% <b>ld</b>	1%	1%	1%	*	1%	1%	*	1% <b>l</b>	1%	1%	1%	1%	1%	1% <b>zd</b>
3	56	27	29	3	7	12	34	13	40	11	16	13	17	30	19
	2%	2%	2%	1%	1%	1%	3% <b>zCE</b>	1%	2%	1%	2%	2%	2%	1%	1%
4	103	62	42	18	9	20	56	14	88	22	20	24	37	51	49
	3% <b>Eld</b>	4%	2%	4% <b>E</b>	2%	2%	4% <b>zDE</b>	1%	4% <b>zl</b>	2%	2%	3%	5% <b>zKL</b>	2%	4% <b>zd</b>
5	239	117	122	33	31	68	107	57	181	52	50	79	58	136	97
	7% <b>Kh</b>	7%	7%	7%	6%	6%	8%	6%	7%	5%	6%	10% <b>zKL</b>	7%	6%	8%
6	356	155	202	66	45	118	127	94	257	113	96	74	74	230	119
	10% <b>R</b>	9%	11%	15% <b>zDF</b>	8%	11%	9%	10%	11%	12%	11%	9%	9%	11%	10%
7	624	326	298	80	114	222	209	194	424	184	181	136	124	417	200
	18% <b>Fe</b>	19%	17%	18%	21% <b>F</b>	20% <b>F</b>	16%	20%	17%	19%	20% <b>N</b>	18%	16%	20% <b>ze</b>	16%
8	857	425	432	96	135	295	331	248	601	240	245	187	186	550	296
	25% <b>R</b>	25%	25%	21%	25%	27%	25%	26%	25%	25%	27%	24%	24%	26%	24%
9	528	247	280	76	101	175	175	179	348	175	132	115	105	350	167
	15% <b>Fme</b>	15%	16%	17%	19% <b>zF</b>	16%	13%	18% <b>zm</b>	14%	18% <b>zN</b>	15%	15%	13%	17% <b>e</b>	13%
Extremely Important	461	219	242	59	61	138	204	139	318	125	125	96	115	269	179
10	13% <b>O</b>	13%	14%	13%	11%	12%	15%	14%	13%	13%	14%	12%	14%	13%	14%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 275

D1a\_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

**Takes risks and provides TV programmes and content that is new and innovative.**

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Don't know	126	55	71	15	22	30	60	22	98	24	23	32	48	51	71
	4%IKd	3%	4%	3%	4%	3%	4%	2%	4%l	2%	3%	4%	6%zKL	2%	6%zd
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.45FmNe RV	7.40	7.49	7.46	7.60F	7.50	7.34	7.71zm	7.35	7.59zMN	7.55MN	7.31	7.28	7.52ze	7.33
1-3 (Net)	136	70	66	8	15	40	73	21	110	27	30	34	46	65	63
	4%ClDdOT	4%	4%	2%	3%	4%	5%zCD	2%	5%zl	3%	3%	4%	6%zKL	3%	5%zd
1-4 (Net)	239	131	108	26	25	60	129	36	198	48	50	58	83	116	112
	7%DEIKdO	8%	6%	6%	5%	5%	10%zCDE	4%	8%zl	5%	6%	7%	10%zKL	5%	9%zd
1-2 (Net)	80	43	37	5	9	28	39	9	70	16	14	21	29	35	45
	2%ldOT	3%	2%	1%	2%	3%	3%	1%	3%zl	2%	2%	3%	4%zKL	2%	4%zd
4-7 (Net)	1323	659	663	197	199	427	500	358	951	370	347	313	293	835	465
	39%PR	39%	38%	44%zF	37%	39%	37%	37%	39%	39%	39%	40%	37%	39%	37%
5-6 (Net)	596	272	324	99	76	186	235	151	439	164	147	153	132	366	216
	17%P	16%	18%	22%zDE	14%	17%	17%	16%	18%	17%	16%	20%	17%	17%	17%
8-10 (Net)	1845	890	953	231	296	608	711	566	1267	539	502	398	406	1169	643
	54%mU	53%	54%	51%	56%	55%	53%	58%zm	52%	56%	56%	51%	51%	55%	52%
7-10 (Net)	2470	1216	1251	311	410	829	920	759	1691	723	683	534	530	1586	843
	72%FmNeR	73%	71%	69%	77%zCF	75%zCF	69%	78%zm	70%	75%zMN	76%zMN	69%	67%	75%ze	68%
9-10 (Net)	988	466	522	135	161	313	379	318	666	299	258	211	220	619	347
	29%mU	28%	30%	30%	30%	28%	28%	33%zm	27%	31%	29%	27%	28%	29%	28%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 275

D1a\_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Takes risks and provides TV programmes and content that is new and innovative.

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Important	52	31	7	3	10	5	1	-	10	5	1	1	1	1	2	4	37	6
1	2% <b>lOT</b>	1%	3% <b>O</b>	1%	10% <b>zOPQ</b>	1%	*	-	3% <b>TX</b>	3% <b>TX</b>	*	1%	1%	1%	1%	1%	1%	2%
2	29	25	-	2	1	4	4	-	4	-	2	1	1	-	1	8	27	1
	1% <b>ld</b>	1%	-	1%	1% <b>P</b>	1%	1%	-	1%	-	1%	*	1%	-	1%	3% <b>zT</b>	1%	*
3	56	40	12	3	1	5	8	1	7	1	7	2	-	-	4	5	47	3
	2%	1%	5% <b>zOR</b>	2%	1%	1%	1%	1%	2%	1%	2%	1%	-	-	2%	2%	2%	1%
4	103	87	11	3	2	11	19	8	11	5	12	2	3	3	4	10	85	13
	3% <b>Eld</b>	3%	4%	2%	2%	3%	3%	5%	3%	4%	3%	1%	2%	4%	2%	3%	3%	4%
5	239	209	11	10	10	33	36	10	36	16	25	11	3	4	14	21	192	26
	7% <b>Kh</b>	7%	4%	6%	10% <b>P</b>	10% <b>h</b>	6%	7%	11% <b>zTh</b>	11% <b>Th</b>	6%	7%	2%	5%	8% <b>h</b>	7%	7%	8%
6	356	308	22	20	7	37	57	18	32	21	49	17	24	12	14	28	276	42
	10% <b>R</b>	11% <b>R</b>	8%	11%	7%	11%	9%	12%	9%	15%	13%	10%	14%	15%	8%	9%	10%	13%
7	624	537	42	32	14	67	128	34	63	19	70	36	23	12	26	58	532	49
	18% <b>Fe</b>	19%	16%	17%	14%	19%	21%	23%	19%	14%	18%	22%	14%	14%	15%	18%	19% <b>z</b>	15%
8	857	725	72	42	18	78	158	36	71	42	95	39	48	30	44	85	696	89
	25% <b>R</b>	25% <b>R</b>	27% <b>R</b>	23%	18%	23%	25%	24%	21%	30%	25%	23%	29%	35% <b>SV</b>	25%	27%	25%	27%
9	528	453	41	20	13	57	116	15	54	14	62	31	33	10	21	40	421	42
	15% <b>Fme</b>	16%	15%	11%	13%	17%	19% <b>zUW</b>	10%	16%	10%	16%	19%	20%	11%	12%	13%	15%	13%
Extremely Important	461	356	40	44	21	36	69	10	39	14	53	24	24	14	31	43	364	45
10	13% <b>O</b>	12%	15%	24% <b>zOP</b>	21% <b>zO</b>	10%	11%	7%	12%	10%	14%	14%	14%	16%	18% <b>U</b>	14%	13%	14%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 275

D1a\_10. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Takes risks and provides TV programmes and content that is new and innovative.

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Don't know	126	106	13	4	4	12	24	16	13	2	8	1	5	-	11	13	99	14
	4%Kd	4%	5%	2%	4%	4%	4%	11%zSTVWX	4%	1%	2%	*	3%	-	6%XYa	4%	4%	4%
								Yhac										
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.45FmNeRV	7.45R	7.40	7.71zOR	7.07	7.29	7.58VW	7.22	7.16	7.10	7.54VW	7.65VW	7.83zSUVW	7.68	7.55	7.37	7.44	7.38
1-3 (Net)	136	97	20	8	12	14	14	1	21	6	10	4	2	1	8	17	111	10
	4%ClDOT	3%	7%zO	4%	12%zOQ	4%	2%	1%	6%TUX	4%	3%	2%	1%	1%	5%	5%T	4%	3%
1-4 (Net)	239	184	31	11	14	25	33	9	32	11	21	6	5	4	11	26	196	23
	7%DEIKdO	6%	11%zOQ	6%	14%zOQ	7%	5%	6%	9%h	8%	6%	4%	3%	4%	7%	8%	7%	7%
1-2 (Net)	80	57	7	5	11	9	5	-	14	5	3	2	2	1	4	12	64	7
	2%ldOT	2%	3%	3%	11%zOPQ	3%	1%	-	4%TUX	3%T	1%	1%	1%	1%	2%	4%TX	2%	2%
4-7 (Net)	1323	1141	86	65	32	147	240	71	143	61	156	67	53	31	58	115	1085	130
	39%PR	40%zPR	32%	35%	32%	43%	39%	47%hb	42%	44%	41%	41%	32%	36%	33%	37%	39%	40%
5-6 (Net)	596	517	33	30	16	70	92	29	68	36	74	28	27	16	28	48	467	68
	17%P	18%P	12%	16%	16%	20%	15%	19%	20%	26%zTc	19%	17%	16%	19%	16%	15%	17%	21%
8-10 (Net)	1845	1534	153	106	53	171	343	62	164	71	210	93	104	54	96	167	1481	175
	54%mU	53%	56%	58%	52%	50%	55%U	41%	48%	51%	55%U	57%U	63%SUV	63%UV	55%U	54%U	53%	53%
7-10 (Net)	2470	2071	195	137	66	237	471	95	227	90	280	129	128	65	122	225	2013	225
	72%FmNeR	72%	75%R	66%	69%	69%	76%UVV	64%	67%	65%	73%	79%UVV	77%UW	76%	71%	72%	73%	68%
9-10 (Net)	988	809	81	64	34	93	185	25	94	29	115	55	57	24	52	82	785	87
	29%mU	28%	30%	35%zO	34%zO	27%	30%U	17%	28%U	21%	30%U	33%UW	34%UW	28%	30%U	26%	28%	26%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 276

D1a\_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Provides TV programmes and content which appeals to a wide range of different audiences across the UK.

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Important	44	31	13	3	6	14	21	6	36	7	7	12	18	20	23
1	1% <b>BO</b>	2% <b>B</b>	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2% <b>zKL</b>	1%	2% <b>z</b>
2	22	6	16	-	3	3	16	3	19	12	3	2	6	10	11
	1%	*	1%	-	1%	*	1% <b>zCE</b>	*	1%	1%	*	*	1%	*	1%
3	39	18	20	3	1	19	16	8	27	9	12	7	10	19	13
	1%	1%	1%	1%	*	2% <b>D</b>	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	66	38	28	13	11	19	24	20	44	17	10	15	24	36	28
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3% <b>zL</b>	2%	2%
5	206	99	107	26	21	53	106	58	148	50	34	60	63	115	89
	6% <b>L</b>	6%	6%	6%	4%	5%	8% <b>zDE</b>	6%	6%	5%	4%	8% <b>L</b>	8% <b>zKL</b>	5%	7%
6	302	143	158	54	40	89	119	79	219	85	59	75	83	166	126
	9% <b>LdR</b>	9%	9%	12% <b>zDE</b>	8%	8%	9%	8%	9%	9%	6%	10%	11% <b>L</b>	8%	10% <b>d</b>
7	617	329	288	77	113	222	205	175	440	163	172	154	128	433	175
	18% <b>BFeR</b>	20% <b>zB</b>	16%	17%	21% <b>F</b>	20% <b>F</b>	15%	18%	18%	17%	19%	20%	16%	20% <b>ze</b>	14%
8	898	428	469	109	130	298	361	249	634	249	265	192	193	556	333
	26% <b>R</b>	26%	27%	24%	24%	27%	27%	26%	26%	26%	29% <b>zN</b>	25%	24%	26%	27%
9	545	272	273	72	99	183	191	175	369	180	149	111	105	368	167
	16% <b>Ne</b>	16%	16%	16%	19% <b>F</b>	17%	14%	18%	15%	19% <b>zMN</b>	16%	14%	13%	17% <b>ze</b>	13%
Extremely Important	584	263	321	82	85	187	231	179	402	166	167	121	129	356	215
10	17% <b>S</b>	16%	18%	18%	16%	17%	17%	18%	17%	17%	19%	16%	16%	17%	17%
Don't know	108	46	62	12	23	19	54	15	90	20	25	29	34	41	62
	3% <b>EId</b>	3%	4%	3%	4% <b>E</b>	2%	4% <b>E</b>	2%	4% <b>zI</b>	2%	3%	4%	4% <b>K</b>	2%	5% <b>zd</b>

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

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Table 276

D1a\_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Provides TV programmes and content which appeals to a wide range of different audiences across the UK.

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.69NeRW c	7.62	7.76	7.73	7.80	7.74	7.59	7.83zm	7.65	7.78MN	7.92zMN	7.57	7.44	7.77ze	7.57
1-3 (Net)	105 3%ClDdOX	56 3%	49 3%	6 1%	10 2%	36 3%	53 4% <b>C</b>	18 2%	82 3% <b>l</b>	28 3%	22 2%	21 3%	33 4%	49 2%	48 4% <b>d</b>
1-4 (Net)	171 5%LdOTX	94 6%	77 4%	19 4%	21 4%	54 5%	77 6%	38 4%	126 5%	45 5%	32 4%	37 5%	57 7% <b>zL</b>	85 4%	75 6% <b>zd</b>
1-2 (Net)	66 2%lLdOT	38 2%	29 2%	3 1%	9 2%	17 2%	37 3% <b>zC</b>	10 1%	55 2% <b>l</b>	19 2%	9 1%	14 2%	24 3% <b>zL</b>	30 1%	34 3% <b>zd</b>
4-7 (Net)	1191 35%LPRY	609 36%	581 33%	170 38%	186 35%	382 35%	453 34%	333 34%	851 35%	315 33%	275 30%	304 39% <b>zKL</b>	298 38% <b>L</b>	751 35%	417 34%
5-6 (Net)	508 15%DLd	242 14%	265 15%	80 18% <b>DE</b>	62 12%	142 13%	224 17% <b>zDE</b>	137 14%	367 15%	135 14% <b>L</b>	93 10%	134 17% <b>L</b>	146 18% <b>zKL</b>	281 13%	215 17% <b>zd</b>
8-10 (Net)	2027 59%MNS	963 58%	1062 61%	262 58%	313 59%	669 60%	783 58%	602 62% <b>zm</b>	1404 58%	596 62% <b>MN</b>	581 64% <b>zMN</b>	424 55%	427 54%	1279 60%	715 58%
7-10 (Net)	2644 77%FNerW	1292 77%	1350 77%	339 75%	426 80% <b>F</b>	890 81% <b>zCF</b>	988 74%	778 80% <b>zm</b>	1844 76%	759 79% <b>N</b>	753 83% <b>zKMN</b>	578 74%	555 70%	1712 81% <b>ze</b>	890 72%
9-10 (Net)	1129 33%NS	535 32%	593 34%	153 34%	183 34%	371 34%	422 31%	354 37% <b>zm</b>	770 32%	347 36% <b>zMN</b>	316 35% <b>N</b>	232 30%	234 30%	723 34%	382 31%



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Table 276

D1a\_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Important	44	25	5	4	10	*	2	-	10	4	-	-	1	1	2	3	34	2
1	1%BO	1%	2%	2%O	10%zOPQ	*	*	-	3%zSTX	3%STX	-	-	1%	1%	1%	1%	1%	1%
2	22	19	2	*	1	6	1	-	3	-	2	1	-	-	1	5	22	*
	1%	1%	1%	*	1%	2%T	*	-	1%	-	1%	*	-	-	1%	1%	1%	*
3	39	29	7	1	1	2	7	1	5	1	1	*	-	-	3	7	32	4
	1%	1%	3%zO	1%	1%	1%	1%	1%	1%	1%	*	*	-	-	2%	2%	1%	1%
4	66	53	9	2	3	9	8	5	8	2	4	3	6	-	-	9	49	9
	2%	2%	3%	1%	3%	3%	1%	3%	2%	1%	1%	2%	4%b	-	-	3%	2%	3%
5	206	181	9	8	8	21	41	8	23	19	19	8	6	5	6	25	170	22
	6%L	6%	3%	4%	8%P	6%	7%	6%	7%	14%zSTVXY	5%	5%	4%	5%	4%	8%	6%	7%
6	302	264	21	14	3	36	55	20	32	16	37	11	8	10	11	29	237	34
	9%LdR	9%R	8%R	8%R	3%	10%	9%	13%h	9%	11%	10%	7%	5%	11%	6%	9%	9%	10%
7	617	539	36	31	10	77	129	37	56	17	63	19	34	19	32	56	513	50
	18%BFeR	19%R	13%	17%R	10%	22%WY	21%Y	25%WY	16%	12%	16%	12%	20%	22%	19%	18%	18%	15%
8	898	743	92	43	21	89	149	38	80	43	112	48	36	24	45	79	727	97
	26%R	26%	34%zOQR	24%	20%	26%	24%	25%	23%	31%	29%	29%	22%	28%	26%	25%	26%	29%
9	545	466	37	26	15	49	114	18	56	17	63	39	39	9	19	42	447	43
	16%Ne	16%	14%	14%	15%	14%	18%	12%	16%	12%	16%	24%zSUWa	24%zSUWa	11%	11%	14%	16%	13%
Extremely Important	584	469	42	48	24	38	93	18	56	19	75	33	33	19	39	46	453	59
10	17%S	16%	15%	27%zOP	24%zOP	11%	15%	12%	17%	14%	20%S	20%S	20%S	22%S	23%SU	15%	16%	18%
Don't know	108	89	11	4	4	16	20	5	13	1	7	2	1	-	14	11	90	9
	3%Ed	3%	4%	2%	4%	5%	3%	3%	4%	1%	2%	1%	1%	-	8%zTWXyh	3%	3%	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 276

D1a\_11. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

Provides TV programmes and content which appeals to a wide range of different audiences across the UK.

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.69NeRW	7.70R	7.61	7.97zOR	7.27	7.48	7.74Wc	7.50	7.50	7.32	7.96zSUV	8.14zSTU	8.02SUVW	7.88	7.91SWc	7.42	7.68	7.69
1-3 (Net)	105	73	14	6	12	9	11	1	18	5	3	1	1	1	7	15	88	7
	3%ClDOX	3%	5%zO	3%	12%zOPQ	3%	2%	1%	5%zTUXYh	4%X	1%	1%	1%	1%	4%	5%TX	3%	2%
1-4 (Net)	171	126	23	8	15	18	19	6	26	7	7	4	8	1	7	24	137	16
	5%LdOTX	4%	8%zO	4%	15%zOPQ	5%	3%	4%	8%TX	5%	2%	2%	5%	1%	4%	8%TX	5%	5%
1-2 (Net)	66	44	7	4	11	7	4	-	13	4	2	1	1	1	3	8	56	3
	2%LdOT	2%	3%	2%	11%zOPQ	2%	1%	-	4%zTX	3%TX	1%	*	1%	1%	2%	3%T	2%	1%
4-7 (Net)	1191	1037	74	55	24	142	233	70	118	54	123	41	54	33	50	119	970	115
	35%LPRY	36%zPR	27%	30%	24%	41%zXYb	38%Y	47%zVXYh	35%	39%Y	32%	25%	33%	39%	29%	38%Y	35%	35%
5-6 (Net)	508	445	29	22	12	56	96	29	54	35	56	19	14	14	17	54	407	57
	15%DLd	15%	11%	12%	12%	16%	15%	19%h	16%	25%zTVXY	15%	12%	9%	16%	10%	17%h	15%	17%
8-10 (Net)	2027	1678	172	117	60	177	356	74	192	79	250	121	109	52	103	168	1627	199
	59%MNS	58%	63%	64%	60%	51%	57%	49%	56%	57%	65%zSTUV	73%zSTUV	66%SUc	60%	60%	54%	59%	60%
7-10 (Net)	2644	2217	208	148	70	254	485	111	247	96	313	140	142	71	135	224	2141	249
	77%FNeRW	77%R	77%	81%R	70%	74%	78%	74%	73%	69%	82%SVWc	85%zSVWc	86%zSUVW	83%	78%	72%	77%	75%
9-10 (Net)	1129	936	79	74	40	88	207	36	112	36	138	73	72	28	58	88	901	102
	33%NS	33%	29%	41%zOP	40%zOP	25%	33%S	24%	33%	26%	36%SU	44%zSTUV	44%zSUWc	33%	34%	28%	32%	31%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 277

D1a\_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

**Provides distinctive TV programmes and content.**

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Not At All Important	40	29	11	1	6	15	18	6	33	7	5	11	17	17	23
1	1% <b>BOT</b>	2% <b>B</b>	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2% <b>zKL</b>	1%	2% <b>zd</b>
2	27	10	17	2	3	6	17	3	25	6	8	6	7	13	14
	1% <b>l</b>	1%	1%	*	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
3	40	20	20	2	3	20	15	8	28	13	8	9	10	22	14
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	90	49	41	9	12	22	48	19	70	19	17	26	28	49	37
	3% <b>R</b>	3%	2%	2%	2%	2%	4% <b>z</b>	2%	3%	2%	2%	3%	3%	2%	3%
5	211	112	99	35	21	63	92	59	151	40	42	73	57	123	85
	6% <b>DKh</b>	7%	6%	8% <b>D</b>	4%	6%	7% <b>D</b>	6%	6%	4%	5%	9% <b>zKL</b>	7% <b>K</b>	6%	7%
6	311	144	168	52	49	104	107	92	213	92	79	66	74	192	109
	9% <b>R</b>	9%	10%	11% <b>F</b>	9%	9%	8%	10%	9%	10%	9%	8%	9%	9%	9%
7	620	328	291	93	108	206	212	169	445	182	186	134	117	420	192
	18% <b>BFNeR</b>	20%	17%	21% <b>F</b>	20% <b>F</b>	19%	16%	17%	18%	19% <b>N</b>	21% <b>N</b>	17%	15%	20% <b>ze</b>	15%
8	881	423	456	112	133	276	360	257	617	244	228	207	202	547	322
	26% <b>R</b>	25%	26%	25%	25%	25%	27%	27%	25%	25%	25%	27%	25%	26%	26%
9	583	283	300	71	103	213	196	179	402	195	160	108	120	383	190
	17% <b>FMS</b>	17%	17%	16%	19% <b>F</b>	19% <b>F</b>	15%	18%	17%	20% <b>zMN</b>	18%	14%	15%	18%	15%
Extremely Important	527	239	289	60	75	158	234	157	368	144	144	116	123	314	200
10	15% <b>U</b>	14%	16%	13%	14%	14%	17% <b>z</b>	16%	15%	15%	16%	15%	16%	15%	16%
Don't know	101	37	64	13	20	23	45	20	76	17	25	21	38	39	57
	3% <b>AKd</b>	2%	4% <b>zA</b>	3%	4%	2%	3%	2%	3%	2%	3%	3%	5% <b>zK</b>	2%	5% <b>zd</b>

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 277

D1a\_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

**Provides distinctive TV programmes and content.**

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Total mentions	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.63AMNR SW	7.54	7.71zA	7.61	7.74	7.63	7.59	7.78zm	7.58	7.76zMN	7.75zMN	7.46	7.48	7.68	7.55
1-3 (Net)	107	59	48	5	11	41	50	17	85	26	22	26	34	52	50
	3%ClDOT	4%	3%	1%	2%	4%C	4%C	2%	4%l	3%	2%	3%	4%	2%	4%zd
1-4 (Net)	197	108	89	14	23	62	98	36	155	45	38	52	62	101	86
	6%ClLdY	6%	5%	3%	4%	6%	7%zCD	4%	6%zl	5%	4%	7%	8%zKL	5%	7%zd
1-2 (Net)	67	39	28	3	9	21	35	8	58	13	13	17	24	30	36
	2%ClDOT	2%	2%	1%	2%	2%	3%C	1%	2%zl	1%	1%	2%	3%zK	1%	3%zd
4-7 (Net)	1232	632	598	188	190	395	458	339	878	333	324	299	276	784	423
	36%Rb	38%	34%	42%zF	36%	36%	34%	35%	36%	35%	36%	38%	35%	37%	34%
5-6 (Net)	523	255	266	87	71	167	198	151	364	131	121	139	131	315	194
	15%hb	15%	15%	19%zDF	13%	15%	15%	16%	15%	14%	13%	18%L	17%	15%	16%
8-10 (Net)	1991	945	1045	244	311	647	789	592	1387	583	531	431	445	1244	712
	58%S	56%	60%	54%	58%	59%	59%	61%z	57%	61%	59%	55%	56%	59%	57%
7-10 (Net)	2611	1273	1335	337	419	853	1002	761	1831	766	717	566	562	1664	904
	76%NeRSW	76%	76%	75%	79%	77%	75%	79%	75%	80%zMN	79%zMN	73%	71%	79%ze	73%
9-10 (Net)	1110	522	588	132	178	371	429	335	770	340	303	224	243	697	390
	32%SU	31%	34%	29%	33%	34%	32%	35%	32%	35%zM	34%	29%	31%	33%	31%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 277

D1a\_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

**Provides distinctive TV programmes and content.**

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Not At All Important	40	23	4	3	10	*	2	-	9	4	-	-	1	1	2	3	30	2
1	1% <b>BOT</b>	1%	1%	2%	10% <b>zOPQ</b>	*	*	-	3% <b>zSTX</b>	3% <b>STX</b>	-	-	1%	1%	1%	1%	1%	1%
2	27	21	3	2	1	2	2	-	4	-	4	1	-	-	1	8	27	*
	1% <b>l</b>	1%	1%	1%	1%	1%	*	-	1%	-	1%	*	-	-	1%	2% <b>zT</b>	1%	*
3	40	31	7	1	1	6	6	*	6	*	3	-	1	1	1	5	34	3
	1%	1%	2%	1%	1%	2%	1%	*	2%	*	1%	-	1%	2%	1%	2%	1%	1%
4	90	76	9	4	1	17	16	9	5	6	6	1	5	-	6	4	67	18
	3% <b>R</b>	3%	3%	2%	1%	5% <b>zVXYc</b>	3%	6% <b>zVXYc</b>	2%	4%	2%	*	3%	-	3%	1%	2%	5% <b>zf</b>
5	211	184	10	8	9	26	41	14	25	19	18	8	2	2	7	23	175	16
	6% <b>DKh</b>	6%	4%	4%	9% <b>zPQ</b>	8% <b>h</b>	7% <b>h</b>	9% <b>h</b>	7% <b>h</b>	13% <b>zTXYha</b>	5%	5%	1%	2%	4%	7% <b>h</b>	6%	5%
6	311	266	24	16	5	56	52	11	29	15	35	16	11	10	7	25	242	37
	9% <b>R</b>	9% <b>R</b>	9%	9%	5%	16% <b>zTUVXh</b>	8%	8%	8%	11%	9%	10%	7%	12% <b>b</b>	4%	8%	9%	11%
7	620	537	41	31	10	73	127	33	63	17	75	27	28	15	24	56	503	65
	18% <b>BFNeR</b>	19% <b>R</b>	15%	17% <b>R</b>	10%	21% <b>W</b>	20% <b>W</b>	22%	18%	12%	20%	16%	17%	18%	14%	18%	18%	20%
8	881	746	73	42	19	75	157	47	85	45	98	38	40	27	57	79	731	77
	26% <b>R</b>	26% <b>R</b>	27% <b>R</b>	23%	19%	22%	25%	31%	25%	32% <b>S</b>	25%	23%	24%	32%	33% <b>S</b>	25%	26%	23%
9	583	486	53	30	14	33	121	19	49	21	72	47	40	9	22	53	473	44
	17% <b>FMS</b>	17%	20%	17%	14%	10%	19% <b>S</b>	13%	14%	15%	19% <b>S</b>	28% <b>zSTUV</b>	24% <b>SUVab</b>	11%	13%	17% <b>S</b>	17%	13%
Extremely Important	527	423	35	43	25	43	85	12	50	12	66	27	34	18	35	42	416	53
	15% <b>U</b>	15%	13%	24% <b>zOP</b>	25% <b>zOP</b>	12%	14%	8%	15%	9%	17% <b>UW</b>	16%	20% <b>UW</b>	21% <b>UW</b>	20% <b>UW</b>	14%	15%	16%
Don't know	101	83	12	2	4	12	13	4	16	1	6	1	3	2	11	14	79	14
	3% <b>AKd</b>	3%	4%	1%	4% <b>Q</b>	4%	2%	3%	5% <b>Y</b>	1%	2%	*	2%	3%	6% <b>zTWXY</b>	4% <b>Y</b>	3%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 277

D1a\_12. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television...

**Provides distinctive TV programmes and content.**

Base = All who have watched BBC TV or BBC on demand in the past 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Total mentions	3431	2877	271	182	101	344	621	150	340	139	383	165	165	85	172	313	2776	330
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.63AMNR SW	7.63R	7.58	7.87zR	7.30	7.21	7.70SW	7.36	7.43	7.19	7.85zSUV Wc	8.06zSTU VWc	8.10zSTU VWc	7.90SUW	7.89SUW	7.50	7.62	7.54
1-3 (Net)	107 3%ClOT	76 3%	13 5%	7 4%	12 12%zOPQ	9 3%	10 2%	* *	19 6%zTUXY	5 3%	7 2%	1 *	2 1%	2 2%	5 3%	16 5%TUXY	90 3%	6 2%
1-4 (Net)	197 6%ClDY	152 5%	22 8%	10 6%	13 13%zOQ	26 8%XY	26 4%	10 6%Y	24 7%Y	11 8%Y	13 3%	1 1%	8 5%	2 2%	10 6%Y	21 7%Y	158 6%	24 7%
1-2 (Net)	67 2%ClOT	45 2%	6 2%	6 3%	11 11%zOPQ	3 1%	4 1%	- -	13 4%zSTX	4 3%T	4 1%	1 *	1 1%	1 1%	4 2%	11 4%ST	57 2%	3 1%
4-7 (Net)	1232 36%Rb	1064 37%zR	85 31%	58 32%	26 25%	172 50%zTVXY habc	236 38%b	67 45%Yhb	122 36%b	56 40%b	134 35%	52 31%	46 28%	27 32%	43 25%	108 35%	987 36%	137 41%
5-6 (Net)	523 15%hb	450 16%	35 13%	23 13%	14 14%	82 24%zTVXh bc	93 15%b	25 17%b	54 16%hb	33 24%zTXhb	53 14%	24 15%	13 8%	12 14%	13 8%	48 15%	417 15%	54 16%
8-10 (Net)	1991 58%S	1655 58%	162 60%	115 63%	59 58%	151 44%	362 58%S	78 52%	184 54%S	78 56%S	236 62%S	112 68%zSUVc	113 69%zSUVc	54 63%S	114 66%SUW	174 56%S	1620 58%	173 52%
7-10 (Net)	2611 76%NeRSW	2193 76%R	202 75%	146 80%R	69 69%	224 65%	489 79%SW	110 74%	247 72%	94 68%	311 81%zSVW	138 84%zSVWc	142 86%zSUVW c	69 81%S	138 80%SW	231 74%	2123 76%	238 72%
9-10 (Net)	1110 32%SU	909 32%	88 33%	74 40%zO	40 40%zO	76 22%	205 33%SU	31 21%	99 29%	33 24%	139 36%SUW	74 45%zSTUV Wc	73 44%zSTUV Wc	27 31%	57 33%S	95 30%	889 32%	96 29%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 278

D1a\_sum. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Provides a broad mix of different types of TV programmes and content.	2883 74%MNePR Wc	1393 73%	1488 74%	386 71%	485 75%	962 75%	1051 73%	866 77%zm	1993 73%	828 78%zMN	777 78%zMN	613 70%	665 68%	1874 77%ze	961 69%
Provides high quality television content.	2950 76%MNePR Wc	1452 76%	1496 75%	401 74%	498 77%	974 76%	1076 75%	871 78%	2051 75%	856 81%zMN	797 80%zMN	624 71%	673 69%	1911 79%ze	987 71%
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2769 71%NePRW c	1361 71%	1405 70%	371 68%	457 71%	919 72%	1021 71%	825 74%z	1924 70%	801 76%zMN	740 74%zN	611 70%N	617 63%	1806 74%ze	913 66%
Takes risks and provides TV programmes and content that is new and innovative.	2677 69%NeRW	1319 69%	1355 68%	354 65%	466 72%CF	900 71%CF	958 67%	832 74%zm	1823 67%	767 73%zMN	722 73%zMN	575 66%	613 63%	1727 71%ze	903 65%
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	2879 74%NeRWc	1411 74%	1466 73%	395 72%	482 74%	968 76%	1034 72%	862 77%zm	1991 73%	813 77%zMN	796 80%zMN	621 71%	650 66%	1880 78%ze	949 69%
Provides distinctive TV programmes and content.	2824 72%MNePR SW	1379 72%	1443 72%	387 71%	472 73%	923 72%	1042 72%	835 74%	1967 72%	807 76%zMN	765 77%zMN	602 69%	650 66%	1816 75%ze	960 69%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 278

D1a\_sum. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Provides a broad mix of different types of TV programmes and content.	2883	2433	226	146	78	263	565	121	275	102	341	158	146	70	140	253	2351	254	
	<b>Wc</b>	<b>74%MNePR</b>	<b>75%zPR</b>	<b>68%</b>	<b>75%R</b>	<b>64%</b>	<b>70%</b>	<b>77%zSWc</b>	<b>73%</b>	<b>74%W</b>	<b>62%</b>	<b>80%zSWc</b>	<b>85%zSUVWbc</b>	<b>81%SWc</b>	<b>78%W</b>	<b>73%</b>	<b>68%</b>	<b>74%</b>	<b>69%</b>
Provides high quality television content.	2950	2492	228	149	80	288	565	121	285	106	345	160	144	76	151	251	2386	278	
	<b>Wc</b>	<b>76%MNePR</b>	<b>76%zPR</b>	<b>69%</b>	<b>77%PR</b>	<b>65%</b>	<b>76%Wc</b>	<b>77%Wc</b>	<b>73%</b>	<b>76%Wc</b>	<b>65%</b>	<b>81%zWc</b>	<b>86%zSTUV</b>	<b>79%Wc</b>	<b>84%Wc</b>	<b>79%Wc</b>	<b>67%</b>	<b>76%</b>	<b>76%</b>
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2769	2328	216	148	76	265	544	123	264	94	321	148	129	66	135	239	2262	249	
	<b>c</b>	<b>71%NePRW</b>	<b>71%PR</b>	<b>65%</b>	<b>76%zPR</b>	<b>62%</b>	<b>70%W</b>	<b>75%Wc</b>	<b>74%W</b>	<b>71%W</b>	<b>57%</b>	<b>75%Wc</b>	<b>79%zWc</b>	<b>71%W</b>	<b>73%W</b>	<b>70%W</b>	<b>64%</b>	<b>72%</b>	<b>68%</b>
Takes risks and provides TV programmes and content that is new and innovative.	2677	2249	215	139	74	251	526	104	247	96	301	141	134	68	130	252	2176	238	
	<b>mNeRW</b>	<b>69%R</b>	<b>65%</b>	<b>72%R</b>	<b>60%</b>	<b>66%</b>	<b>72%W</b>	<b>63%</b>	<b>66%</b>	<b>59%</b>	<b>71%W</b>	<b>75%UW</b>	<b>74%W</b>	<b>75%W</b>	<b>68%</b>	<b>68%</b>	<b>69%</b>	<b>65%</b>	
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	2879	2423	228	150	79	267	549	122	270	102	337	155	149	72	146	254	2330	265	
	<b>NeRWc</b>	<b>74%R</b>	<b>69%</b>	<b>77%PR</b>	<b>64%</b>	<b>71%</b>	<b>75%Wc</b>	<b>73%</b>	<b>72%</b>	<b>62%</b>	<b>79%zSWc</b>	<b>83%zSVWc</b>	<b>82%zSVWc</b>	<b>79%W</b>	<b>77%W</b>	<b>68%</b>	<b>74%</b>	<b>72%</b>	
Provides distinctive TV programmes and content.	2824	2379	219	148	78	235	542	117	262	101	337	154	153	72	152	254	2297	255	
	<b>SW</b>	<b>72%MNePR</b>	<b>73%PR</b>	<b>66%</b>	<b>76%PR</b>	<b>64%</b>	<b>62%</b>	<b>74%SW</b>	<b>71%</b>	<b>70%</b>	<b>61%</b>	<b>79%zSVWc</b>	<b>82%zSUVWc</b>	<b>85%zSTUV</b>	<b>79%SW</b>	<b>80%SWc</b>	<b>68%</b>	<b>73%</b>	<b>69%</b>

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 279

D1a\_sum\_rebase. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)

Base = Those who have watched BBC TV

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3440	1656	1781	487	575	1116	1262	1049	2360	991	905	704	840	1941	1415
WeightedBase	3431	1674	1754	451	532	1105	1343	968	2427	959	902	777	792	2120	1242
EffectiveBase	2407	1168	1236	356	400	752	908	698	1692	687	641	505	579	1369	1014
Provides a broad mix of different types of TV programmes and content.	2656 77%FmMNeR	1281 77%	1374 78%	336 75%	425 80%	885 80%zCF	1010 75%	786 81%zm	1849 76%	774 81%zMN	731 81%zMN	576 74%	575 73%	1704 80%ze	910 73%
Provides high quality television content.	2711 79%FMNeRWc	1335 80%	1374 78%	348 77%	435 82%F	896 81%F	1032 77%	789 82%	1898 78%	799 83%zMN	750 83%zMN	581 75%	580 73%	1734 82%ze	932 75%
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2559 75%NeRWc	1254 75%	1303 74%	322 71%	407 76%	849 77%	981 73%	757 78%zm	1785 74%	753 79%zN	698 77%N	575 74%N	532 67%	1657 78%ze	859 69%
Takes risks and provides TV programmes and content that is new and innovative.	2470 72%FmNeR	1216 73%	1251 71%	311 69%	410 77%zCF	829 75%zCF	920 69%	759 78%zm	1691 70%	723 75%zMN	683 76%zMN	534 69%	530 67%	1586 75%ze	843 68%
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	2644 77%FNeRW	1292 77%	1350 77%	339 75%	426 80%F	890 81%zCF	988 74%	778 80%zm	1844 76%	759 79%N	753 83%zKMN	578 74%	555 70%	1712 81%ze	890 72%
Provides distinctive TV programmes and content.	2611 76%NeRSW	1273 76%	1335 76%	337 75%	419 79%	853 77%	1002 75%	761 79%	1831 75%	766 80%zMN	717 79%zMN	566 73%	562 71%	1664 79%ze	904 73%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 279

D1a\_sum\_rebase. On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television... (7-10)

Base = Those who have watched BBC TV

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3440	2549	301	310	280	270	599	131	304	132	340	147	131	75	132	288	2763	341
WeightedBase	3431	2877	271	182	101	344	621	150*	340	139	383	165	165	85*	172	313	2776	330
EffectiveBase	2407	1886	225	248	255	204	413	94	226	104	258	117	101	64	107	206	1925	239
Provides a broad mix of different types of TV programmes and content.	2656	2234	208	144	70	248	498	112	254	97	318	143	135	69	130	229	2163	240
	<b>77%FmMNeR</b>	<b>78%R</b>	77%	<b>79%R</b>	70%	72%	<b>80%SWc</b>	75%	75%	70%	<b>83%zSVWc</b>	<b>87%zSUVWbc</b>	<b>82%W</b>	81%	75%	73%	78%	73%
Provides high quality television content.	2711	2280	211	148	72	269	496	114	262	99	322	145	133	73	140	227	2191	260
	<b>79%FMNeRwc</b>	<b>79%R</b>	78%	<b>81%R</b>	72%	78%	<b>80%c</b>	76%	77%	71%	<b>84%zWc</b>	<b>88%zSTUVWc</b>	81%	<b>86%Wc</b>	81%	72%	79%	79%
Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.	2559	2143	201	147	68	250	485	117	242	88	297	136	121	66	127	214	2087	237
	<b>75%NeRWc</b>	<b>74%R</b>	74%	<b>81%zOR</b>	67%	73%	<b>78%VWc</b>	<b>78%W</b>	71%	63%	<b>77%Wc</b>	<b>82%zVWc</b>	74%	<b>78%W</b>	74%	68%	75%	72%
Takes risks and provides TV programmes and content that is new and innovative.	2470	2071	195	137	66	237	471	95	227	90	280	129	128	65	122	225	2013	225
	<b>72%FmNeR</b>	72%	72%	<b>75%R</b>	66%	69%	<b>76%UVW</b>	64%	67%	65%	73%	<b>79%UVW</b>	<b>77%UW</b>	76%	71%	72%	73%	68%
Provides TV programmes and content which appeals to a wide range of different audiences across the UK.	2644	2217	208	148	70	254	485	111	247	96	313	140	142	71	135	224	2141	249
	<b>77%FNeRW</b>	<b>77%R</b>	77%	<b>81%R</b>	70%	74%	78%	74%	73%	69%	<b>82%SVWc</b>	<b>85%zSVWc</b>	<b>86%zSUVWc</b>	83%	78%	72%	77%	75%
Provides distinctive TV programmes and content.	2611	2193	202	146	69	224	489	110	247	94	311	138	142	69	138	231	2123	238
	<b>76%NeRSW</b>	<b>76%R</b>	75%	<b>80%R</b>	69%	65%	<b>79%SW</b>	74%	72%	68%	<b>81%zSVW</b>	<b>84%zSVWc</b>	<b>86%zSUVWc</b>	<b>81%S</b>	<b>80%SW</b>	74%	76%	72%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 280  
**D1b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**Base = All who have used BBC channel/service in the last 3 months**

Summary Table												
	BBC One offers me something that other television and video providers do not	BBC Two offers me something that other television and video providers do not	BBC Four offers me something that other television and video providers do not	BBC News Channel offers me something that other television and video providers do not	BBC Parliament offers me something that other television and video providers do not	BBC Alba offers me something that other television and video providers do not	CBBC offers me something that other television and video providers do not	CBeebies offers me something that other television and video providers do not	BBC BBC Scotland offers me something that other television and video providers do not	BBC iPlayer offers me something that other television and video providers do not	BBC Three (now available only online) offers me something that other television and video providers do not	BBC iPlayer Kids offers me something that other television and video providers do not
UnweightedBase	3244	2346	1160	1324	315	122	345	438	19	1249	170	142
WeightedBase	3246	2327	1145	1276	299	106	293	411	16	1073	130	113
EffectiveBase	2276	1656	812	917	212	89	232	290	17	870	118	85
Not At All Agree 1	183 6%	106 5%	36 3%	56 4%	5 2%	-	11 4%	11 3%	-	31 3%	1 1%	1 1%
2	114 4%	61 3%	18 2%	29 2%	4 1%	-	4 1%	2 *	2 10%	18 2%	* *	3 3%
3	124 4%	76 3%	27 2%	38 3%	5 2%	2 2%	5 2%	6 1%	-	32 3%	-	1 1%
4	189 6%	144 6%	44 4%	62 5%	12 4%	6 6%	7 2%	16 4%	1 5%	41 4%	5 4%	1 1%
5	304 9%	241 10%	87 8%	115 9%	12 4%	5 4%	18 6%	32 8%	1 6%	75 7%	2 2%	2 2%
6	374 12%	292 13%	145 13%	172 13%	20 7%	9 9%	31 11%	31 8%	1 6%	123 11%	14 11%	17 15%
7	613 19%	420 18%	150 13%	226 18%	41 14%	22 21%	48 16%	74 18%	5 35%	196 18%	24 19%	21 19%
8	613 19%	469 20%	260 23%	258 20%	64 21%	27 26%	71 24%	95 23%	1 7%	250 23%	28 22%	21 19%
9	341 11%	253 11%	185 16%	182 14%	61 21%	19 18%	45 15%	65 16%	4 26%	138 13%	22 17%	23 21%
Agree Completely 10	297 9%	196 8%	150 13%	115 9%	65 22%	13 12%	41 14%	65 16%	-	152 14%	28 22%	21 18%
Don't know	94 3%	69 3%	43 4%	25 2%	10 3%	2 2%	11 4%	14 3%	1 5%	17 2%	5 4%	2 2%
Total mentions	3246 100%	2327 100%	1145 100%	1276 100%	299 100%	106 100%	293 100%	411 100%	16 100%	1073 100%	130 100%	113 100%
Mean	6.52	6.61	7.20	6.80	7.80	7.58	7.33	7.45	6.75	7.17	7.94	7.72
1-3 (Net)	421 13%	243 10%	80 7%	123 10%	14 5%	2 2%	20 7%	19 5%	2 10%	82 8%	1 1%	5 4%
1-4 (Net)	610 19%	387 17%	125 11%	185 14%	26 9%	8 8%	27 9%	35 9%	2 15%	123 11%	6 5%	6 6%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 280  
**D1b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**Base = All who have used BBC channel/service in the last 3 months**

Summary Table												
	BBC One offers me something that other television and video providers do not	BBC Two offers me something that other television and video providers do not	BBC Four offers me something that other television and video providers do not	BBC News Channel offers me something that other television and video providers do not	BBC Parliament offers me something that other television and video providers do not	BBC Alba offers me something that other television and video providers do not	CBBC offers me something that other television and video providers do not	CBeebies offers me something that other television and video providers do not	BBC BBC Scotland offers me something that other television and video providers do not	BBC iPlayer offers me something that other television and video providers do not	BBC Three (now available only online) offers me something that other television and video providers do not	BBC iPlayer Kids offers me something that other television and video providers do not
WeightedBase	3246	2327	1145	1276	299	106	293	411	16	1073	130	113
EffectiveBase	2276	1656	812	917	212	89	232	290	17	870	118	85
1-2 (Net)	298 9%	167 7%	53 5%	85 7%	9 3%	-	15 5%	13 3%	2 10%	49 5%	1 1%	4 3%
4-7 (Net)	1479 46%	1097 47%	427 37%	574 45%	84 28%	42 40%	104 36%	153 37%	8 52%	435 41%	46 35%	41 36%
5-6 (Net)	678 21%	533 23%	232 20%	287 22%	32 11%	14 13%	49 17%	63 15%	2 12%	197 18%	17 13%	19 17%
8-10 (Net)	1251 39%	918 39%	595 52%	554 43%	190 64%	59 56%	158 54%	226 55%	5 33%	540 50%	78 60%	65 58%
7-10 (Net)	1865 57%	1338 58%	745 65%	780 61%	231 77%	81 77%	206 70%	299 73%	11 68%	736 69%	102 79%	86 76%
9-10 (Net)	638 20%	449 19%	335 29%	296 23%	127 42%	32 30%	87 30%	130 32%	4 26%	290 27%	50 38%	44 39%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 281  
**D1b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC One offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3244	1564	1677	431	508	1061	1244	956	2262	933	862	665	784	1820	1344
WeightedBase	3246	1586	1657	396	475	1056	1318	884	2331	907	860	731	747	1993	1188
EffectiveBase	2276	1106	1168	318	356	715	895	637	1625	648	609	479	543	1287	967
Not At All Agree 1	183	104	79	8	32	67	76	33	146	50	41	36	56	106	73
	6%Cl	7%	5%	2%	7% <b>C</b>	6% <b>C</b>	6% <b>C</b>	4%	6% <b>l</b>	5%	5%	5%	7% <b>z</b>	5%	6%
2	114	53	62	6	10	34	64	18	96	30	36	16	33	48	60
	4% <b>Cld</b>	3%	4%	2%	2%	3%	5% <b>zCD</b>	2%	4% <b>zl</b>	3%	4%	2%	4% <b>M</b>	2%	5% <b>zd</b>
3	124	59	65	6	5	53	60	31	90	22	25	43	34	64	56
	4% <b>CDK</b>	4%	4%	2%	1%	5% <b>CD</b>	5% <b>CD</b>	3%	4%	2%	3%	6% <b>zKL</b>	5% <b>K</b>	3%	5%
4	189	97	91	23	17	64	84	48	141	31	52	45	60	115	70
	6% <b>K</b>	6%	6%	6%	4%	6%	6%	5%	6%	3%	6% <b>K</b>	6% <b>K</b>	8% <b>zK</b>	6%	6%
5	304	140	164	47	32	83	142	78	225	56	87	86	76	167	130
	9% <b>K</b>	9%	10%	12% <b>DE</b>	7%	8%	11% <b>D</b>	9%	10%	6%	10% <b>K</b>	12% <b>K</b>	10% <b>K</b>	8%	11% <b>zd</b>
6	374	185	187	44	53	129	147	107	264	100	100	90	83	243	118
	12% <b>eT</b>	12%	11%	11%	11%	12%	11%	12%	11%	11%	12%	12%	11%	12%	10%
7	613	299	314	69	99	213	232	180	428	170	164	152	128	413	195
	19% <b>eRV</b>	19%	19%	17%	21%	20%	18%	20%	18%	19%	19%	21%	17%	21% <b>ze</b>	16%
8	613	313	300	80	119	191	223	165	445	215	168	104	126	392	217
	19% <b>M</b>	20%	18%	20%	25% <b>zEF</b>	18%	17%	19%	19%	24% <b>zMN</b>	20% <b>M</b>	14%	17%	20%	18%
9	341	168	172	56	53	117	115	116	225	114	86	84	57	231	107
	11% <b>FmNe</b>	11%	10%	14% <b>zF</b>	11%	11%	9%	13% <b>zm</b>	10%	13% <b>zN</b>	10%	11% <b>N</b>	8%	12%	9%
Agree Completely 10	297	142	155	47	47	87	116	100	192	94	85	53	65	188	104
	9% <b>m</b>	9%	9%	12%	10%	8%	9%	11% <b>zm</b>	8%	10%	10%	7%	9%	9%	9%
Don't know	94	26	67	9	9	17	58	9	80	25	16	22	30	27	58
	3% <b>AEIdR</b>	2%	4% <b>zA</b>	2%	2%	2%	4% <b>zDE</b>	1%	3% <b>zl</b>	3%	2%	3%	4% <b>L</b>	1%	5% <b>zd</b>

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 281  
**D1b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC One offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3246	1586	1657	396	475	1056	1318	884	2331	907	860	731	747	1993	1188
EffectiveBase	2276	1106	1168	318	356	715	895	637	1625	648	609	479	543	1287	967
Total mentions	3246	1586	1657	396	475	1056	1318	884	2331	907	860	731	747	1993	1188
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.52FmNe P	6.49	6.55	7.05zEF	6.86zEF	6.44	6.29	6.86zm	6.39	6.87zLMN	6.57N	6.40	6.14	6.68ze	6.29
1-3 (Net)	421 13%ClDOW	216 14%	205 12%	21 5%	47 10%C	154 15%CD	200 15%zCD	82 9%	332 14%zl	102 11%	102 12%	94 13%	123 16%zKL	217 11%	189 16%zd
1-4 (Net)	610 19%CDIKd Yh	313 20%	297 18%	44 11%	64 14%	218 21%CD	284 22%zCD	129 15%	473 20%zl	133 15%	155 18%	139 19%K	183 24%zKLM	333 17%	259 22%zd
1-2 (Net)	298 9%ClDOW	157 10%	141 9%	15 4%	42 9%C	101 10%C	140 11%zC	51 6%	242 10%zl	80 9%	77 9%	52 7%	89 12%zM	153 8%	133 11%zd
4-7 (Net)	1479 46%KeR	720 45%	757 46%	184 46%	201 42%	490 46%	605 46%	413 47%	1058 45%	357 39%	403 47%K	373 51%zK	346 46%K	938 47%	513 43%
5-6 (Net)	678 21%KT	325 20%	351 21%	91 23%	85 18%	213 20%	289 22%	185 21%	489 21%	156 17%	187 22%K	176 24%K	159 21%	248 21%	248 21%
8-10 (Net)	1251 39%FmMNe P	624 39%	627 38%	183 46%zEF	219 46%zEF	395 37%	455 35%	381 43%zm	861 37%	423 47%zLMN	339 39%MN	242 33%	248 33%	811 41%ze	428 36%
7-10 (Net)	1865 57%FmNeV X	922 58%	941 57%	252 64%zF	317 67%zEF	609 58%F	687 52%	561 63%zm	1289 55%	593 65%zLMN	503 58%N	394 54%	375 50%	1223 61%ze	623 52%
9-10 (Net)	638 20%FmNe	311 20%	327 20%	103 26%zEF	99 21%	205 19%	231 18%	216 24%zm	416 18%	208 23%zN	171 20%	137 19%	122 16%	419 21%	211 18%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 281  
**D1b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC One offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3244	2394	280	300	270	260	546	126	280	125	327	137	127	73	127	266	2608	331
WeightedBase	3246	2722	249	178	96	331	572	143*	319	128	373	155	160*	83*	168	291	2637	318
EffectiveBase	2276	1781	209	239	247	196	381	90	210	100	249	108	98	62	103	191	1825	231
Not At All Agree 1	183	143	18	13	9	21	23	13	28	3	14	4	3	6	12	16	146	19
	6%Cl	5%	7%	7%	9%zO	6%	4%	9%h	9%zTWXyh	3%	4%	3%	2%	8%	7%	5%	6%	6%
2	114	92	12	7	3	14	14	1	13	1	16	4	6	2	5	15	90	15
	4%ClD	3%	5%	4%	3%	4%	3%	1%	4%	1%	4%	2%	4%	3%	3%	5%	3%	5%
3	124	97	17	6	4	10	20	3	12	2	17	5	2	3	7	15	94	11
	4%CDK	4%	7%zO	3%	4%	3%	4%	2%	4%	2%	5%	3%	1%	3%	4%	5%	4%	4%
4	189	158	12	14	5	19	37	6	16	13	35	4	4	4	12	9	152	21
	6%K	6%	5%	8%	5%	6%	6%	4%	5%	10%Yhc	9%zYhc	3%	2%	5%	7%	3%	6%	7%
5	304	264	16	15	9	28	41	11	33	15	37	11	25	5	25	34	247	23
	9%K	10%	7%	8%	9%	8%	7%	8%	10%	12%	10%	7%	15%zT	6%	15%T	12%	9%	7%
6	374	307	33	24	11	44	40	15	43	13	45	19	23	14	20	31	298	49
	12%eT	11%	13%	13%	11%	13%T	7%	10%	14%T	10%	12%T	12%	15%T	17%T	12%	11%	11%	16%z
7	613	518	54	30	13	65	125	40	38	27	59	34	42	21	23	42	513	53
	19%eRV	19%R	21%R	17%	13%	20%V	22%Vc	28%zVXbc	12%	21%V	16%	22%V	26%VXbc	25%V	14%	14%	19%	17%
8	613	527	42	29	16	65	128	30	57	25	66	32	23	14	28	58	498	55
	19%M	19%	17%	16%	17%	20%	22%	21%	18%	19%	18%	20%	15%	17%	17%	20%	19%	17%
9	341	296	21	14	11	31	70	16	35	16	27	26	18	8	20	31	275	35
	11%FmNe	11%	8%	8%	11%	9%	12%X	11%	11%	12%	7%	17%zX	11%	9%	12%	11%	10%	11%
Agree Completely 10	297	239	18	25	16	24	57	5	29	9	39	14	10	6	14	31	243	26
	9%m	9%	7%	14%zOP	16%zOP	7%	10%	4%	9%	7%	10%	9%	6%	8%	8%	11%U	9%	8%
Don't know	94	82	8	3	*	10	17	4	15	3	17	2	4	-	3	9	81	10
	3%AEldr	3%R	3%	2%	*	3%	3%	3%	5%	2%	4%	1%	3%	-	2%	3%	3%	3%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 281  
**D1b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC One offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3246	2722	249	178	96	331	572	143*	319	128	373	155	160*	83*	168	291	2637	318
EffectiveBase	2276	1781	209	239	247	196	381	90	210	100	249	108	98	62	103	191	1825	231
Total mentions	3246	2722	249	178	96	331	572	143	319	128	373	155	160	83	168	291	2637	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.52FmNe P	6.55P	6.16	6.42	6.52	6.39	6.86zSVX b	6.50	6.26	6.76	6.37	7.05zSVX b	6.67	6.45	6.29	6.49	6.54	6.38
1-3 (Net)	421 13%ClOW	332 12%	48 19%zO	26 15%	16 17%O	45 14%W	57 10%	17 12%	53 17%TWYh	6 5%	48 13%W	13 8%	11 7%	11 13%	23 14%W	46 16%TWh	330 13%	45 14%
1-4 (Net)	610 19%CDIKd Yh	490 18%	59 24%O	40 22%	21 22%	64 19%h	94 16%	22 16%	69 22%Yh	19 15%	83 22%Yh	17 11%	15 9%	15 18%	35 21%Yh	55 19%h	482 18%	66 21%
1-2 (Net)	298 9%ClTW	234 9%	31 12%	20 11%	12 13%O	35 11%W	37 6%	14 9%	42 13%zTWYh	4 3%	31 8%	8 5%	9 5%	8 10%	17 10%	31 11%W	236 9%	34 11%
4-7 (Net)	1479 46%KeR	1247 46%R	114 46%	81 46%	37 39%	156 47%	242 42%	72 50%	131 41%	68 53%Vc	176 47%	69 44%	94 59%zTVYc	44 53%	80 48%	116 40%	1209 46%	147 46%
5-6 (Net)	678 21%KT	571 21%	49 20%	38 22%	20 21%	72 22%T	80 14%	25 18%	76 24%T	28 22%	82 22%T	30 19%	48 30%zT	19 23%	45 27%T	65 22%T	545 21%	72 23%
8-10 (Net)	1251 39%FmMNe P	1062 39%	80 32%	67 38%	42 44%P	120 36%	256 45%zSXh	51 36%	121 38%	50 39%	132 35%	71 46%h	51 32%	28 34%	62 37%	120 41%	1016 39%	115 36%
7-10 (Net)	1865 57%FmNeV X	1580 58%	134 54%	96 54%	55 57%	184 56%	381 67%zSVXb c	91 64%VX	159 50%	78 61%	191 51%	106 68%zSVXb c	93 58%	49 59%	85 51%	162 56%	1529 58%	168 53%
9-10 (Net)	638 20%FmNe	535 20%	39 15%	38 22%	26 27%zOP	55 17%	128 22%	21 14%	64 20%	25 20%	66 18%	40 26%	27 17%	14 17%	34 20%	62 21%	518 20%	61 19%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 282  
**D1b\_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Two offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2346	1190	1154	244	325	746	1031	615	1717	736	614	473	523	1278	1017
WeightedBase	2327	1187	1138	224	291	737	1075	560	1749	711	610	519	487	1384	903
EffectiveBase	1656	845	810	185	235	509	736	416	1231	514	434	345	366	905	738
Not At All Agree 1	106	65	41	11	15	36	45	16	91	28	19	22	38	58	47
	5%lg	5%	4%	5%	5%	5%	4%	3%	5%zl	4%	3%	4%	8%zKLM	4%	5%
2	61	29	32	2	6	12	41	8	52	21	14	13	12	20	40
	3%d	2%	3%	1%	2%	2%	4%zCE	1%	3%	3%	2%	3%	3%	1%	4%zd
3	76	44	32	3	4	25	44	13	63	19	12	28	17	39	35
	3%	4%	3%	1%	1%	3%	4%D	2%	4%	3%	2%	5%zKL	4%	3%	4%
4	144	71	73	28	15	42	60	31	111	28	43	32	41	89	47
	6%K	6%	6%	12%zDEF	5%	6%	6%	5%	6%	4%	7%K	6%	8%K	6%	5%
5	241	120	122	21	28	76	117	57	183	52	63	79	47	146	92
	10%K	10%	11%	9%	9%	10%	11%	10%	10%	7%	10%	15%zKLN	10%	11%	10%
6	292	153	137	34	41	88	129	78	212	85	76	64	66	184	103
	13%T	13%	12%	15%	14%	12%	12%	14%	12%	12%	12%	12%	14%	13%	11%
7	420	218	202	43	56	147	174	113	302	122	117	92	89	270	144
	18%e	18%	18%	19%	19%	20%	16%	20%	17%	17%	19%	18%	18%	20%	16%
8	469	236	232	41	57	154	217	114	352	181	116	93	79	274	189
	20%N	20%	20%	18%	20%	21%	20%	20%	20%	25%zLMN	19%	18%	16%	20%	21%
9	253	131	121	19	43	69	121	75	178	93	73	52	35	159	90
	11%Nc	11%	11%	9%	15%zE	9%	11%	13%	10%	13%N	12%N	10%	7%	11%	10%
Agree Completely 10	196	98	98	16	22	74	85	53	141	61	61	32	42	116	75
	8%	8%	9%	7%	7%	10%	8%	9%	8%	9%	10%	6%	9%	8%	8%
Don't know	69	21	47	5	6	15	42	5	64	20	16	13	21	27	39
	3%Ald	2%	4%zA	2%	2%	2%	4%z	1%	4%zl	3%	3%	2%	4%	2%	4%zd

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 Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2327	1187	1138	224	291	737	1075	560	1749	711	610	519	487	1384	903
EffectiveBase	1656	845	810	185	235	509	736	416	1231	514	434	345	366	905	738
Total mentions	2327	1187	1138	224	291	737	1075	560	1749	711	610	519	487	1384	903
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.61mMNe P	6.55	6.67	6.46	6.78	6.69	6.53	6.92zm	6.50	6.89zMN	6.81zMN	6.34	6.22	6.70e	6.47
1-3 (Net)	243 10%lLdYg	138 12%	105 9%	16 7%	24 8%	73 10%	131 12%z	36 6%	206 12%zl	69 10%	44 7%	63 12%L	67 14%zL	118 9%	123 14%zd
1-4 (Net)	387 17%lKdYg	209 18%	178 16%	44 20%	39 13%	114 16%	190 18%	67 12%	317 18%zl	97 14%	88 14%	95 18%	108 22%zKL	207 15%	170 19%zd
1-2 (Net)	167 7%ld	94 8%	73 6%	13 6%	20 7%	48 6%	86 8%	23 4%	143 8%zl	50 7%	33 5%	35 7%	50 10%zL	78 6%	87 10%zd
4-7 (Net)	1097 47%KeT	562 47%	534 47%	127 56%zEF	139 48%	352 48%	480 45%	277 50%	809 46%	287 40%	300 49%K	267 51%K	244 50%K	689 50%ze	386 43%
5-6 (Net)	533 23%KT	273 23%	259 23%	55 25%	68 23%	163 22%	246 23%	134 24%	396 23%	137 19%	140 23%	143 28%zK	113 23%	330 24%	195 22%
8-10 (Net)	918 39%MNPX	465 39%	452 40%	77 34%	122 42%	297 40%	422 39%	242 43%	670 38%	335 47%zMN	251 41%MN	176 34%	156 32%	550 40%	355 39%
7-10 (Net)	1338 58%mMN	684 58%	653 57%	120 54%	178 61%	444 60%	596 55%	355 63%zm	972 56%	457 64%zMN	368 60%MN	268 52%	245 50%	820 59%	499 55%
9-10 (Net)	449 19%NP	229 19%	220 19%	36 16%	65 22%	143 19%	205 19%	128 23%zm	318 18%	154 22%MN	134 22%MN	83 16%	77 16%	276 20%	165 18%

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Table 282  
**D1b\_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Two offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2346	1718	225	227	176	178	374	101	196	85	246	99	88	58	109	184	1886	248
WeightedBase	2327	1939	193	132	62	213	405	115*	216	85*	288	111*	107*	68*	146*	187	1892	223
EffectiveBase	1656	1286	167	180	162	134	264	73	148	67	191	78	67	48	88	131	1322	180
Not At All Agree 1	106	84	11	6	5	6	10	11	24	3	9	1	1	4	8	8	88	3
	5%lg	4%	6%	5%	9%zO	3%	2%	10%zSTXyh	11%zSTXyh	4%	3%	1%	1%	5%	5%	4%	5%g	1%
2	61	47	5	8	1	6	10	1	3	*	13	1	4	1	1	5	48	7
	3%cd	2%	3%	6%zO	1%	3%	2%	1%	2%	*	5%	1%	4%	2%	1%	2%	3%	3%
3	76	62	9	3	2	8	10	*	6	*	14	1	2	2	13	5	64	4
	3%	3%	5%	2%	4%	4%	3%	*	3%	1%	5%	1%	2%	3%	9%zTUVWYc	2%	3%	2%
4	144	120	13	7	4	7	32	4	10	12	24	3	10	4	8	7	121	9
	6%K	6%	7%	5%	6%	3%	8%	3%	4%	14%zSUVYc	8%	3%	9%	5%	6%	4%	6%	4%
5	241	207	16	12	7	18	32	12	35	6	36	14	10	6	24	12	191	24
	10%K	11%	8%	9%	12%	9%	8%	11%	16%zTc	7%	12%	13%	10%	10%	17%zTc	7%	10%	11%
6	292	241	27	18	6	30	33	16	18	11	34	17	19	13	17	34	239	31
	13%T	12%	14%	14%	9%	14%	8%	14%	8%	13%	12%	15%	18%TV	19%TV	11%	18%TV	13%	14%
7	420	339	51	20	10	37	67	30	31	15	57	22	14	14	23	31	342	47
	18%e	17%	26%zOQR	15%	17%	18%	16%	26%V	14%	17%	20%	19%	13%	21%	16%	16%	18%	21%
8	469	403	31	23	12	51	97	13	33	21	45	26	24	14	26	53	379	47
	20%N	21%	16%	17%	19%	24%U	24%UVX	11%	15%	24%U	16%	24%U	22%	21%	18%	28%zUVX	20%	21%
9	253	220	13	13	6	23	61	19	27	6	24	17	12	7	14	10	213	16
	11%Nc	11%	7%	10%	9%	11%	15%zXc	17%c	13%c	7%	8%	16%c	11%	10%	9%	5%	11%	7%
Agree Completely 10	196	160	10	18	9	21	37	6	20	7	24	8	7	4	8	16	150	26
	8%	8%	5%	14%zOP	14%zOP	10%	9%	6%	9%	9%	8%	7%	6%	6%	6%	9%	8%	12%
Don't know	69	57	8	3	*	4	16	1	10	3	8	1	3	-	3	7	58	8
	3%Ald	3%	4%	3%	1%	2%	4%	1%	5%	3%	3%	1%	3%	-	2%	4%	3%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 282  
**D1b\_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Two offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	2327	1939	193	132	62	213	405	115*	216	85*	288	111*	107*	68*	146*	187	1892	223
EffectiveBase	1656	1286	167	180	162	134	264	73	148	67	191	78	67	48	88	131	1322	180
Total mentions	2327	1939	193	132	62	213	405	115	216	85	288	111	107	68	146	187	1892	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.61mMNe P	6.64P	6.24	6.64	6.53	6.87VXb	6.97zVXb	6.50	6.26	6.69	6.34	7.16zVXb	6.64	6.54	6.18	6.73	6.59	6.91
1-3 (Net)	243 10%LdYg	192 10%	26 13%	17 13%	9 14%	20 9%	30 7%	13 11%Y	33 15%zTWY	4 5%	36 12%Y	3 2%	7 7%	6 9%	22 15%TWY	17 9%	200 11%	14 6%
1-4 (Net)	387 17%KdYg	312 16%	38 20%	24 18%	13 20%	27 13%	62 15%Y	17 14%	43 20%Y	16 18%Y	60 21%Y	6 5%	17 16%Y	10 15%	30 21%Y	25 13%	321 17%g	23 10%
1-2 (Net)	167 7%ld	131 7%	17 9%	14 10%	6 10%	12 6%	20 5%	13 11%Y	27 13%zSTY	4 4%	22 8%	2 2%	5 5%	5 7%	9 6%	13 7%	136 7%	9 4%
4-7 (Net)	1097 47%KeT	907 47%	106 55%zOQR	57 43%	27 43%	93 44%	163 40%	62 54%T	93 43%	44 52%	150 52%T	55 50%	53 50%	37 54%	72 50%	84 45%	892 47%	111 50%
5-6 (Net)	533 23%KT	448 23%	43 22%	30 23%	13 21%	49 23%	65 16%	29 25%	53 24%T	17 20%	69 24%T	30 28%T	30 28%T	19 28%T	41 28%T	46 25%T	429 23%	55 25%
8-10 (Net)	918 39%MNPX	783 40%P	54 28%	55 41%P	26 42%P	95 45%X	195 48%zUVXb	39 34%	80 37%	34 40%	94 33%	52 47%X	43 40%	25 36%	48 33%	79 42%	742 39%	89 40%
7-10 (Net)	1338 58%mmMN	1123 58%	104 54%	74 56%	37 59%	132 62%	262 65%zVXb	68 60%	111 51%	49 58%	150 52%	73 66%VXb	57 53%	39 57%	71 49%	110 59%	1084 57%	136 61%
9-10 (Net)	449 19%NP	380 20%P	22 12%	32 24%P	14 23%P	44 21%	98 24%zc	25 22%	47 22%	14 16%	48 17%	25 23%	19 18%	11 16%	22 15%	27 14%	362 19%	42 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/WX/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 283  
**D1b\_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Four offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1160	648	512	118	162	371	509	316	836	426	296	223	215	666	469
WeightedBase	1145	621	524	111*	138	351	544	269	866	401	295	241	207	700	428
EffectiveBase	812	455	359	90	119	248	362	212	599	291	206	164	152	464	338
Not At All Agree 1	36 3% <b>d</b>	24 4%	11 2%	4 3%	2 1%	10 3%	20 4%	4 1%	32 4%	12 3%	4 1%	9 4%	11 5% <b>L</b>	13 2%	22 5% <b>zd</b>
2	18 2% <b>A</b>	5 1%	13 2%	1 1%	4 3% <b>E</b>	2 1%	11 2%	2 1%	16 2%	8 2%	4 1%	2 1%	4 2%	6 1%	11 2%
3	27 2%	14 2%	13 2%	5 4%	5 4%	7 2%	10 2%	6 2%	21 2%	8 2%	8 3%	9 4%	2 1%	17 2%	10 2%
4	44 4%	25 4%	19 4%	9 8% <b>zDE</b>	3 2%	9 2%	23 4%	8 3%	35 4%	11 3%	10 3%	11 5%	12 6%	23 3%	21 5%
5	87 8% <b>D</b>	42 7%	45 9%	10 9%	4 3%	25 7%	48 9% <b>D</b>	16 6%	71 8%	22 5%	16 6%	34 14% <b>zKLN</b>	14 7%	53 8%	33 8%
6	145 13% <b>QR</b>	71 11%	75 14%	16 15%	20 15%	43 12%	66 12%	36 14%	106 12%	50 13%	36 12%	29 12%	31 15%	88 13%	54 13%
7	150 13%	84 14%	66 13%	15 14%	23 17%	42 12%	70 13%	35 13%	115 13%	49 12%	46 15%	32 13%	23 11%	98 14%	52 12%
8	260 23% <b>C</b>	140 23%	121 23%	12 11%	33 24% <b>C</b>	85 24% <b>C</b>	130 24% <b>C</b>	56 21%	204 24%	95 24%	72 24%	46 19%	47 23%	155 22%	101 24%
9	185 16% <b>NeQ</b>	113 18%	72 14%	22 20%	27 20%	52 15%	83 15%	47 17%	135 16%	74 18% <b>N</b>	59 20% <b>N</b>	33 14%	18 9%	130 19% <b>ze</b>	52 12%
Agree Completely 10	150 13% <b>m</b>	89 14%	61 12%	11 10%	13 10%	62 18% <b>zDF</b>	64 12%	49 18% <b>zm</b>	100 12%	69 17% <b>z</b>	34 11%	26 11%	22 11%	97 14%	51 12%
Don't know	43 4% <b>AK</b>	14 2%	29 5% <b>ZA</b>	6 6%	3 2%	14 4%	19 3%	9 4%	30 4%	4 1%	7 2%	10 4% <b>K</b>	22 11% <b>zKLM</b>	19 3%	22 5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 283  
**D1b\_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Four offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1145	621	524	111*	138	351	544	269	866	401	295	241	207	700	428
EffectiveBase	812	455	359	90	119	248	362	212	599	291	206	164	152	464	338
Total mentions	1145	621	524	111	138	351	544	269	866	401	295	241	207	700	428
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.20mMNe Q	7.28	7.09	6.80	7.29	7.47zCF	7.08	7.56zm	7.09	7.45zMN	7.41MN	6.84	6.77	7.39ze	6.89
1-3 (Net)	80 7%d	44 7%	37 7%	9 8%	11 8%	19 5%	41 8%	12 5%	68 8%	27 7%	16 5%	19 8%	18 9%	37 5%	42 10%zd
1-4 (Net)	125 11%d	69 11%	56 11%	18 17%E	14 10%	28 8%	65 12%	20 8%	104 12%	39 10%	26 9%	31 13%	30 14%	60 9%	63 15%zd
1-2 (Net)	53 5%ld	30 5%	24 5%	5 4%	6 4%	12 3%	31 6%	6 2%	48 5%l	20 5%	8 3%	10 4%	16 8%L	20 3%	32 8%zd
4-7 (Net)	427 37%RT	222 36%	204 39%	51 46%E	50 36%	119 34%	207 38%	95 35%	327 38%	133 33%	108 36%	107 44%zK	80 38%	261 37%	160 37%
5-6 (Net)	232 20%T	113 18%	120 23%	26 24%	24 17%	68 19%	114 21%	52 20%	176 20%	72 18%	52 18%	63 26%zKL	45 22%	141 20%	86 20%
8-10 (Net)	595 52%CMNe	341 55%	254 48%	45 40%	74 53%	199 57%C	277 51%	152 57%	440 51%	237 59%zMN	165 56%MN	105 44%	88 42%	382 55%	204 48%
7-10 (Net)	745 65%BCMNe V	426 69%zB	320 61%	60 54%	97 70%C	241 69%C	347 64%	187 69%	556 64%	286 71%zMN	211 71%zMN	138 57%	111 54%	480 69%ze	256 60%
9-10 (Net)	335 29%BmNeQ	202 32%zB	133 25%	33 30%	41 29%	114 32%	147 27%	96 36%zm	236 27%	142 35%zMN	93 31%N	59 25%	40 19%	227 32%ze	103 24%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 283  
**D1b\_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Four offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1160	864	101	113	82	97	209	40	96	43	127	51	50	32	48	71	929	124
WeightedBase	1145	967	84*	65*	29*	118*	220	43*	101*	40**	148	59*	62*	38**	66*	70*	916	117*
EffectiveBase	812	641	72	92	78	73	146	31	69	30	100	41	39	28	38	48	643	88
Not At All Agree 1	36	28	3	4	2	3	3	2	7	-	5	-	-	1	4	4	29	3
	3% <b>d</b>	3%	3%	6%	6%	2%	1%	5%	6% <b>T</b>	-	4%	-	-	2%	5%	6%	3%	2%
2	18	13	-	4	*	4	6	-	-	-	*	-	1	1	-	1	10	5
	2% <b>A</b>	1%	-	6% <b>zOP</b>	1%	3%	3%	-	-	-	*	-	2%	3%	-	2%	1%	4% <b>f</b>
3	27	21	5	1	1	3	6	1	2	-	4	-	4	-	-	-	17	2
	2%	2%	6%	1%	3%	3%	3%	3%	2%	-	3%	-	6%	-	-	-	2%	2%
4	44	38	3	2	*	2	5	2	4	6	5	3	3	1	1	4	35	3
	4%	4%	4%	4%	1%	1%	2%	6%	4%	16%	4%	5%	5%	3%	2%	6%	4%	2%
5	87	70	5	9	3	7	12	2	16	2	9	2	4	1	12	3	70	10
	8% <b>D</b>	7%	6%	14% <b>zO</b>	10%	6%	5%	5%	16% <b>zTXYc</b>	6%	6%	3%	7%	2%	18% <b>zTXYc</b>	4%	8%	8%
6	145	128	13	3	1	21	17	5	11	8	19	7	12	10	12	7	118	14
	13% <b>QR</b>	13% <b>QR</b>	15% <b>QR</b>	5%	4%	18% <b>T</b>	8%	11%	11%	19%	13%	11%	20% <b>T</b>	26%	19%	10%	13%	12%
7	150	127	11	9	3	11	24	9	9	6	26	7	10	5	11	10	115	21
	13%	13%	13%	14%	12%	9%	11%	20%	9%	16%	17%	11%	16%	13%	16%	15%	13%	18%
8	260	218	15	19	8	27	65	10	15	7	34	12	11	9	11	18	214	25
	23% <b>C</b>	23%	17%	30%	29%	23%	30% <b>zV</b>	24%	14%	17%	23%	20%	17%	24%	16%	25%	23%	21%
9	185	157	18	6	3	21	48	7	15	7	19	10	8	5	10	7	156	11
	16% <b>NeQ</b>	16%	22% <b>Q</b>	9%	12%	18%	22% <b>z</b>	17%	15%	17%	13%	17%	13%	14%	15%	9%	17%	10%
Agree Completely 10	150	133	5	7	6	16	26	4	15	3	22	18	7	4	4	14	118	20
	13% <b>m</b>	14%	6%	10%	20% <b>P</b>	14%	12%	9%	14%	8%	15%	30% <b>zSTUV</b>	11%	10%	6%	20%	13%	17%
Don't know	43	33	7	2	1	4	8	-	7	-	5	1	1	1	2	2	35	5
	4% <b>AK</b>	3%	8% <b>zO</b>	2%	3%	4%	4%	-	7%	-	4%	2%	2%	3%	4%	3%	4%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 283  
**D1b\_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Four offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1145	967	84*	65*	29*	118*	220	43*	101*	40**	148	59*	62*	38**	66*	70*	916	117*
EffectiveBase	812	641	72	92	78	73	146	31	69	30	100	41	39	28	38	48	643	88
Total mentions	1145	967	84	65	29	118	220	43	101	40	148	59	62	38	66	70	916	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.20mMNe Q	7.25Q	6.96	6.65	7.36	7.27	7.54zVb	7.06	6.82	6.95	7.24	8.14zSUV Xhb	6.94	7.19	6.70	7.29	7.25	7.17
1-3 (Net)	80 7% d	62 6%	7 9%	8 13% zO	3 10%	10 8%	15 7%	3 8%	9 9%	- -	10 6%	- -	5 8%	2 5%	4 5%	5 7%	56 6%	9 8%
1-4 (Net)	125 11% d	100 10%	11 13%	11 17%	3 11%	11 9%	20 9%	6 14%	14 13%	6 16%	15 10%	3 5%	8 13%	3 8%	5 7%	9 13%	91 10%	12 10%
1-2 (Net)	53 5% d	41 4%	3 3%	8 12% zOP	2 7%	6 5%	8 4%	2 5%	7 6%	- -	6 4%	- -	1 2%	2 5%	4 5%	5 7%	39 4%	7 6%
4-7 (Net)	427 37% RT	364 38%	32 38%	23 36%	8 27%	40 34%	58 26%	18 42%	41 40% T	23 58%	59 40% T	18 31%	30 48% T	17 44%	36 54% zSTY	24 34%	338 37%	47 40%
5-6 (Net)	232 20% T	198 21%	18 21%	12 18%	4 14%	28 23% T	29 13%	7 16%	27 27% T	10 26%	28 19%	9 14%	17 27% T	11 28%	24 36% zTXyc	10 14%	188 21%	24 20%
8-10 (Net)	595 52% CMNe	508 53%	38 45%	32 49%	18 61%	64 54%	139 63% zVXhb	22 50%	44 44%	17 42%	74 50%	40 67% zVhb	26 42%	19 49%	24 37%	39 55%	487 53%	56 48%
7-10 (Net)	745 65% BCMNe	635 66%	49 58%	41 63%	21 72%	75 63%	163 74% zVb	30 71%	53 53%	23 58%	100 67%	47 79% Vb	36 58%	23 61%	35 53%	49 70%	602 66%	77 65%
9-10 (Net)	335 29% BmNeQ	290 30% Q	23 28%	12 19%	9 32%	37 31%	74 34%	11 26%	30 29%	10 25%	40 27%	28 48% zXhb	15 25%	9 24%	14 21%	21 30%	273 30%	31 26%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 284  
**D1b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC News Channel offers me something that other television and video providers do not**  
 Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1324	723	601	145	210	455	514	419	894	463	334	268	259	770	517
WeightedBase	1276	699	578	129	187	425	536	355	913	438	320	271	247	787	468
EffectiveBase	917	509	408	103	141	308	368	275	638	313	234	194	176	527	376
Not At All Agree 1	56 4%	31 4%	25 4%	6 4%	8 4%	26 6%F	16 3%	14 4%	42 5%	26 6%	14 4%	6 2%	10 4%	37 5%	19 4%
2	29 2%	16 2%	13 2%	3 2%	2 1%	12 3%	12 2%	7 2%	23 2%	17 4%z	4 1%	5 2%	3 1%	17 2%	12 2%
3	38 3%L	20 3%	17 3%	1 1%	4 2%	7 2%	26 5%zE	5 1%	32 4%	10 2%	3 1%	14 5%L	10 4%L	17 2%	20 4%
4	62 5%	32 5%	29 5%	5 4%	10 5%	14 3%	32 6%	13 4%	46 5%	19 4%	21 6%	12 5%	10 4%	44 6%	16 3%
5	115 9%Q	57 8%	58 10%	17 14%	16 8%	37 9%	44 8%	25 7%	90 10%	29 7%	39 12%zK	20 7%	26 11%	63 8%	48 10%
6	172 13%Tf	91 13%	81 14%	13 10%	25 13%	66 16%	67 13%	39 11%	133 15%	48 11%	66 13%	42 16%	41 17%	105 13%	64 14%
7	226 18%	125 18%	101 17%	28 21%	35 18%	69 16%	94 18%	73 21%	152 17%	84 19%	58 18%	51 19%	32 13%	149 19%	75 16%
8	258 20%B	158 23%zB	100 17%	22 17%	44 23%	93 22%	99 18%	83 24%	172 19%	86 20%	71 22%	50 18%	50 20%	163 21%	93 20%
9	182 14%L	94 13%	88 15%	21 16%	21 11%	67 16%	72 13%	61 17%	120 13%	70 16%L	67 9%	39 14%	43 17%L	110 14%	67 14%
Agree Completely 10	115 9%EP	59 8%	56 10%	12 10%	19 10%	26 6%	56 10%E	33 9%	82 9%	40 9%	32 10%	28 10%	15 6%	71 9%	44 9%
Don't know	25 2%I	16 2%	9 2%	* *	4 2%	5 1%	15 3%	2 1%	20 2%	8 2%	7 2%	5 2%	5 2%	11 1%	12 2%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 284  
**D1b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC News Channel offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1276	699	578	129	187	425	536	355	913	438	320	271	247	787	468
EffectiveBase	917	509	408	103	141	308	368	275	638	313	234	194	176	527	376
Total mentions	1276	699	578	129	187	425	536	355	913	438	320	271	247	787	468
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.80m	6.81	6.78	6.88	6.93	6.70	6.80	7.11zm	6.67	6.78	6.76	6.91	6.75	6.81	6.77
1-3 (Net)	123	67	56	10	13	46	54	26	98	53	22	25	24	71	51
	10%	10%	10%	7%	7%	11%	10%	7%	11%	12%L	7%	9%	10%	9%	11%
1-4 (Net)	185	100	85	15	23	60	87	39	144	72	42	37	33	115	67
	14%l	14%	15%	12%	12%	14%	16%	11%	16%	16%	13%	14%	14%	15%	14%
1-2 (Net)	85	47	38	8	9	39	29	20	65	43	18	11	13	54	31
	7%	7%	7%	7%	5%	9%z	5%	6%	7%	10%zM	6%	4%	5%	7%	7%
4-7 (Net)	574	305	269	64	85	187	238	149	421	181	158	125	110	361	202
	45%V	44%	47%	49%	46%	44%	44%	42%	46%	41%	49%	46%	44%	46%	43%
5-6 (Net)	287	148	139	31	41	104	112	64	223	77	80	62	68	169	111
	22%IK	21%	24%	24%	22%	24%	21%	18%	24%zl	18%	25%K	23%	28%K	21%	24%
8-10 (Net)	554	311	244	55	84	187	228	177	374	197	132	117	108	344	203
	43% <b>m</b>	44%	42%	43%	45%	44%	42%	50% <b>zm</b>	41%	45%	41%	43%	44%	44%	43%
7-10 (Net)	780	436	344	83	119	256	322	250	526	282	190	168	140	492	278
	61% <b>m</b>	62%	60%	64%	64%	60%	60%	71% <b>zm</b>	58%	64%	60%	62%	57%	63%	59%
9-10 (Net)	296	153	144	34	41	93	129	94	202	111	61	67	58	181	110
	23%	22%	25%	26%	22%	22%	24%	26%	22%	25%	19%	25%	23%	23%	24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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 Base = All who have used BBC channel/service in the last 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1324	1027	99	125	73	116	289	42	111	38	150	56	45	28	40	112	1086	127
WeightedBase	1276	1095	85*	70	26*	155*	276	47**	119*	41*	168	55*	52*	32**	49*	102*	1051	122*
EffectiveBase	917	743	69	102	69	86	195	29	86	31	112	45	35	22	34	75	743	93
Not At All Agree 1	56 4%	44 4%	6 7%	4 6%	1 6%	3 2%	12 4%	5 11%	7 6%	-	6 3%	3 6%	4 7%	2 7%	1 2%	3 3%	45 4%	5 4%
2	29 2%	25 2%	1 1%	2 3%	* 2%	5 3%	3 1%	-	5 4%	-	5 3%	* 1%	1 3%	-	3 7%T	1 1%	22 2%	7 5%z
3	38 3%L	33 3%	1 2%	2 3%	1 3%	4 3%	5 2%	2 5%	8 7%zT	* 1%	5 3%	1 2%	1 3%	-	3 5%	3 3%	29 3%	4 4%
4	62 5%	51 5%	4 5%	4 6%	3 10%zO	5 3%	14 5%	-	4 3%	2 5%	12 7%	2 4%	3 5%	1 4%	1 2%	6 6%	46 4%	7 6%
5	115 9%Q	102 9%	8 9%	3 4%	2 7%	15 10%	23 8%	5 10%	9 7%	2 5%	15 9%	8 14%	3 6%	1 5%	6 13%	14 14%	102 10%	7 6%
6	172 13%Tf	143 13%	13 15%	11 15%	5 18%	30 20%TVb	25 9%	3 6%	9 8%	9 21%Tb	27 16%	11 20%TVb	4 7%	7 21%	2 5%	16 15%	129 12%	25 20%f
7	226 18%	200 18%	12 14%	10 15%	3 12%	26 17%	60 22%	8 17%	14 12%	5 12%	25 15%	6 12%	17 32%zVXY	12 36%	10 20%	16 16%	186 18%	22 18%
8	258 20%B	217 20%	18 22%	17 24%	5 20%	27 18%	60 22%	8 18%	27 23%	13 31%h	36 22%	9 16%	5 9%	3 9%	14 28%	16 16%	217 21%	25 20%
9	182 14%L	155 14%	14 17%	8 12%	4 16%	21 14%	43 16%	12 25%	17 14%	6 15%	17 10%	9 16%	9 17%	2 6%	5 10%	15 14%	161 15%	10 8%
Agree Completely 10	115 9%EP	103 9%P	2 2%	8 11%P	2 6%	9 6%	27 10%	4 8%	18 15%zS	2 5%	15 9%	5 9%	6 11%	4 12%	4 7%	10 10%	91 9%	10 9%
Don't know	25 2%	20 2%	4 5%z	1 1%	-	7 5%	4 1%	-	* -	2 4%	4 3%	-	-	-	-	2 2%	23 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1276	1095	85*	70	26*	155*	276	47**	119*	41*	168	55*	52*	32**	49*	102*	1051	122*
EffectiveBase	917	743	69	102	69	86	195	29	86	31	112	45	35	22	34	75	743	93
Total mentions	1276	1095	85	70	26	155	276	47	119	41	168	55	52	32	49	102	1051	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.80m	6.82	6.52	6.79	6.52	6.72	7.02	6.76	6.83	7.28	6.65	6.68	6.75	6.76	6.66	6.78	6.85	6.45
1-3 (Net)	123	103	9	9	3	12	20	8	20	*	15	5	7	2	7	7	96	16
	10%	9%	11%	12%	11%	8%	7%	16%	17%zTW	1%	9%	8%	12%	7%	14%	7%	9%	13%
1-4 (Net)	185	154	13	13	5	18	34	8	24	2	28	7	9	3	8	13	142	24
	14%l	14%	15%	18%	21%	12%	12%	16%	20%	6%	16%	13%	17%	11%	17%	13%	14%	19%
1-2 (Net)	85	70	8	6	2	8	15	5	12	-	11	3	5	2	4	4	67	12
	7%	6%	9%	9%	7%	5%	5%	11%	10%	-	6%	6%	10%	7%	9%	4%	6%	10%
4-7 (Net)	574	497	37	28	12	77	122	16	36	18	80	28	26	21	20	52	463	61
	45%V	45%	44%	39%	47%	50%V	44%V	34%	31%	44%	48%V	50%V	50%V	66%	40%	51%V	44%	50%
5-6 (Net)	287	246	21	13	7	45	48	8	18	11	42	19	7	8	9	30	231	31
	22%IK	22%	25%	19%	26%	29%TV	17%	17%	15%	26%	25%	35%zTVh	13%	25%	18%	29%TV	22%	26%
8-10 (Net)	554	476	34	33	11	58	130	23	62	21	68	22	20	9	22	41	470	45
	43% <b>m</b>	43%	40%	48%	42%	37%	47%	50%	52% <b>S</b>	51%	40%	41%	37%	27%	46%	40%	45%	37%
7-10 (Net)	780	676	46	44	14	84	190	31	77	26	93	29	36	20	32	57	655	67
	61% <b>m</b>	62%	55%	62%	54%	54%	69%zSXyc	67%	64%	64%	56%	53%	69%	64%	66%	56%	62%	55%
9-10 (Net)	296	258	16	16	6	30	70	15	35	8	32	14	15	6	9	24	252	20
	23%	24%	19%	23%	23%	20%	25%	33%	30%	21%	19%	25%	28%	18%	18%	24%	24%	17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 285  
**D1b\_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Parliament offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	315	195	120	28	49	95	143	95	219	144	77	54	40	181	128
WeightedBase	299	192	107*	27**	36*	85*	151*	73*	226	129*	74*	58*	38**	177	119*
EffectiveBase	212	135	77	21	33	64	98	66	150	93	50	41	28	119	91
Not At All Agree 1	5 2%	5 3%	* *	3 10%	- -	2 3%	- -	* *	5 2%	- -	2 3%	2 4%	* 1%	2 1%	3 2%
2	4 1% <i>f</i>	4 2%	- -	- -	- -	* *	4 2%	* *	4 2%	- -	* *	2 3%	2 5%	1 *	3 3%
3	5 2%	4 2%	1 1%	* 1%	- -	1 1%	4 3%	- -	5 2%	1 1%	1 2%	2 3%	1 4%	1 1%	4 4%
4	12 4% <i>K</i>	8 4%	4 4%	- -	1 3%	1 1%	10 7%	* 1%	11 5%	1 1%	1 2%	10 16% <i>zKL</i>	- -	9 5%	2 2%
5	12 4%	6 3%	6 6%	* 1%	2 5%	6 8%	4 2%	3 5%	9 4%	5 4%	5 6%	3 4%	- -	10 6%	2 2%
6	20 7%	13 7%	6 6%	1 5%	3 7%	5 6%	10 7%	3 5%	16 7%	13 10% <i>M</i>	4 6%	- -	3 7%	14 8%	6 5%
7	41 14%	22 11%	19 18%	5 20%	5 15%	10 12%	20 13%	10 13%	31 14%	13 10%	15 20%	8 15%	4 12%	30 17%	11 9%
8	64 21% <i>Bm</i>	52 27% <i>zB</i>	12 11%	5 18%	11 32%	22 26%	25 16%	27 37% <i>zmn</i>	37 16%	33 26%	12 16%	10 18%	8 21%	41 23%	22 18%
9	61 21% <i>A</i>	30 16%	31 29% <i>zA</i>	4 14%	9 25%	20 23%	29 19%	17 23%	44 20%	29 22%	14 19%	7 12%	12 32%	40 23%	20 17%
Agree Completely 10	65 22% <i>d</i>	39 20%	26 25%	7 26%	4 12%	15 17%	39 26%	12 16%	53 24%	32 25%	14 19%	13 22%	6 16%	24 13%	41 35% <i>zd</i>
Don't know	10 3%	9 5%	1 1%	1 5%	- -	2 2%	7 5%	- -	10 5%	4 3%	5 6%	1 2%	1 3%	6 3%	4 4%
Total mentions	299 100%	192 100%	107 100%	27 100%	36 100%	85 100%	151 100%	73 100%	226 100%	129 100%	74 100%	58 100%	38 100%	177 100%	119 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	299	192	107*	27**	36*	85*	151*	73*	226	129*	74*	58*	38**	177	119*
EffectiveBase	212	135	77	21	33	64	98	66	150	93	50	41	28	119	91
Mean	7.80M	7.63	8.09	7.54	7.94	7.78	7.82	8.11	7.69	8.27zLM	7.63	6.96	7.82	7.64	8.04
1-3 (Net)	14	13	1	3	-	4	7	1	14	1	4	6	4	4	10
	5%Bkd	7%	1%	11%	-	5%	5%	1%	6%	1%	5%	11%K	10%	2%	9%zd
1-4 (Net)	26	21	5	3	1	5	17	1	25	1	5	16	4	13	13
	9%IK	11%	5%	11%	3%	6%	11%	2%	11%I	1%	7%	27%zKL	10%	7%	11%
1-2 (Net)	9	9	*	3	-	3	4	1	8	-	3	4	2	3	6
	3%B	5%	*	10%	-	3%	2%	1%	4%	-	4%	7%K	6%	2%	5%
4-7 (Net)	84	49	35	7	11	22	44	17	67	31	26	21	7	62	21
	28%e	25%	33%	26%	30%	26%	29%	23%	30%	24%	34%	35%	19%	35%ze	18%
5-6 (Net)	32	19	13	2	4	12	14	7	25	17	9	3	3	24	8
	11%	10%	12%	6%	12%	14%	9%	9%	11%	13%	12%	4%	7%	13%	6%
8-10 (Net)	190	121	69	16	25	57	92	56	134	94	40	30	26	104	83
	64%	63%	64%	58%	70%	67%	61%	76%zm	59%	73%zLM	54%	52%	68%	59%	70%
7-10 (Net)	231	143	88	21	30	67	113	66	165	107	55	39	30	134	94
	77%m	74%	82%	78%	85%	79%	74%	89%zm	73%	83%M	74%	67%	80%	76%	79%
9-10 (Net)	127	69	57	11	13	35	68	29	97	61	28	20	18	64	61
	42%Ad	36%	54%zA	40%	37%	41%	45%	39%	43%	47%	38%	34%	47%	36%	52%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	315	239	25	33	18	29	72	14	26	9	30	11	11	4	8	25	250	28
WeightedBase	299	257	20**	17**	6**	37**	84*	14**	24**	6**	26**	13**	14**	4**	12**	23**	238	25**
EffectiveBase	212	169	19	28	17	22	49	11	18	7	22	10	8	4	6	16	166	21
Not At All Agree 1	5 2%	5 2%	-	-	-	-	-	2 1%	2 17%	-	-	-	-	-	-	*	5 2%	-
2	4 1%	3 1%	-	1 4%	* 5%	-	-	-	-	-	1 5%	-	-	-	-	2 8%	1 *	1 5%
3	5 2%	5 2%	-	- 5%	* 5%	-	1 1%	-	1 5%	-	2 7%	-	1 9%	-	-	-	5 2%	-
4	12 4%K	11 4%	1 5%	-	-	-	5 6%	* 4%	-	-	1 4%	-	-	-	3 26%	1 3%	9 4%	1 3%
5	12 4%	9 4%	1 3%	2 12%	-	-	2 3%	* 2%	1 3%	1 20%	1 5%	2 18%	-	-	1 12%	-	11 5%	1 3%
6	20 7%	18 7%	-	1 6%	1 14%	3 7%	8 9%	1 9%	2 10%	-	* 1%	1 9%	1 9%	-	-	1 5%	14 6%	3 10%
7	41 14%	32 12%	5 26%	3 16%	2 25%	6 17%	9 11%	3 20%	-	1 16%	1 4%	2 16%	3 25%	-	4 38%	1 5%	29 12%	3 13%
8	64 21%Bm	57 22%	4 18%	1 7%	1 19%	12 32%	17 20%	1 5%	10 43%	1 20%	5 20%	2 19%	1 9%	-	1 7%	7 31%	50 21%	3 13%
9	61 21%A	53 21%	4 19%	4 23%	1 18%	5 15%	16 20%	5 39%	3 13%	2 32%	7 26%	3 21%	4 27%	2 54%	1 10%	4 16%	50 21%	5 19%
Agree Completely 10	65 22% <b>d</b>	57 22%	3 14%	5 28%	1 15%	6 17%	23 28%	1 5%	4 17%	1 11%	7 27%	2 18%	3 22%	2 46%	-	7 31%	52 22%	8 33%
Don't know	10 3%	7 3%	3 15%	1 4%	-	4 12%	2 2%	-	-	-	-	-	-	-	1 7%	-	10 4%	-
Total mentions	299 100%	257 100%	20 100%	17 100%	6 100%	37 100%	84 100%	14 100%	24 100%	6 100%	26 100%	13 100%	14 100%	4 100%	12 100%	23 100%	238 100%	25 100%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have used BBC channel/service in the last 3 months**

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	299	257	20**	17**	6**	37**	84*	14**	24**	6**	26**	13**	14**	4**	12**	23**	238	25**
EffectiveBase	212	169	19	28	17	22	49	11	18	7	22	10	8	4	6	16	166	21
Mean	7.80M	7.79	7.91	7.93	7.41	8.21	8.05	6.73	7.32	7.78	7.76	7.69	7.85	9.46	6.21	7.94	7.82	8.02
1-3 (Net)	14	13	-	1	1	-	1	2	3	-	3	-	1	-	-	2	11	1
	5%BKd	5%	-	4%	10%	-	1%	17%	14%	-	12%	-	9%	-	-	9%	5%	5%
1-4 (Net)	26	24	1	1	1	-	7	3	3	-	4	-	1	-	3	3	20	2
	9%IK	9%	5%	4%	10%	-	8%	20%	14%	-	16%	-	9%	-	26%	12%	9%	8%
1-2 (Net)	9	8	-	1	*	-	*	2	2	-	1	-	-	-	-	2	6	1
	3%B	3%	-	4%	5%	-	1%	17%	9%	-	5%	-	-	-	-	9%	2%	5%
4-7 (Net)	84	69	7	6	3	9	24	5	3	2	4	6	5	-	9	3	64	7
	28%e	27%	34%	34%	39%	24%	29%	35%	13%	36%	15%	43%	34%	-	76%	13%	27%	29%
5-6 (Net)	32	27	1	3	1	3	10	2	3	1	2	4	1	-	1	1	26	3
	11%	11%	3%	18%	14%	7%	12%	11%	13%	20%	6%	27%	9%	-	12%	5%	11%	13%
8-10 (Net)	190	167	10	10	3	23	57	7	17	4	19	8	8	4	2	18	152	16
	64%	65%	51%	59%	51%	64%	67%	49%	73%	64%	73%	57%	58%	100%	17%	78%	64%	66%
7-10 (Net)	231	199	15	12	5	30	66	10	17	5	20	10	12	4	6	19	182	19
	77%r	77%	77%	74%	76%	81%	79%	68%	73%	80%	77%	73%	82%	100%	55%	83%	76%	79%
9-10 (Net)	127	109	6	9	2	12	40	6	7	2	14	5	7	4	1	11	102	13
	42%Ad	43%	33%	51%	33%	32%	47%	44%	30%	43%	53%	39%	49%	100%	10%	47%	43%	53%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 286  
**D1b\_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Alba offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	122	67	55	11	26	38	47	53	69	63	23	16	20	87	31
WeightedBase	106*	60*	46*	11**	17**	31**	48*	35*	71*	48*	25**	15**	17**	76*	28**
EffectiveBase	89	50	39	9	20	25	37	40	53	44	16	14	16	61	25
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	1	*	-	-	*	1	-	2	1	-	-	*	1	*
	2%	2%	1%	-	-	1%	3%	-	2%	3%	-	-	2%	1%	1%
4	6	4	2	1	*	4	2	1	6	3	2	-	1	5	2
	6%	7%	4%	6%	2%	12%	4%	2%	8%	7%	9%	-	5%	6%	5%
5	5	3	1	-	1	2	2	1	3	1	1	1	1	2	2
	4%	6%	3%	-	7%	7%	3%	4%	5%	3%	5%	8%	5%	3%	9%
6	9	5	4	1	-	4	5	1	8	2	1	2	5	4	5
	9% <sup>d</sup>	9%	9%	11%	-	12%	10%	3%	11%	4%	4%	12%	27%	5%	19%
7	22	15	7	-	2	3	16	4	18	9	9	2	2	18	4
	21% <sup>l</sup>	25%	16%	-	14%	11%	34% <sup>z</sup>	10%	26%	18%	35%	13%	14%	24%	15%
8	27	13	14	4	5	9	8	14	13	14	6	3	5	21	5
	26%	21%	31%	38%	31%	30%	18%	39% <sup>zm</sup>	19%	28%	24%	18%	27%	27%	19%
9	19	11	9	1	6	7	5	10	9	12	2	3	3	16	3
	18%	18%	19%	11%	36%	23%	11%	30% <sup>zm</sup>	13%	24%	9%	18%	16%	20%	12%
Agree Completely 10	13	6	7	4	2	1	6	4	9	5	3	3	1	9	4
	12% <sup>f</sup>	10%	15%	34%	10%	5%	13%	11%	13%	11%	14%	22%	4%	12%	14%
Don't know	2	1	1	-	-	-	2	-	2	1	-	1	-	1	1
	2%	2%	2%	-	-	-	5%	-	3%	2%	-	9%	-	1%	5%
Total mentions	106	60	46	11	17	31	48	35	71	48	25	15	17	76	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.58	7.38	7.84	8.31	8.14	7.24	7.42	8.16 <sup>zm</sup>	7.28	7.69	7.43	8.01	7.14	7.69	7.29

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	106*	60*	46*	11**	17**	31**	48*	35*	71*	48*	25**	15**	17**	76*	28**
EffectiveBase	89	50	39	9	20	25	37	40	53	44	16	14	16	61	25
1-3 (Net)	2 2%	1 2%	* 1%	-	-	* 1%	1 3%	-	2 2%	1 3%	-	-	* 2%	1 1%	* 1%
1-4 (Net)	8 8%l	6 9%	2 5%	1 6%	* 2%	4 13%	3 7%	1 2%	7 10%	5 10%	2 9%	-	1 7%	6 8%	2 7%
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	42 40%l	28 46%	15 32%	2 17%	4 23%	13 41%	24 51%	7 19%	36 50%zl	15 32%	13 53%	5 33%	9 50%	29 38%	14 48%
5-6 (Net)	14 13%d	9 14%	5 12%	1 11%	1 7%	6 18%	6 13%	3 7%	12 16%	3 7%	2 9%	3 20%	5 32%	6 8%	8 28%
8-10 (Net)	59 56%Fm	30 49%	30 65%	9 83%	13 77%	18 58%	20 41%	28 81%zm	31 44%	30 63%	12 47%	9 57%	8 48%	45 60%	13 45%
7-10 (Net)	81 77%	44 74%	37 81%	9 83%	16 92%	21 69%	36 76%	32 91%zm	50 70%	39 82%	21 82%	11 71%	11 62%	63 83%z	17 60%
9-10 (Net)	32 30%	17 28%	16 34%	5 45%	8 46%	8 27%	11 24%	14 41%	18 25%	17 35%	6 23%	6 40%	4 21%	24 32%	7 26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	122	66	50	1	5	5	20	5	11	4	7	1	2	2	2	7	101	10
WeightedBase	106*	56*	48*	1**	2**	7**	17**	4**	8**	2**	3**	1**	2**	2**	3**	7**	87*	10**
EffectiveBase	89	49	37	1	5	4	14	5	8	3	6	1	2	2	5	74	7	
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	-	1	-	*	-	-	-	-	-	-	-	-	-	-	-	2	-
2%	-	3%	-	20%	-	-	-	-	-	-	-	-	-	-	-	-	2%	-
4	6	5	1	-	-	-	3	1	-	-	-	-	-	-	-	2	5	*
6%	10%	2%	-	-	-	-	15%	21%	-	-	-	-	-	-	-	29%	6%	3%
5	5	4	1	-	-	-	1	1	-	*	-	-	-	1	-	1	5	-
4%	7%	1%	-	-	-	-	7%	29%	-	11%	-	-	33%	-	11%	5%	-	
6	9	4	5	1	*	1	-	-	-	-	-	-	1	-	1	7	2	
9%	7%	10%	100%	20%	18%	-	-	-	-	-	-	-	67%	53%	-	8%	18%	
7	22	8	14	-	-	2	3	-	2	-	*	-	-	-	-	19	2	
21%	14%	30%	-	-	34%	17%	-	28%	-	10%	-	-	-	-	-	22%	21%	
8	27	17	10	-	*	1	6	1	2	*	1	-	2	-	2	23	-	
26%	30%	20%	-	20%	12%	35%	34%	33%	20%	35%	-	100%	-	-	32%	26%	-	
9	19	10	9	-	*	-	3	1	2	1	1	1	-	-	1	18	2	
18%	18%	19%	-	20%	-	18%	17%	20%	63%	18%	100%	-	-	47%	11%	20%	15%	
Agree Completely 10	13	7	6	-	*	1	1	-	1	*	1	-	-	-	1	7	4	
12%	12%	12%	-	21%	22%	8%	-	20%	17%	26%	-	-	-	-	17%	8%	43%	
Don't know	2	1	1	-	-	1	-	-	-	-	-	-	-	-	-	2	-	
2%	2%	3%	-	-	14%	-	-	-	-	-	-	-	-	-	-	3%	-	
Total mentions	106	56	48	1	2	7	17	4	8	2	3	1	2	2	3	7	87	10
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.58	7.51	7.68	6.00	7.25	7.68	7.35	6.49	8.32	8.96	8.28	9.00	8.00	5.67	7.40	6.96	7.45	8.33

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have used BBC channel/service in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	106*	56*	48*	1**	2**	7**	17**	4**	8**	2**	3**	1**	2**	2**	3**	7**	87*	10**
EffectiveBase	89	49	37	1	5	4	14	5	8	3	6	1	2	2	2	5	74	7
1-3 (Net)	2	-	1	-	*	-	-	-	-	-	-	-	-	-	-	-	2	-
	2%	-	3%	-	20%	-	-	-	-	-	-	-	-	-	-	-	2%	-
1-4 (Net)	8	5	2	-	*	-	3	1	-	-	-	-	-	-	-	2	7	*
	8%l	10%	5%	-	20%	-	15%	21%	-	-	-	-	-	-	-	29%	8%	3%
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	42	21	20	1	*	4	7	2	2	-	1	-	-	2	1	3	36	4
	40%l	38%	42%	100%	20%	52%	39%	49%	28%	-	21%	-	-	100%	53%	40%	42%	42%
5-6 (Net)	14	8	5	1	*	1	1	1	-	*	-	-	2	1	1	1	12	2
	13% <sup>d</sup>	14%	11%	100%	20%	18%	7%	29%	-	11%	-	-	100%	53%	11%	14%	18%	
8-10 (Net)	59	33	25	-	1	2	11	2	5	2	3	1	2	-	1	4	47	6
	56% <sup>Fm</sup>	60%	52%	-	61%	33%	61%	51%	72%	100%	79%	100%	100%	-	47%	60%	54%	58%
7-10 (Net)	81	41	39	-	1	5	14	2	8	2	3	1	2	-	1	4	66	8
	77%	74%	81%	-	61%	68%	78%	51%	100%	100%	89%	100%	100%	-	47%	60%	75%	79%
9-10 (Net)	32	17	15	-	1	1	5	1	3	1	1	1	-	-	1	2	24	6
	30%	30%	31%	-	41%	22%	26%	17%	40%	80%	44%	100%	-	-	47%	28%	28%	58%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 287  
**D1b\_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- CBBC offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	345	146	198	69	106	131	39	245	97	133	84	55	73	239	95
WeightedBase	293	122	170	60*	79*	118*	36**	212	78*	103*	75*	58*	57*	215	71*
EffectiveBase	232	101	130	51	75	85	25	165	65	87	57	41	48	160	67
Not At All Agree 1	11 4%	5 4%	5 3%	3 5%	* *	5 4%	2 5%	5 2%	6 7%	- -	2 3%	3 5%	5 9% <b>zK</b>	5 3%	5 7%
2	4 1%	2 2%	2 1%	1 2%	1 2%	1 1%	- -	3 1%	- -	* *	3 4%	* 1%	- -	3 1%	1 1%
3	5 2%	1 1%	4 2%	- -	2 2%	2 2%	2 5%	3 2%	2 2%	2 2%	- -	3 6%	- -	2 1%	3 5% <b>d</b>
4	7 2%	3 3%	4 2%	2 3%	1 1%	4 3%	1 2%	5 2%	2 3%	2 2%	1 2%	2 4%	2 3%	5 2%	2 2%
5	18 6% <b>f</b>	8 7%	10 6%	5 9%	4 5%	6 5%	3 8%	9 4%	8 11%	5 5%	3 4%	5 8%	5 9%	11 5%	7 10%
6	31 11%	14 12%	17 10%	6 10%	9 12%	10 9%	5 14%	22 11%	9 11%	15 14%	8 11%	2 4%	6 10%	23 11%	7 10%
7	48 16%	21 17%	27 16%	9 15%	9 12%	22 19%	8 21%	34 16%	15 19%	21 20%	12 16%	6 11%	9 16%	38 18%	10 14%
8	71 24% <b>e</b>	28 23%	43 25%	13 22%	18 22%	31 26%	9 26%	55 26%	16 21%	28 27%	19 26%	11 18%	14 24%	58 27% <b>e</b>	10 14%
9	45 15%	18 15%	27 16%	9 16%	21 26% <b>zE</b>	12 10%	3 8%	35 17%	10 13%	19 18%	11 15%	11 19%	4 7%	36 17%	7 10%
Agree Completely 10	41 14% <b>m</b>	19 16%	22 13%	7 12%	10 13%	22 19%	2 5%	34 16%	5 7%	10 9%	12 16%	10 17%	10 17%	28 13%	12 17%
Don't know	11 4% <b>d</b>	2 2%	10 6%	3 5%	3 4%	3 2%	2 6%	6 3%	5 6%	2 2%	2 2%	5 8%	3 5%	5 2%	7 9% <b>zd</b>
Total mentions	293 100%	122 100%	170 100%	60 100%	79 100%	118 100%	36 100%	212 100%	78 100%	103 100%	75 100%	58 100%	57 100%	215 100%	71 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**- CBBC offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	293	122	170	60*	79*	118*	36**	212	78*	103*	75*	58*	57*	215	71*
EffectiveBase	232	101	130	51	75	85	25	165	65	87	57	41	48	160	67
Mean	7.33me	7.30	7.35	7.12	7.71	7.38	6.71	7.56zm	6.72	7.55	7.37	7.27	6.95	7.48e	6.79
1-3 (Net)	20	8	11	4	3	8	4	11	7	2	6	6	5	10	9
	7%Kd	7%	7%	7%	4%	7%	10%	5%	9%	2%	8%	11%K	9%	5%	13%zd
1-4 (Net)	27	11	15	6	4	12	4	16	10	4	7	8	7	15	11
	9%K	9%	9%	10%	6%	10%	12%	7%	12%	4%	9%	14%K	13%	7%	16%zd
1-2 (Net)	15	7	7	4	2	7	2	8	6	*	6	3	5	8	6
	5%K	6%	4%	7%	2%	6%	5%	4%	7%	*	8%K	5%	9%K	4%	9%
4-7 (Net)	104	47	58	22	24	42	16	70	34	42	25	15	22	78	26
	36%	38%	34%	37%	30%	35%	45%	33%	44%	41%	34%	27%	38%	36%	36%
5-6 (Net)	49	23	26	12	13	16	8	32	17	20	12	7	11	34	14
	17%	19%	16%	19%	17%	14%	22%	15%	22%	19%	16%	12%	19%	16%	20%
8-10 (Net)	158	65	92	30	49	65	14	124	32	56	42	32	27	123	30
	54%me	54%	54%	50%	61%	55%	39%	59%zm	41%	55%	57%	55%	48%	57%e	41%
7-10 (Net)	206	86	119	39	58	87	22	158	47	77	54	38	36	160	40
	70%me	71%	70%	65%	73%	74%	60%	75%zm	59%	75%	73%	66%	64%	75%ze	56%
9-10 (Net)	87	37	49	17	31	34	5	69	16	29	23	22	14	64	19
	30%m	30%	29%	28%	39%z	29%	13%	33%	20%	28%	31%	37%	24%	30%	27%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 287  
**D1b\_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- CBBC offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	345	275	21	23	26	16	64	16	37	10	37	14	12	9	18	42	275	26
WeightedBase	293	259	11**	14**	9**	21**	58*	13**	36**	8**	34**	12**	12**	7**	20**	39**	229	26**
EffectiveBase	232	192	17	19	25	12	45	9	23	9	30	12	10	7	15	24	183	19
Not At All Agree 1	11 4%	10 4%	-	-	*	-	2 3%	1 7%	2 6%	-	-	-	-	-	4 19%	1 4%	10 4%	* 2%
2	4 1%	3 1%	-	1 7%	* 4%	-	1 2%	-	-	-	1 4%	-	-	*	-	-	2 1%	* 1%
3	5 2%	5 2%	-	-	-	-	* 1%	2 14%	1 4%	-	1 2%	-	-	-	1 4%	-	5 2%	-
4	7 2%	6 2%	-	1 4%	-	-	* 1%	-	1 2%	-	2 7%	-	2 18%	-	-	1 2%	4 2%	3 11%
5	18 6% <sup>f</sup>	15 6%	1 6%	1 10%	1 7%	-	5 9%	-	4 11%	-	3 8%	-	1 10%	-	1 7%	1 2%	10 4%	-
6	31 11%	27 11%	3 26%	1 4%	1 7%	2 11%	4 7%	1 9%	4 12%	1 10%	4 13%	3 23%	2 18%	-	* 2%	5 13%	28 12%	-
7	48 16%	42 16%	1 12%	3 24%	1 14%	6 29%	8 14%	5 42%	3 9%	1 16%	4 12%	-	-	1 10%	4 22%	9 22%	35 15%	8 30%
8	71 24% <sup>e</sup>	63 24%	2 15%	3 24%	3 31%	8 40%	15 25%	2 20%	3 8%	2 29%	8 22%	2 20%	3 24%	4 54%	4 17%	13 33%	51 22%	9 34%
9	45 15%	39 15%	4 33%	1 6%	2 26%	3 17%	15 26% <sup>z</sup>	1 5%	4 11%	1 11%	4 11%	4 30%	-	2 31%	2 12%	2 6%	38 16%	3 12%
Agree Completely 10	41 14% <sup>m</sup>	38 15%	-	3 21%	1 7%	1 3%	7 11%	-	8 22%	2 25%	5 15%	3 28%	2 17%	-	3 16%	7 18%	35 15%	2 7%
Don't know	11 4% <sup>d</sup>	11 4%	1 8%	-	-	-	1 2%	* 3%	5 15%	1 8%	2 6%	-	2 13%	-	-	-	10 4%	1 3%
Total mentions	293 100%	259 100%	11 100%	14 100%	9 100%	21 100%	58 100%	13 100%	36 100%	8 100%	34 100%	12 100%	12 100%	7 100%	20 100%	39 100%	229 100%	26 100%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	293	259	11**	14**	9**	21**	58*	13**	36**	8**	34**	12**	12**	7**	20**	39**	229	26**
EffectiveBase	232	192	17	19	25	12	45	9	23	9	30	12	10	7	15	24	183	19
Mean	7.33me	7.33	7.47	7.24	7.31	7.71	7.58	6.21	7.05	8.28	7.14	8.40	6.81	7.96	6.42	7.50	7.36	7.28
1-3 (Net)	20 7%Kd	18 7%	-	1 7%	1 9%	-	3 5%	3 21%	4 10%	-	2 6%	-	-	* 4%	5 23%	1 4%	18 8%	1 3%
1-4 (Net)	27 9%K	24 9%	-	2 11%	1 9%	-	3 6%	3 21%	4 12%	-	4 13%	-	2 18%	* 4%	5 23%	2 6%	21 9%	4 14%
1-2 (Net)	15 5%K	13 5%	-	1 7%	1 9%	-	3 5%	1 7%	2 6%	-	1 4%	-	-	* 4%	4 19%	1 4%	12 5%	1 3%
4-7 (Net)	104 36%	91 35%	5 44%	6 42%	2 27%	8 40%	18 30%	6 51%	12 34%	2 26%	14 40%	3 23%	5 46%	1 10%	6 31%	15 40%	78 34%	11 41%
5-6 (Net)	49 17%	42 16%	3 32%	2 14%	1 13%	2 11%	9 16%	1 9%	8 23%	1 10%	7 21%	3 23%	3 28%	-	2 9%	6 16%	39 17%	-
8-10 (Net)	158 54%me	140 54%	5 48%	7 50%	6 63%	13 60%	37 63%	3 25%	15 41%	5 66%	16 48%	10 77%	5 41%	6 86%	9 46%	22 56%	124 54%	14 53%
7-10 (Net)	206 70%me	182 70%	7 60%	11 74%	7 77%	19 89%	45 77%	8 67%	18 50%	6 82%	21 60%	10 77%	5 41%	7 96%	14 68%	30 78%	159 69%	21 83%
9-10 (Net)	87 30%lm	76 29%	4 33%	4 27%	3 33%	4 20%	22 38%	1 5%	12 33%	3 37%	9 26%	7 58%	2 17%	2 31%	6 28%	9 23%	73 32%	5 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**- CBeebies offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	438	148	289	59	155	167	57	338	99	153	96	85	104	292	133
WeightedBase	411	137*	273	56*	142	154	59*	313	95*	147*	95*	86*	83*	298	100*
EffectiveBase	290	97	191	44	101	105	40	220	70	97	66	60	68	195	91
Not At All Agree 1	11	7	3	3	2	6	*	4	7	3	3	2	3	8	3
	3%BI	5%B	1%	5%	1%	4%	1%	1%	7%zl	2%	3%	3%	3%	3%	3%
2	2	1	1	1	*	1	-	1	*	*	-	1	1	*	1
	*	*	*	1%	*	1%	-	*	1%	*	-	1%	1%	*	1%
3	6	1	5	1	2	3	1	5	1	3	1	2	1	3	3
	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	3%
4	16	6	10	2	5	6	4	7	7	10	1	1	3	6	7
	4%ld	5%	4%	3%	3%	4%	6%	2%	7%l	7%	1%	2%	4%	2%	7% <b>d</b>
5	32	7	25	8	8	10	5	25	7	10	8	8	6	27	5
	8% <b>f</b>	5%	9%	14%	6%	7%	9%	8%	7%	7%	8%	10%	7%	9%	5%
6	31	12	19	1	16	7	7	24	7	12	14	3	3	23	8
	8%	9%	7%	2%	12%	4%	11%	8%	7%	8%	15%zMN	3%	3%	8%	8%
7	74	32	41	13	22	28	10	54	19	24	18	18	14	58	15
	18%	24%	15%	23%	16%	18%	18%	17%	20%	16%	19%	20%	17%	19%	15%
8	95	26	68	11	36	36	13	77	18	37	17	17	25	70	22
	23%	19%	25%	19%	25%	23%	22%	25%	19%	25%	18%	19%	30%	24%	22%
9	65	15	50	6	28	25	5	56	9	24	14	17	9	51	12
	16%	11%	18%	11%	20%	16%	9%	18%	10%	16%	14%	20%	11%	17%	12%
Agree Completely 10	65	25	41	10	18	31	7	53	12	20	17	14	15	45	18
	16%	18%	15%	17%	13%	20%	11%	17%	13%	13%	18%	16%	19%	15%	18%
Don't know	14	3	11	2	4	1	7	6	8	4	3	4	3	6	6
	3% <b>El</b>	2%	4%	3%	3%	1%	12%zDE	2%	9%zl	3%	3%	4%	4%	2%	6%
Total mentions	411	137	273	56	142	154	59	313	95	147	95	86	83	298	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**- CBeebies offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	411	137*	273	56*	142	154	59*	313	95*	147*	95*	86*	83*	298	100*
EffectiveBase	290	97	191	44	101	105	40	220	70	97	66	60	68	195	91
Mean	7.45m	7.23	7.56	7.15	7.58	7.54	7.18	7.66zm	6.85	7.37	7.45	7.52	7.54	7.52	7.28
1-3 (Net)	19 5%	10 7%	9 3%	4 7%	4 3%	10 6%	1 2%	11 3%	8 8%	6 4%	4 4%	5 6%	4 5%	11 4%	7 7%
1-4 (Net)	35 9%ld	16 12%	19 7%	6 10%	9 6%	16 10%	5 8%	17 6%	15 15%zl	16 11%	5 5%	6 7%	7 9%	17 6%	14 14%zd
1-2 (Net)	13 3%Bl	8 6%B	4 2%	3 6%	2 1%	7 5%	* 1%	5 2%	7 8%zl	3 2%	3 3%	3 4%	3 4%	8 3%	4 4%
4-7 (Net)	153 37%R	58 43%	94 35%	24 42%	52 37%	51 33%	26 44%	110 35%	39 41%	56 38%	41 43%	30 35%	26 31%	113 38%	35 35%
5-6 (Net)	63 15%	19 14%	43 16%	9 16%	24 17%	17 11%	12 21%	49 16%	14 14%	22 15%	21 23%	11 13%	8 10%	50 17%	12 12%
8-10 (Net)	226 55%m	66 48%	159 58%	27 47%	82 58%	92 60%	25 42%	186 59%zm	40 42%	81 55%	47 50%	48 55%	49 60%	167 56%	52 52%
7-10 (Net)	299 73%Fm	98 72%	200 73%	40 70%	104 74%	120 78%F	35 60%	240 77%zm	59 62%	105 71%	66 69%	65 76%	63 77%	224 75%	67 67%
9-10 (Net)	130 32%	40 29%	91 33%	16 28%	46 33%	56 36%	12 20%	109 35%z	21 22%	44 30%	30 32%	31 36%	25 30%	96 32%	30 30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**- CBeebies offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	438	348	31	22	37	26	67	17	50	18	51	17	16	11	29	46	353	44
WeightedBase	411	360	23**	16**	13*	33**	60*	18**	53*	17**	59*	19**	19**	10**	36**	37**	329	41*
EffectiveBase	290	240	20	17	35	20	43	10	33	16	36	14	13	9	24	28	231	31
Not At All Agree 1	11	10	-	-	*	-	2	1	3	1	1	-	-	-	2	1	10	*
	3%BI	3%	-	-	4%	-	3%	3%	6%	8%	2%	-	-	-	5%	2%	3%	1%
2	2	1	-	-	*	1	-	-	-	-	-	-	-	-	-	1	1	*
	*	*	-	-	3%zO	2%	-	-	-	-	-	-	-	-	-	2%	*	1%
3	6	5	-	1	-	-	2	2	1	-	-	-	-	-	-	-	1	4
	1%	1%	-	5%	-	-	3%	10%	1%	-	-	-	-	-	-	2%	1%	5%
4	16	16	-	-	*	-	4	-	3	-	3	2	-	-	1	4	15	1
	4%di	4%	-	-	2%	-	6%	-	5%	-	5%	8%	-	-	2%	12%	5%	2%
5	32	30	-	1	1	2	3	1	4	1	5	-	4	-	2	8	19	5
	8%fi	8%	-	9%	5%	7%	4%	5%	8%	7%	8%	-	24%	-	5%	21%	6%	11%
6	31	26	5	1	-	5	4	-	2	1	6	1	3	1	2	1	26	2
	8%	7%	20%	5%	-	14%	7%	-	4%	4%	11%	3%	16%	14%	5%	3%	8%	6%
7	74	68	2	2	2	7	14	11	9	4	5	4	3	-	6	5	62	10
	18%	19%	7%	15%	13%	21%	23%	61%	17%	24%	9%	21%	15%	-	17%	14%	19%	24%
8	95	79	9	3	4	10	11	2	11	5	13	3	3	4	12	5	71	12
	23%	22%	41%	21%	28%	30%	19%	9%	22%	31%	21%	18%	16%	38%	32%	14%	21%	29%
9	65	55	2	5	3	2	13	2	9	3	10	5	2	3	3	3	57	3
	16%	15%	9%	28%	27%	7%	21%	12%	17%	15%	17%	27%	10%	31%	8%	7%	17%	7%
Agree Completely 10	65	58	3	3	2	4	7	-	7	2	13	4	4	2	9	7	51	5
	16%	16%	12%	17%	18%	11%	12%	-	14%	12%	22%	22%	19%	17%	25%	18%	16%	13%
Don't know	14	12	2	-	-	3	1	-	4	-	3	-	-	-	-	2	14	*
	3%ei	3%	10%	-	-	8%	2%	-	7%	-	5%	-	-	-	-	5%	4%	1%
Total mentions	411	360	23	16	13	33	60	18	53	17	59	19	19	10	36	37	329	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	411	360	23**	16**	13*	33**	60*	18**	53*	17**	59*	19**	19**	10**	36**	37**	329	41*
EffectiveBase	290	240	20	17	35	20	43	10	33	16	36	14	13	9	24	28	231	31
Mean	7.45m	7.40	7.82	7.86	7.84	7.45	7.32	6.65	7.22	7.33	7.70	8.09	7.30	8.36	7.74	6.71	7.46	7.19
1-3 (Net)	19 5%	17 5%	-	1 5%	1 7%	1 2%	4 6%	2 13%	4 7%	1 8%	1 2%	-	-	-	2 5%	2 6%	15 5%	3 7%
1-4 (Net)	35 9% 9% 9%	33 9%	-	1 5%	1 9%	1 2%	7 12%	2 13%	7 13%	1 8%	4 7%	2 8%	-	-	3 7%	7 18%	30 9%	3 8%
1-2 (Net)	13 3% 3%	12 3%	-	-	1 7%	1 2%	2 3%	1 3%	3 6%	1 8%	1 2%	-	-	-	2 5%	1 4%	12 4%	1 2%
4-7 (Net)	153 37% 37% 37% 37%	139 39% 39% 39% 39%	6 28%	5 29%	2 20%	14 42%	24 41%	12 65%	18 33%	6 35%	20 33%	6 33%	10 54%	1 14%	11 30%	18 50%	122 37%	18 43%
5-6 (Net)	63 15%	55 15%	5 20%	2 14%	1 5%	7 21%	7 11%	1 5%	6 11%	2 11%	11 19%	1 3%	7 39%	1 14%	4 10%	9 24%	45 14%	7 17%
8-10 (Net)	226 55% 55% 55% 55%	192 53%	14 62%	11 66%	9 74% 74% 74% 74%	16 49%	31 52%	4 22%	28 52%	10 58%	36 60%	13 67%	9 46%	9 86%	23 66%	14 39%	179 54%	20 49%
7-10 (Net)	299 73% 73% 73% 73%	260 72%	16 69%	13 81%	11 86%	23 70%	45 75%	15 82%	37 69%	14 81%	41 69%	16 88%	11 61%	9 86%	30 83%	19 53%	241 73%	30 74%
9-10 (Net)	130 32%	113 31%	5 21%	7 45%	6 45%	6 19%	20 33%	2 12%	16 31%	5 27%	23 39%	9 49%	5 29%	5 48%	12 33%	9 25%	108 33%	8 20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 289  
**D1b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Scotland offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	19	8	11	1	5	6	7	5	14	3	1	5	10	7	11
WeightedBase	16**	7**	8**	1**	4**	6**	6**	4**	12**	3**	1**	5**	7**	7**	8**
EffectiveBase	17	7	10	1	4	6	6	4	13	3	1	5	9	7	10
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	2	-	2	1	-	1	-	1	1	2	-	-	-	1	1
	10%	-	19%	100%	-	16%	-	16%	8%	54%	-	-	-	12%	9%
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-
	5%	11%	-	-	-	14%	-	-	7%	-	-	-	12%	-	-
5	1	1	*	-	-	-	1	-	1	-	-	1	*	-	1
	6%	8%	4%	-	-	-	17%	-	8%	-	-	12%	5%	-	12%
6	1	-	1	-	-	-	1	-	1	-	-	1	-	1	-
	6%	-	11%	-	-	-	17%	-	8%	-	-	20%	-	13%	-
7	5	3	2	-	1	4	1	1	5	-	1	1	3	4	1
	35%	45%	26%	-	23%	70%	10%	21%	40%	-	100%	25%	44%	57%	17%
8	1	-	1	-	-	-	1	-	1	-	-	-	1	-	1
	7%	-	12%	-	-	-	19%	-	9%	-	-	-	15%	-	14%
9	4	3	2	-	2	-	2	2	2	1	-	2	1	1	3
	26%	36%	19%	-	56%	-	37%	43%	20%	46%	-	43%	11%	18%	37%
Agree Completely 10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	1	-	-	1	-	-	-	-	1	-	1
	5%	-	10%	-	22%	-	-	20%	-	-	-	-	12%	-	11%
Total mentions	16	7	8	1	4	6	6	4	12	3	1	5	7	7	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.75	7.21	6.30	2.00	8.42	5.80	7.42	7.06	6.66	5.19	7.00	7.42	6.90	6.62	7.21
1-3 (Net)	2	-	2	1	-	1	-	1	1	2	-	-	-	1	1
	10%	-	19%	100%	-	16%	-	16%	8%	54%	-	-	-	12%	9%
1-4 (Net)	2	1	2	1	-	2	-	1	2	2	-	-	1	1	1
	15%	11%	19%	100%	-	30%	-	16%	15%	54%	-	-	12%	12%	9%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 289  
**D1b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Scotland offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	16**	7**	8**	1**	4**	6**	6**	4**	12**	3**	1**	5**	7**	7**	8**
EffectiveBase	17	7	10	1	4	6	6	4	13	3	1	5	9	7	10
1-2 (Net)	2	-	2	1	-	1	-	1	1	2	-	-	-	1	1
	10%	-	19%	100%	-	16%	-	16%	8%	54%	-	-	-	12%	9%
4-7 (Net)	8	5	3	-	1	5	2	1	7	-	1	3	4	5	2
	52%	64%	41%	-	23%	84%	44%	21%	63%	-	100%	57%	61%	70%	30%
5-6 (Net)	2	1	1	-	-	-	2	-	2	-	-	2	*	1	1
	12%	8%	15%	-	-	-	34%	-	16%	-	-	32%	5%	13%	12%
8-10 (Net)	5	3	3	-	2	-	3	2	3	1	-	2	2	1	4
	33%	36%	31%	-	56%	-	56%	43%	29%	46%	-	43%	27%	18%	51%
7-10 (Net)	11	6	5	-	3	4	4	3	8	1	1	3	5	5	5
	68%	81%	57%	-	78%	70%	66%	64%	69%	46%	100%	68%	71%	75%	68%
9-10 (Net)	4	3	2	-	2	-	2	2	2	1	-	2	1	1	3
	26%	36%	19%	-	56%	-	37%	43%	20%	46%	-	43%	11%	18%	37%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 289  
**D1b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Scotland offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	19	5	14	-	-	2	1	-	-	-	1	-	-	-	-	1	10	6
WeightedBase	16**	5**	10**	..	..	2**	1**	..	..	..	1**	..	..	..	..	1**	8**	5**
EffectiveBase	17	5	13	-	-	2	1	-	-	-	1	-	-	-	-	1	9	6
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	10%	13%	9%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	20%
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	5%	-	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	-
5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1
	6%	-	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	13%
6	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	6%	17%	-	-	44%	-	-	-	-	-	-	-	-	-	-	-	-	-
7	5	2	3	-	-	1	-	-	-	-	1	-	-	-	-	-	2	3
	35%	45%	29%	-	-	56%	-	-	-	-	100%	-	-	-	-	-	29%	67%
8	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	7%	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	-
9	4	1	3	-	-	-	1	-	-	-	-	-	-	-	-	-	3	-
	26%	25%	27%	-	-	-	100%	-	-	-	-	-	-	-	-	-	34%	-
Agree Completely 10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	5%	-	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	-
Total mentions	16	5	10	-	-	2	1	-	-	-	1	-	-	-	-	1	8	5
	100%	100%	100%	-	-	100%	100%	-	-	-	100%	-	-	-	-	100%	100%	100%
Mean	6.75	6.69	6.78	-	-	6.56	9.00	-	-	-	7.00	-	-	-	-	2.00	7.47	5.75
1-3 (Net)	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	10%	13%	9%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	20%
1-4 (Net)	2	1	2	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1
	15%	13%	17%	-	-	-	-	-	-	-	-	-	-	-	-	100%	10%	20%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 289  
**D1b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Scotland offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	16**	5**	10**	-**	-**	2**	1**	-**	-**	-**	1**	-**	-**	-**	1**	8**	5**	
EffectiveBase	17	5	13	-	-	2	1	-	-	-	1	-	-	-	1	9	6	
1-2 (Net)	2	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	10%	13%	9%	-	-	-	-	-	-	-	-	-	-	-	100%	-	20%	
4-7 (Net)	8	3	5	-	-	2	-	-	-	1	-	-	-	-	-	4	4	
	52%	63%	46%	-	-	100%	-	-	-	100%	-	-	-	-	-	43%	80%	
5-6 (Net)	2	1	1	-	-	1	-	-	-	-	-	-	-	-	-	*	1	
	12%	17%	9%	-	-	44%	-	-	-	-	-	-	-	-	-	4%	13%	
8-10 (Net)	5	1	4	-	-	-	1	-	-	-	-	-	-	-	-	4	-	
	33%	25%	37%	-	-	-	100%	-	-	-	-	-	-	-	-	47%	-	
7-10 (Net)	11	4	7	-	-	1	1	-	-	1	-	-	-	-	-	6	3	
	68%	70%	67%	-	-	56%	100%	-	-	100%	-	-	-	-	-	76%	67%	
9-10 (Net)	4	1	3	-	-	-	1	-	-	-	-	-	-	-	-	3	-	
	26%	25%	27%	-	-	-	100%	-	-	-	-	-	-	-	-	34%	-	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 290  
**D1b\_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC iPlayer offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1249	611	637	208	237	481	323	443	800	433	403	200	213	881	346
WeightedBase	1073	534	537	173	208	398	294	371	694	379	361	174	159	819	239
EffectiveBase	870	437	432	155	175	326	218	303	564	292	286	152	142	631	234
Not At All Agree 1	31 3%	16 3%	15 3%	3 2%	8 4%	16 4%	4 1%	10 3%	21 3%	7 2%	12 3%	8 4%	5 3%	22 3%	9 4%
2	18 2%	7 1%	11 2%	2 1%	6 3%	4 1%	6 2%	6 1%	13 2%	5 1%	8 2%	-	5 3%M	13 2%	5 2%
3	32 3%B	22 4%B	10 2%	3 2%	3 2%	10 3%	15 5%z	13 4%	19 3%	7 2%	14 4%	6 4%	6 4%	22 3%	10 4%
4	41 4%	18 3%	23 4%	6 3%	8 4%	17 4%	11 4%	13 4%	27 4%	9 3%	18 5%	5 3%	9 6%	32 4%	9 4%
5	75 7%K	32 6%	41 8%	21 12%zDEF	12 6%	26 7%	16 5%	28 7%	45 6%	16 4%	32 9%K	13 7%	14 9%	59 7%	14 6%
6	123 11%dX	53 10%	70 13%	22 13%	22 10%	47 12%	31 11%	43 11%	80 12%	39 10%	36 10%	20 12%	27 17%zKL	82 10%	35 15%
7	196 18%eR	91 17%	105 19%	31 18%	47 23%	70 18%	48 16%	60 16%	136 20%	82 22%N	63 18%	29 17%	22 13%	166 20%ze	28 12%
8	250 23%LT	130 24%	120 22%	32 19%	47 23%	95 24%	76 26%	97 26%	153 22%	102 27%L	70 19%	37 21%	41 26%	196 24%	50 21%
9	138 13%N	71 13%	67 12%	19 11%	25 12%	56 14%	38 13%	47 13%	88 13%	50 13%	55 15%N	22 13%	11 7%	110 13%	27 11%
Agree Completely 10	152 14%g	87 16%	64 12%	28 16%	28 14%	53 13%	42 14%	51 14%	99 14%	57 15%	49 14%	28 16%	17 11%	106 13%	43 18%z
Don't know	17 2%d	5 1%	11 2%	4 3%	2 1%	3 1%	7 2%	4 1%	13 2%	3 1%	4 1%	6 3%	3 2%	8 1%	9 4%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 290  
**D1b\_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC iPlayer offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1073	534	537	173	208	398	294	371	694	379	361	174	159	819	239
EffectiveBase	870	437	432	155	175	326	218	303	564	292	286	152	142	631	234
Total mentions	1073	534	537	173	208	398	294	371	694	379	361	174	159	819	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.17N	7.26	7.08	7.16	7.12	7.15	7.23	7.17	7.16	7.48zLN	7.01	7.19	6.75	7.19	7.10
1-3 (Net)	82	46	35	9	17	30	26	29	52	19	34	14	15	57	24
	8%K	9%	7%	5%	8%	8%	9%	8%	8%	5%	9%K	8%	9%	7%	10%
1-4 (Net)	123	64	59	15	25	47	36	42	80	29	52	19	24	90	33
	11%K	12%	11%	9%	12%	12%	12%	11%	12%	8%	14%K	11%	15%K	11%	14%
1-2 (Net)	49	24	25	6	14	20	10	16	33	12	20	8	9	35	14
	5%	4%	5%	3%	7%	5%	3%	4%	5%	3%	6%	4%	6%	4%	6%
4-7 (Net)	435	194	239	80	88	161	106	143	289	146	149	68	72	340	86
	41%AR	36%	45%zA	46%F	43%	40%	36%	39%	42%	39%	41%	39%	45%	42%	36%
5-6 (Net)	197	85	111	43	33	73	47	70	125	55	68	33	41	142	49
	18%Kf	16%	21%	25%zDF	16%	18%	16%	19%	18%	14%	19%	19%	26%zK	17%	20%
8-10 (Net)	540	289	251	79	100	204	156	195	340	210	173	86	70	413	120
	50%B	54%zB	47%	46%	48%	51%	53%	53%	49%	56%zN	48%	50%	44%	50%	50%
7-10 (Net)	736	380	356	110	147	274	204	255	476	292	236	116	91	579	148
	69%Ne	71%	66%	64%	71%	69%	69%	69%	69%	77%zLMN	66%	67%	57%	71%ze	62%
9-10 (Net)	290	158	131	47	53	109	80	98	187	108	103	50	29	216	71
	27%NP	30%	24%	27%	26%	27%	27%	26%	27%	28%N	29%N	29%N	18%	26%	29%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 290  
**D1b\_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC iPlayer offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1249	873	126	136	114	95	194	38	92	46	130	74	34	24	47	99	1000	129
WeightedBase	1073	863	99*	70	41	101*	185	33*	86*	44*	130*	78*	33**	26**	50*	96*	859	105*
EffectiveBase	870	643	93	111	105	68	133	30	68	40	94	60	27	21	38	67	694	92
Not At All Agree 1	31	25	3	1	2	3	4	*	7	-	3	1	3	3	1	*	27	2
	3%	3%	3%	2%	4%	3%	2%	1%	8%zc	-	2%	1%	10%	11%	2%	*	3%	2%
2	18	15	1	*	1	2	2	-	-	2	4	5	-	-	1	-	14	-
	2%	2%	1%	*	3%	2%	1%	-	-	4%	3%	6%zVc	-	-	3%	-	2%	-
3	32	24	6	2	1	1	8	-	2	-	4	-	*	-	1	9	27	3
	3%B	3%	6%	3%	2%	*	4%	-	2%	-	3%	-	1%	-	2%	9%zSY	3%	3%
4	41	33	3	4	2	5	7	1	-	-	7	3	2	2	5	1	31	5
	4%	4%	3%	5%	4%	5%	4%	2%	-	-	5%	4%	6%	8%	10%Vc	1%	4%	4%
5	75	60	4	8	3	6	16	1	7	-	13	4	-	-	4	9	56	6
	7%K	7%	4%	11%	7%	6%	8%	4%	8%	-	10%W	5%	-	-	8%	9%	6%	6%
6	123	96	15	7	4	17	22	3	7	7	6	4	8	4	4	15	89	17
	11%dx	11%	16%	10%	9%	17%XY	12%	9%	8%	16%XY	5%	5%	25%	14%	8%	16%XY	10%	16%
7	196	157	23	11	4	21	35	5	13	5	28	22	2	5	5	15	163	18
	18%eR	18%	24%R	16%	11%	20%	19%	15%	15%	12%	22%	28%zb	6%	20%	9%	15%	19%	18%
8	250	190	26	21	13	18	30	13	22	16	23	12	14	9	17	17	191	34
	23%LT	22%	26%	30%	31%	18%	16%	38%zSTXyc	26%	37%zSTXYc	18%	16%	43%	33%	33%TY	17%	22%	32%zf
9	138	116	7	8	7	16	27	5	20	5	15	9	2	3	5	9	113	13
	13%N	13%	7%	11%	17%P	16%	14%	15%	24%zXc	12%	12%	12%	6%	10%	10%	10%	13%	13%
Agree Completely 10	152	132	8	7	5	10	29	5	8	6	26	17	1	1	6	21	130	7
	14%g	15%	8%	10%	13%	10%	16%	14%	9%	15%	20%	22%V	3%	4%	13%	22%V	15%g	7%
Don't know	17	15	2	*	-	4	5	1	*	1	1	1	-	-	1	-	16	*
	2%d	2%	2%	*	-	4%	3%	3%	*	3%	1%	1%	-	-	2%	-	2%	*

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 290  
**D1b\_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC iPlayer offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1073	863	99*	70	41	101*	185	33*	86*	44*	130*	78*	33**	26**	50*	96*	859	105*
EffectiveBase	870	643	93	111	105	68	133	30	68	40	94	60	27	21	38	67	694	92
Total mentions	1073	863	99	70	41	101	185	33	86	44	130	78	33	26	50	96	859	105
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.17N	7.21	6.81	7.12	7.19	7.12	7.16	7.84	7.21	7.71	7.20	7.46	6.58	6.62	7.01	7.29	7.20	7.16
1-3 (Net)	82 8%K	64 7%	10 10%	3 5%	4 9%	5 5%	14 8%	* 1%	9 10%	2 4%	11 8%	5 7%	4 11%	3 11%	4 7%	9 9%	69 8%	5 5%
1-4 (Net)	123 11%K	97 11%	13 14%	7 10%	6 14%	9 9%	21 12%	1 3%	9 10%	2 4%	18 14%	8 11%	6 17%	5 19%	9 17%	9 10%	100 12%	9 9%
1-2 (Net)	49 5%	40 5%	4 4%	2 2%	3 7%	4 4%	6 3%	* 1%	7 8% <b>c</b>	2 4%	7 5%	5 7% <b>c</b>	3 10%	3 11%	3 5%	* *	42 5%	2 2%
4-7 (Net)	435 41%AR	346 40%	46 47% <b>R</b>	30 43%	13 31%	48 48%	80 44%	10 29%	27 31%	13 29%	54 42%	33 42%	12 37%	11 42%	17 35%	40 42%	339 39%	46 43%
5-6 (Net)	197 18%Kf	156 18%	20 20%	15 22%	6 16%	23 23%	38 20%	4 12%	14 16%	7 16%	19 14%	8 10%	8 25%	4 14%	8 16%	24 25% <b>Y</b>	145 17%	23 22%
8-10 (Net)	540 50%B	438 51%	41 41%	36 52%	25 60% <b>zP</b>	44 44%	86 46%	22 67% <b>ST</b>	50 58%	28 64% <b>S</b>	64 49%	39 50%	17 52%	12 47%	28 56%	47 49%	434 51%	54 52%
7-10 (Net)	736 69% <b>Ne</b>	595 69%	64 65%	48 68%	29 71%	65 64%	121 66%	27 81%	63 74%	33 76%	93 71%	61 78%	19 58%	18 67%	33 65%	62 65%	598 70%	73 69%
9-10 (Net)	290 27% <b>NP</b>	248 29% <b>P</b>	15 15%	15 22%	12 30% <b>P</b>	26 26%	56 30%	10 29%	28 33%	12 26%	41 32%	27 34%	3 9%	4 14%	11 23%	30 32%	243 28%	20 19%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 291  
**D1b\_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Three (now available only online) offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	170	83	87	48	48	54	20	73	94	70	49	26	25	122	44
WeightedBase	130	67*	62*	38*	37*	40*	14**	50*	78*	51*	41*	21**	17**	97*	32**
EffectiveBase	118	56	63	38	35	32	14	46	70	45	37	19	18	89	27
Not At All Agree 1	1 1%	1 1%	-	-	*	*	-	1 1%	-	*	-	*	-	1 1%	-
2	* *	* *	-	*	-	-	-	-	-	-	-	*	-	-	-
3	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-
4	5 4%	2 4%	2 4%	3 8%	1 3%	-	1 5%	2 4%	3 4%	1 3%	1 1%	2 9%	1 7%	3 3%	2 6%
5	2 2%	2 3%	* *	-	1 3%	1 3%	-	1 2%	1 2%	1 2%	-	1 6%	* 2%	2 2%	* 1%
6	14 11%l	5 7%	10 16%	6 16%	2 7%	4 11%	1 9%	2 4%	12 16%	4 7%	8 19%	1 -	3 18%	12 12%	2 7%
7	24 19%	14 20%	10 17%	10 27%	6 16%	4 11%	4 25%	11 22%	13 17%	9 19%	8 19%	2 11%	4 27%	18 19%	6 18%
8	28 22%	15 22%	13 21%	5 14%	11 30%	7 18%	4 30%	9 19%	19 24%	11 22%	10 24%	4 20%	3 16%	22 23%	6 19%
9	22 17%	8 12%	14 22%	6 15%	7 19%	7 17%	2 13%	10 20%	12 15%	9 18%	5 11%	4 18%	4 26%	16 17%	5 17%
Agree Completely 10	28 22%	18 27%	10 16%	6 16%	5 14%	14 36%zD	3 17%	14 28%	14 18%	15 29%	9 22%	4 17%	1 4%	22 22%	7 21%
Don't know	5 4% <b>d</b>	2 3%	3 4%	1 3%	3 7%	1 3%	-	-	4 5%	*	1 3%	3 16%	-	1 1%	3 11%
Total mentions	130 100%	67 100%	62 100%	38 100%	37 100%	40 100%	14 100%	50 100%	78 100%	51 100%	41 100%	21 100%	17 100%	97 100%	32 100%
Mean	7.94	7.99	7.87	7.51	7.88	8.42C	7.86	8.14	7.81	8.22	7.93	7.64	7.38	7.95	7.98

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 291  
**D1b\_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Three (now available only online) offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	130	67*	62*	38*	37*	40*	14**	50*	78*	51*	41*	21**	17**	97*	32**
EffectiveBase	118	56	63	38	35	32	14	46	70	45	37	19	18	89	27
1-3 (Net)	1 1%	1 1%	-	* 1%	* 1%	* 1%	-	1 1%	-	* 1%	-	1 3%	-	1 1%	-
1-4 (Net)	6 5%	3 5%	2 4%	3 9%	2 4%	* 1%	1 5%	2 5%	3 4%	2 3%	1 1%	2 12%	1 7%	4 4%	2 6%
1-2 (Net)	1 1%	1 1%	-	* 1%	* 1%	* 1%	-	1 1%	-	* 1%	-	1 3%	-	1 1%	-
4-7 (Net)	46 35%	23 34%	23 37%	19 51%zE	11 29%	10 25%	6 39%	16 32%	30 38%	15 30%	16 39%	5 26%	9 54%	35 36%	10 32%
5-6 (Net)	17 13%	7 10%	10 16%	6 16%	4 10%	6 14%	1 9%	3 7%	13 17%	4 9%	8 19%	1 6%	3 20%	14 14%	3 8%
8-10 (Net)	78 60% <b>C</b>	41 61%	36 59%	17 46%	23 63%	28 71% <b>C</b>	9 61%	33 66%	44 57%	35 69%	24 57%	12 55%	8 46%	60 62%	18 57%
7-10 (Net)	102 79%	55 82%	47 75%	28 72%	29 79%	33 82%	12 86%	44 89% <b>z</b>	57 74%	44 87%	32 77%	14 66%	12 73%	78 81%	24 75%
9-10 (Net)	50 38%	26 39%	23 38%	12 32%	12 33%	21 53%	4 31%	24 48%	26 33%	24 47%	14 33%	7 35%	5 31%	38 39%	12 38%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 291  
**D1b\_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Three (now available only online) offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	170	127	14	14	15	7	27	8	11	7	23	6	7	3	7	21	134	9
WeightedBase	130	109*	6**	8**	5**	8**	21**	8**	6**	5**	22**	6**	7**	2**	8**	17**	103*	6**
EffectiveBase	118	93	12	9	14	6	20	6	9	5	17	6	5	2	7	14	92	8
Not At All Agree 1	1	1	-	-	-	-	-	*	-	-	-	-	-	-	-	*	1	-
	1%	1%	-	-	-	-	-	4%	-	-	-	-	-	-	-	2%	1%	-
2	*	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	5	4	1	-	-	-	2	-	-	-	1	-	-	-	-	1	4	1
	4%	3%	19%	-	-	-	12%	-	-	-	3%	-	-	-	-	4%	4%	12%
5	2	2	-	-	*	-	-	-	-	-	1	-	-	-	-	1	2	-
	2%	2%	-	-	6%	-	-	-	-	-	22%	-	-	-	-	5%	2%	-
6	14	13	-	1	*	2	-	-	1	-	5	1	2	1	1	1	9	1
	11%	12%	-	11%	6%	25%	-	-	11%	-	23%	14%	27%	34%	15%	4%	9%	12%
7	24	20	1	2	1	1	4	2	*	1	2	1	2	1	-	4	18	1
	19%	18%	15%	24%	26%	19%	21%	27%	6%	15%	11%	12%	30%	52%	-	26%	17%	14%
8	28	22	3	2	1	1	5	2	2	4	2	1	1	-	3	1	23	1
	22%	20%	40%	26%	18%	10%	26%	27%	27%	85%	10%	16%	18%	-	39%	4%	22%	24%
9	22	16	1	3	2	-	3	-	3	-	4	1	-	-	1	3	16	2
	17%	14%	19%	35%	33%	-	15%	-	45%	-	20%	23%	-	-	15%	18%	16%	37%
Agree Completely 10	28	27	1	*	*	1	5	3	1	-	6	1	2	-	1	6	25	-
	22%	25%	8%	5%	6%	16%	26%	42%	12%	-	28%	14%	25%	-	15%	38%	25%	-
Don't know	5	5	-	-	*	2	-	-	-	-	1	-	-	-	1	-	5	-
	4%	4%	-	-	6%	30%	-	-	-	-	5%	-	-	-	16%	-	5%	-
Total mentions	130	109	6	8	5	8	21	8	6	5	22	6	7	2	8	17	103	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.94	7.96	7.45	7.98	7.90	7.49	8.00	8.30	8.40	7.85	8.07	7.45	7.67	6.00	8.20	8.13	8.05	7.51

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 291  
**D1b\_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Three (now available only online) offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>130</b>	109*	6**	8**	5**	8**	21**	8**	6**	5**	22**	6**	7**	2**	8**	17**	103*	6**
EffectiveBase	<b>118</b>	93	12	9	14	6	20	6	9	5	17	6	5	2	7	14	92	8
1-3 (Net)	<b>1</b>	1	-	-	-	-	-	*	-	-	-	-	-	*	-	*	1	-
	<b>1%</b>	1%	-	-	-	-	-	4%	-	-	-	-	-	13%	-	2%	1%	-
1-4 (Net)	<b>6</b>	5	1	-	-	-	2	*	-	-	1	-	-	*	-	1	4	1
	<b>5%</b>	4%	19%	-	-	-	12%	4%	-	-	3%	-	-	13%	-	6%	4%	12%
1-2 (Net)	<b>1</b>	1	-	-	-	-	-	*	-	-	-	-	-	*	-	*	1	-
	<b>1%</b>	1%	-	-	-	-	-	4%	-	-	-	-	-	13%	-	2%	1%	-
4-7 (Net)	<b>46</b>	39	2	3	2	3	7	2	1	1	8	3	4	2	1	7	33	2
	<b>35%</b>	35%	33%	35%	38%	44%	33%	27%	17%	15%	37%	48%	57%	87%	15%	39%	32%	38%
5-6 (Net)	<b>17</b>	15	-	1	1	2	-	-	1	-	5	2	2	1	1	2	12	1
	<b>13%</b>	14%	-	11%	11%	25%	-	-	11%	-	23%	36%	27%	34%	15%	9%	11%	12%
8-10 (Net)	<b>78</b>	65	4	5	3	2	14	6	5	4	13	3	3	-	6	10	64	4
	<b>60%<sup>C</sup></b>	59%	67%	65%	57%	26%	67%	69%	83%	85%	58%	52%	43%	-	69%	59%	63%	62%
7-10 (Net)	<b>102</b>	85	5	7	4	4	18	8	5	5	15	4	5	1	6	14	82	4
	<b>79%</b>	77%	81%	89%	83%	45%	88%	96%	89%	100%	69%	64%	73%	52%	69%	85%	80%	76%
9-10 (Net)	<b>50</b>	43	2	3	2	1	9	3	3	-	11	2	2	-	3	9	42	2
	<b>38%</b>	39%	27%	39%	39%	16%	41%	42%	56%	-	48%	36%	25%	-	30%	55%	41%	37%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 292  
**D1b\_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC iPlayer Kids offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	142	54	87	17	50	61	14	115	26	79	26	17	20	110	28
WeightedBase	113*	46*	66*	17**	31*	53*	12**	93*	18**	64*	20**	14**	15**	90*	19**
EffectiveBase	85	31	53	10	37	35	8	68	18	47	20	8	11	67	17
Not At All Agree 1	1 1%	* 1%	1 1%	-	-	1 2%	-	1 1%	-	-	-	* 2%	1 4%	* *	1 3%
2	3 3%	3 7%	-	-	-	3 6%	-	-	-	3 5%	-	-	-	-	-
3	1 1%	1 3%	-	-	* 1%	1 2%	-	1 1%	-	1 1%	-	* 2%	-	1 1%	-
4	1 1%	1 2%	* *	1 4%	1 2%	-	-	1 1%	1 3%	* 1%	1 3%	* 2%	-	1 1%	* 2%
5	2 2% <sup>d</sup>	* 1%	2 3%	-	-	2 4%	-	2 2%	-	-	* 2%	-	2 12%	* *	2 9%
6	17 15%	9 19%	8 12%	4 25%	5 15%	5 9%	3 25%	12 13%	5 26%	8 12%	1 4%	4 30%	4 28%	14 16%	2 12%
7	21 19%	10 23%	10 15%	2 12%	6 19%	9 17%	4 32%	18 19%	3 17%	14 21%	3 16%	1 9%	3 20%	18 20%	2 13%
8	21 19%	8 17%	13 20%	1 8%	6 19%	11 21%	3 24%	15 16%	6 32%	13 20%	7 33%	-	1 10%	19 22%	2 8%
9	23 21%	6 13%	17 26%	5 31%	8 27%	8 15%	2 17%	22 24%	2 9%	10 16%	4 22%	7 46%	2 14%	19 22%	4 19%
Agree Completely 10	21 18%	7 14%	14 21%	3 21%	5 16%	12 23%	-	19 21%	2 9%	14 22%	4 20%	1 7%	2 10%	15 16%	6 32%
Don't know	2 2%	1 1%	1 2%	-	* 1%	1 2%	* 3%	1 1%	1 3%	1 2%	-	* 2%	* 2%	1 1%	1 3%
Total mentions	113 100%	46 100%	66 100%	17 100%	31 100%	53 100%	12 100%	93 100%	18 100%	64 100%	20 100%	14 100%	15 100%	90 100%	19 100%
Mean	7.72A	7.14	8.14zA	7.97	7.95	7.60	7.33	7.97z	7.42	7.79	8.20	7.56	6.93	7.87	7.94
1-3 (Net)	5 4%Bld	4 10%	1 1%	-	* 1%	5 9%	-	2 2%	-	4 6%	-	1 5%	1 4%	1 2%	1 3%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 292  
**D1b\_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC iPlayer Kids offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	113*	46*	66*	17**	31*	53*	12**	93*	18**	64*	20**	14**	15**	90*	19**
EffectiveBase	85	31	53	10	37	35	8	68	18	47	20	8	11	67	17
1-4 (Net)	6 6%Bld	5 12%	1 1%	1 4%	1 3%	5 9%	-	3 3%	1 3%	4 6%	1 3%	1 7%	1 4%	2 3%	1 5%
1-2 (Net)	4 3%ld	3 7%	1 1%	-	-	4 7%	-	1 1%	-	3 5%	-	* 2%	1 4%	* *	1 3%
4-7 (Net)	41 36%	20 44%	20 30%	7 40%	11 37%	16 31%	7 57%	33 36%	8 46%	22 34%	5 25%	6 40%	9 60%	34 38%	7 35%
5-6 (Net)	19 17%	9 20%	10 15%	4 25%	5 15%	7 13%	3 25%	14 16%	5 26%	8 12%	1 6%	4 30%	6 40%	15 16%	4 20%
8-10 (Net)	65 58%	20 45%	45 67%zA	10 60%	19 61%	31 59%	5 41%	56 61%	9 50%	37 59%	15 75%	7 53%	5 34%	53 59%	11 59%
7-10 (Net)	86 76%	31 67%	54 82%	12 72%	25 80%	41 76%	9 72%	74 80%	12 67%	51 80%	19 91%	9 62%	8 54%	72 80%	14 72%
9-10 (Net)	44 39%	13 28%	31 47%z	9 52%	13 42%	20 38%	2 17%	41 44%z	3 18%	25 39%	8 42%	7 53%	4 24%	34 38%	10 51%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 292  
**D1b\_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC iPlayer Kids offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	142	103	18	6	15	7	23	5	14	7	15	5	4	2	5	16	120	8
WeightedBase	113*	97*	8**	3**	5**	10**	21**	3**	9**	5**	13**	6**	4**	3**	6**	15**	93*	7**
EffectiveBase	85	66	12	5	15	5	15	4	6	6	9	5	4	2	4	9	71	7
Not At All Agree 1	1 1%	1 1%	-	-	-	-	-	1 32%	-	-	-	-	-	-	-	-	1 1%	-
2	3 3%	3 3%	-	-	-	-	3 14%	-	-	-	-	-	-	-	-	-	3 3%	-
3	1 1%	1 1%	-	-	* 7%	-	1 4%	-	-	-	-	-	-	-	-	-	1 1%	-
4	1 1%	1 1%	-	-	-	-	* 2%	-	-	-	1 4%	-	-	-	-	*	1 1%	-
5	2 2%	2 2%	-	-	-	2 17%	-	* 4%	-	-	-	-	-	-	-	-	2 2%	-
6	17 15%	15 16%	-	1 27%	1 18%	3 30%	2 10%	1 43%	-	1 14%	2 17%	-	1 31%	-	-	5 29%	11 12%	1 12%
7	21 19%	20 20%	1 7%	-	1 13%	1 11%	6 30%	* 13%	4 44%	1 23%	1 7%	-	1 21%	-	2 29%	3 20%	18 19%	2 27%
8	21 19%	17 17%	2 29%	1 29%	1 23%	3 34%	* 2%	1 13%	1 8%	* 7%	2 16%	1 21%	1 30%	1 57%	3 53%	2 12%	15 16%	3 45%
9	23 21%	19 19%	3 38%	1 23%	1 19%	1 5%	4 18%	-	2 20%	1 19%	7 56%	1 19%	-	1 43%	-	2 11%	21 23%	1 16%
Agree Completely 10	21 18%	18 18%	2 18%	1 22%	1 20%	* 3%	4 20%	-	2 25%	2 37%	-	3 60%	-	-	1 18%	4 26%	19 20%	-
Don't know	2 2%	1 1%	1 7%	-	-	-	* 2%	-	-	-	-	-	1 19%	-	-	-	2 2%	-
Total mentions	113 100%	97 100%	8 100%	3 100%	5 100%	10 100%	21 100%	3 100%	9 100%	5 100%	13 100%	6 100%	4 100%	3 100%	6 100%	15 100%	93 100%	7 100%
Mean	7.72A	7.63	8.73	8.12	7.75	6.90	6.98	4.80	8.15	8.42	7.97	9.39	6.98	8.43	8.07	7.77	7.77	7.65
1-3 (Net)	5 4%Bld	5 5%	-	-	* 7%	-	4 18%	1 32%	-	-	-	-	-	-	-	-	5 5%	-

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 292  
**D1b\_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC iPlayer Kids offers me something that other television and video providers do not**  
**Base = All who have used BBC channel/service in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>113*</b>	97*	8**	3**	5**	10**	21**	3**	9**	5**	13**	6**	4**	3**	6**	15**	93*	7**
EffectiveBase	85	66	12	5	15	5	15	4	6	6	9	5	4	2	4	9	71	7
1-4 (Net)	6	6	-	-	*	-	4	1	-	-	1	-	-	-	-	*	6	-
	<b>6%Bld</b>	6%	-	-	7%	-	19%	32%	-	-	4%	-	-	-	-	2%	6%	-
1-2 (Net)	4	4	-	-	-	-	3	1	-	-	-	-	-	-	-	-	4	-
	<b>3%ld</b>	4%	-	-	-	-	14%	32%	-	-	-	-	-	-	-	-	4%	-
4-7 (Net)	41	38	1	1	2	6	9	2	4	2	4	-	2	-	2	8	32	3
	<b>36%</b>	40%	7%	27%	31%	58%	41%	56%	47%	37%	28%	-	52%	-	29%	51%	34%	39%
5-6 (Net)	19	17	-	1	1	5	2	1	*	1	2	-	1	-	-	5	13	1
	<b>17%</b>	18%	-	27%	18%	47%	10%	43%	4%	14%	17%	-	31%	-	-	29%	14%	12%
8-10 (Net)	65	53	7	2	3	4	8	*	5	3	10	6	1	3	4	8	55	4
	<b>58%</b>	54%	85%	73%	62%	42%	40%	13%	53%	63%	72%	100%	30%	100%	71%	49%	59%	61%
7-10 (Net)	86	72	8	2	4	5	15	1	9	5	11	6	2	3	6	11	72	6
	<b>76%</b>	75%	93%	73%	75%	53%	69%	25%	96%	86%	79%	100%	50%	100%	100%	69%	78%	88%
9-10 (Net)	44	36	5	1	2	1	8	-	4	3	7	5	-	1	1	6	40	1
	<b>39%</b>	37%	56%	44%	39%	8%	38%	-	45%	56%	56%	79%	-	43%	18%	37%	43%	16%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 293

D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Base = All respondents

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
UnweightedBase	3907	3907	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
Not At All Well 1	44 1%	47 1%	43 1%	63 2%	56 1%	53 1%
2	36 1%	31 1%	34 1%	56 1%	39 1%	43 1%
3	49 1%	57 1%	52 1%	77 2%	61 2%	60 2%
4	95 2%	98 3%	88 2%	150 4%	108 3%	89 2%
5	241 6%	241 6%	246 6%	296 8%	250 6%	279 7%
6	341 9%	318 8%	295 8%	400 10%	343 9%	391 10%
7	547 14%	568 15%	560 14%	589 15%	593 15%	552 14%
8	784 20%	761 19%	763 20%	655 17%	753 19%	795 20%
9	485 12%	529 14%	475 12%	366 9%	444 11%	437 11%
Extremely Well 10	389 10%	402 10%	358 9%	269 7%	361 9%	340 9%
Don't know	896 23%	854 22%	993 25%	987 25%	898 23%	868 22%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%
Mean	7.39	7.42	7.38	6.93	7.26	7.23
1-3 (Net)	130 3%	135 3%	129 3%	196 5%	156 4%	156 4%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 293

D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Base = All respondents

Summary Table						
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
1-4 (Net)	225 6%	233 6%	217 6%	346 9%	264 7%	245 6%
1-2 (Net)	81 2%	78 2%	77 2%	119 3%	96 2%	96 2%
4-7 (Net)	1224 31%	1226 31%	1189 30%	1434 37%	1294 33%	1311 34%
5-6 (Net)	582 15%	560 14%	541 14%	696 18%	594 15%	670 17%
8-10 (Net)	1658 42%	1693 43%	1596 41%	1290 33%	1558 40%	1572 40%
7-10 (Net)	2205 56%	2261 58%	2156 55%	1879 48%	2151 55%	2124 54%
9-10 (Net)	874 22%	932 24%	833 21%	635 16%	805 21%	777 20%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 294

D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Base = All who have listened to BBC radio in the past 3 months

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
UnweightedBase	2287	2287	2287	2287	2287	2287
WeightedBase	2225	2225	2225	2225	2225	2225
EffectiveBase	1598	1598	1598	1598	1598	1598
Not At All Well 1	13 1%	15 1%	12 1%	28 1%	20 1%	14 1%
2	10 *	6 *	8 *	20 1%	11 *	16 1%
3	16 1%	22 1%	19 1%	35 2%	19 1%	29 1%
4	49 2%	49 2%	54 2%	104 5%	62 3%	50 2%
5	122 5%	118 5%	120 5%	160 7%	126 6%	144 6%
6	209 9%	182 8%	182 8%	249 11%	198 9%	235 11%
7	350 16%	381 17%	366 16%	410 18%	425 19%	385 17%
8	600 27%	582 26%	579 26%	515 23%	563 25%	610 27%
9	396 18%	449 20%	380 17%	298 13%	349 16%	347 16%
Extremely Well 10	329 15%	353 16%	298 13%	219 10%	306 14%	297 13%
Don't know	133 6%	69 3%	207 9%	186 8%	145 7%	98 4%
Total mentions	2225 100%	2225 100%	2225 100%	2225 100%	2225 100%	2225 100%
Mean	7.76	7.82	7.73	7.23	7.62	7.59
1-3 (Net)	38 2%	42 2%	38 2%	83 4%	50 2%	58 3%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 294

D2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Base = All who have listened to BBC radio in the past 3 months

	Summary Table					
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
WeightedBase	2225	2225	2225	2225	2225	2225
EffectiveBase	1598	1598	1598	1598	1598	1598
1-4 (Net)	87 4%	91 4%	92 4%	188 8%	112 5%	108 5%
1-2 (Net)	23 1%	20 1%	20 1%	48 2%	31 1%	30 1%
4-7 (Net)	729 33%	730 33%	722 32%	924 42%	811 36%	813 37%
5-6 (Net)	330 15%	300 14%	303 14%	409 18%	324 15%	379 17%
8-10 (Net)	1325 60%	1383 62%	1258 57%	1032 46%	1219 55%	1255 56%
7-10 (Net)	1675 75%	1764 79%	1624 73%	1443 65%	1643 74%	1639 74%
9-10 (Net)	725 33%	802 36%	678 30%	517 23%	655 29%	644 29%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 295

D2\_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides a mix of different types of radio station.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	44	23	21	4	7	20	14	11	32	8	9	15	12	27	16
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
2	36	22	14	6	9	9	13	7	26	9	9	7	11	22	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	49	33	15	11	4	23	11	14	35	16	8	9	15	27	21
	1%B	2%zB	1%	2%F	1%	2%F	1%	1%	1%	2%	1%	1%	2%	1%	2%
4	95	48	48	19	15	25	36	14	80	28	22	15	31	57	37
	2%l	2%	2%	4%	2%	2%	2%	1%	3%zl	3%	2%	2%	3%	2%	3%
5	241	143	97	39	44	80	78	64	171	57	51	71	62	151	80
	6%B	8%zB	5%	7%	7%	6%	5%	6%	6%	5%	5%	8%zL	6%	6%	6%
6	341	160	181	66	59	105	111	96	241	94	94	84	69	242	92
	9%ePRf	8%	9%	12%zEF	9%	8%	8%	9%	9%	9%	9%	10%	7%	10%ze	7%
7	547	284	262	87	103	177	180	163	380	162	151	110	124	385	155
	14%eRc	15%	13%	16%	16%	14%	12%	15%	14%	15%	15%	13%	13%	16%ze	11%
8	784	399	384	115	129	276	264	236	540	252	223	167	143	531	243
	20%Ne	21%	19%	21%	20%	22%	18%	21%	20%	24%zMN	22%N	19%N	15%	22%ze	18%
9	485	247	238	62	98	176	150	180	304	151	134	114	86	340	138
	12%FmNeR	13%	12%	11%	15%F	14%F	10%	16%zm	11%	14%N	14%N	13%N	9%	14%ze	10%
Extremely Well 10	389	201	187	65	74	122	128	104	281	131	106	78	74	270	112
	10%NeP	11%	9%	12%	11%	10%	9%	9%	10%	12%zMN	11%N	9%	8%	11%ze	8%
Don't know	896	346	550	72	106	263	454	232	652	148	189	207	352	376	477
	23%ACDKL dOSUg	18%	28%zA	13%	16%	21%C	32%zCDE	21%	24%	14%	19%K	24%KL	36%zKLM	16%	34%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 295

D2\_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides a mix of different types of radio station.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.39NeP	7.34	7.44	7.28	7.46	7.39	7.39	7.55zm	7.34	7.54zMN	7.52zN	7.29	7.09	7.45ze	7.27
1-3 (Net)	130	78	51	21	20	52	37	32	92	33	26	31	39	75	51
	3%BO	4%zB	3%	4%	3%	4%	3%	3%	3%	3%	3%	4%	4%	3%	4%
1-4 (Net)	225	126	98	40	35	77	73	46	172	62	48	46	70	132	87
	6%BIS	7%	5%	7%	5%	6%	5%	4%	6%l	6%	5%	5%	7%	5%	6%
1-2 (Net)	81	45	35	10	16	29	26	18	58	17	18	22	24	48	30
	2%OS	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
4-7 (Net)	1224	635	588	211	222	387	404	337	872	341	317	279	287	834	364
	31%BFeR	33%zB	29%	39%zEF	34%F	30%	28%	30%	32%	32%	32%	32%	29%	34%ze	26%
5-6 (Net)	582	303	278	105	103	185	189	160	412	151	144	155	131	392	172
	15%e	16%	14%	19%zEF	16%	14%	13%	14%	15%	14%	15%	18%zN	13%	16%ze	12%
8-10 (Net)	1658	848	809	241	300	574	543	520	1125	534	463	359	302	1140	492
	42%BFmNeP	44%zB	41%	44%F	46%F	45%F	38%	46%zm	41%	51%zMN	47%zMN	41%N	31%	47%ze	36%
7-10 (Net)	2205	1131	1071	328	403	751	722	683	1505	696	614	468	427	1525	648
	56%BFmNeP	59%zB	54%	60%F	62%zF	59%F	50%	61%zm	55%	66%zMN	62%zMN	53%N	44%	63%ze	47%
9-10 (Net)	874	449	425	126	172	297	278	284	585	282	241	192	160	609	250
	22%FNePS	24%	21%	23%	26%zF	23%F	19%	25%zm	21%	27%zMN	24%N	22%N	16%	25%ze	18%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 295

D2\_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides a mix of different types of radio station.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	44 1%	30 1%	7 2%	5 2% <b>O</b>	2 2%	-	6 1%	1 1%	5 1%	-	6 1%	-	1 *	2 2% <b>S</b>	2 1%	8 2% <b>S</b>	32 1%	4 1%
2	36 1%	26 1%	8 3% <b>zO</b>	1 1%	1 1%	1 *	7 1%	-	4 1%	1 1%	5 1%	-	1 *	2 2%	-	5 1%	30 1%	3 1%
3	49 1% <b>B</b>	40 1%	6 2%	2 1%	1 1%	3 1%	3 *	3 2%	7 2% <b>T</b>	3 2%	7 2%	3 2%	1 1%	-	1 *	8 2% <b>T</b>	39 1%	1 *
4	95 2% <b>I</b>	80 2%	10 3%	4 2%	1 1%	6 2%	19 3%	8 5%	10 3%	2 1%	11 3%	2 1%	4 2%	3 4%	8 4%	6 2%	82 3%	8 2%
5	241 6% <b>B</b>	200 6%	20 6%	14 7%	7 6%	19 5%	50 7%	11 7%	21 6%	9 5%	25 6%	11 6%	14 7%	8 8%	11 6%	23 6%	198 6%	18 5%
6	341 9% <b>ePRf</b>	303 9% <b>PR</b>	17 5%	15 8%	7 6%	57 15% <b>zTVXYb</b>	58 8%	19 12%	26 7%	13 8%	39 9%	10 5%	23 13% <b>Y</b>	9 10%	13 7%	35 9%	258 8%	50 14% <b>zf</b>
7	547 14% <b>eRc</b>	466 14%	43 13%	25 13%	13 10%	80 21% <b>zVXc</b>	113 16% <b>c</b>	28 17% <b>c</b>	49 13%	22 13%	51 12%	27 15%	23 13%	12 14%	27 14%	34 9%	430 14%	54 15%
8	784 20% <b>Ne</b>	662 20%	59 18%	40 21%	23 19%	96 25% <b>zW</b>	152 21%	46 28% <b>WXh</b>	69 18%	23 14%	78 18%	35 19%	29 16%	22 24%	39 20%	74 20%	644 20%	75 20%
9	485 12% <b>FmNeR</b>	408 13%	37 11%	29 15% <b>R</b>	11 9%	33 9%	85 12%	19 12%	34 9%	23 14%	65 15% <b>SV</b>	38 20% <b>zSTVc</b>	30 17% <b>SV</b>	9 10%	28 15%	42 11%	397 13%	47 13%
Extremely Well 10	389 10% <b>NeP</b>	325 10% <b>P</b>	19 6%	25 13% <b>P</b>	20 16% <b>zOP</b>	28 7%	71 10%	8 5%	41 11%	16 9%	41 10%	29 15% <b>zSU</b>	18 10%	11 12%	18 10%	43 12%	312 10%	44 12%
Don't know	896 23% <b>ACDKL dOSUg</b>	718 22%	106 32% <b>zOQ</b>	35 18%	36 30% <b>zOQ</b>	54 14%	166 23% <b>SU</b>	22 13%	108 29% <b>zSUYa</b>	54 33% <b>zSTUX</b>	97 23% <b>SU</b>	32 17%	38 21%	13 14%	43 23%	93 25% <b>SU</b>	734 23% <b>g</b>	65 18%
										<b>Yha</b>								

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 295

D2\_1. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides a mix of different types of radio station.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.39NeP	7.41P	6.97	7.50P	7.64zP	7.35	7.42	7.14	7.34	7.56	7.37	7.95zSTUVXac	7.51	7.24	7.51	7.29	7.40	7.49
1-3 (Net)	130 3%BO	96 3%	21 6%zO	8 4%	5 4%	4 1%	16 2%	5 3%	15 4%S	4 2%	18 4%S	3 2%	2 1%	4 4%	3 2%	21 6%zST	101 3%	8 2%
1-4 (Net)	225 6%BIS	176 5%	31 9%zO	11 6%	6 5%	11 3%	35 5%	13 8%S	25 7%S	6 4%	29 7%S	5 3%	6 3%	7 8%	11 6%	28 8%S	182 6%	16 4%
1-2 (Net)	81 2%OS	56 2%	16 5%zO	6 3%	3 3%	1 *	13 2%	1 1%	8 2%	1 1%	11 3%S	- -	1 1%	4 4%SY	2 1%	13 4%SY	62 2%	7 2%
4-7 (Net)	1224 31%BFeR	1049 32%R	90 27%	57 29%	28 23%	162 43%zTVWX Ybc	241 33%	66 40%zVYc	105 28%	46 28%	126 30%	50 27%	63 35%	32 36%	59 31%	98 26%	967 31%	129 35%
5-6 (Net)	582 15%e	503 15%	37 11%	28 15%	14 11%	76 20%zVY	108 15%	30 18%	47 13%	22 13%	64 15%	21 11%	36 20%	16 18%	24 12%	58 16%	456 14%	67 18%
8-10 (Net)	1658 42%BfMNeP	1395 43%P	114 34%	94 49%zP	54 44%P	157 42%	308 42%	73 44%	145 39%	61 37%	185 43%	102 55%zSTVWXc	78 43%	42 46%	86 45%	160 43%	1354 43%	165 45%
7-10 (Net)	2205 56%BfMNeP	1862 57%P	157 47%	119 61%P	67 54%	236 63%zVWc	421 58%	101 61%	193 52%	83 50%	236 55%	129 69%zTVWXhc	101 56%	54 60%	113 59%	194 52%	1784 57%	219 60%
9-10 (Net)	874 22%FNePS	733 22%P	56 17%	54 28%zOP	31 25%P	61 16%	156 21%	27 17%	76 20%	38 23%	107 25%S	67 36%zSTUVWXC	49 27%S	20 22%	47 25%	86 23%	709 22%	91 25%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 296

D2\_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides high quality radio output.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	47	31	16	5	7	18	18	12	33	10	15	11	11	28	17
	1%B	2%B	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	31	14	17	4	6	12	9	8	23	5	5	8	12	17	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
3	57	39	18	6	10	22	20	10	44	16	12	13	16	39	17
	1%BO	2%zB	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%
4	98	54	43	23	18	23	33	20	76	31	23	23	21	59	37
	3%	3%	2%	4%zEF	3%	2%	2%	2%	3%	3%	2%	3%	2%	2%	3%
5	241	121	121	43	45	84	69	63	174	54	63	51	73	145	87
	6%F	6%	6%	8%F	7%	7%	5%	6%	6%	5%	6%	6%	7%	6%	6%
6	318	158	160	61	56	101	101	81	232	92	79	89	58	227	84
	8%NeP	8%	8%	11%zF	9%	8%	7%	7%	8%	9%N	8%	10%zN	6%	9%ze	6%
7	568	290	277	88	104	189	187	175	389	152	157	123	136	392	171
	15%e	15%	14%	16%	16%	15%	13%	16%	14%	14%	16%	14%	14%	16%ze	12%
8	761	379	381	100	133	264	264	222	530	249	200	168	144	509	238
	19%NeR	20%	19%	18%	21%	21%	18%	20%	19%	24%zN	20%N	19%N	15%	21%ze	17%
9	529	280	249	87	94	184	165	195	334	159	159	118	93	364	156
	14%FmNe	15%	12%	16%F	15%	14%	11%	17%zm	12%	15%N	16%zN	13%N	9%	15%ze	11%
Extremely Well 10	402	209	194	58	68	121	156	103	298	143	107	78	74	266	129
	10%NP	11%	10%	11%	11%	9%	11%	9%	11%	14%zMN	11%N	9%	8%	11%	9%
Don't know	854	331	522	70	107	259	417	233	608	146	175	192	340	378	435
	22%ACDKL dQSUg	17%	26%zA	13%	16%	20%C	29%zCDE	21%	22%	14%	18%K	22%K	35%zKLM	16%	31%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 296

D2\_2. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides high quality radio output.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.42NP	7.38	7.46	7.33	7.39	7.40	7.48	7.56zm	7.37	7.61zMN	7.50N	7.32	7.14	7.45	7.36
1-3 (Net)	135 3%BO	84 4%zB	51 3%	15 3%	23 4%	51 4%	46 3%	30 3%	100 4%	31 3%	31 3%	32 4%	40 4%	85 3%	46 3%
1-4 (Net)	233 6%BIO	138 7%zB	94 5%	38 7%	41 6%	74 6%	79 6%	50 4%	176 6%	62 6%	54 5%	55 6%	61 6%	144 6%	83 6%
1-2 (Net)	78 2%	45 2%	33 2%	9 2%	13 2%	30 2%	26 2%	20 2%	56 2%	15 1%	19 2%	20 2%	24 2%	45 2%	30 2%
4-7 (Net)	1226 31%FeV	623 33%	600 30%	216 40%zEF	223 34%F	397 31%	390 27%	339 30%	871 32%	328 31%	322 32%	287 33%	289 29%	823 34%ze	379 27%
5-6 (Net)	560 14%FeP	279 15%	280 14%	104 19%zEF	101 16%F	185 14%	170 12%	144 13%	407 15%	145 14%	142 14%	141 16%	132 13%	372 15%e	171 12%
8-10 (Net)	1693 43%BFNeP	868 46%zB	824 41%	244 45%	295 46%	569 45%	585 41%	519 46%z	1161 42%	551 52%zLMN	466 47%zN	364 42%N	311 32%	1140 47%ze	524 38%
7-10 (Net)	2261 58%BFmNePRc	1158 61%zB	1101 55%	333 61%F	399 62%F	758 59%F	772 54%	694 62%zm	1550 57%	703 67%zMN	623 63%zMN	488 56%N	447 46%	1531 63%ze	695 50%
9-10 (Net)	932 24%BNeP	489 26%zB	443 22%	144 26%	162 25%	305 24%	320 22%	298 27%z	631 23%	302 29%zMN	266 27%zN	196 22%N	167 17%	631 26%ze	285 21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	47 1%B	36 1%	6 2%	4 2%	1 1%	1 *	5 1%	2 1%	6 2%	1 *	9 2% <b>S</b>	-	1 *	1 1%	3 2%	9 2% <b>S</b>	36 1%	4 1%
2	31 1%	21 1%	6 2% <b>O</b>	2 1%	1 1%	1 *	3 *	3 2%	4 1%	1 1%	4 1%	-	-	-	-	5 1%	23 1%	3 1%
3	57 1% <b>BO</b>	40 1%	12 4% <b>zO</b>	3 1%	2 2%	6 2%	8 1%	-	5 1%	1 *	8 2%	1 1%	1 1%	4 4% <b>U</b>	1 1%	6 1%	46 1%	4 1%
4	98 3%	82 3%	10 3%	4 2%	2 2%	8 2%	18 3%	4 3%	11 3%	1 1%	13 3%	6 3%	4 2%	2 2%	7 4%	7 2%	78 2%	10 3%
5	241 6% <b>F</b>	201 6%	19 6%	13 7%	8 7%	25 7%	52 7%	15 9%	21 6%	7 4%	21 5%	7 4%	10 6%	4 4%	7 4%	32 9%	197 6%	20 6%
6	318 8% <b>NeP</b>	276 8% <b>P</b>	15 4%	19 10% <b>P</b>	8 6%	47 12% <b>zTV</b>	48 7%	17 11%	21 6%	17 10%	38 9%	12 6%	25 14% <b>zTVYb</b>	10 11%	11 6%	30 8%	253 8%	32 9%
7	568 15% <b>e</b>	473 15%	56 17%	25 13%	15 12%	69 18% <b>VW</b>	105 14%	31 19% <b>W</b>	41 11%	15 9%	52 12%	36 19% <b>VW</b>	29 16%	16 17%	30 16%	50 13%	445 14%	66 18%
8	761 19% <b>NeR</b>	654 20% <b>R</b>	54 16%	35 18%	18 15%	84 22%	159 22%	41 25% <b>Y</b>	70 19%	23 14%	82 19%	27 14%	36 20%	20 22%	51 27% <b>zWYc</b>	61 16%	628 20%	71 19%
9	529 14% <b>FmNe</b>	450 14%	36 11%	31 16% <b>R</b>	12 10%	51 13%	93 13%	23 14%	50 13%	23 14%	66 16%	42 23% <b>zSTVa</b>	26 15%	9 10%	22 11%	44 12%	416 13%	61 17%
Extremely Well 10	402 10% <b>NP</b>	336 10% <b>P</b>	20 6%	28 14% <b>zOP</b>	19 15% <b>zOP</b>	31 8%	77 11%	11 7%	42 11%	21 13%	47 11%	26 14%	18 10%	12 13%	14 7%	37 10%	324 10%	41 11%
Don't know	854 22% <b>ACDKL dQSUg</b>	689 21% <b>Q</b>	99 30% <b>zOQ</b>	30 16%	36 29% <b>zOQ</b>	55 15%	162 22% <b>SU</b>	19 11%	103 28% <b>zSUXY ha</b>	54 33% <b>zSTUX Yha</b>	85 20% <b>U</b>	31 17%	30 17%	14 16%	45 24% <b>SU</b>	91 24% <b>SU</b>	710 23% <b>g</b>	54 15%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

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Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.42NP	7.45P	6.95	7.46P	7.54P	7.39	7.51c	7.24	7.48	7.76c	7.38	7.91zSTU Xc	7.50	7.42	7.45	7.17	7.42	7.51
1-3 (Net)	135 3%BO	97 3%	24 7%zO	9 5%	5 4%	8 2%	16 2%	5 3%	14 4%	3 2%	21 5%TY	1 1%	2 1%	4 4%	4 2%	19 5%TY	105 3%	11 3%
1-4 (Net)	233 6%BIO	179 5%	34 10%zOR	13 7%	7 5%	15 4%	35 5%	9 6%	25 7%	4 2%	34 8%W	7 4%	6 3%	6 7%	11 6%	26 7%	182 6%	21 6%
1-2 (Net)	78 2%	57 2%	12 4%	6 3%	2 2%	2 *	8 1%	5 3%	10 3%	2 1%	13 3%SY	- -	1 *	1 1%	3 2%	14 4%STY	59 2%	7 2%
4-7 (Net)	1226 31%FeV	1032 32%	100 30%	61 32%	33 27%	148 39%zTVWX	224 31%	67 40%zVWX	94 25%	40 24%	125 29%	60 32%	69 38%VW	32 35%	55 29%	119 32%	973 31%	129 35%
5-6 (Net)	560 14%FeP	477 15%	34 10%	33 17%P	16 13%	72 19%zVyb	100 14%	32 19%Vyb	42 11%	24 15%	59 14%	19 10%	35 19%Vyb	14 15%	18 10%	62 17%	450 14%	52 14%
8-10 (Net)	1693 43%BFNeP	1440 44%P	110 33%	93 48%P	50 40%	166 44%	328 45%	75 45%	163 44%	68 41%	195 46%	94 51%c	80 44%	41 45%	86 45%	143 38%	1368 43%	173 47%
7-10 (Net)	2261 58%BFmNe PRc	1913 59%PR	165 50%	118 61%PR	64 52%	235 62%Wc	434 59%	106 64%Wc	204 55%	82 50%	247 58%	131 70%zTVWX c	109 60%	56 62%	116 61%	193 52%	1813 57%	239 65%zf
9-10 (Net)	932 24%BNeP	786 24%P	56 17%	59 30%zOP	31 25%P	82 22%	170 23%	34 21%	93 25%	44 27%	113 26%	68 36%zSTUV Xbc	45 25%	21 23%	35 18%	82 22%	740 23%	102 28%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 297

D2\_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Supports UK music and presenters.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	43	25	18	3	9	16	16	11	31	6	12	12	13	25	18
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	34	20	14	3	8	14	9	10	22	7	7	10	10	23	9
	1% <b>O</b>	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	52	32	19	3	12	19	18	14	38	13	11	14	13	36	15
	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
4	88	47	41	18	11	27	31	21	66	29	17	26	15	57	29
	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%
5	246	133	112	51	35	71	88	61	183	57	61	62	66	143	90
	6% <b>S</b>	7%	6%	9% <b>zDEF</b>	5%	6%	6%	5%	7%	5%	6%	7%	7%	6%	7%
6	295	157	139	55	50	104	86	76	213	86	80	69	60	201	86
	8% <b>Fe</b>	8%	7%	10% <b>zF</b>	8%	8%	6%	7%	8%	8%	8%	8%	6%	8% <b>e</b>	6%
7	560	295	264	86	106	183	185	170	388	171	150	133	106	391	165
	14% <b>NeRX</b>	15%	13%	16%	16%	14%	13%	15%	14%	16% <b>N</b>	15% <b>N</b>	15% <b>N</b>	11%	16% <b>ze</b>	12%
8	763	386	376	104	149	275	235	230	524	231	200	165	167	512	239
	20% <b>FePW</b>	20%	19%	19%	23% <b>zF</b>	22% <b>F</b>	16%	20%	19%	22% <b>N</b>	20%	19%	17%	21% <b>ze</b>	17%
9	475	252	223	79	88	167	141	181	293	154	143	97	80	352	118
	12% <b>FmNe</b>	13%	11%	15% <b>F</b>	14% <b>F</b>	13% <b>F</b>	10%	16% <b>zm</b>	11%	15% <b>zN</b>	14% <b>zN</b>	11%	8%	14% <b>ze</b>	9%
Extremely Well 10	358	165	193	70	64	115	109	112	243	115	99	76	69	245	106
	9% <b>FNe</b>	9%	10%	13% <b>zEF</b>	10%	9%	8%	10%	9%	11% <b>N</b>	10% <b>N</b>	9%	7%	10% <b>e</b>	8%
Don't know	993	394	599	72	116	286	520	235	739	187	214	212	380	441	508
	25% <b>ACDEI</b> KLdOQSU	21%	30% <b>zA</b>	13%	18%	22% <b>CD</b>	36% <b>zCDE</b>	21%	27% <b>zI</b>	18%	22%	24% <b>K</b>	39% <b>zKLM</b>	18%	37% <b>zd</b>

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 297

D2\_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Supports UK music and presenters.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.38AmMN eP	7.29	7.47zA	7.46	7.41	7.39	7.31	7.56zm	7.30	7.54zMN	7.48MN	7.21	7.19	7.44ze	7.25
1-3 (Net)	129 3%BCOT	78 4%zB	52 3%	9 2%	29 4%C	49 4%C	42 3%	35 3%	92 3%	26 2%	31 3%	35 4%	37 4%	84 3%	42 3%
1-4 (Net)	217 6%B	124 7%zB	92 5%	27 5%	40 6%	76 6%	73 5%	55 5%	158 6%	56 5%	48 5%	62 7%	52 5%	141 6%	72 5%
1-2 (Net)	77 2%	45 2%	32 2%	6 1%	17 3%	30 2%	25 2%	21 2%	54 2%	13 1%	19 2%	21 2%	23 2%	48 2%	27 2%
4-7 (Net)	1189 30%BFNeR	632 33%zB	555 28%	211 39%zDEF	203 31%	385 30%	390 27%	328 29%	851 31%	342 32%N	309 31%N	291 33%N	247 25%	792 33%ze	371 27%
5-6 (Net)	541 14%BF	289 15%B	251 13%	107 20%zDEF	86 13%	175 14%	174 12%	138 12%	397 14%	142 13%	141 14%	131 15%	126 13%	344 14%	176 13%
8-10 (Net)	1596 41%FmNeP	803 42%	792 40%	253 47%zF	300 46%zF	556 44%zF	486 34%	523 47%zm	1060 39%	500 47%zMN	442 44%zMN	338 39%N	316 32%	1108 46%ze	463 33%
7-10 (Net)	2156 55%BFmNe PV	1098 58%zB	1056 53%	340 62%zF	406 63%zF	739 58%F	671 47%	694 62%zm	1448 53%	671 64%zMN	592 59%zMN	471 54%N	422 43%	1499 62%ze	628 45%
9-10 (Net)	833 21%FmNeP	417 22%	417 21%	149 27%zEF	152 23%F	281 22%F	251 17%	294 26%zm	536 20%	269 25%zMN	242 24%zN	173 20%N	149 15%	597 25%ze	224 16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 297

D2\_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Supports UK music and presenters.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	43 1%	34 1%	4 1%	4 2%	2 1%	- -	3 *	2 1%	6 1%	2 1%	9 2%ST	- -	1 *	1 1%	3 2%	8 2%ST	35 1%	2 *
2	34 1%O	22 1%	10 3%zOQ	1 *	1 1%	2 *	3 *	1 1%	4 1%	1 *	6 1%	- -	- -	- -	- -	5 1%	27 1%	4 1%
3	52 1%	39 1%	10 3%zO	2 1%	2 1%	4 1%	5 1%	2 2%	5 1%	1 *	4 1%	3 1%	4 2%	2 2%	1 1%	7 2%	42 1%	1 *
4	88 2%	75 2%	6 2%	5 2%	3 2%	6 2%	16 2%	6 3%	9 2%	3 2%	13 3%	10 5%zSbc	3 2%	4 4%	1 1%	4 1%	70 2%	11 3%
5	246 6%S	207 6%	19 6%	12 6%	8 6%	9 2%	52 7%S	14 8%S	24 6%S	11 7%S	23 5%	7 4%	19 10%S	5 6%	11 6%	32 9%S	199 6%	20 6%
6	295 8%Fe	252 8%	17 5%	19 10%P	8 6%	34 9%	45 6%	18 11%	29 8%	13 8%	33 8%	12 7%	17 9%	11 12%	16 8%	24 6%	239 8%	26 7%
7	560 14%NeRX	471 14%R	53 16%R	25 13%	11 9%	78 21%zTVWX Yc	106 15%	34 20%VWX	41 11%	17 10%	42 10%	21 11%	30 16%	13 14%	41 21%zVWXY	49 13%	449 14%	65 18%
8	763 20%FePW	658 20%P	39 12%	43 22%P	22 18%P	97 26%zVWh	151 21%W	31 19%	67 18%	20 12%	93 22%W	45 24%W	28 15%	19 21%	36 19%	71 19%	609 19%	69 19%
9	475 12%FmNe	411 13%	28 9%	25 13%	11 9%	45 12%	89 12%	26 15%	51 14%	28 17%c	56 13%	28 15%	24 13%	11 12%	21 11%	33 9%	387 12%	53 15%
Extremely Well 10	358 9%FNe	299 9%	20 6%	21 11%P	18 14%zOP	29 8%	70 10%	11 7%	25 7%	13 8%	42 10%	24 13%V	17 10%	8 9%	16 8%	44 12%	293 9%	35 10%
Don't know	993 25%ACDEI KLdOQSU	791 24%	125 38%zOQ	39 20%	38 31%zOQ	73 19%	190 26%U	21 13%	114 31%SUYa	56 34%zSUXY ha	105 25%U	37 20%	39 22%	16 18%	45 23%U	95 25%U	806 26%	80 22%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 297

D2\_3. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Supports UK music and presenters.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.38AmMN eP	7.41P	6.85	7.45P	7.51P	7.58U	7.53	7.17	7.26	7.51	7.35	7.70U	7.31	7.28	7.41	7.24	7.38	7.51
1-3 (Net)	129 3%BCOT	94 3%	24 7%zOQ	6 3%	5 4%	6 2%	12 2%	6 3%	14 4%	3 2%	19 4%T	3 1%	4 2%	3 3%	4 2%	20 5%ST	104 3%	7 2%
1-4 (Net)	217 6%B	169 5%	30 9%zO	10 5%	7 6%	12 3%	28 4%	11 7%	23 6%	6 4%	32 7%ST	13 7%	8 4%	7 7%	6 3%	24 7%	174 6%	18 5%
1-2 (Net)	77 2%	56 2%	14 4%zO	4 2%	3 2%	2 *	7 1%	3 2%	9 2%	3 2%	15 4%STY	-	1 *	1 1%	3 2%	13 4%STY	62 2%	6 2%
4-7 (Net)	1189 30%BFNeR	1005 31%R	95 29%	60 31%R	29 24%	128 34%	219 30%	71 43%zTVWX Yc	102 27%	43 26%	112 26%	51 27%	69 38%VX	33 37%	69 36%X	109 29%	957 30%	123 33%
5-6 (Net)	541 14%BF	460 14%	36 11%	30 16%	16 13%	43 11%	97 13%	32 19%	53 14%	24 15%	56 13%	20 10%	36 20%SY	16 18%	27 14%	56 15%	438 14%	46 13%
8-10 (Net)	1596 41%FmNeP	1368 42%zP	88 26%	89 46%P	51 42%P	171 45%	310 42%	68 41%	143 38%	61 37%	191 45%	97 52%zVWhb c	69 38%	38 42%	73 38%	148 40%	1288 41%	158 43%
7-10 (Net)	2156 55%BFmNe PV	1839 56%zPR	141 42%	115 59%PR	62 50%	249 66%zTVWX hc	416 57%V	101 61%VW	183 49%	78 47%	233 55%	118 63%VW	99 55%	51 56%	113 59%	197 53%	1737 55%	223 61%
9-10 (Net)	833 21%FmNeP	710 22%P	49 15%	46 24%P	29 23%P	74 20%	159 22%	36 22%	76 20%	41 25%	98 23%	52 28%	41 23%	19 21%	37 19%	77 21%	679 22%	89 24%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 298

D2\_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Takes risks and provides radio content or music that is new and innovative or less well known

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	63	45	18	7	11	25	19	11	48	9	20	17	17	37	24
	2%BK	2%zB	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%
2	56	31	25	9	13	12	23	9	46	14	18	12	12	39	17
	1%O	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%
3	77	40	36	13	11	24	29	14	63	26	11	21	19	51	25
	2%LT	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%
4	150	83	68	22	21	49	58	31	117	42	30	53	24	103	44
	4%N	4%	3%	4%	3%	4%	4%	3%	4%	4%	3%	6%zLN	2%	4%	3%
5	296	166	130	58	45	94	99	74	220	69	82	66	79	173	114
	8%BS	9%zB	6%	11%zF	7%	7%	7%	7%	8%	7%	8%	8%	8%	7%	8%
6	400	181	219	68	65	129	137	109	287	111	103	92	94	260	128
	10%PT	9%	11%	13%	10%	10%	10%	10%	10%	10%	10%	10%	10%	11%	9%
7	589	314	274	90	101	218	180	183	402	207	158	122	101	410	169
	15%BFNe	16%zB	14%	17%F	16%	17%F	13%	16%	15%	20%zMN	16%N	14%N	10%	17%ze	12%
8	655	332	321	105	122	239	189	209	439	203	191	134	126	462	185
	17%FNeP	17%	16%	19%F	19%F	19%F	13%	19%	16%	19%zN	19%zN	15%	13%	19%ze	13%
9	366	192	174	51	82	121	112	133	232	109	97	83	77	272	89
	9%Fme	10%	9%	9%	13%zF	9%	8%	12%zm	8%	10%	10%	10%	8%	11%ze	6%
Extremely Well 10	269	135	134	50	56	77	86	94	173	89	68	52	60	180	82
	7%	7%	7%	9%zEF	9%	6%	6%	8%	6%	8%	7%	6%	6%	7%	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

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Takes risks and provides radio content or music that is new and innovative or less well known

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	987	387	599	72	121	288	506	254	712	177	217	223	370	438	507
	25%ACDEI KLDOSU	20%	30%zA	13%	19% <b>C</b>	23% <b>C</b>	35%zCDE	23%	26%	17%	22% <b>K</b>	25% <b>K</b>	38%zKLM	18%	37% <b>zd</b>
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	6.93mMeP	6.85	7.01	6.94	7.11z <b>F</b>	6.94	6.81	7.27z <b>m</b>	6.79	7.10z <b>MN</b>	6.97	6.74	6.83	7.01z <b>e</b>	6.76
1-3 (Net)	196 5%BIOTf	116 6%z <b>B</b>	79 4%	29 5%	35 5%	61 5%	71 5%	34 3%	158 6% <b>zl</b>	49 5%	49 5%	49 6%	49 5%	126 5%	66 5%
1-4 (Net)	346 9%BIT	199 10%z <b>B</b>	147 7%	51 9%	56 9%	111 9%	129 9%	65 6%	275 10% <b>zl</b>	92 9%	79 8%	103 12% <b>zLN</b>	73 7%	230 9%	110 8%
1-2 (Net)	119 3%BIOY	76 4%z <b>B</b>	43 2%	16 3%	24 4%	37 3%	42 3%	20 2%	94 3% <b>l</b>	23 2%	38 4%	28 3%	29 3%	75 3%	41 3%
4-7 (Net)	1434 37%BFNeP RV	744 39%z <b>B</b>	691 35%	238 44%z <b>DF</b>	232 36%	491 38% <b>F</b>	474 33%	397 35%	1027 37%	429 41%z <b>N</b>	374 38% <b>N</b>	334 38% <b>N</b>	298 30%	947 39%z <b>e</b>	456 33%
5-6 (Net)	696 18%Rg	347 18%	349 17%	126 23%z <b>DEF</b>	110 17%	224 18%	236 16%	183 16%	508 19%	180 17%	185 19%	158 18%	173 18%	433 18%	242 18%
8-10 (Net)	1290 33%FmNeP	660 35%	629 31%	206 38%z <b>F</b>	260 40%z <b>EF</b>	436 34% <b>F</b>	388 27%	436 39%z <b>m</b>	844 31%	402 38%z <b>MN</b>	355 36% <b>N</b>	270 31%	263 27%	914 38%z <b>e</b>	356 26%
7-10 (Net)	1879 48%BFmNe P	974 51%z <b>B</b>	904 45%	296 54%z <b>F</b>	361 56%z <b>F</b>	654 51%z <b>F</b>	568 39%	619 55%z <b>m</b>	1246 45%	608 58%z <b>LMN</b>	513 52%z <b>MN</b>	392 45% <b>N</b>	364 37%	1325 55%z <b>e</b>	525 38%
9-10 (Net)	635 16%Fme	327 17%	308 15%	101 19% <b>F</b>	138 21%z <b>EF</b>	198 15%	199 14%	227 20%z <b>m</b>	405 15%	198 19%z <b>N</b>	164 17%	136 15%	137 14%	453 19%z <b>e</b>	171 12%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 298

D2\_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Takes risks and provides radio content or music that is new and innovative or less well known

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	63	49	7	5	2	5	7	3	7	2	7	-	3	2	2	10	47	4
	2%BK	1%	2%	3%	1%	1%	1%	2%	2%	1%	2%	-	2%	2%	1%	3%	1%	1%
2	56	35	17	4	1	6	6	3	6	1	5	-	1	1	1	6	42	7
	1%O	1%	5%zOR	2%	1%	2%	1%	2%	2%	1%	1%	-	*	1%	*	2%	1%	2%
3	77	64	8	3	3	13	5	4	9	2	12	8	-	2	3	6	54	12
	2%LT	2%	2%	1%	2%	4%Th	1%	3%	2%	1%	3%T	4%Th	-	2%	1%	2%	2%	3%
4	150	126	9	9	6	28	28	6	13	2	14	7	10	4	6	8	121	23
	4%N	4%	3%	4%	5%	7%zTWXc	4%	4%	3%	1%	3%	4%	5%	5%	3%	2%	4%	6%z
5	296	245	29	15	7	14	58	19	30	10	29	11	11	7	20	34	251	17
	8%BS	8%	9%	8%	6%	4%	8%S	12%S	8%S	6%	7%	6%	6%	8%	11%S	9%S	8%	5%
6	400	342	21	27	9	55	52	15	26	14	41	20	35	13	22	49	331	31
	10%PT	10%P	6%	14%zPR	8%	15%zTV	7%	9%	7%	9%	10%	11%	19%zTUVW	15%TV	12%	13%TV	10%	8%
													X					
7	589	506	44	23	16	68	134	22	47	24	63	38	30	14	23	42	474	61
	15%BFNe	16%	13%	12%	13%	18%c	18%zc	13%	13%	15%	15%	20%Vc	17%	16%	12%	11%	15%	17%
8	655	566	39	33	18	50	116	39	69	23	78	38	28	16	47	62	536	64
	17%FNeP	17%P	12%	17%	14%	13%	16%	24%S	19%	14%	18%	20%	15%	17%	24%zSTW	17%	17%	17%
9	366	314	25	17	10	41	80	16	28	19	40	15	18	7	14	37	285	38
	9%Fme	10%	7%	9%	8%	11%	11%	10%	8%	11%	9%	8%	10%	8%	7%	10%	9%	10%
Extremely Well 10	269	223	17	16	13	24	58	10	23	8	27	15	9	7	8	32	216	24
	7%	7%	5%	8%	11%zOP	6%	8%	6%	6%	5%	6%	8%	5%	8%	4%	9%	7%	6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 298

D2\_4. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Takes risks and provides radio content or music that is new and innovative or less well known

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	987	789	117	43	38	74	185	27	115	59	110	35	37	16	46	86	799	86	
		25%ACDEI	24%	35%zOQ	22%	31%zOQ	20%	25%U	16%	31%zSUYh	36%zSTUX	26%U	19%	20%	18%	24%	23%	25%	23%
		KLdOSU							a	Yhabc									
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.93mMeP	6.97zP	6.43	6.81	7.08P	6.75	7.20zS	6.85	6.87	7.19	6.94	7.15	6.88	6.81	6.93	6.91	6.93	6.86	
1-3 (Net)	196	147	32	12	6	24	18	10	22	5	24	8	4	5	6	22	144	24	
	5%BIO	5%	9%zOR	6%	5%	6%T	2%	6%T	6%T	3%	6%T	4%	2%	6%	3%	6%T	5%	7%	
1-4 (Net)	346	273	41	20	12	52	46	17	34	7	38	14	14	9	12	31	265	47	
	9%BIT	8%	12%zO	10%	10%	14%zTWb	6%	10%	9%	4%	9%	8%	8%	10%	6%	8%	8%	13%zf	
1-2 (Net)	119	84	24	9	3	11	12	6	13	3	12	-	4	3	3	16	89	12	
	3%BIOY	3%	7%zOR	5%	2%	3%	2%	4%Y	3%Y	2%	3%	-	2%	3%Y	2%	4%TY	3%	3%	
4-7 (Net)	1434	1219	103	74	39	165	273	63	116	50	147	76	86	39	71	133	1177	132	
	37%BFNeP	37%PR	31%	38%	31%	44%zVWX	37%	38%	31%	31%	35%	41%	47%zVWXc	43%	37%	36%	37%	36%	
	RV																		
5-6 (Net)	696	587	50	42	17	69	110	35	56	24	70	31	46	21	42	83	582	48	
	18%Rg	18%	15%	22%PR	14%	18%	15%	21%	15%	15%	16%	16%	25%zTVWX	23%	22%	22%TV	18%g	13%	
8-10 (Net)	1290	1103	81	66	41	115	254	66	121	50	145	68	55	30	68	131	1036	125	
	33%FmNeP	34%P	24%	34%P	33%P	30%	35%	40%	32%	31%	34%	37%	30%	33%	36%	35%	33%	34%	
7-10 (Net)	1879	1609	125	89	56	182	388	87	169	74	208	107	85	44	91	173	1510	186	
	48%BFmNe	49%zP	38%	46%	46%P	48%	53%zV	53%	45%	45%	49%	57%zVc	47%	49%	48%	46%	48%	51%	
	P																		
9-10 (Net)	635	537	42	33	23	65	138	26	52	27	67	31	27	14	22	69	501	61	
	16%Fme	16%	13%	17%	19%P	17%	19%	16%	14%	17%	16%	17%	15%	16%	11%	19%	16%	17%	

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 299

D2\_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides radio stations that appeal to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	56	31	25	2	8	22	24	12	43	6	17	19	14	36	19
	1%CK	2%	1%	*	1%	2%	2%	1%	2%	1%	2%K	2%K	1%	2%	1%
2	39	24	16	9	7	11	12	12	26	13	9	8	10	25	13
	1%O	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	61	35	26	6	13	20	21	5	56	14	15	14	18	39	21
	2%I	2%	1%	1%	2%	2%	1%	*	2%zI	1%	1%	2%	2%	2%	1%
4	108	57	50	23	13	35	36	31	75	38	19	26	25	68	38
	3%R	3%	2%	4%z	2%	3%	3%	3%	3%	4%	2%	3%	3%	3%	3%
5	250	131	119	44	39	77	90	65	185	43	70	69	68	158	86
	6%K	7%	6%	8%	6%	6%	6%	6%	7%	4%	7%K	8%K	7%K	7%	6%
6	343	168	175	65	66	102	110	94	239	110	80	76	78	224	110
	9%P	9%	9%	12%zEF	10%	8%	8%	8%	9%	10%	8%	9%	8%	9%	8%
7	593	302	291	87	107	211	188	173	417	191	160	114	128	426	160
	15%Fec	16%	15%	16%	17%	17%F	13%	15%	15%	18%zMN	16%	13%	13%	18%ze	12%
8	753	393	358	97	134	274	248	246	500	234	211	167	142	506	240
	19%FmNeR	21%	18%	18%	21%	21%F	17%	22%zm	18%	22%zN	21%N	19%N	14%	21%ze	17%
9	444	231	213	77	81	144	142	145	296	141	128	106	69	315	121
	11%Nef	12%	11%	14%F	13%	11%	10%	13%	11%	13%zN	13%N	12%N	7%	13%ze	9%
Extremely Well 10	361	176	185	61	68	115	117	105	253	111	103	76	71	248	104
	9%Ne	9%	9%	11%	10%	9%	8%	9%	9%	11%N	10%N	9%	7%	10%ze	7%
Don't know	898	357	540	72	110	265	451	232	651	156	185	201	357	380	474
	23%ACDKLdQSU	19%	27%zA	13%	17%	21%C	31%zCDE	21%	24%	15%	19%	23%K	36%zKLM	16%	34%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 299

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Provides radio stations that appeal to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.26mNP	7.22	7.31	7.27	7.33	7.28	7.20	7.43zm	7.19	7.42zMN	7.37N	7.16	6.99	7.31	7.15
1-3 (Net)	156	90	66	18	29	53	57	29	124	33	40	41	42	100	53
	4%IO	5%	3%	3%	4%	4%	4%	3%	5%zl	3%	4%	5%	4%	4%	4%
1-4 (Net)	264	147	116	41	42	88	93	60	200	71	59	67	67	168	90
	7%BO	8%B	6%	8%	7%	7%	6%	5%	7%	7%	6%	8%	7%	7%	7%
1-2 (Net)	96	55	41	12	15	32	36	24	69	19	25	27	24	61	32
	2%OT	3%	2%	2%	2%	3%	2%	2%	3%	2%	3%	3%	2%	3%	2%
4-7 (Net)	1294	659	635	220	225	426	424	363	917	382	329	285	299	877	394
	33%Fe	35%	32%	40%zEF	35%F	33%	29%	32%	33%	36%zN	33%	33%	31%	36%ze	28%
5-6 (Net)	594	300	294	110	105	179	200	159	424	154	149	145	146	382	196
	15%	16%	15%	20%zEF	16%	14%	14%	14%	15%	15%	15%	17%	15%	16%	14%
8-10 (Net)	1558	800	757	235	284	533	506	497	1049	486	442	349	282	1069	464
	40%BfMNeP	42%zB	38%	43%F	44%F	42%F	35%	44%zm	38%	46%zMN	44%zN	40%N	29%	44%ze	34%
7-10 (Net)	2151	1102	1048	322	391	744	695	670	1466	677	602	463	409	1495	624
	55%BfMNePR	58%zB	52%	59%F	60%zF	58%zF	48%	60%zm	53%	64%zMN	60%zMN	53%N	42%	62%ze	45%
9-10 (Net)	805	407	399	138	149	259	258	251	549	252	231	182	140	563	224
	21%FNeP	21%	20%	25%zEF	23%F	20%	18%	22%	20%	24%zN	23%N	21%N	14%	23%ze	16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 299

D2\_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides radio stations that appeal to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	56	40	10	4	2	2	6	2	6	1	7	-	4	1	2	10	42	4
	1%CK	1%	3%zO	2%	2%	1%	1%	1%	2%	*	2%	-	2%	1%	1%	3%T	1%	1%
2	39	26	11	2	1	*	3	2	5	1	5	2	1	-	-	7	33	4
	1%O	1%	3%zO	1%	1%	*	*	1%	1%	1%	1%	1%	*	-	-	2%T	1%	1%
3	61	44	11	4	2	6	10	2	4	2	4	1	1	-	7	7	48	4
	2%l	1%	3%zO	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	4%	2%	2%	1%
4	108	92	9	5	1	8	22	10	8	4	19	3	4	2	7	6	93	6
	3%R	3%R	3%	3%	1%	2%	3%	6%zc	2%	3%	4%	2%	2%	2%	4%	2%	3%	2%
5	250	204	23	15	9	24	41	11	26	7	22	12	12	7	10	31	201	27
	6%K	6%	7%	7%	7%	6%	6%	7%	7%	4%	5%	6%	7%	8%	5%	8%	6%	7%
6	343	300	17	15	11	47	59	24	27	18	32	16	19	14	13	31	269	37
	9%P	9%P	5%	8%	9%	12%z	8%	15%zTVX	7%	11%	7%	9%	11%	15%VX	7%	8%	9%	10%
7	593	496	52	29	15	68	127	27	54	18	69	26	39	13	20	35	485	54
	15%Fec	15%	16%	15%	12%	18%c	17%c	16%	15%	11%	16%c	14%	21%Wbc	14%	11%	9%	15%	15%
8	753	650	54	33	16	96	146	46	62	21	87	32	27	24	44	65	614	76
	19%FmNeR	20%R	16%	17%	13%	26%zVWhc	20%	28%zVWYh	17%	13%	21%	17%	15%	27%Wh	23%	17%	19%	21%
9	444	372	27	32	14	43	73	15	39	21	44	30	29	4	24	50	337	53
	11%Nef	11%	8%	17%zOP	11%	11%	10%	9%	10%	13%	10%	16%a	16%a	4%	13%	14%a	11%	15%
Extremely Well 10	361	303	21	21	16	30	70	8	33	17	40	28	12	13	40	295	34	
	9%Ne	9%	6%	11%P	13%zOP	8%	10%	5%	9%	10%	9%	15%zSUhb	7%	13%	7%	11%	9%	9%
Don't know	898	732	98	33	36	54	173	17	111	55	98	36	33	15	51	90	738	69
	23%ACDKL	22%Q	29%zOQ	17%	29%zOQ	14%	24%SU	10%	30%zSUyh	33%zSTUX	23%SU	19%	18%	16%	26%SU	24%SU	23%	19%
	dQSU								a	Yha								

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 299

D2\_5. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides radio stations that appeal to a wide range of different audiences across the UK

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.26mNP	7.31zP	6.66	7.34P	7.39P	7.36	7.37	6.96	7.22	7.47	7.23	7.75zUVX c	7.23	7.41	7.26	7.19	7.25	7.40
1-3 (Net)	156 4%IO	110 3%	32 10%zOQR	9 5%	5 4%	8 2%	19 3%	6 4%	15 4%	3 2%	17 4%	3 2%	6 3%	1 1%	9 5%	24 6%STY	123 4%	11 3%
1-4 (Net)	264 7%BO	202 6%	41 12%zOR	15 8%	6 5%	16 4%	41 6%	16 10%SY	23 6%	8 5%	35 8%	6 3%	10 5%	3 3%	16 9%	29 8%	216 7%	18 5%
1-2 (Net)	96 2%OT	66 2%	21 6%zO	6 3%	3 3%	3 1%	8 1%	4 2%	11 3%	2 1%	12 3%	2 1%	5 3%	1 1%	2 1%	17 4%zST	75 2%	8 2%
4-7 (Net)	1294 33%Fe	1092 34%	102 31%	65 33%	36 29%	147 39%bc	249 34%	73 44%zVWYb c	115 31%	47 29%	141 33%	57 31%	74 41%bc	35 39%	50 26%	103 28%	1048 33%	124 34%
5-6 (Net)	594 15%	504 15%	40 12%	30 15%	20 16%	71 19%	100 14%	35 21%TX	53 14%	25 15%	53 13%	28 15%	32 17%	21 23%TX	23 12%	63 17%	470 15%	64 17%
8-10 (Net)	1558 40%BfMNeP	1324 41%P	101 30%	87 45%P	46 37%	169 45%V	289 40%	70 42%	133 36%	59 36%	171 40%	90 48%zVW	68 38%	40 44%	81 42%	155 42%	1246 39%	163 44%
7-10 (Net)	2151 55%BfMNePR	1820 56%PR	153 46%	116 60%PR	61 50%	237 63%zVWc	416 57%W	97 59%	187 50%	76 47%	240 56%	116 62%VWc	107 59%	53 58%	101 53%	190 51%	1731 55%	217 59%
9-10 (Net)	805 21%FNeP	675 21%P	47 14%	53 28%zOP	30 24%P	73 19%	143 20%	23 14%	71 19%	38 23%	83 20%	58 31%zSTUV Xab	41 23%	16 18%	37 20%	91 24%U	632 20%	87 24%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 300

D2\_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides distinctive radio programmes and output.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	53	34	19	3	11	20	20	14	38	9	16	16	12	37	15
	1%O	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%
2	43	21	22	5	10	15	13	8	34	9	11	10	13	28	13
	1%O	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	60	38	22	6	8	27	19	14	45	19	13	17	10	42	17
	2%B	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%
4	89	52	36	23	13	25	28	19	69	28	24	12	25	55	31
	2%	3%	2%	4%zDEF	2%	2%	2%	2%	3%	3%	2%	1%	3%	2%	2%
5	279	160	119	46	38	84	111	76	201	56	62	82	79	169	106
	7%BK	8%zB	6%	8%	6%	7%	8%	7%	7%	5%	6%	9%zKL	8%K	7%	8%
6	391	191	200	68	68	119	136	96	289	117	95	111	68	272	109
	10%Ne	10%	10%	13%	10%	9%	9%	9%	11%	11%N	10%	13%zN	7%	11%ze	8%
7	552	264	286	83	105	197	167	170	381	175	157	118	102	400	147
	14%FNec	14%	14%	15%	16%F	15%F	12%	15%	14%	17%zN	16%N	14%	10%	16%ze	11%
8	795	414	381	108	147	271	270	237	549	240	222	172	161	503	276
	20%NP	22%	19%	20%	23%	21%	19%	21%	20%	23%N	22%N	20%	16%	21%	20%
9	437	219	218	72	81	158	126	162	267	131	130	91	85	299	131
	11%FmNe	11%	11%	13%F	13%F	12%F	9%	14%zm	10%	12%N	13%N	10%	9%	12%ze	9%
Extremely Well 10	340	177	163	53	55	105	127	93	246	120	87	67	66	233	102
	9%Ne	9%	8%	10%	8%	8%	9%	8%	9%	11%zMN	9%	8%	7%	10%e	7%
Don't know	868	336	533	78	114	256	421	233	623	151	180	179	359	388	436
	22%ACDKLdQSUg	18%	27%zA	14%	18%	20%C	29%zCDE	21%	23%	14%	18%K	20%K	37%zKLM	16%	32%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 300

D2\_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides distinctive radio programmes and output.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23mMP	7.16	7.31	7.24	7.27	7.23	7.20	7.40zm	7.16	7.41zMN	7.31M	7.04	7.08	7.24	7.21
1-3 (Net)	156	93	63	14	29	62	51	36	117	38	39	43	35	107	46
	4%BOST	5%zB	3%	3%	4%	5%	4%	3%	4%	4%	4%	5%	4%	4%	3%
1-4 (Net)	245	145	99	37	41	87	80	55	186	66	63	56	60	162	77
	6%BIOT	8%zB	5%	7%	6%	7%	6%	5%	7%	6%	6%	6%	6%	7%	6%
1-2 (Net)	96	55	41	8	21	35	33	22	72	19	26	26	25	65	28
	2%OS	3%	2%	2%	3%	3%	2%	2%	3%	2%	3%	3%	3%	3%	2%
4-7 (Net)	1311	667	641	220	223	424	443	361	939	377	337	323	273	895	393
	34%FNeRf	35%	32%	40%zEF	34%	33%	31%	32%	34%	36%N	34%N	37%N	28%	37%ze	28%
5-6 (Net)	670	351	319	114	106	203	247	172	490	174	157	193	147	440	215
	17%	18%	16%	21%zE	16%	16%	17%	15%	18%	16%	16%	22%zKLN	15%	18%	16%
8-10 (Net)	1572	810	762	233	283	534	523	492	1062	491	439	330	312	1036	509
	40%BfMNeP	43%zB	38%	43%F	44%F	42%F	36%	44%zm	39%	46%zMN	44%zMN	38%N	32%	43%ze	37%
7-10 (Net)	2124	1074	1048	316	387	731	690	662	1443	666	596	448	414	1435	656
	54%BfMNePV	56%zB	52%	58%F	60%zF	57%zF	48%	59%zm	53%	63%zMN	60%zMN	51%N	42%	59%ze	47%
9-10 (Net)	777	396	381	125	136	263	253	255	513	251	217	158	151	533	233
	20%FmNeP	21%	19%	23%F	21%	21%	18%	23%zm	19%	24%zMN	22%N	18%	15%	22%ze	17%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 300

D2\_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides distinctive radio programmes and output.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	53 1%O	36 1%	12 3%zO	4 2%	2 1%	- -	5 1%	1 1%	8 2%S	2 1%	9 2%S	- -	1 *	1 1%	2 1%	9 2%S	44 1%	2 *
2	43 1%O	29 1%	11 3%zO	1 1%	1 1%	1 *	6 1%	1 1%	5 1%	1 *	6 1%	2 1%	1 *	- -	2 1%	6 2%	36 1%	3 1%
3	60 2%B	45 1%	9 3%	3 1%	3 2%	3 1%	5 1%	3 2%	10 3%T	1 *	6 1%	2 1%	2 1%	2 2%	6 3%T	6 2%	48 2%	5 1%
4	89 2%	75 2%	8 2%	5 3%	1 1%	13 4%	13 2%	8 5%TW	10 3%	1 1%	12 3%	4 2%	3 1%	3 3%	2 1%	7 2%	66 2%	13 3%
5	279 7%BK	236 7%	18 6%	17 9%	7 6%	23 6%	67 9% <b>X</b>	15 9%	27 7%	13 8%	20 5%	11 6%	11 6%	5 5%	15 8%	30 8%	235 7%	23 6%
6	391 10%Ne	340 10%	26 8%	16 8%	10 8%	66 17%zTVW <b>Xb</b>	64 9%	22 13%	27 7%	15 9%	43 10%	22 12%	21 11%	11 12%	18 9%	32 9%	298 9%	47 13%
7	552 14%FNec	458 14%	53 16%	27 14%	13 11%	70 19%zc	96 13%	31 18% <b>c</b>	46 12%	20 12%	53 12%	28 15%	34 19% <b>c</b>	15 16%	29 15%	37 10%	429 14%	59 16%
8	795 20%NP	687 21%P	49 15%	39 20%	20 16%	90 24%V	160 22%	43 26%VW	62 17%	25 15%	98 23%	38 20%	38 21%	25 27%VW	36 19%	72 19%	663 21%	73 20%
9	437 11%FmNe	365 11%	28 8%	29 15%zP	15 12%	35 9%	77 11%	15 9%	45 12%	23 14%	53 12%	27 15%	23 13%	6 7%	22 11%	39 10%	338 11%	54 15% <b>f</b>
Extremely Well 10	340 9%Ne	285 9%	18 5%	22 11%P	14 12%P	26 9%	77 11%	8 5%	26 7%	10 6%	36 8%	20 11%	16 9%	11 12%	16 8%	39 10%	278 9%	31 8%
Don't know	868 22%ACDKL dQSUg	701 22%Q	100 30%zOQ	30 16%	37 30%zOQ	50 13%	161 22%SU	17 10%	109 29%zSTUY ha	54 33%zSTUX Yha	93 22%SU	32 17%	32 18%	13 15%	44 23%SU	96 26%SU	720 23%g	58 16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 300

D2\_6. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides distinctive radio programmes and output.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23mMP	7.27P	6.62	7.36P	7.46P	7.22	7.41zUV	6.96	7.04	7.34	7.27	7.50U	7.44	7.38	7.18	7.18	7.23	7.32	
1-3 (Net)	156	111	32	8	5	3	15	6	23	4	20	4	4	3	10	20	128	9	
	4%BOST	3%	10%zOQR	4%	4%	1%	2%	3%	6%ST	2%	5%ST	2%	2%	3%	5%ST	5%ST	4%	3%	
1-4 (Net)	245	186	40	13	6	17	28	14	32	5	32	8	6	6	12	27	195	22	
	6%BIOT	6%	12%zOQR	7%	5%	4%	4%	9%T	9%TW	3%	7%T	4%	3%	6%	6%	7%T	6%	6%	
1-2 (Net)	96	66	23	5	3	1	10	2	13	3	14	2	1	4	14	14	81	5	
	2%OS	2%	7%zOQR	3%	2%	*	1%	1%	3%S	2%	3%S	1%	1%	2%	4%ST	4%ST	3%	1%	
4-7 (Net)	1311	1109	105	66	31	172	240	76	109	48	127	65	68	33	64	106	1029	142	
	34%FNeRf	34%R	32%	34%R	25%	46%zTVWX bc	33%	46%zTVWX c	29%	29%	30%	35%	38%	36%	33%	28%	33%	39%f	
5-6 (Net)	670	575	44	34	17	89	131	37	54	28	62	34	31	16	32	62	533	70	
	17%	18%	13%	17%	14%	24%zVX	18%	22%	14%	17%	15%	18%	17%	17%	17%	17%	17%	19%	
8-10 (Net)	1572	1338	95	90	49	152	314	66	134	58	187	85	77	42	73	150	1279	158	
	40%BfMNeP	41%P	29%	47%zP	40%P	40%	43%	40%	36%	35%	44%	46%	42%	46%	38%	40%	41%	43%	
7-10 (Net)	2124	1796	148	117	62	222	411	97	179	77	239	113	111	56	103	187	1708	217	
	54%BfMNePV	55%P	45%	61%zPR	51%	59%VW	56%V	59%	48%	47%	56%	61%VW	61%VWc	62%VW	54%	50%	54%	59%	
9-10 (Net)	777	650	46	52	29	61	155	23	72	33	89	47	39	17	38	77	616	85	
	20%FmNeP	20%P	14%	27%zOP	24%P	16%	21%	14%	19%	20%	21%	25%SU	21%	19%	20%	21%	20%	23%	

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 301

D2\_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides a mix of different types of radio station.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Well 1	13 1%	9 1%	4 *	* *	1 *	8 1%	5 1%	2 *	10 1%	3 *	2 *	6 1%	3 1%	5 *	6 1%
2	10 *	6 *	4 *	3 1%E	4 1%E	* *	2 *	4 1%	5 *	4 1%	3 1%	2 *	* *	6 *	4 1%
3	16 1%B	14 1%zB	1 *	3 1%	2 *	8 1%	3 *	5 1%	11 1%	7 1%	1 *	3 1%	4 1%	9 1%	6 1%
4	49 2%	29 2%	20 2%	9 3%	7 2%	13 2%	21 3%	9 1%	39 2%	16 2%	11 2%	7 1%	15 4%	27 2%	21 3%
5	122 5%Bl	77 7%B	44 4%	23 7%	20 5%	35 5%	45 6%	24 4%	95 6%l	42 6%	23 4%	37 7%L	21 5%	84 6%	35 5%
6	209 9%	95 8%	114 11%	40 13%z	31 8%	63 9%	74 9%	55 9%	151 10%	66 9%	55 9%	47 9%	41 10%	153 10%	52 8%
7	350 16%	197 17%	154 15%	48 15%	57 15%	109 15%	136 17%	97 15%	253 16%	113 15%	98 17%	71 14%	68 17%	240 16%	105 16%
8	600 27%	321 27%	278 27%	86 27%	104 28%	209 28%	201 25%	186 29%	408 26%	213 29%	158 27%	128 26%	101 25%	422 28%	171 25%
9	396 18%FmeS	212 18%	184 18%	44 14%	80 21%CF	154 21%zCF	118 15%	152 23%zm	244 16%	130 18%	114 19%	93 19%	58 15%	291 19%ze	99 15%
Extremely Well 10	329 15%P	173 15%	156 15%	50 16%	58 15%	106 14%	115 14%	90 14%	237 15%	116 16%	93 16%	62 13%	59 15%	227 15%	97 14%
Don't know	133 6%ACEIKd R	48 4%	85 8%zA	7 2%	14 4%	30 4%	81 10%zCDE	25 4%	104 7%l	31 4%	36 6%	38 8%K	28 7%	47 3%	81 12%zd

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 301

D2\_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides a mix of different types of radio station.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.76P	7.69	7.84	7.59	7.87	7.83	7.71	7.93zm	7.70	7.79	7.90zN	7.65	7.63	7.81	7.65
1-3 (Net)	38	29	9	7	6	16	9	10	26	13	6	12	8	20	17
	2%B	2%zB	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%
1-4 (Net)	87	58	29	15	13	29	30	19	65	30	17	18	22	46	38
	4%Bd	5%zB	3%	5%	3%	4%	4%	3%	4%	4%	3%	4%	6%	3%	6%zd
1-2 (Net)	23	15	8	4	5	8	6	5	15	6	5	8	3	11	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%
4-7 (Net)	729	397	332	119	115	219	276	185	537	238	186	161	144	503	214
	33%l	34%	32%	38%zE	30%	30%	34%	29%	35%zl	32%	31%	33%	36%	33%	31%
5-6 (Net)	330	172	158	63	51	98	119	79	245	108	77	83	62	236	87
	15%l	15%	15%	20%zDE	13%	13%	15%	12%	16%	15%	13%	17%	15%	16%	13%
8-10 (Net)	1325	705	618	180	242	469	434	427	889	459	366	282	218	940	368
	60%FmeS	60%	59%	57%	64%F	64%zF	54%	66%zm	57%	62%N	62%	57%	55%	62%ze	54%
7-10 (Net)	1675	902	772	228	299	578	570	524	1142	572	464	353	286	1180	473
	75%Fme	76%	74%	73%	79%F	79%zF	71%	81%zm	73%	77%	78%M	72%	72%	78%ze	70%
9-10 (Net)	725	384	340	94	138	260	233	242	481	246	208	154	117	518	197
	33%FmeS	33%	33%	30%	37%F	35%F	29%	37%zm	31%	33%	35%	31%	29%	34%ze	29%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 301

D2\_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides a mix of different types of radio station.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Well 1	13 1%	10 1%	1 1%	1 1%	* *	- -	2 1%	- -	3 2%	- -	- -	- -	- -	1 1%	2 2%	2 1%	9 1%	1 1%
2	10 *	8 *	1 1%	1 1%	* *	- -	2 *	- -	1 1%	- -	3 1%	- -	- -	2 3%zSTc	- -	- -	6 *	- -
3	16 1%B	13 1%	1 1%	1 *	1 1%	2 1%	1 *	1 1%	3 1%	* *	* *	2 2%	- -	- -	1 1%	3 2%	13 1%	* *
4	49 2%	39 2%	6 4%	2 2%	1 1%	3 1%	6 2%	5 4%	7 3%	- -	7 3%	2 2%	2 2%	3 6%Sc	4 4%	1 1%	41 2%	3 1%
5	122 5%B	95 5%	14 8%	8 6%	4 6%	13 5%	19 5%	7 7%	8 4%	3 4%	14 6%	5 4%	7 7%	5 9%	7 6%	8 4%	94 5%	14 6%
6	209 9%	178 10%	13 7%	12 9%	5 8%	33 13%	36 10%	11 10%	17 8%	6 9%	25 10%	6 5%	14 13%	4 6%	9 8%	17 9%	160 9%	28 12%
7	350 16%	283 15%	39 22%zOQ	18 13%	11 16%	55 21%	55 15%	15 14%	30 14%	14 19%	34 14%	16 13%	13 13%	9 16%	18 16%	23 12%	270 15%	38 16%
8	600 27%	505 27%	43 25%	32 24%	20 28%	82 31%	104 28%	36 35%	58 27%	14 20%	62 25%	27 23%	23 22%	15 27%	29 26%	54 29%	495 28%	56 24%
9	396 18%FmeS	325 18%	33 19%	27 20%	10 14%	27 10%	56 15%	17 17%	29 14%	19 26%STV	56 22%SV	35 29%zSTVc	23 22%S	8 15%	23 21%S	33 17%	324 18%	39 17%
Extremely Well 10	329 15%P	276 15%P	13 8%	23 17%P	17 24%zOP	27 10%	62 17%	8 8%	37 18%	12 17%	36 15%	23 19%	14 14%	10 18%	17 15%	30 16%	267 15%	36 16%
Don't know	133 6%ACEIKd	116 6%R	6 4%	9 7%R	1 1%	23 9%b	26 7%	4 4%	19 9%ab	3 5%	11 4%	4 3%	8 7%	- -	1 1%	17 9%ab	101 6%	16 7%

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

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D2\_7. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

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Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.76P	7.78P	7.43	7.85P	7.99P	7.59	7.84	7.51	7.72	8.08SU	7.82	8.17zSUa	7.80	7.45	7.70	7.84	7.79	7.77
1-3 (Net)	38 2%B	31 2%	4 2%	3 2%	1 2%	2 1%	5 1%	1 1%	7 3%	* *	3 1%	2 2%	- -	3 4%S	3 2%	5 3%	29 2%	2 1%
1-4 (Net)	87 4%Bd	70 4%	10 6%	5 4%	2 3%	4 2%	10 3%	6 6%	14 7%S	* *	10 4%	4 3%	2 2%	6 10%zSTW	7 6%	7 4%	70 4%	5 2%
1-2 (Net)	23 1%	18 1%	2 1%	2 1%	1 1%	- -	4 1%	- -	5 2%	- -	3 1%	- -	- -	3 4%zSY	2 2%	2 1%	16 1%	1 1%
4-7 (Net)	729 33%l	596 32%	72 42%zOQR	40 30%	22 31%	104 39%Yc	116 31%	37 36%	62 29%	23 32%	80 32%	29 24%	36 35%	21 37%	38 34%	50 27%	565 32%	84 36%
5-6 (Net)	330 15%l	274 15%	27 16%	20 15%	10 14%	46 17%	55 15%	18 17%	25 12%	9 13%	39 16%	11 9%	21 20%	8 15%	16 14%	26 14%	254 14%	42 18%
8-10 (Net)	1325 60%FmeS	1106 60%	90 52%	82 61%	47 66%zP	135 52%	222 60%	61 59%	124 59%	45 63%	154 62%	85 71%zS	60 58%	34 59%	69 62%	116 62%	1086 61%z	131 56%
7-10 (Net)	1675 75%Fme	1388 75%	128 75%	100 74%	58 82%zO	190 72%	277 75%	76 73%	155 73%	59 82%	188 76%	101 84%zSVh	73 70%	43 75%	87 78%	140 74%	1356 76%	170 73%
9-10 (Net)	725 33%FmeS	601 33%	47 27%	50 37%P	27 39%P	53 20%	118 32%S	25 24%	67 31%S	31 43%SU	92 37%S	58 48%zSTUV	37 36%S	19 32%	40 36%S	62 33%S	591 33%	75 32%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 302

D2\_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides high quality radio output.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Well 1	15	13	2	1	2	6	6	3	10	3	3	6	3	7	6
	1%B	1%B	*	*	*	1%	1%	1%	1%	*	*	1%	1%	*	1%
2	6	3	3	1	3	1	-	3	2	2	3	1	-	4	1
	*	*	*	*	1%zF	*	-	*	*	*	*	*	-	*	*
3	22	18	4	4	4	6	7	3	17	5	6	5	6	13	9
	1%BO	2%zB	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
4	49	30	19	11	9	12	18	11	37	18	13	10	8	29	19
	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
5	118	60	58	17	23	36	43	30	85	37	29	23	30	73	41
	5%	5%	6%	5%	6%	5%	5%	5%	5%	5%	5%	5%	8%	5%	6%
6	182	88	94	33	31	56	61	44	136	61	48	48	25	131	47
	8%	7%	9%	11%	8%	8%	8%	7%	9%	8%	8%	10%	6%	9%	7%
7	381	208	173	57	70	121	133	118	260	114	96	86	84	270	109
	17%	18%	17%	18%	18%	16%	17%	18%	17%	15%	16%	18%	21%zK	18%	16%
8	582	304	277	71	96	208	207	169	408	203	149	132	98	400	172
	26%	26%	27%	23%	25%	28%	26%	26%	26%	27%	25%	27%	25%	27%	25%
9	449	249	200	70	75	159	144	163	286	146	138	95	70	319	126
	20%z	21%	19%	22%	20%	22%	18%	25%zm	18%	20%	23%	19%	18%	21%	19%
Extremely Well 10	353	186	167	43	56	112	142	91	261	132	91	68	61	237	111
	16%P	16%	16%	14%	15%	15%	18%	14%	17%	18%	15%	14%	15%	16%	16%
Don't know	69	22	47	4	7	19	39	11	54	21	19	18	11	25	39
	3%Aldg	2%	5%zA	1%	2%	3%	5%zCD	2%	3%	3%	3%	4%	3%	2%	6%zd

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

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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 302

D2\_8. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

**Provides high quality radio output.**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.82P	7.78	7.87	7.68	7.72	7.88	7.86	7.92	7.80	7.91	7.87	7.73	7.69	7.85	7.76
1-3 (Net)	42	34	9	7	9	13	13	10	30	10	11	12	9	24	16
	2%B	3%zB	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
1-4 (Net)	91	63	28	17	18	25	31	21	67	28	24	21	18	53	36
	4%B	5%zB	3%	6%	5%	3%	4%	3%	4%	4%	4%	4%	5%	4%	5%
1-2 (Net)	20	16	5	2	5	7	6	6	13	5	6	7	3	12	8
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4-7 (Net)	730	386	344	118	133	225	255	203	518	230	186	167	148	504	216
	33%V	33%	33%	38%E	35%	31%	32%	31%	33%	31%	31%	34%	37%	33%	32%
5-6 (Net)	300	148	152	50	55	92	104	74	221	98	77	71	55	205	88
	14%	13%	15%	16%	14%	13%	13%	11%	14%	13%	13%	14%	14%	14%	13%
8-10 (Net)	1383	738	644	184	227	479	493	423	954	480	379	295	229	956	408
	62%P	63%	62%	59%	60%	65%	62%	65%	61%	65%N	64%	60%	58%	63%	60%
7-10 (Net)	1764	947	816	241	297	600	626	541	1214	594	475	382	314	1226	517
	79%e	80%	78%	77%	79%	82%	78%	84%zm	78%	80%	80%	78%	79%	81%ze	76%
9-10 (Net)	802	435	367	113	131	271	286	254	546	278	229	163	131	555	236
	36%PS	37%	35%	36%	35%	37%	36%	39%	35%	37%	39%	33%	33%	37%	35%

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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Well 1	15 1%B	13 1%	1 1%	1 1%	-	-	3 1%	-	5 2%z	-	-	-	-	1 1%	3 2%	2 1%	10 1%	1 1%
2	6 *	4 *	1 1%	-	1 1%	-	1 *	-	1 1%	-	1 1%	-	-	-	-	*	4 *	-
3	22 1%BO	13 1%	6 3%zO	3 2%	1 1%	3 1%	1 *	-	1 1%	-	3 1%	-	-	4 6%zTUVYh bc	-	1 1%	14 1%	4 2%
4	49 2%	40 2%	4 2%	3 2%	2 2%	4 1%	7 2%	4 4%	5 2%	-	6 3%	3 3%	3 3%	2 4%	4 4%	2 1%	37 2%	6 3%
5	118 5%	95 5%	12 7%	8 6%	4 6%	16 6%	22 6%	11 10%Y	9 4%	2 2%	11 4%	2 2%	2 2%	1 1%	3 3%	16 9%Y	96 5%	11 5%
6	182 8%	154 8%	11 6%	12 9%	6 8%	27 10%	25 7%	4 4%	13 6%	9 12%	22 9%	8 7%	16 15%zTUV	5 9%	6 6%	19 10%	142 8%	20 9%
7	381 17%	302 16%	46 27%zOQ	20 15%	13 18%	50 19%	56 15%	20 19%	28 13%	8 12%	37 15%	20 17%	19 18%	12 21%	21 19%	33 17%	297 17%	40 17%
8	582 26%	495 27%	41 24%	30 23%	16 22%	77 29%	110 30%Y	31 30%	59 28%	13 18%	58 23%	21 18%	29 28%	15 26%	38 35%WY	45 24%	475 27%	58 25%
9	449 20% <b>m</b>	376 20%	34 20%	27 20%	12 17%	45 17%	66 18%	21 20%	41 19%	22 30%zSTb	64 26%	37 31%zSTVa bc	19 18%	8 14%	18 16%	35 19%	353 20%	55 24%
Extremely Well 10	353 16%P	297 16%P	14 8%	25 19%P	17 24%zOP	30 11%	70 19%S	11 11%	39 19%	18 25%zSU	39 16%	23 19%	15 15%	10 18%	14 12%	28 15%	287 16%	36 16%
Don't know	69 3%Aldg	60 3%	3 2%	5 4%	1 1%	13 5%	10 3%	2 2%	12 6%	* 1%	6 2%	4 4%	1 1%	-	5 4%	8 4%	66 4%zg	-

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

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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.82P	7.85P	7.40	7.84P	7.94P	7.70	7.94	7.66	7.88	8.37zSUh abc	7.92	8.23zSUa bc	7.81	7.55	7.70	7.67	7.85	7.82
1-3 (Net)	42 2%B	30 2%	8 5%zO	3 3%	1 2%	3 1%	4 1%	- -	7 3%	- -	4 2%	- -	- -	4 7%zSTUWY h	3 2%	4 2%	28 2%	6 2%
1-4 (Net)	91 4%B	70 4%	12 7%	7 5%	3 4%	7 3%	11 3%	4 4%	12 6%	- -	11 4%	3 3%	3 3%	6 11%zSTWc	7 6%	6 3%	65 4%	12 5%
1-2 (Net)	20 1%	17 1%	2 1%	1 1%	1 1%	- -	4 1%	- -	6 3%zS	- -	1 1%	- -	- -	1 1%	3 2%	3 1%	14 1%	1 1%
4-7 (Net)	730 33%V	590 32%	73 42%zO	43 32%	24 34%	95 36%V	109 30%	39 38%	54 25%	19 26%	76 31%	34 28%	39 38%	20 35%	34 31%	70 37%V	572 32%	78 33%
5-6 (Net)	300 14%	248 13%	23 13%	20 15%	10 14%	42 16%	47 13%	15 14%	22 10%	11 15%	33 13%	11 9%	18 17%	6 10%	9 9%	35 19%V	238 13%	31 13%
8-10 (Net)	1383 62%P	1168 63%P	88 51%	83 62%	44 63%P	152 58%	245 66%	63 60%	139 66%	53 73%Sc	161 65%	82 68%	63 61%	33 58%	69 63%	108 57%	1115 63%	150 64%
7-10 (Net)	1764 79%e	1470 80%	134 78%	103 77%	57 81%	201 76%	301 82%	82 80%	167 79%	61 85%	198 80%	102 85%	82 79%	45 79%	90 81%	140 74%	1412 79%	190 81%
9-10 (Net)	802 36%PS	673 36%P	47 28%	53 39%P	29 41%P	75 29%	135 37%	32 31%	80 38%	40 55%zSTUV habc	103 42%S	61 50%zSTUH bc	34 33%	18 32%	31 28%	63 33%	640 36%	92 39%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 303

D2\_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

**Supports UK music and presenters.**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Well 1	12	10	2	1	2	4	4	4	7	3	2	6	1	6	6
	1%B	1%	*	*	1%	1%	1%	1%	*	*	*	1%	*	*	1%
2	8	5	2	2	2	3	1	4	4	1	3	2	1	4	3
	*	*	*	1%	1%	*	*	1%	*	*	1%	*	*	*	*
3	19	15	4	1	7	4	7	7	11	4	5	6	3	14	4
	1%B	1%	*	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	54	35	18	10	6	19	20	12	41	21	10	14	8	35	18
	2%	3%	2%	3%	1%	3%	2%	2%	3%	3%	2%	3%	2%	2%	3%
5	120	64	56	24	16	28	53	24	95	35	25	30	31	68	46
	5%Eld	5%	5%	8%E	4%	4%	7%E	4%	6%	5%	4%	6%	8%zL	5%	7%
6	182	101	81	29	30	75	48	48	133	62	53	40	28	135	43
	8%Fe	9%	8%	9%	8%	10%F	6%	7%	9%	8%	9%	8%	7%	9%	6%
7	366	209	156	50	57	114	144	103	263	123	98	83	62	254	109
	16%XY	18%	15%	16%	15%	16%	18%	16%	17%	17%	16%	17%	16%	17%	16%
8	579	298	280	77	114	201	187	174	400	201	149	120	109	403	170
	26%P	25%	27%	25%	30%F	27%	23%	27%	26%	27%	25%	24%	28%	27%	25%
9	380	216	164	57	73	144	106	155	225	127	115	80	59	295	83
	17%Fme	18%	16%	18%	19%F	20%F	13%	24%zm	14%	17%	19%	16%	15%	20%ze	12%
Extremely Well 10	298	142	156	53	49	100	96	96	200	104	82	57	54	205	87
	13%P	12%	15%	17%	13%	14%	12%	15%	13%	14%	14%	12%	14%	14%	13%
Don't know	207	83	123	10	20	43	133	22	176	60	53	54	40	89	112
	9%ACDEIdR	7%	12%zA	3%	5%	6%	17%zCDE	3%	11%zI	8%	9%	11%	10%	6%	16%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 303

D2\_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

**Supports UK music and presenters.**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225 100%	1180 100%	1044 100%	313 100%	376 100%	735 100%	800 100%	647 100%	1556 100%	741 100%	595 100%	492 100%	397 100%	1509 100%	680 100%
Mean	7.73AmP	7.62	7.86zA	7.74	7.78	7.79	7.63	7.91zm	7.65	7.78	7.82M	7.55	7.69	7.78	7.61
1-3 (Net)	38 2%B	30 3%zB	9 1%	4 1%	11 3%	11 2%	12 1%	15 2%	22 1%	9 1%	10 2%	14 3%	6 1%	24 2%	12 2%
1-4 (Net)	92 4%B	65 6%zB	27 3%	14 4%	17 4%	30 4%	31 4%	27 4%	63 4%	30 4%	20 3%	28 6%	14 3%	60 4%	31 4%
1-2 (Net)	20 1%B	15 1%	4 *	3 1%	5 1%	7 1%	5 1%	8 1%	11 1%	4 1%	5 1%	8 2%	2 1%	10 1%	8 1%
4-7 (Net)	722 32%BIX	411 35%zB	312 30%	112 36%	109 29%	235 32%	266 33%	186 29%	532 34%zl	241 33%	185 31%	167 34%	130 33%	493 33%	216 32%
5-6 (Net)	303 14%l	166 14%	137 13%	53 17%	46 12%	102 14%	101 13%	71 11%	229 15%l	97 13%	77 13%	70 14%	59 15%	204 13%	88 13%
8-10 (Net)	1258 57%FmeP	657 56%	600 57%	187 60%F	236 63%zF	445 61%zF	390 49%	424 66%zm	826 53%	432 58%	346 58%	258 52%	222 56%	903 60%ze	340 50%
7-10 (Net)	1624 73%Fme	866 73%	757 72%	237 76%F	293 78%zF	559 76%F	534 67%	527 81%zm	1088 70%	555 75%	443 75%	341 69%	284 72%	1157 77%ze	449 66%
9-10 (Net)	678 30%FmePS	358 30%	320 31%	111 35%F	122 32%F	244 33%F	202 25%	250 39%zm	425 27%	231 31%	197 33%	138 28%	113 28%	500 33%ze	170 25%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 303

D2\_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Supports UK music and presenters.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Well 1	12	12	-	*	-	-	1	*	5	-	-	-	-	1	3	2	9	-
	1%B	1%	-	*	-	-	*	*	2%z	-	-	-	-	1%	2%z	1%	*	-
2	8	4	2	1	1	*	*	-	1	-	1	-	-	-	-	1	5	1
	*	*	1%zO	*	1%O	*	*	-	1%	-	1%	-	-	-	-	*	*	1%
3	19	16	1	1	1	3	1	1	-	-	-	-	2	2	1	4	15	*
	1%B	1%	1%	*	1%	1%	*	1%	-	-	*	-	2%	4%zTVX	1%	2%	1%	*
4	54	44	4	4	2	4	7	6	5	2	5	8	3	4	-	1	39	9
	2%	2%	2%	3%	3%	2%	2%	5%c	2%	3%	2%	6%zSTbc	3%	7%Tbc	-	*	2%	4%
5	120	101	11	4	5	7	19	9	11	4	14	3	6	3	7	17	96	10
	5%Eld	5%	7%	3%	7%	2%	5%	9%S	5%	5%	6%	2%	6%	5%	6%	9%S	5%	4%
6	182	150	11	15	6	24	27	12	15	8	20	10	9	5	9	11	141	22
	8%Fe	8%	7%	11%	9%	9%	7%	12%	7%	10%	8%	8%	8%	9%	8%	6%	8%	10%
7	366	289	46	23	9	55	53	18	32	10	24	10	22	10	27	28	295	44
	16%XY	16%	27%zOQR	17%	12%	21%XY	14%	17%	15%	14%	10%	9%	21%XY	18%	25%TXy	15%	17%	19%
8	579	491	33	36	20	79	101	24	50	12	75	33	22	14	26	54	463	46
	26%P	27%P	19%	26%	28%P	30%W	27%	23%	24%	17%	30%W	28%	21%	24%	24%	29%	26%	20%
9	380	322	27	22	10	34	61	18	45	22	52	23	14	10	16	27	310	44
	17%Fme	17%	15%	16%	14%	13%	16%	17%	21%	31%zSThb	21%	19%	14%	17%	15%	14%	17%	19%
Extremely Well 10	298	250	13	19	16	24	58	11	25	10	34	21	14	7	16	30	247	30
	13%P	14%P	8%	14%	23%zOPQ	9%	16%	10%	12%	13%	14%	18%S	14%	12%	14%	16%	14%	13%
Don't know	207	169	23	12	1	32	40	5	22	5	21	12	10	2	5	15	161	25
	9%ACDEld	9%R	14%R	9%R	2%	12%	11%	5%	10%	7%	8%	10%	10%	4%	5%	8%	9%	11%
	R																	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 303

D2\_9. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Supports UK music and presenters.

Base = All who have listened to BBC radio in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.73AmP	7.74P	7.42	7.77	7.85P	7.67	7.91U	7.38	7.67	7.96	7.93U	7.96	7.56	7.36	7.60	7.67	7.76	7.70
1-3 (Net)	38 2%B	31 2%	4 2%	2 1%	2 2%	4 1%	3 1%	2 2%	6 3%	- -	2 1%	- -	2 2%	3 5%TY	4 4%	7 4%T	29 2%	2 1%
1-4 (Net)	92 4%B	76 4%	7 4%	5 4%	4 5%	8 3%	9 2%	7 7%	11 5%	2 3%	7 3%	8 6%	6 5%	7 12%zSTX	4 4%	8 4%	68 4%	11 5%
1-2 (Net)	20 1%B	15 1%	2 1%	1 1%	1 1%	* *	1 *	* *	6 3%zST	- -	1 1%	- -	- -	1 1%	3 2%	3 2%	14 1%	1 1%
4-7 (Net)	722 32%BIX	584 32%	72 42%zOR	44 33%	22 31%	90 34%	106 29%	44 43%TX	64 30%	23 32%	63 26%	31 26%	41 39%X	22 38%	43 39%X	57 30%	571 32%	86 37%
5-6 (Net)	303 14%I	251 14%	23 13%	18 14%	11 15%	31 12%	47 13%	21 20%	27 13%	11 16%	34 14%	13 11%	15 15%	8 13%	16 14%	28 15%	237 13%	33 14%
8-10 (Net)	1258 57%FmeP	1063 58%P	72 42%	76 57%P	46 65%zP	137 52%	220 60%	53 51%	120 57%	44 61%	162 65%zSuh	77 64%	51 49%	30 53%	59 53%	111 59%	1020 57%	120 51%
7-10 (Net)	1624 73%Fme	1352 73%	118 69%	99 73%	54 77%	192 73%	273 74%	70 68%	152 72%	54 75%	186 75%	88 73%	73 70%	41 71%	86 77%	139 73%	1315 74%	164 70%
9-10 (Net)	678 30%FmePS	572 31%	40 23%	40 30%	26 37%P	58 22%	119 32%S	28 28%	70 33%S	32 44%zS	87 35%S	44 37%S	28 27%	17 29%	32 29%	57 30%	556 31%	74 32%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 304

D2\_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Takes risks and provides radio content or music that is new and innovative or less well known

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Well 1	28	25	2	3	5	11	8	4	21	5	8	11	3	17	9
	1%B	2%zB	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
2	20	15	5	7	4	3	7	5	16	6	9	3	2	12	8
	1%Of	1%	*	2%zE	1%	*	1%	1%	1%	1%	2%	1%	*	1%	1%
3	35	21	14	4	4	8	19	4	32	11	4	14	7	21	14
	2%l	2%	1%	1%	1%	1%	2%	1%	2%zl	1%	1%	3%L	2%	1%	2%
4	104	62	42	12	12	38	42	21	82	32	20	38	14	76	27
	5%	5%	4%	4%	3%	5%	5%	3%	5%	4%	3%	8%zKLN	4%	5%	4%
5	160	87	73	28	21	48	64	39	120	47	42	27	44	92	64
	7% d	7%	7%	9%	6%	6%	8%	6%	8%	6%	7%	6%	11%zKM	6%	9%zd
6	249	113	136	39	36	81	93	65	183	76	66	55	52	164	79
	11%A	10%	13%zA	12%	10%	11%	12%	10%	12%	10%	11%	11%	13%	11%	12%
7	410	230	180	58	72	143	138	132	278	162	108	81	59	292	113
	18%	19%	17%	18%	19%	19%	17%	20%	18%	22%zN	18%	16%	15%	19%	17%
8	515	278	236	82	93	192	148	161	349	174	149	104	88	375	134
	23%FeS	24%	23%	26%F	25%F	26%F	18%	25%	22%	24%	25%	21%	22%	25%ze	20%
9	298	165	134	35	72	102	89	111	187	99	77	68	54	235	62
	13%me	14%	13%	11%	19%zCEF	14%	11%	17%zm	12%	13%	13%	14%	13%	16%ze	9%
Extremely Well 10	219	109	109	35	39	67	78	77	141	83	53	38	45	147	66
	10%	9%	10%	11%	10%	9%	10%	12%	9%	11%	9%	8%	11%	10%	10%
Don't know	186	73	112	10	17	45	114	29	148	46	58	53	29	78	104
	8%ACDEIK dR	6%	11%zA	3%	5%	6%	14%zCDE	4%	10%zl	6%	10%K	11%K	7%	5%	15%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 304

D2\_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Takes risks and provides radio content or music that is new and innovative or less well known

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23AFmMeS	7.13	7.35zA	7.18	7.48zF	7.28	7.08	7.56zm	7.10	7.36M	7.26	7.00	7.24	7.32ze	7.03
1-3 (Net)	83 4%BIf	62 5%zB	21 2%	15 5%	14 4%	21 3%	34 4%	12 2%	68 4%l	22 3%	22 4%	27 6%	13 3%	51 3%	31 5%
1-4 (Net)	188 8%BIf	124 11%zB	63 6%	27 9%	25 7%	59 8%	76 10%	33 5%	150 10%zl	54 7%	42 7%	65 13%zKLN	27 7%	127 8%	58 9%
1-2 (Net)	48 2%Bf	41 3%zB	7 1%	10 3%	9 2%	14 2%	15 2%	9 1%	37 2%	12 2%	17 3%	14 3%	5 1%	30 2%	17 3%
4-7 (Net)	924 42%	492 42%	431 41%	137 44%	141 37%	309 42%	337 42%	257 40%	663 43%	317 43%	236 40%	201 41%	169 43%	624 41%	283 42%
5-6 (Net)	409 18%dT	200 17%	209 20%	67 21%	57 15%	128 17%	157 20%	103 16%	303 19%	123 17%	108 18%	83 17%	95 24%zKM	255 17%	143 21%dt
8-10 (Net)	1032 46%FmeS	552 47%	479 46%	152 49%F	205 54%zF	360 49%F	315 39%	349 54%zm	677 44%	356 48%	279 47%	211 43%	187 47%	757 50%ze	262 39%
7-10 (Net)	1443 65%FmMeQS	782 66%	659 63%	210 67%F	276 73%zF	503 68%zF	453 57%	481 74%zm	954 61%	518 70%zMN	387 65%	292 59%	246 62%	1049 69%ze	375 55%
9-10 (Net)	517 23%me	274 23%	243 23%	70 22%	111 30%zEF	169 23%	167 21%	188 29%zm	328 21%	182 25%	130 22%	107 22%	98 25%	382 25%ze	128 19%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 304

D2\_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Takes risks and provides radio content or music that is new and innovative or less well known

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Well 1	28	24	2	1	*	5	4	*	6	1	-	-	1	2	2	3	18	3
	1%B	1%	1%	1%	*	2%	1%	*	3%X	2%	-	-	1%	3%X	2%	1%	1%	1%
2	20	11	5	3	1	5	-	*	1	*	1	-	-	1	1	1	12	5
	1%Of	1%	3%zO	2%O	1%	2%T	-	*	1%	1%	1%	-	-	2%T	1%	1%	1%	2%
3	35	30	1	2	2	8	3	4	2	-	2	4	-	2	3	2	25	9
	2%l	2%	1%	1%	2%	3%	1%	4%T	1%	-	1%	4%	-	3%	2%	1%	1%	4%zf
4	104	89	4	6	5	26	17	2	10	-	9	4	6	3	5	7	81	19
	5%	5%	2%	5%	6%	10%zTWXc	4%	2%	5%	-	4%	3%	6%	6%	4%	4%	5%	8%zf
5	160	128	19	7	5	12	22	12	17	6	18	5	6	3	11	15	129	16
	7%d	7%	11%z	6%	7%	5%	6%	12%S	8%	8%	7%	4%	6%	6%	9%	8%	7%	7%
6	249	203	17	23	7	39	29	6	17	8	22	13	19	9	12	29	208	16
	11%A	11%	10%	17%zO	10%	15%T	8%	6%	8%	11%	9%	11%	18%TUVX	16%	11%	15%T	12%	7%
7	410	340	38	20	12	45	75	15	37	17	51	26	21	10	18	28	332	41
	18%	18%	22%	15%	18%	17%	20%	14%	17%	23%	20%	21%	20%	17%	16%	15%	19%	17%
8	515	440	32	28	16	39	79	36	56	15	65	30	24	13	39	45	424	47
	23%FeS	24%	19%	21%	22%	15%	21%	35%zST	26%S	21%	26%S	25%	23%	22%	35%zST	24%	24%	20%
9	298	252	22	14	10	35	60	11	24	14	35	14	14	6	10	29	231	34
	13%me	14%	13%	10%	14%	13%	16%	10%	11%	20%	14%	12%	13%	11%	9%	15%	13%	15%
Extremely Well 10	219	181	12	13	12	18	52	10	20	6	21	14	7	5	8	21	180	18
	10%	10%	7%	10%	17%zOPQ	7%	14%zS	10%	9%	9%	8%	12%	6%	10%	7%	11%	10%	8%
Don't know	186	149	18	17	1	32	29	6	22	5	23	11	7	2	3	10	141	27
	8%ACDEIK	8%R	11%R	12%zOR	2%	12%bc	8%	6%	10%	7%	9%	9%	6%	4%	3%	5%	8%	12%
	dR																	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 304

D2\_10. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Takes risks and provides radio content or music that is new and innovative or less well known

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23AFmMeS	7.26	7.00	7.08	7.39	6.73	7.58zSa	7.28	7.17	7.50S	7.43Sa	7.44S	7.14	6.81	7.09	7.31S	7.27g	6.95
1-3 (Net)	83 4%Bif	66 4%	9 5%	6 5%	3 4%	17 7%TX	7 2%	5 5%	9 4%	2 2%	4 1%	4 4%	1 1%	5 9%TXh	5 5%	6 3%	55 3%	16 7%zf
1-4 (Net)	188 8%Bif	155 8%	13 8%	13 9%	7 11%	44 17%zTWXyc	23 6%	7 7%	19 9%	2 2%	13 5%	8 7%	7 7%	9 15%TWX	10 9%	13 7%	136 8%	35 15%zf
1-2 (Net)	48 2%Bf	35 2%	8 4%	4 3%	1 2%	9 4%	4 1%	1 1%	7 3%	2 2%	1 1%	- -	1 1%	3 5%TXy	3 2%	4 2%	30 2%	7 3%
4-7 (Net)	924 42%	760 41%	78 45%	56 42%	29 41%	122 46%	143 39%	36 35%	81 38%	30 42%	100 40%	47 39%	52 50%	26 45%	45 41%	79 42%	751 42%	91 39%
5-6 (Net)	409 18%dT	331 18%	36 21%	30 22%	12 17%	51 19%	51 14%	19 18%	34 16%	13 19%	40 16%	18 15%	25 24%T	13 22%	23 21%	44 23%T	337 19%	31 13%
8-10 (Net)	1032 46%FmeS	873 47%	67 39%	55 41%	37 53%PQ	92 35%	190 52%S	56 55%S	100 47%S	36 49%	121 49%S	58 48%S	44 43%	24 42%	57 51%S	94 50%S	835 47%	98 42%
7-10 (Net)	1443 65%FmMeQS	1213 66%Q	104 61%	75 56%	50 70%Q	137 52%	265 72%zS	71 69%S	137 65%S	52 72%S	172 69%S	83 69%S	65 62%	34 59%	75 67%S	122 65%S	1167 66%	139 60%
9-10 (Net)	517 23%me	434 23%	34 20%	27 20%	22 31%zOPQ	53 20%	112 30%zSvb	21 20%	44 21%	21 29%	56 23%	28 23%	20 20%	12 20%	18 16%	50 26%	411 23%	52 22%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 305

D2\_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides radio stations that appeal to a wide range of different audiences across the UK

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Well 1	20 1%	15 1%	6 1%	1 *	1 *	8 1%	10 1%	3 *	16 1%	3 *	4 1%	11 2%zKN	1 *	12 1%	9 1%
2	11 *O	8 1%	3 *	3 1%	4 1%	2 *	2 *	5 1%	6 *	3 *	4 1%	3 1%	1 *	7 *	3 *
3	19 1%B	15 1%	4 *	1 *	4 1%	5 1%	9 1%	2 *	17 1%	6 1%	3 1%	4 1%	6 2%	12 1%	6 1%
4	62 3%D	34 3%	28 3%	11 3%	4 1%	22 3%	25 3%	16 2%	45 3%	22 3%	12 2%	13 3%	15 4%	39 3%	23 3%
5	126 6%K	71 6%	54 5%	22 7%	21 5%	35 5%	48 6%	32 5%	94 6%	25 3%	35 6%	37 7%K	29 7%K	85 6%	40 6%
6	198 9%	101 9%	97 9%	33 10%	41 11%	58 8%	66 8%	48 7%	143 9%	74 10%	44 7%	40 8%	39 10%	130 9%	62 9%
7	425 19%c	235 20%	190 18%	62 20%	64 17%	151 21%	148 18%	118 18%	305 20%	153 21%	109 18%	78 16%	85 21%	308 20%	113 17%
8	563 25%m	305 26%	258 25%	67 21%	105 28%	200 27%	192 24%	189 29%zm	369 24%	194 26%	159 27%	124 25%	86 22%	391 26%	167 25%
9	349 16%Nef	190 16%	159 15%	53 17%	67 18%	114 16%	116 14%	121 19%zm	228 15%	122 17%	99 17%	82 17%	46 12%	261 17%ze	84 12%
Extremely Well 10	306 14%PS	151 13%	155 15%	49 16%	52 14%	104 14%	101 13%	88 14%	216 14%	99 13%	86 14%	63 13%	58 14%	207 14%	90 13%
Don't know	145 7%ACDIdR	56 5%	89 9%zA	11 3%	14 4%	36 5%	85 11%zCDE	25 4%	117 8%zI	38 5%	38 6%	37 8%	31 8%	57 4%	83 12%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 305

D2\_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides radio stations that appeal to a wide range of different audiences across the UK

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.62P	7.54	7.72z	7.61	7.70	7.67	7.54	7.78zm	7.56	7.70	7.73N	7.49	7.47	7.66	7.51
1-3 (Net)	50	37	13	5	9	15	21	10	39	12	12	19	8	31	17
	2%B	3%zB	1%	2%	2%	2%	3%	2%	3%	2%	2%	4%K	2%	2%	3%
1-4 (Net)	112	71	41	16	14	37	46	26	84	34	23	32	23	70	41
	5%B	6%	4%	5%	4%	5%	6%	4%	5%	5%	4%	6%	6%	5%	6%
1-2 (Net)	31	22	9	4	5	10	12	8	22	6	9	14	2	19	11
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%zKN	1%	1%	2%
4-7 (Net)	811	441	370	128	130	267	286	214	588	275	200	168	168	562	239
	36%	37%	35%	41%	34%	36%	36%	33%	38%	37%	34%	34%	42%zLM	37%	35%
5-6 (Net)	324	172	152	55	62	94	113	80	237	99	79	77	69	215	102
	15%	15%	15%	18%	16%	13%	14%	12%	15%	13%	13%	16%	17%	14%	15%
8-10 (Net)	1219	646	572	169	224	418	408	398	812	416	345	269	189	860	341
	55%FmNeP	55%	55%	54%	59%F	57%	51%	62%zm	52%	56%N	58%N	55%	48%	57%ze	50%
7-10 (Net)	1643	881	762	231	287	569	556	517	1117	569	454	347	274	1168	454
	74%FmNe	75%	73%	74%	76%F	77%zF	69%	80%zm	72%	77%Mn	76%N	70%	69%	77%ze	67%
9-10 (Net)	655	341	314	102	119	218	216	210	443	222	185	145	103	469	173
	29%eS	29%	30%	33%	31%	30%	27%	32%	28%	30%	31%	29%	26%	31%e	25%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 305

D2\_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides radio stations that appeal to a wide range of different audiences across the UK

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Well 1	20	19	1	*	1	2	3	*	5	-	-	-	3	1	2	2	14	1
	1%	1%	*	*	1%	1%	1%	*	2%	-	-	-	3%zX	1%	2%	1%	1%	1%
2	11	6	4	1	1	*	-	-	2	-	1	1	-	-	-	2	7	2
	*O	*	2%zO	1%	1%	*	-	-	1%	-	1%	1%	-	-	-	1%	*	1%
3	19	13	4	2	1	1	2	1	2	-	1	-	-	-	3	3	18	*
	1%B	1%	2%	1%	1%	*	*	1%	1%	-	1%	-	-	-	2%	1%	1%	*
4	62	50	7	5	1	6	7	10	4	1	10	2	1	2	5	2	55	4
	3%D	3%	4%	3%	1%	2%	2%	9%zSTVVh c	2%	2%	4%	2%	1%	3%	4%	1%	3%	2%
5	126	97	16	7	5	16	13	9	11	3	12	6	5	4	5	13	99	16
	6%K	5%	9%zO	5%	8%	6%	4%	9%	5%	4%	5%	5%	5%	6%	5%	7%	6%	7%
6	198	166	12	12	8	24	33	12	18	8	18	12	7	8	9	16	152	22
	9%	9%	7%	9%	11%	9%	9%	12%	9%	11%	7%	10%	7%	15%	9%	9%	9%	9%
7	425	345	42	25	14	57	77	15	39	12	53	17	25	10	17	23	339	41
	19%c	19%	25%	18%	19%	22%c	21%c	15%	18%	16%	21%c	14%	25%c	18%	15%	12%	19%	18%
8	563	479	41	29	14	76	90	33	50	15	70	25	23	17	30	50	467	57
	25%m	26%	24%	21%	20%	29%	24%	32%	24%	21%	28%	21%	22%	29%	27%	27%	26%	25%
9	349	286	24	26	12	33	53	14	31	18	37	23	23	4	19	33	262	46
	16%Nef	16%	14%	20%	17%	12%	14%	14%	15%	25%zSTa	15%	19%	22%a	7%	17%	18%	15%	20%
Extremely Well 10	306	259	14	19	14	22	62	8	31	11	34	23	11	10	13	33	253	28
	14%PS	14%	8%	14%	19%zP	8%	17%S	8%	15%	15%	14%	19%SU	11%	18%	12%	18%S	14%	12%
Don't know	145	128	7	9	1	25	29	1	20	4	11	12	5	2	8	11	117	16
	7%ACDIdR	7%R	4%	7%R	1%	10%U	8%	1%	9%U	6%	4%	10%U	5%	3%	7%	6%	7%	7%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 305

D2\_11. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides radio stations that appeal to a wide range of different audiences across the UK

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.62P	7.65P	7.19	7.66P	7.70P	7.47	7.80U	7.20	7.57	7.97SU	7.68	7.98SU	7.64	7.55	7.49	7.76	7.63	7.69
1-3 (Net)	50 2%B	37 2%	8 5%O	3 3%	2 3%	4 1%	5 1%	1 1%	8 4%	- -	3 1%	1 1%	3 3%	1 1%	5 4%	7 3%	39 2%	4 2%
1-4 (Net)	112 5%B	87 5%	15 9%zO	8 6%	3 4%	10 4%	12 3%	11 10%TY	13 6%	1 2%	13 5%	3 2%	4 4%	3 4%	10 9%	9 5%	94 5%	7 3%
1-2 (Net)	31 1%	24 1%	4 2%	2 1%	1 2%	3 1%	3 1%	* *	6 3%	- -	1 1%	1 1%	3 3%	1 1%	2 2%	4 2%	21 1%	3 1%
4-7 (Net)	811 36%	659 36%	77 45%zO	48 35%	27 39%	103 39%	130 35%	46 45%c	72 34%	24 33%	93 38%	37 31%	38 37%	24 42%	36 33%	55 29%	644 36%	82 35%
5-6 (Net)	324 15%	264 14%	28 16%	19 14%	13 19%	40 15%	46 13%	21 21%	29 14%	11 15%	30 12%	18 15%	12 11%	12 21%	15 13%	29 15%	250 14%	37 16%
8-10 (Net)	1219 55%FmNeP	1025 55%P	80 47%	74 55%	40 57%	131 50%	204 55%	55 53%	112 53%	44 61%	141 57%	71 59%	57 55%	31 54%	62 56%	117 62%S	981 55%	131 56%
7-10 (Net)	1643 74%FmNe	1369 74%	122 71%	98 73%	54 76%	188 71%	281 76%	70 68%	151 71%	56 77%	194 78%	88 73%	82 80%	41 72%	79 71%	140 74%	1320 74%	172 74%
9-10 (Net)	655 29%eS	545 30%	39 23%	45 34%P	26 36%zP	55 21%	114 31%S	22 21%	62 29%	29 40%SU	71 28%	46 38%SU	34 33%	14 25%	32 29%	67 35%SU	515 29%	74 32%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 306

D2\_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

**Provides distinctive radio programmes and output.**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Well 1	14	11	3	2	1	6	5	3	10	3	3	7	1	9	4
	1%B	1%	*	1%	*	1%	1%	*	1%	*	*	1%	*	1%	1%
2	16	11	5	3	5	4	4	4	11	5	4	2	4	10	4
	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%
3	29	19	10	3	2	14	10	8	21	9	7	8	5	21	8
	1%	2%	1%	1%	*	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
4	50	35	15	13	8	14	15	10	39	16	15	10	10	33	17
	2%B	3%zB	1%	4%z	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
5	144	89	55	17	21	41	65	40	103	36	29	40	39	94	49
	6%BK	8%	5%	5%	6%	6%	8%	6%	7%	5%	5%	8%K	10%zKL	6%	7%
6	235	111	124	35	38	71	90	52	182	77	59	63	35	166	63
	11%l	9%	12%	11%	10%	10%	11%	8%	12%zl	10%	10%	13%	9%	11%	9%
7	385	205	179	58	66	130	131	115	270	141	104	78	62	280	102
	17%T	17%	17%	18%	18%	18%	16%	18%	17%	19%	17%	16%	16%	19%	15%
8	610	332	278	80	107	213	211	181	422	204	167	136	104	397	201
	27%	28%	27%	25%	28%	29%	26%	28%	27%	27%	28%	28%	26%	26%	30%
9	347	178	169	50	65	128	104	132	209	114	103	70	59	250	94
	16%Fm	15%	16%	16%	17%	17%F	13%	20%zm	13%	15%	17%	14%	15%	17%	14%
Extremely Well 10	297	155	143	40	47	96	115	82	215	112	74	58	54	202	92
	13%P	13%	14%	13%	12%	13%	14%	13%	14%	15%	12%	12%	13%	13%	14%
Don't know	98	34	64	14	17	19	49	19	75	24	30	21	24	47	46
	4%AEd	3%	6%zA	4%	5%	3%	6%zE	3%	5%	3%	5%	4%	6%	3%	7%zd

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 306

D2\_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

**Provides distinctive radio programmes and output.**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.59AMPU	7.49	7.70zA	7.53	7.65	7.63	7.54	7.73zm	7.53	7.69M	7.65	7.41	7.52	7.59	7.59
1-3 (Net)	58	40	18	7	8	24	19	15	42	17	14	17	10	41	16
	3%B	3%zB	2%	2%	2%	3%	2%	2%	3%	2%	2%	3%	3%	3%	2%
1-4 (Net)	108	76	33	20	16	38	35	25	81	33	29	27	20	74	33
	5%B	6%zB	3%	6%	4%	5%	4%	4%	5%	4%	5%	5%	5%	5%	5%
1-2 (Net)	30	22	8	4	6	10	9	7	21	8	7	9	5	20	8
	1%B	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
4-7 (Net)	813	440	372	123	133	256	302	217	593	270	207	191	146	573	231
	37%	37%	36%	39%	35%	35%	38%	34%	38%	36%	35%	39%	37%	38%	34%
5-6 (Net)	379	200	179	52	59	112	156	92	284	113	88	104	74	260	113
	17%l	17%	17%	17%	16%	15%	19%	14%	18%l	15%	15%	21%zKL	19%	17%	17%
8-10 (Net)	1255	665	590	170	218	436	430	396	845	430	344	263	217	848	387
	56%mp	56%	56%	54%	58%	59%	54%	61%zm	54%	58%	58%	53%	55%	56%	57%
7-10 (Net)	1639	870	769	228	285	566	561	511	1115	571	448	341	279	1128	489
	74%FmM	74%	74%	73%	76%	77%zF	70%	79%zm	72%	77%zMIN	75%	69%	70%	75%	72%
9-10 (Net)	644	333	311	90	112	224	219	215	424	226	177	128	113	451	186
	29%ms	28%	30%	29%	30%	30%	27%	33%zm	27%	31%	30%	26%	28%	30%	27%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 306

D2\_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Provides distinctive radio programmes and output.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Well 1	14 1%B	13 1%	-	* *	* *	-	2 1%	-	5 2%z	1 2%	-	-	-	1 1%	2 2%	2 1%	11 1%	-
2	16 1%	11 1%	4 2%zO	- 1%	1 1%	-	2 *	-	3 1%	-	3 1%	1 1%	-	-	2 2%	1 1%	11 1%	2 1%
3	29 1%	20 1%	6 3%zO	2 1%	2 2%	2 1%	-	2 2%T	5 2%TX	-	-	2 2%T	-	2 4%TX	5 4%zSTX	2 1%	27 1%	1 1%
4	50 2%B	41 2%	4 2%	4 3%	1 1%	4 1%	10 3%	8 8%zSVWXh c	4 2%	-	4 1%	4 3%	1 1%	2 4%	2 1%	2 1%	40 2%	6 3%
5	144 6%BK	118 6%	11 7%	10 8%	5 7%	16 6%	30 8%	11 11%	13 6%	4 6%	12 5%	4 3%	3 3%	2 3%	7 7%	16 9%	117 7%	16 7%
6	235 11%l	192 10%	23 14%	12 9%	7 10%	41 15%zc	35 10%	10 10%	18 8%	7 10%	29 12%	12 10%	12 12%	6 10%	10 9%	13 7%	182 10%	27 12%
7	385 17%T	306 17%	45 26%zOR	23 17%	10 14%	54 21%T	46 13%	20 20%	33 16%	12 17%	41 16%	19 16%	25 24%T	10 17%	18 16%	29 15%	298 17%	40 17%
8	610 27%	524 28%	36 21%	32 24%	19 26%	79 30%	113 31%	29 28%	50 24%	18 25%	78 32%	28 23%	30 29%	21 36%	29 27%	49 26%	500 28%	59 25%
9	347 16%Fm	281 15%	26 15%	26 20%	13 18%	29 11%	47 13%	14 14%	37 18%	21 29%zSTUX habc	43 17%	25 21%S	15 15%	5 9%	16 15%	28 15%	267 15%	48 21%
Extremely Well 10	297 13%P	253 14%P	12 7%	19 14%P	13 19%zP	25 10%	65 18%zSU	7 7%	26 12%	7 9%	34 14%	17 15%	15 14%	9 16%	16 14%	31 16%	244 14%	27 12%
Don't know	98 4%AEd	88 5%	3 2%	6 5%	1 2%	14 5%	18 5%	-	18 9%zUXa	1 1%	5 2%	8 7%UX	3 3%	-	4 4%	15 8%zUX	84 5%	5 2%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 306

D2\_12. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

**Provides distinctive radio programmes and output.**

Base = All who have listened to BBC radio in the past 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.59AMP	7.61P	7.15	7.70P	7.76P	7.49	7.72U	7.14	7.45	7.81U	7.77U	7.76U	7.84U	7.55	7.38	7.67	7.59	7.63
1-3 (Net)	58 3%B	44 2%	10 6%zO	2 2%	2 3%	2 1%	4 1%	2 2%	12 6%zSTXh	1 2%	3 1%	3 2%	- 5%S	3 8%zSTXh	9 3%	6 3%	49 3%	4 2%
1-4 (Net)	108 5%B	85 5%	14 8%	6 4%	3 5%	5 2%	14 4%	11 10%zSTXh	16 8%SXh	1 2%	7 3%	7 6%	1 1%	5 8%Sh	10 9%SXh	8 4%	89 5%	10 4%
1-2 (Net)	30 1%B	24 1%	4 2%	* *	1 1%	- -	4 1%	- -	7 3%zS	1 2%	3 1%	1 1%	- 1%	4 3%S	4 2%	4 2%	22 1%	2 1%
4-7 (Net)	813 37%	658 36%	84 49%zOQR	49 36%	23 32%	114 43%TV	122 33%	50 49%zTVXY c	68 32%	24 33%	85 34%	39 32%	40 39%	19 34%	37 33%	60 32%	637 36%	89 38%
5-6 (Net)	379 17%l	310 17%	35 20%	22 16%	12 17%	57 21%	65 18%	21 21%	31 15%	11 16%	41 16%	16 13%	15 14%	8 13%	17 15%	29 16%	299 17%	43 19%
8-10 (Net)	1255 56%mp	1058 57%P	75 43%	77 57%P	44 63%P	133 51%	225 61%S	51 49%	114 54%	46 64%	155 63%S	70 58%	60 58%	35 62%	62 56%	108 57%	1012 57%	135 58%
7-10 (Net)	1639 74%FmM	1365 74%	120 70%	100 75%	54 76%	187 71%	272 74%	72 69%	147 69%	58 81%	196 79%V	89 74%	84 81%	45 78%	80 72%	136 72%	1310 74%	175 75%
9-10 (Net)	644 29%ms	534 29%	39 23%	45 34%P	26 36%OP	54 21%	112 30%S	22 21%	64 30%	28 39%SU	77 31%S	42 35%S	30 29%	15 25%	32 29%	59 31%S	512 29%	75 32%

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 307

D2\_sum. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... (7-10)

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Provides a mix of different types of radio station.	1675	902	772	228	299	578	570	524	1142	572	464	353	286	1180	473
	75%Fme	76%	74%	73%	79%F	79%zF	71%	81%zm	73%	77%	78%M	72%	72%	78%ze	70%
Provides high quality radio output.	1764	947	816	241	297	600	626	541	1214	594	475	382	314	1226	517
	79%e	80%	78%	77%	79%	82%	78%	84%zm	78%	80%	80%	78%	79%	81%ze	76%
Supports UK music and presenters.	1624	866	757	237	293	559	534	527	1088	555	443	341	284	1157	449
	73%Fme	73%	72%	76%F	78%zF	76%F	67%	81%zm	70%	75%	75%	69%	72%	77%ze	66%
Takes risks and provides radio content or music that is new and innovative or less well known	1443	782	659	210	276	503	453	481	954	518	387	292	246	1049	375
	65%FmMeQS	66%	63%	67%F	73%zF	68%zF	57%	74%zm	61%	70%zMN	65%	59%	62%	69%ze	55%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1643	881	762	231	287	569	556	517	1117	569	454	347	274	1168	454
	74%FmNe	75%	73%	74%	76%F	77%zF	69%	80%zm	72%	77%MN	76%N	70%	69%	77%ze	67%
Provides distinctive radio programmes and output.	1639	870	769	228	285	566	561	511	1115	571	448	341	279	1128	489
	74%FmM	74%	74%	73%	76%	77%zF	70%	79%zm	72%	77%zMN	75%	69%	70%	75%	72%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 307

D2\_sum. Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio... (7-10)

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Provides a mix of different types of radio station.	1675	1388	128	100	58	190	277	76	155	59	188	101	73	43	87	140	1356	170
	75%Fme	75%	75%	74%	82%zO	72%	75%	73%	73%	82%	76%	84%zSVh	70%	75%	78%	74%	76%	73%
Provides high quality radio output.	1764	1470	134	103	57	201	301	82	167	61	198	102	82	45	90	140	1412	190
	79%e	80%	78%	77%	81%	76%	82%	80%	79%	85%	80%	85%	79%	79%	81%	74%	79%	81%
Supports UK music and presenters.	1624	1352	118	99	54	192	273	70	152	54	186	88	73	41	86	139	1315	164
	73%Fme	73%	69%	73%	77%	73%	74%	68%	72%	75%	75%	73%	70%	71%	77%	73%	74%	70%
Takes risks and provides radio content or music that is new and innovative or less well known	1443	1213	104	75	50	137	265	71	137	52	172	83	65	34	75	122	1167	139
	65%FmMeQ S	66%Q	61%	56%	70%Q	52%	72%zS	69%S	65%S	72%S	69%S	69%S	62%	59%	67%S	65%S	66%	60%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1643	1369	122	98	54	188	281	70	151	56	194	88	82	41	79	140	1320	172
	74%FmNe	74%	71%	73%	76%	71%	76%	68%	71%	77%	78%	73%	80%	72%	71%	74%	74%	74%
Provides distinctive radio programmes and output.	1639	1365	120	100	54	187	272	72	147	58	196	89	84	45	80	136	1310	175
	74%FmM	74%	70%	75%	76%	71%	74%	69%	69%	81%	79%V	74%	81%	78%	72%	72%	74%	75%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 308  
**D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...**  
**Base = All respondents**

Summary Table						
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
UnweightedBase	3907	3907	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
Not At All Important						
1	86 2%	73 2%	83 2%	93 2%	78 2%	80 2%
2	36 1%	42 1%	44 1%	53 1%	38 1%	34 1%
3	43 1%	37 1%	37 1%	50 1%	49 1%	53 1%
4	68 2%	64 2%	79 2%	119 3%	86 2%	76 2%
5	212 5%	204 5%	241 6%	260 7%	228 6%	256 7%
6	317 8%	265 7%	297 8%	346 9%	316 8%	320 8%
7	547 14%	514 13%	546 14%	570 15%	542 14%	554 14%
8	839 21%	769 20%	759 19%	764 20%	771 20%	794 20%
9	571 15%	635 16%	583 15%	516 13%	615 16%	607 16%
Extremely Important						
10	602 15%	739 19%	642 16%	490 13%	614 16%	546 14%
Don't know	584 15%	566 14%	595 15%	646 17%	571 15%	588 15%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%
Mean	7.59	7.78	7.59	7.31	7.59	7.52
1-3 (Net)	166 4%	152 4%	164 4%	196 5%	164 4%	166 4%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 308  
D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
Base = All respondents

Summary Table						
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
1-4 (Net)	233 6%	216 6%	244 6%	315 8%	250 6%	242 6%
1-2 (Net)	122 3%	115 3%	127 3%	146 4%	116 3%	114 3%
4-7 (Net)	1144 29%	1047 27%	1163 30%	1296 33%	1171 30%	1205 31%
5-6 (Net)	529 14%	469 12%	538 14%	606 16%	544 14%	576 15%
8-10 (Net)	2013 52%	2142 55%	1985 51%	1769 45%	2000 51%	1947 50%
7-10 (Net)	2561 66%	2657 68%	2531 65%	2339 60%	2542 65%	2501 64%
9-10 (Net)	1174 30%	1374 35%	1226 31%	1005 26%	1229 31%	1153 30%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 309  
**D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...**  
**Base = All who have listened to BBC radio in the past 3 months**

Summary Table						
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
UnweightedBase	2287	2287	2287	2287	2287	2287
WeightedBase	2225	2225	2225	2225	2225	2225
EffectiveBase	1598	1598	1598	1598	1598	1598
Not At All Important	20	14	19	22	20	23
1	1%	1%	1%	1%	1%	1%
2	8	8	9	18	9	10
	*	*	*	1%	*	*
3	15	13	13	19	12	13
	1%	1%	1%	1%	1%	1%
4	34	31	45	69	43	37
	2%	1%	2%	3%	2%	2%
5	85	90	119	120	104	121
	4%	4%	5%	5%	5%	5%
6	194	142	179	214	187	175
	9%	6%	8%	10%	8%	8%
7	314	293	337	371	326	340
	14%	13%	15%	17%	15%	15%
8	602	539	534	534	561	566
	27%	24%	24%	24%	25%	25%
9	408	460	402	362	418	444
	18%	21%	18%	16%	19%	20%
Extremely Important	450	560	473	375	460	417
10	20%	25%	21%	17%	21%	19%
Don't know	94	76	95	121	85	79
	4%	3%	4%	5%	4%	4%
Total mentions	2225	2225	2225	2225	2225	2225
	100%	100%	100%	100%	100%	100%
Mean	7.98	8.18	7.93	7.68	7.95	7.90
1-3 (Net)	43	35	41	59	41	46
	2%	2%	2%	3%	2%	2%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 309  
**D2a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...**  
**Base = All who have listened to BBC radio in the past 3 months**

Summary Table						
	Provides a mix of different types of radio station.	Provides high quality radio output.	Supports UK music and presenters.	Takes risks and provides radio content or music that is new and innovative or less well known	Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provides distinctive radio programmes and output.
WeightedBase	2225	2225	2225	2225	2225	2225
EffectiveBase	1598	1598	1598	1598	1598	1598
1-4 (Net)	77 3%	66 3%	86 4%	128 6%	84 4%	82 4%
1-2 (Net)	28 1%	23 1%	28 1%	39 2%	29 1%	33 1%
4-7 (Net)	627 28%	555 25%	680 31%	774 35%	660 30%	673 30%
5-6 (Net)	280 13%	232 10%	298 13%	334 15%	291 13%	296 13%
8-10 (Net)	1461 66%	1559 70%	1409 63%	1271 57%	1438 65%	1427 64%
7-10 (Net)	1774 80%	1851 83%	1745 78%	1642 74%	1765 79%	1767 79%
9-10 (Net)	858 39%	1020 46%	874 39%	737 33%	878 39%	861 39%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 310  
**D2a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	86	43	43	6	8	26	46	16	68	16	24	14	32	45	37
1	2%OTf	2%	2%	1%	1%	2%	3%zCD	1%	2%	2%	2%	2%	3%zK	2%	3%
2	36	19	17	4	5	12	15	7	28	5	8	13	10	22	12
	1%O	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
3	43	26	17	8	1	22	12	11	32	11	7	11	14	28	14
	1%D	1%	1%	1%D	*	2%D	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	68	35	33	18	12	16	22	13	53	25	11	18	14	48	18
	2%	2%	2%	3%zEF	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%
5	212	120	92	43	30	67	72	56	151	47	45	68	53	131	74
	5%B	6%B	5%	8%zDF	5%	5%	5%	5%	6%	4%	4%	8%zKL	5%	5%	5%
6	317	155	162	62	59	88	108	80	234	98	73	76	69	182	130
	8%Rf	8%	8%	11%zEF	9%	7%	7%	7%	9%	9%	7%	9%	7%	7%	9%z
7	547	286	261	91	104	184	168	174	371	147	150	127	123	394	147
	14%Fe	15%	13%	17%F	16%F	14%	12%	16%	14%	14%	15%	15%	13%	16%ze	11%
8	839	420	418	99	157	305	278	272	559	257	238	170	174	567	264
	21%FmNeR	22%	21%	18%	24%CF	24%zCF	19%	24%zm	20%	24%zMN	24%N	19%	18%	23%ze	19%
9	571	298	273	69	88	210	205	174	392	159	172	122	118	384	179
	15%NeR	16%	14%	13%	14%	16%	14%	15%	14%	15%	17%zN	14%	12%	16%ze	13%
Extremely Important	602	279	324	87	101	190	224	161	440	190	156	125	131	388	199
10	15%PU	15%	16%	16%	16%	15%	16%	14%	16%	18%zN	16%	14%	13%	16%	14%
Don't know	584	224	359	59	82	156	287	159	411	100	111	132	241	237	311
	15%ACEKL dQRSYhg	12%	18%zA	11%	13%	12%	20%zCDE	14%	15%	9%	11%	15%KL	25%zKLM	10%	22%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 310  
 D2a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides a mix of different types of radio station.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.59NPR	7.53	7.66	7.43	7.71C	7.64	7.56	7.72z	7.56	7.74zMN	7.73MN	7.45	7.39	7.65	7.51
1-3 (Net)	166 4%D IOT	88 5%	77 4%	18 3%	15 2%	60 5%D	73 5%D	34 3%	128 5%	33 3%	39 4%	38 4%	56 6%zK	95 4%	63 5%
1-4 (Net)	233 6%IOSTY	123 6%	110 6%	36 7%	27 4%	76 6%	95 7%	46 4%	181 7%zI	58 5%	50 5%	55 6%	70 7%	143 6%	81 6%
1-2 (Net)	122 3%KOTYf	62 3%	60 3%	10 2%	14 2%	38 3%	61 4%zCD	23 2%	96 4%I	22 2%	32 3%	27 3%	42 4%zK	67 3%	49 4%
4-7 (Net)	1144 29%BFeV	596 31%zB	547 27%	214 39%zDEF	205 32%F	356 28%	370 26%	323 29%	810 30%	317 30%	279 28%	289 33%zN	259 26%	755 31%ze	369 27%
5-6 (Net)	529 14%V	275 14%	254 13%	105 19%zDEF	89 14%	155 12%	180 13%	136 12%	385 14%	145 14%	118 12%	144 16%zLN	122 12%	313 13%	204 15%
8-10 (Net)	2013 52%CMNeP c	998 52%	1014 51%	255 47%	346 53%C	705 55%zCF	707 49%	606 54%	1392 51%	607 57%zMN	566 57%zMN	417 48%	424 43%	1339 55%ze	641 46%
7-10 (Net)	2561 66%FmNeP R	1283 67%	1275 64%	346 63%	450 69%zF	889 70%zCF	876 61%	780 70%zm	1763 64%	754 71%zMN	716 72%zMN	544 62%N	547 56%	1733 71%ze	788 57%
9-10 (Net)	1174 30%NeS	577 30%	597 30%	156 29%	189 29%	399 31%	430 30%	335 30%	833 30%	349 33%zN	328 33%zN	247 28%	250 25%	773 32%ze	378 27%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 310  
 D2a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...

Provides a mix of different types of radio station.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	86	53	10	4	19	6	5	1	11	4	9	-	2	2	3	9	60	13
1	2%OTf	2%	3%	2%	15%zOPQ	1%	1%	1%	3%TY	3%	2%	-	1%	2%	2%	3%	2%	3%
2	36	24	9	4	*	-	3	*	6	1	3	-	-	1	2	7	28	3
	1%O	1%	3%zOR	2%	*	-	*	*	2%	1%	1%	-	-	1%S	1%	2%ST	1%	1%
3	43	31	8	2	2	3	8	1	7	1	3	2	1	-	-	5	37	4
	1%D	1%	3%zO	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	-	1%	1%	1%
4	68	49	13	4	2	3	13	3	6	2	10	1	5	1	1	3	56	7
	2%	1%	4%zO	2%	2%	1%	2%	2%	2%	1%	2%	1%	3%	1%	1%	1%	2%	2%
5	212	175	16	11	10	18	54	5	14	5	14	10	8	3	21	22	179	13
	5%B	5%	5%	6%	8%zO	5%	7%zVX	3%	4%	3%	3%	5%	4%	3%	11%zSUVWX	6%	6%	3%
6	317	277	20	15	5	56	53	10	20	13	36	14	21	7	13	34	234	41
	8%Rf	9%R	6%	8%	4%	15%zTUVXb	7%	6%	5%	8%	8%	8%	11%V	7%	7%	9%	7%	11%f
7	547	461	45	28	14	67	105	30	45	19	57	20	24	12	24	57	436	70
	14%Fe	14%	14%	14%	11%	18%	14%	18%	12%	12%	13%	11%	13%	13%	13%	15%	14%	19%zf
8	839	728	60	33	18	98	153	44	69	35	89	42	53	22	47	74	691	72
	21%FmNeR	22%zQR	18%	17%	15%	26%V	21%	27%	18%	21%	21%	23%	29%zVc	24%	25%	20%	22%	20%
9	571	466	62	32	13	39	93	31	50	20	85	44	21	19	21	43	455	58
	15%NeR	14%	19%R	16%R	10%	10%	13%	19%S	13%	12%	20%zSTVh	23%zSTVW	12%	21%S	11%	12%	14%	16%
											bc	hbc						
Extremely Important	602	498	26	49	30	49	123	13	62	20	55	36	35	17	41	48	488	50
10	15%PU	15%P	8%	25%zOP	24%zOP	13%	17%U	8%	17%U	12%	13%	19%U	19%U	19%U	22%SUXc	13%	15%	14%
Don't know	584	496	64	14	10	38	118	27	83	44	66	17	11	7	17	68	493	37
	15%ACEKL	15%QR	19%zQR	7%	8%	10%	16%SYhb	16%h	22%zSTXY	27%zSTXY	15%h	9%	6%	8%	9%	18%SYhab	16%g	10%
	dQRSYhg								hab	hab								

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 310  
**D2a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.**  
 Base = All respondents

	Nation				England Regions											Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Mean	7.59NPR	7.66zPR	7.13	7.80PR	6.80	7.52	7.70c	7.73	7.56	7.59	7.70	8.12zSTV WXc		7.79	7.93	7.70	7.34	7.62	7.44
1-3 (Net)	166 4%DIOT	108 3%	27 8%zO	9 5%	21 17%zOPQ	8 2%	17 2%	3 2%	24 7%STY	6 4%	15 3%	2 1%	3 2%	3 3%	5 3%	21 6%TY	125 4%	19 5%	
1-4 (Net)	233 6%IOSTY	157 5%	40 12%zO	13 7%	23 19%zOPQ	11 3%	30 4%	6 4%	30 8%STY	8 5%	25 6%	3 2%	8 4%	4 5%	7 4%	25 7%Y	181 6%	26 7%	
1-2 (Net)	122 3%KOTYf	77 2%	19 6%zO	8 4%	19 16%zOPQ	6 1%	8 1%	2 1%	17 5%STY	5 3%Y	11 3%	- -	2 1%	3 3%Y	5 3%	17 4%TY	88 3%	15 4%	
4-7 (Net)	1144 29%BFeV	962 30%	93 28%	58 30%	31 25%	144 38%zVWXY a	225 31%V	48 29%	85 23%	39 24%	117 27%	46 25%	57 32%	23 25%	60 31%	118 32%V	904 29%	131 36%zf	
5-6 (Net)	529 14%V	452 14%	36 11%	26 13%	15 12%	74 20%zUVWX	108 15%V	15 9%	34 9%	18 11%	50 12%	25 13%	28 16%	10 11%	34 18%V	57 15%V	413 13%	53 15%	
8-10 (Net)	2013 52%CMNeP c	1692 52%P	148 44%	113 58%zPR	61 49%	186 49%	370 51%	88 53%	181 48%	75 46%	229 54%c	122 65%zSTVW Xc	109 60%VWc	58 64%zSTVW c	109 57%c	166 44%	1634 52%	180 49%	
7-10 (Net)	2561 66%FmNeP R	2153 66%P	193 58%	141 73%zOPR	74 60%	253 67%	474 65%	118 71%Wc	226 60%	94 57%	286 67%	142 76%zTVWc	133 74%VWc	69 76%VWc	133 70%W	223 60%	2069 66%	250 68%	
9-10 (Net)	1174 30%NeS	964 30%	87 26%	80 41%zOP	42 34%P	88 23%	216 30%	44 27%	112 30%	40 24%	140 33%Sc	79 43%zSTUV Wc	56 31%	36 40%SWc	62 32%	91 25%	943 30%	108 29%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 311  
 D2a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides high quality radio output.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	73	41	33	7	9	23	35	14	57	11	16	12	35	34	34
1	2%KdOTf	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	4%zKLM	1%	2% <b>d</b>
2	42	19	23	5	4	15	18	7	33	10	12	12	8	26	12
	1%O	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	37	23	13	3	6	15	12	7	29	8	9	12	7	28	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	64	39	25	15	11	10	28	13	50	15	14	13	22	38	23
	2%E	2%	1%	3%zE	2%	1%	2%E	1%	2%	1%	1%	2%	2%	2%	2%
5	204	102	102	33	32	67	71	51	148	34	45	65	61	120	77
	5%KX	5%	5%	6%	5%	5%	5%	5%	5%	3%	4%	7%zKL	6%K	5%	6%
6	265	119	145	44	50	82	90	78	185	78	67	62	58	178	81
	7%Vf	6%	7%	8%	8%	6%	6%	7%	7%	7%	7%	7%	6%	7%	6%
7	514	277	236	84	94	187	149	152	357	136	135	130	114	358	151
	13%BFe	15%zB	12%	15%F	14%F	15%F	10%	14%	13%	13%	14%	15%	12%	15%ze	11%
8	769	371	396	106	139	278	246	257	502	226	211	171	162	509	252
	20%FmNR	19%	20%	20%	21%F	22%F	17%	23%zm	18%	21%N	21%N	19%	16%	21%z	18%
9	635	337	298	88	120	209	217	197	432	203	179	126	127	436	190
	16%BNeR	18%B	15%	16%	19%	16%	15%	18%	16%	19%zMN	18%N	14%	13%	18%ze	14%
Extremely Important	739	354	385	103	107	236	293	188	550	234	198	155	151	474	250
10	19%NPUc	19%	19%	19%	17%	18%	20%	17%	20%zl	22%zMN	20%N	18%	15%	20%	18%
Don't know	566	223	343	57	77	154	277	157	398	102	109	119	235	224	307
	14%ACEKL dQRShg	12%	17%zA	10%	12%	12%	19%zCDE	14%	15%	10%	11%	14%K	24%zKLM	9%	22%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 311  
 D2a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides high quality radio output.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.78NPRc	7.73	7.82	7.74	7.80	7.79	7.77	7.88	7.75	8.04zMN	7.87MN	7.64	7.46	7.83	7.72
1-3 (Net)	152 4%IOSTY	83 4%	69 3%	14 3%	19 3%	53 4%	66 5%	29 3%	120 4%	29 3%	37 4%	35 4%	50 5%	89 4%	55 4%
1-4 (Net)	216 6%BIOTY	122 6%	94 5%	29 5%	30 5%	63 5%	94 7%	42 4%	169 6%	44 4%	51 5%	49 6%	72 7%	127 5%	77 6%
1-2 (Net)	115 3%IOSTY	60 3%	55 3%	11 2%	13 2%	38 3%	53 4%	22 2%	91 3%	21 2%	28 3%	23 3%	43 4%	61 2%	47 3%
4-7 (Net)	1047 27%FeVa	538 28%	508 25%	176 32%zF	186 29%F	346 27%	339 24%	293 26%	740 27%	262 25%	260 26%	270 31%zK	255 26%	694 29%ze	331 24%
5-6 (Net)	469 12%V	222 12%	247 12%	77 14%	82 13%	149 12%	161 11%	129 11%	333 12%	111 11%	112 11%	127 14%zK	119 12%	298 12%	157 11%
8-10 (Net)	2142 55%NeRWc	1063 56%	1078 54%	298 55%	366 56%	723 57%	756 53%	642 57%	1484 54%	663 63%zMN	588 59%zMN	452 52%N	440 45%	1419 59%ze	692 50%
7-10 (Net)	2657 68%BFNeP RWc	1340 70%zB	1314 66%	382 70%F	459 71%F	910 71%zF	905 63%	794 71%z	1840 67%	799 76%zMN	723 73%zMN	582 66%N	553 56%	1777 73%ze	843 61%
9-10 (Net)	1374 35%Nec	691 36%	682 34%	191 35%	227 35%	445 35%	510 35%	385 34%	981 36%	437 41%zMN	377 38%MN	281 32%	278 28%	910 38%ze	440 32%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 311  
 D2a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides high quality radio output.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	73	43	9	3	18	3	5	1	9	4	6	-	2	1	2	9	50	11
1	2%KdOTf	1%	3%	1%	15%zOPQ	1%	1%	1%	3%T	3%	1%	-	1%	1%	1%	2%	2%	3%
2	42	23	15	3	*	-	3	*	5	2	4	-	-	1	2	6	35	3
	1%O	1%	5%zOR	2%	*	-	*	*	1%	1%	-	-	-	1%S	1%	2%	1%	1%
3	37	27	7	1	1	2	7	2	4	-	2	-	-	4	-	6	31	5
	1%	1%	2%zO	1%	1%	1%	1%	1%	1%	-	*	-	-	4%zSTWXY	-	2%	1%	1%
														hb				
4	64	52	7	4	1	7	9	5	4	2	9	1	4	1	3	8	52	2
	2%E	2%	2%	2%	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%
5	204	165	17	10	12	21	47	8	15	5	12	8	7	2	15	25	173	16
	5%KX	5%	5%	5%	10%zOPQ	6%	6%X	5%	4%	3%	4%	4%	4%	2%	8%X	7%X	5%	4%
6	265	217	24	18	6	35	47	12	10	10	27	16	13	2	15	30	195	38
	7%Vf	7%	7%	9%	5%	9%V	6%V	7%	3%	6%	6%V	8%V	7%	3%	8%V	8%V	6%	10%zf
7	514	444	36	20	14	77	102	28	38	20	55	22	30	9	22	41	413	54
	13%BFe	14%	11%	10%	11%	20%zTVXY	14%	17%	10%	12%	13%	12%	17%	10%	11%	11%	13%	15%
						abc												
8	769	659	58	35	16	84	140	40	79	27	75	32	48	21	32	81	628	68
	20%FmNR	20%R	18%	18%	13%	22%	19%	24%	21%	16%	18%	17%	27%X	24%	17%	22%	20%	19%
9	635	528	62	30	14	55	123	33	54	21	73	40	24	23	34	47	509	63
	16%BNeR	16%R	19%R	15%	12%	15%	17%	20%	15%	13%	17%	22%c	13%	26%zSVWh	18%	13%	16%	17%
														c				
Extremely Important	739	609	42	58	30	64	136	16	68	27	94	49	42	19	43	49	593	71
10	19%NPuc	19%P	13%	30%zOP	25%zOP	17%	19%U	9%	18%U	17%	24%Uc	26%zSUC	23%Uc	21%U	23%Uc	13%	19%	19%
Don't know	566	490	54	12	10	29	111	20	87	45	68	18	11	7	23	70	478	37
	14%ACEKL	15%QR	16%QR	6%	8%	8%	15%Sh	12%	23%zSTUX	28%zSTUX	16%Sh	10%	6%	8%	12%	19%zSVha	15%zg	10%
	dQRShg								Yhab	Yhab								

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 311  
 D2a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides high quality radio output.**  
 Base = All respondents

	Nation					England Regions											Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.78NPRc	7.85zPR	7.25	8.01PR	6.87	7.75c	7.90c	7.61	7.86c	7.76	8.01c	8.34zSTU VWc	8.01c	8.10c	7.92c	7.36	7.80	7.72
1-3 (Net)	152 4%IOSTY	93 3%	32 10%zOQ	7 4%	20 16%zOPQ	6 1%	15 2%	4 2%	18 5%STY	6 4%Y	12 3%	- -	2 1%	5 6%STY	4 2%	21 6%STYh	115 4%	18 5%
1-4 (Net)	216 6%BIOTY	145 4%	39 12%zOQ	11 6%	21 17%zOQ	12 3%	23 3%	9 6%Y	22 6%Y	8 5%Y	21 5%Y	1 1%	6 3%	7 7%Y	7 4%	29 8%STY	167 5%	20 5%
1-2 (Net)	115 3%IOSTY	66 2%	24 7%zOQ	6 3%	19 15%zOPQ	3 1%	8 1%	2 1%	14 4%STY	6 4%STY	10 2%	- -	2 1%	2 2%	4 2%	15 4%STY	85 3%	13 4%
4-7 (Net)	1047 27%FeVa	879 27%	84 25%	51 27%	33 27%	140 37%zTVWX Yac	205 28%Va	53 32%Va	67 18%	37 22%	103 24%	47 25%	54 30%Va	14 16%	54 28%V	104 28%Va	832 26%	110 30%
5-6 (Net)	469 12%V	382 12%	41 12%	28 14%	18 15%	56 15%Va	94 13%V	20 12%	25 7%	15 9%	39 9%	24 13%V	20 11%	4 5%	30 16%Va	56 15%VXa	368 12%	54 15%
8-10 (Net)	2142 55%NeRWc	1796 55%R	163 49%	123 63%zOPR	60 49%	203 54%	399 55%	88 53%	202 54%	76 46%	243 57%Wc	122 65%zTVW c	114 63%Wc	64 70%zSTUV WXc	110 57%	177 48%	1729 55%	203 55%
7-10 (Net)	2657 68%BFNeP RWc	2241 69%PR	198 60%	143 74%zPR	74 60%	280 74%zVWc	501 69%Wc	117 70%c	240 64%	96 59%	297 70%Wc	144 77%zVWc	144 80%zTVWX c	72 80%zVWc	131 69%	218 58%	2142 68%	256 70%
9-10 (Net)	1374 35%Nec	1137 35%	104 31%	88 45%zOPR	45 36%	119 32%	259 35%c	48 29%	123 33%	49 30%	168 39%c	89 48%zSTUV Wc	66 36%c	42 47%zSUVW c	78 41%c	96 26%	1102 35%	134 37%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 312  
 D2a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Supports UK music and presenters.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	83	46	37	7	10	27	39	20	61	20	20	14	29	45	34
1	2%OT	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%
2	44	22	22	5	9	15	15	3	40	7	10	10	18	27	13
	1%IO	1%	1%	1%	1%	1%	1%	*	1%zl	1%	1%	1%	2%K	1%	1%
3	37	20	17	6	5	8	18	6	31	14	8	9	7	25	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	79	53	26	15	17	19	29	18	58	30	18	19	12	53	24
	2%B	3%zB	1%	3%	3%	1%	2%	2%	2%	3%N	2%	2%	1%	2%	2%
5	241	111	130	32	45	74	90	74	163	57	45	78	61	136	97
	6%L	6%	6%	6%	7%	6%	6%	7%	6%	5%	4%	9%zKL	6%	6%	7%
6	297	133	164	43	54	90	111	76	221	78	95	59	65	199	93
	8%Rf	7%	8%	8%	8%	7%	8%	7%	8%	7%	10%zN	7%	7%	8%	7%
7	546	302	244	90	88	217	151	172	366	151	127	135	132	395	144
	14%BFeR	16%zB	12%	17%F	14%	17%zF	11%	15%	13%	14%	13%	15%	13%	16%ze	10%
8	759	381	376	102	138	264	256	231	519	231	200	172	156	490	257
	19%N	20%	19%	19%	21%	21%	18%	21%	19%	22%zN	20%N	20%	16%	20%	19%
9	583	309	274	79	105	192	208	179	397	159	183	116	125	394	180
	15%eR	16%	14%	14%	16%	15%	14%	16%	14%	15%	18%zMN	13%	13%	16%ze	13%
Extremely Important	642	288	355	113	101	213	216	184	457	205	165	138	133	426	205
10	16%Ne	15%	18%	21%zDF	16%	17%	15%	16%	17%	19%zN	17%	16%	14%	18%	15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Supports UK music and presenters.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	595	241	354	54	77	158	306	156	428	105	124	125	242	235	325
	15%ACDEK LdQRSYh	13%	18%zA	10%	12%	12%	21%zCDE	14%	16%	10%	12%	14%K	25%zKLM	10%	23%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.59NPR	7.53	7.66	7.72	7.58	7.65	7.49	7.73z	7.55	7.71N	7.72N	7.50	7.40	7.65	7.52
1-3 (Net)	164 4%IOSY	88 5%	77 4%	18 3%	24 4%	50 4%	72 5%	29 3%	132 5%zl	40 4%	38 4%	33 4%	53 5%	97 4%	58 4%
1-4 (Net)	244 6%BIOS	141 7%zB	103 5%	33 6%	40 6%	69 5%	101 7%	48 4%	190 7%zl	70 7%	56 6%	52 6%	66 7%	150 6%	83 6%
1-2 (Net)	127 3%IOTY	68 4%	59 3%	12 2%	19 3%	42 3%	54 4%	23 2%	101 4%l	26 2%	30 3%	24 3%	46 5%zK	72 3%	47 3%
4-7 (Net)	1163 30%FeRV	599 31%	564 28%	180 33%F	203 31%	399 31%F	381 26%	340 30%	808 29%	316 30%	285 29%	291 33%zN	270 28%	783 32%ze	359 26%
5-6 (Net)	538 14%	244 13%	294 15%	74 14%	99 15%	164 13%	201 14%	150 13%	384 14%	135 13%	140 14%	138 16%	126 13%	335 14%	191 14%
8-10 (Net)	1985 51%FNe	978 51%	1004 50%	293 54%F	344 53%F	669 52%F	679 47%	595 53%	1373 50%	596 56%zMN	549 55%zMN	426 49%N	415 42%	1310 54%ze	642 46%
7-10 (Net)	2531 65%BFmNe PVW	1280 67%zB	1248 62%	383 70%zF	432 67%F	886 69%zF	830 58%	768 68%zm	1739 63%	747 71%zMN	676 68%zN	561 64%N	547 56%	1705 70%ze	786 57%
9-10 (Net)	1226 31%Ne	597 31%	628 31%	191 35%F	206 32%	405 32%	423 29%	364 32%	854 31%	364 34%zMN	348 35%zMN	254 29%	258 26%	821 34%ze	385 28%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	83	48	11	4	19	5	4	1	7	7	10	-	2	1	1	10	60	10
1	2%OT	1%	3%O	2%	16%zOPQ	1%	1%	1%	2%	4%TY	2%T	-	1%	1%	1%	3%T	2%	3%
2	44	30	13	2	*	*	7	*	8	1	4	-	-	1	2	6	40	1
	1%IO	1%	4%zOQR	1%	*	*	1%	*	2%S	1%	1%	-	-	1%	1%	2%	1%	*
3	37	27	6	3	2	1	10	-	4	1	3	-	-	3	1	4	28	3
	1%	1%	2%	1%	1%	*	1%	-	1%	1%	1%	-	-	3%SYh	*	1%	1%	1%
4	79	72	4	2	2	5	13	2	7	4	12	7	7	4	4	8	59	12
	2%B	2%	1%	1%	1%	1%	2%	1%	2%	2%	3%	4%	4%	4%	2%	2%	2%	3%
5	241	197	21	11	12	19	46	13	21	4	22	6	14	3	22	28	197	22
	6%L	6%	6%	6%	10%zO	5%	6%	8%	5%	3%	5%	3%	8%	3%	11%zSWXY	7%	6%	6%
6	297	250	28	14	4	50	49	12	18	13	31	18	13	4	14	28	224	43
	8%Rf	8%R	8%R	7%	4%	13%zTVXac	7%	7%	5%	8%	7%	9%	7%	4%	7%	8%	7%	12%zf
7	546	468	35	32	11	69	111	34	45	16	63	23	31	11	19	46	438	58
	14%BFeR	14%R	11%	16%PR	9%	18%W	15%	20%VWb	12%	10%	15%	12%	17%	12%	10%	12%	14%	16%
8	759	644	61	35	20	89	157	41	60	28	78	32	33	20	42	65	621	61
	19%N	20%	18%	18%	16%	24%V	21%	25%	16%	17%	18%	17%	18%	22%	22%	17%	20%	17%
9	583	489	52	29	13	46	104	25	57	25	67	36	32	20	26	52	469	58
	15%eR	15%R	16%	15%	11%	12%	14%	15%	15%	15%	16%	19%	17%	22%S	14%	14%	15%	16%
Extremely Important	642	521	41	49	30	55	110	17	57	19	65	48	37	16	40	57	526	53
10	16%Ne	16%	12%	25%zOP	25%zOP	15%	15%	10%	15%	12%	15%	26%zSTUV	21%U	18%	21%U	15%	17%	14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Supports UK music and presenters.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	595	512	60	14	10	38	120	21	89	46	73	17	13	8	19	67	495	46	
		15%ACDEK LdQRSYh	16%QR	18%QR	7%	8%	10%	16%SYh	13%	24%zSTUY hab	28%zSTUX Yhabc	17%SYh	9%	7%	9%	10%	18%SYhb	16%	13%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.59NPR	7.65zPR	7.19	7.88zPR	6.82	7.61	7.69	7.61	7.58	7.43	7.59	8.16zSTU VWXc	7.81	7.81	7.71	7.39	7.63	7.42	
1-3 (Net)	164	105	30	8	21	6	21	2	20	9	16	-	2	5	4	21	128	14	
	4%IOSY	3%	9%zOQ	4%	17%zOPQ	2%	3%	1%	5%SY	5%SY	4%Y	-	1%	5%Y	2%	6%SYh	4%	4%	
1-4 (Net)	244	177	34	10	23	11	33	3	26	13	28	7	9	8	9	29	187	26	
	6%BLOS	5%	10%zOQ	5%	19%zOPQ	3%	5%	2%	7%S	8%SU	7%	4%	5%	9%SU	4%	8%SU	6%	7%	
1-2 (Net)	127	78	24	5	20	5	11	2	15	8	14	-	2	2	4	17	100	12	
	3%IOTY	2%	7%zOQ	3%	16%zOPQ	1%	2%	1%	4%TY	5%STY	3%Y	-	1%	2%	2%	4%STY	3%	3%	
4-7 (Net)	1163	987	88	59	29	143	218	60	91	38	128	54	64	21	59	110	917	134	
	30%FeRV	30%R	27%	30%	23%	38%zTVWa	30%	36%VW	24%	23%	30%	29%	35%VW	24%	31%	30%	29%	37%zf	
5-6 (Net)	538	447	49	25	17	69	95	25	39	18	52	24	27	7	36	56	420	65	
	14%	14%	15%	13%	13%	18%zVa	13%	15%	10%	11%	12%	13%	15%	7%	19%Va	15%	13%	18%	
8-10 (Net)	1985	1654	154	113	63	190	371	83	175	72	209	116	102	56	108	173	1616	172	
	51%FNe	51%	46%	58%zOP	51%	50%	51%	50%	47%	44%	49%	62%zSTVW Xc	56%	62%VWc	57%W	47%	51%	47%	
7-10 (Net)	2531	2122	189	145	74	258	482	116	220	88	273	139	132	67	128	220	2053	230	
	65%BfMNe PVW	65%P	57%	75%zOPR	60%	69%VWc	66%W	70%VW	59%	53%	64%W	74%zVWXc	73%VWc	75%VWc	67%W	59%	65%	63%	
9-10 (Net)	1226	1010	93	78	43	101	214	42	115	44	132	84	69	36	66	109	995	111	
	31%Ne	31%	28%	40%zOP	35%	27%	29%	25%	31%	27%	31%	45%zSTUV WXc	38%SU	40%SU	35%	29%	32%	30%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 313  
**D2a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
 Takes risks and provides radio content or music that is new and innovative or less well known**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	93	44	49	7	18	27	41	17	75	16	22	18	37	50	40
1	2% <b>IO</b>	2%	2%	1%	3%	2%	3%	1%	3%	2%	2%	2%	4% <b>zK</b>	2%	3%
2	53	31	22	6	6	20	21	5	48	10	20	11	12	29	21
	1% <b>l</b>	2%	1%	1%	1%	2%	1%	*	2% <b>zl</b>	1%	2%	1%	1%	1%	1%
3	50	25	25	4	8	13	25	12	36	14	7	14	16	30	17
	1% <b>Tf</b>	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%
4	119	66	54	32	19	29	40	20	94	40	23	31	26	77	40
	3% <b>IR</b>	3%	3%	6% <b>zDEF</b>	3%	2%	3%	2%	3% <b>l</b>	4%	2%	4%	3%	3%	3%
5	260	134	126	41	40	86	93	63	192	53	62	84	61	153	100
	7% <b>K</b>	7%	6%	8%	6%	7%	6%	6%	7%	5%	6%	10% <b>zKLN</b>	6%	6%	7%
6	346	191	155	58	56	113	119	96	247	107	98	81	61	235	105
	9% <b>BNef</b>	10% <b>zB</b>	8%	11%	9%	9%	8%	9%	9%	10% <b>N</b>	10% <b>N</b>	9% <b>N</b>	6%	10%	8%
7	570	274	296	84	105	216	166	181	387	158	157	146	109	414	152
	15% <b>FNeRb</b>	14%	15%	15% <b>F</b>	16% <b>F</b>	17% <b>zF</b>	12%	16%	14%	15% <b>N</b>	16% <b>N</b>	17% <b>N</b>	11%	17% <b>ze</b>	11%
8	764	402	361	109	136	282	237	253	505	215	219	161	168	519	234
	20% <b>BFme</b>	21% <b>B</b>	18%	20%	21% <b>F</b>	22% <b>zF</b>	16%	23% <b>zm</b>	18%	20%	22% <b>N</b>	18%	17%	21% <b>ze</b>	17%
9	516	245	271	70	96	172	177	163	348	162	147	98	109	348	158
	13% <b>eR</b>	13%	14%	13%	15%	13%	12%	15%	13%	15% <b>zMN</b>	15% <b>N</b>	11%	11%	14% <b>ze</b>	11%
Extremely Important	490	228	261	83	80	153	174	143	345	163	115	92	119	310	168
10	13% <b>U</b>	12%	13%	15%	12%	12%	12%	13%	13%	15% <b>zLM</b>	12%	11%	12%	13%	12%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 313  
**D2a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
 Takes risks and provides radio content or music that is new and innovative or less well known**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	646	266	379	51	84	166	345	169	463	118	126	141	262	262	349
	17%ACDEK LdQRYh	14%	19%zA	9%	13%	13%	24%zCDE	15%	17%	11%	13%	16%K	27%zKLM	11%	25%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.31mMPR g	7.24	7.38	7.35	7.37	7.36	7.22	7.58zm	7.21	7.52zMN	7.36M	7.10	7.20	7.38	7.21
1-3 (Net)	196 5%CIOTY	100 5%	96 5%	17 3%	32 5%	60 5%	87 6%C	33 3%	160 6%zl	41 4%	49 5%	43 5%	64 7%zK	109 4%	78 6%
1-4 (Net)	315 8%IOTf	166 9%	149 7%	49 9%	50 8%	89 7%	127 9%	54 5%	253 9%zl	81 8%	72 7%	74 8%	90 9%	185 8%	118 9%
1-2 (Net)	146 4%IKOY	75 4%	71 4%	13 2%	24 4%	48 4%	62 4%	21 2%	123 4%zl	27 3%	42 4%	29 3%	48 5%K	79 3%	61 4%
4-7 (Net)	1296 33%FNerV	664 35%	630 32%	215 40%zF	219 34%	443 35%F	418 29%	361 32%	920 34%	358 34%N	339 34%N	341 39%zN	257 26%	878 36%ze	396 29%
5-6 (Net)	606 16%BN	325 17%zB	281 14%	99 18%	96 15%	199 16%	212 15%	160 14%	439 16%	160 15%	160 16%	164 19%zN	122 12%	387 16%	205 15%
8-10 (Net)	1769 45%FmMNe	875 46%	893 45%	262 48%F	312 48%F	607 48%F	588 41%	559 50%zm	1198 44%	540 51%zMN	481 48%MN	351 40%	397 41%	1177 49%ze	561 41%
7-10 (Net)	2339 60%FmNeP c	1149 60%	1189 59%	346 63%F	417 64%zF	823 64%zF	754 52%	740 66%zm	1586 58%	698 66%zMN	638 64%zMN	497 57%	506 52%	1591 66%ze	713 51%
9-10 (Net)	1005 26%Me	474 25%	532 27%	153 28%	177 27%	325 25%	351 24%	306 27%	694 25%	325 31%zMN	262 26%	190 22%	228 23%	658 27%e	326 24%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 313

D2a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...

Takes risks and provides radio content or music that is new and innovative or less well known

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	93	55	15	4	19	6	11	1	7	4	7	-	3	1	3	12	70	11
1	2%IO	2%	4%zO	2%	16%zOPQ	2%	2%	1%	2%	3%	2%	-	2%	1%	2%	3%Y	2%	3%
2	53	38	12	2	1	7	9	1	7	1	3	-	-	1	3	6	43	5
	1%I	1%	3%zOR	1%	*	2%	1%	1%	2%	1%	1%	-	-	1%	2%	2%	1%	1%
3	50	39	6	4	1	5	1	3	13	*	6	2	-	1	-	7	34	10
	1%Tf	1%	2%	2%	1%	1%	*	2%T	4%zThb	*	1%T	1%	-	2%	-	2%T	1%	3%zf
4	119	101	12	6	1	16	22	7	5	2	17	6	9	2	8	8	88	21
	3%IR	3%R	3%	3%	1%	4%	3%	4%	1%	1%	4%	3%	5%V	2%	4%	2%	3%	6%zf
5	260	209	22	15	13	16	53	6	22	6	25	8	14	9	17	34	221	16
	7%K	6%	7%	8%	11%zO	4%	7%	4%	6%	4%	6%	4%	8%	10%	9%	9%S	7%	4%
6	346	296	25	18	8	55	52	20	22	16	38	20	15	7	15	37	261	50
	9%Bnef	9%	7%	9%	7%	15%zTVX	7%	12%V	6%	9%	9%	11%	8%	7%	8%	10%	8%	14%zf
7	570	487	41	30	12	67	121	32	45	19	64	31	39	9	15	46	457	57
	15%FNeRb	15%R	12%	15%R	10%	18%b	17%b	19%b	12%	11%	15%b	17%b	21%zVWab	10%	8%	12%	14%	16%
8	764	652	58	34	20	72	151	34	75	35	70	47	35	20	44	68	633	65
	20%Bfme	20%	17%	18%	17%	19%	21%	21%	20%	21%	16%	25%X	19%	22%	23%	18%	20%	18%
9	516	436	48	21	11	41	99	26	42	18	72	27	27	19	25	39	411	45
	13%eR	13%R	14%	11%	9%	11%	14%	16%	11%	11%	17%zc	14%	15%	21%SVc	13%	10%	13%	12%
Extremely Important	490	390	29	44	27	37	84	10	50	14	51	27	24	12	36	46	399	41
10	13%U	12%	9%	23%zOP	22%zOP	10%	12%	6%	13%U	9%	12%	14%U	14%	13%	19%zSTUW	12%	13%	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 313  
**D2a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
 Takes risks and provides radio content or music that is new and innovative or less well known**  
 Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	646	555	66	15	10	55	127	24	86	50	74	18	15	9	26	69	538	47
	17%ACDEK LdQRYh	17%QR	20%QR	8%	8%	15%	17%Yh	15%	23%zSYha b	30%zSTUX Yhabc	17%Yh	9%	8%	10%	14%	19%Yh	17%	13%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.31mMPR g	7.37zPR	6.87	7.50PR	6.67	7.12	7.44c	7.26	7.36	7.43	7.42	7.70zSc	7.45	7.57	7.57	7.08	7.35g	7.01
1-3 (Net)	196 5%CIOTY	132 4%	32 10%zO	11 6%	21 17%zOPQ	18 5%	21 3%	5 3%	26 7%TYh	5 3%	16 4%	2 1%	3 2%	3 4%	6 3%	25 7%TY	146 5%	26 7%
1-4 (Net)	315 8%IOTf	233 7%	44 13%zO	16 8%	22 18%zOQ	34 9%	43 6%	12 8%	31 8%	7 4%	33 8%	8 4%	12 7%	5 6%	14 7%	33 9%	234 7%	47 13%zf
1-2 (Net)	146 4%IKOY	93 3%	26 8%zOQ	7 3%	20 16%zOPQ	13 3%Y	20 3%	3 2%	13 4%Y	5 3%Y	10 2%	-	3 2%	2 2%	6 3%Y	18 5%Y	113 4%	16 4%
4-7 (Net)	1296 33%FNeRV 16%BN	1094 34%R	99 30%	69 35%R	34 28%	154 41%zVWb	248 34%V	65 39%VW	94 25%	42 26%	143 34%V	66 35%V	76 42%zVWb	27 30%	54 28%	125 34%V	1027 33%	143 39%zf
5-6 (Net)	606 16%BN	505 16%	47 14%	33 17%	21 17%	71 19%V	105 14%	26 16%	44 12%	22 13%	62 15%	28 15%	28 16%	16 18%	32 17%	71 19%V	482 15%	66 18%
8-10 (Net)	1769 45%FmMNe	1478 45%	134 41%	99 51%zP	58 47%	150 40%	334 46%	70 43%	168 45%	67 41%	194 45%	101 54%zSWc	86 48%	51 56%SWc	104 55%zSWc	153 41%	1444 46%	151 41%
7-10 (Net)	2339 60%FmNeP c	1965 60%P	176 53%	129 67%zPR	70 57%	217 58%	455 62%Wc	102 62%	213 57%	86 52%	258 60%	132 71%zSVWX c	125 69%zSVWc	60 66%	119 62%	199 53%	1901 60%	208 57%
9-10 (Net)	1005 26%Me	826 25%	76 23%	65 34%zOP	38 31%zP	78 21%	183 25%	36 22%	92 25%	32 20%	124 29%S	54 29%	51 28%	31 34%SW	60 32%SW	85 23%	810 26%	85 23%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 314  
D2a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
Provides radio stations that appeal to a wide range of different audiences across the UK  
Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	78	45	33	5	10	26	38	15	62	17	19	11	31	40	35
1	2%OTf	2%	2%	1%	2%	2%	3%C	1%	2%	2%	2%	1%	3%zKM	2%	3%
2	38	17	21	6	7	13	11	5	33	4	11	10	13	22	11
	1%KO	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%
3	49	30	19	10	7	17	14	10	37	17	6	14	12	34	13
	1%L	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
4	86	43	43	12	21	19	34	24	61	33	27	14	12	51	33
	2%N	2%	2%	2%	3%E	1%	2%	2%	2%	3%N	3%	2%	1%	2%	2%
5	228	131	97	40	38	68	82	63	162	41	44	76	67	135	87
	6%BK	7%zB	5%	7%	6%	5%	6%	6%	6%	4%	4%	9%zKL	7%K	6%	6%
6	316	147	169	62	43	101	110	78	233	82	96	67	70	212	96
	8%Ra	8%	8%	11%zDEF	7%	8%	8%	7%	8%	8%	10%	8%	7%	9%	7%
7	542	279	261	76	112	198	155	168	368	160	130	132	120	384	152
	14%Fe	15%	13%	14%	17%zF	16%F	11%	15%	13%	15%	13%	15%	12%	16%ze	11%
8	771	407	363	100	132	284	255	241	524	233	209	170	159	525	240
	20%BNe	21%zB	18%	18%	20%	22%zF	18%	21%	19%	22%N	21%N	19%	16%	22%ze	17%
9	615	294	321	82	112	190	231	196	415	174	183	141	117	409	197
	16%NR	15%	16%	15%	17%	15%	16%	17%	15%	16%N	18%zN	16%N	12%	17%	14%
Extremely Important	614	289	326	97	93	198	226	168	444	191	164	121	139	388	211
10	16%PU	15%	16%	18%	14%	16%	16%	15%	16%	18%zMN	16%	14%	14%	16%	15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 314  
 D2a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
 Provides radio stations that appeal to a wide range of different audiences across the UK  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	571	225	346	55	73	162	281	155	402	106	106	120	240	225	310
	15%ACDEK LdQRSYhg	12%	17%zA	10%	11%	13%	20%zCDE	14%	15%	10%	11%	14%K	24%zKLM	9%	22%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.59NPRc	7.51	7.67zA	7.57	7.58	7.61	7.59	7.73zm	7.54	7.74zMN	7.69N	7.50	7.37	7.63	7.54
1-3 (Net)	164 4%IOY	92 5%	72 4%	21 4%	24 4%	56 4%	63 4%	29 3%	132 5%zl	38 4%	36 4%	35 4%	55 6%z	96 4%	59 4%
1-4 (Net)	250 6%IOT	135 7%	115 6%	33 6%	45 7%	75 6%	98 7%	53 5%	193 7%zl	71 7%	62 6%	49 6%	68 7%	147 6%	92 7%
1-2 (Net)	116 3%IKOTYf	62 3%	54 3%	11 2%	17 3%	39 3%	49 3%	20 2%	95 3%zl	21 2%	30 3%	21 2%	44 4%zK	62 3%	46 3%
4-7 (Net)	1171 30%FeV	599 31%	570 29%	190 35%zF	214 33%F	386 30%	381 26%	333 30%	824 30%	316 30%	296 30%	289 33%N	270 28%	782 32%ze	367 27%
5-6 (Net)	544 14%KVa	277 15%	267 13%	102 19%zDEF	81 12%	169 13%	192 13%	141 13%	395 14%	123 12%	140 14%	144 16%K	137 14%	347 14%	182 13%
8-10 (Net)	2000 51%NeW	990 52%	1010 51%	278 51%	337 52%	672 53%	712 50%	604 54%	1383 50%	597 57%zMN	557 56%zMN	432 49%N	415 42%	1322 54%ze	648 47%
7-10 (Net)	2542 65%FNpR Wc	1269 67%	1271 64%	355 65%	449 69%zF	870 68%zF	867 60%	772 69%zm	1751 64%	757 72%zMN	686 69%zN	564 64%N	535 55%	1706 70%ze	800 58%
9-10 (Net)	1229 31%NSc	583 31%	646 32%	179 33%	205 32%	388 30%	457 32%	363 32%	859 31%	364 34%zN	347 35%zN	262 30%	256 26%	797 33%	408 29%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 314  
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 Provides radio stations that appeal to a wide range of different audiences across the UK  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	78	51	5	2	20	5	7	1	10	6	7	-	2	1	3	10	55	10
1	2%OTf	2%	2%	1%	16%zOPQ	1%	1%	1%	3%	3%TY	2%	-	1%	1%	2%	3%	2%	3%
2	38	20	12	5	*	1	2	-	1	1	4	-	*	1	3	6	27	5
	1%KO	1%	4%zOR	3%zOR	*	*	*	-	*	*	1%	-	*	1%	2%T	2%T	1%	1%
3	49	35	11	1	1	4	12	-	5	1	6	1	-	1	-	5	44	1
	1%L	1%	3%zOR	1%	1%	1%	2%	-	1%	1%	1%	1%	-	1%	-	1%	1%	*
4	86	70	11	4	1	11	9	7	7	2	9	4	5	2	6	8	67	12
	2%N	2%	3%	2%	1%	3%	1%	4%T	2%	1%	2%	2%	3%	2%	3%	2%	2%	3%
5	228	184	21	9	13	12	57	8	13	7	21	5	5	4	16	35	187	21
	6%BK	6%	6%	5%	11%zOPQ	3%	8%zSVY	5%	4%	4%	5%	3%	3%	4%	9%S	9%zSVXh	6%	6%
6	316	274	19	17	5	54	50	14	23	14	31	13	16	1	16	42	240	34
	8%Ra	8%R	6%	9%R	4%	14%zTVXYa	7%	9%a	6%	9%a	7%	7%	9%a	1%	8%	11%Ta	8%	9%
7	542	459	43	27	13	80	108	28	40	19	55	20	30	16	25	39	425	62
	14%Fe	14%	13%	14%	10%	21%zTVWX	15%	17%	11%	12%	13%	11%	16%	17%	13%	10%	13%	17%
8	771	659	56	34	21	85	144	42	67	27	76	45	43	21	33	76	651	63
	20%BNe	20%	17%	18%	17%	23%	20%	25%	18%	16%	18%	24%	24%	23%	17%	20%	21%z	17%
9	615	518	59	29	9	43	115	29	63	26	90	36	33	19	22	44	488	62
	16%NR	16%R	18%R	15%R	7%	11%	16%	17%	17%	16%	21%zSbc	19%S	18%	21%S	11%	12%	15%	17%
Extremely Important	614	500	36	49	30	51	110	13	58	17	59	47	32	17	45	52	491	61
10	16%PU	15%	11%	25%zOP	24%zOP	14%	15%U	8%	15%U	11%	14%	25%zSTUV	18%U	18%U	23%zSTUV	14%	16%	17%
											WXc				Xc			

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 314  
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 Provides radio stations that appeal to a wide range of different audiences across the UK  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	571	488	57	16	10	31	118	23	87	45	68	16	13	8	21	56	482	36
	15%ACDEK LdQRSYhg	15%QR	17%QR	8%	8%	8%	16%SYh	14%	23%zSTUX Yhabc	27%zSTUX Yhabc	16%SYh	9%	7%	9%	11%	15%Sh	15%g	10%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.59NPRc	7.65zPR	7.18	7.83PR	6.76	7.48	7.68c	7.53	7.73c	7.46	7.68c	8.26zSTU VWXbc	7.91Sc	7.96c	7.64	7.23	7.61	7.49
1-3 (Net)	164 4%IOY	107 3%	29 9%zO	8 4%	21 17%zOPQ	10 3%	20 3%	1 1%	16 4%	7 4%	17 4%	1 1%	2 1%	3 4%	7 3%	21 6%UY	126 4%	16 4%
1-4 (Net)	250 6%IOT	176 5%	40 12%zOQ	12 6%	22 18%zOQ	20 5%	30 4%	9 5%	23 6%	9 6%	26 6%	6 3%	7 4%	5 6%	13 7%	29 8%T	193 6%	29 8%
1-2 (Net)	116 3%IKOTYf	71 2%	18 5%zO	7 4%	20 16%zOPQ	5 1%	8 1%	1 1%	11 3%	6 4%TY	11 3%	-	2 1%	2 2%	7 3%Y	17 4%TY	82 3%	15 4%
4-7 (Net)	1171 30%FeV	987 30%	94 28%	57 29%	32 26%	157 42%zTVWX Ya	224 31%V	58 35%VY	84 22%	43 26%	116 27%	42 23%	56 31%	22 25%	63 33%V	123 33%VY	919 29%	130 35%zf
5-6 (Net)	544 14%KV a	458 14%	40 12%	27 14%	18 15%	66 17%VYa	107 15%a	23 14%	37 10%	21 13%	52 12%	18 10%	22 12%	5 6%	32 17%a	77 21%zTVXX a	427 14%	55 15%
8-10 (Net)	2000 51%NeW	1677 51%	151 46%	112 58%zPR	60 49%	179 48%	369 50%	83 50%	187 50%	70 42%	225 53%	127 68%zSTUV WXbc	109 60%zSWc	57 62%SWc	100 52%	172 46%	1629 52%	185 50%
7-10 (Net)	2542 65%FNePR Wc	2136 66%PR	195 59%	139 71%zPR	73 59%	260 69%Wc	476 65%Wc	111 67%W	227 61%	89 54%	280 66%Wc	147 79%zTVWX bc	139 77%zTVWX c	72 80%zTVWX bc	125 65%	211 57%	2054 65%	247 67%
9-10 (Net)	1229 31%NSc	1018 31%	95 29%	78 40%zOPR	39 32%	94 25%	225 31%	41 25%	120 32%	43 26%	149 35%Sc	82 44%zSTUV Wc	66 36%Sc	35 39%SUc	66 35%	96 26%	978 31%	122 33%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 315  
 D2a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides distinctive radio programmes and output.**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	80	42	37	6	10	28	36	17	62	15	18	15	31	42	34
1	2%OT	2%	2%	1%	2%	2%	3%	1%	2%	1%	2%	2%	3%zK	2%	2%
2	34	20	14	6	2	18	8	9	25	12	4	7	10	21	10
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
3	53	27	26	2	9	18	23	6	46	11	17	10	15	32	21
	1%IO	1%	1%	*	1%	1%	2%	1%	2%zI	1%	2%	1%	2%	1%	1%
4	76	43	33	18	9	30	18	14	58	24	17	17	18	52	21
	2%F	2%	2%	3%zDF	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%
5	256	143	113	36	43	77	99	75	179	53	46	91	66	157	92
	7%BKLU	8%	6%	7%	7%	6%	7%	7%	7%	5%	5%	10%zKLN	7%	6%	7%
6	320	146	174	73	52	99	96	98	217	86	99	81	62	208	102
	8%FN	8%	9%	13%zDEF	8%	8%	7%	9%	8%	8%	9%	9%	6%	9%	7%
7	554	284	270	82	105	187	180	167	382	163	149	131	110	394	157
	14%NeR	15%	14%	15%	16%	15%	13%	15%	14%	15%N	15%N	15%	11%	16%ze	11%
8	794	412	381	99	149	295	251	254	534	253	219	156	166	536	251
	20%FNeR	22%	19%	18%	23%F	23%zCF	17%	23%	19%	24%zMIN	22%N	18%	17%	22%ze	18%
9	607	313	293	86	97	195	228	178	423	161	178	130	138	397	197
	16%R	16%	15%	16%	15%	15%	16%	16%	15%	15%	18%z	15%	14%	16%	14%
Extremely Important	546	252	294	73	92	161	220	141	403	167	142	113	124	337	197
10	14%PU	13%	15%	13%	14%	13%	15%	13%	15%	16%	14%	13%	13%	14%	14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Provides distinctive radio programmes and output.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	588	224	363	63	80	167	278	163	411	111	115	125	238	248	302
	15%ACEKL dQRyh	12%	18%zA	12%	12%	13%	19%zCDE	15%	15%	10%	12%	14%K	24%zKLM	10%	22%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.52NPRc	7.46	7.58	7.46	7.61	7.44	7.58	7.60	7.50	7.65zMN	7.65MN	7.37	7.36	7.54	7.51
1-3 (Net)	166 4%CIOTY	89 5%	77 4%	14 2%	21 3%	64 5%C	68 5%	31 3%	133 5%zl	38 4%	39 4%	32 4%	56 6%z	95 4%	65 5%
1-4 (Net)	242 6%IOTY	132 7%	110 6%	32 6%	30 5%	95 7%D	85 6%	45 4%	192 7%zl	62 6%	56 6%	49 6%	75 8%	147 6%	86 6%
1-2 (Net)	114 3%OTY	62 3%	51 3%	11 2%	12 2%	46 4%	44 3%	25 2%	87 3%	28 3%	22 2%	22 3%	41 4%zL	64 3%	44 3%
4-7 (Net)	1205 31%FNe	616 32%	590 30%	210 38%zEF	209 32%	394 31%	392 27%	354 32%	837 31%	326 31%	302 30%	320 37%zKLN	257 26%	811 33%ze	372 27%
5-6 (Net)	576 15%	289 15%	287 14%	110 20%zDEF	95 15%	176 14%	195 14%	172 15%	396 14%	139 13%	136 14%	172 20%zKLN	128 13%	365 15%	194 14%
8-10 (Net)	1947 50%MNePV	977 51%	968 48%	259 47%	338 52%	651 51%	700 49%	574 51%	1360 50%	582 55%zMN	538 54%zMN	399 46%	428 44%	1271 52%ze	645 47%
7-10 (Net)	2501 64%BFNeP RVc	1261 66%zB	1238 62%	340 62%	443 68%zF	838 66%F	880 61%	741 66%	1742 64%	744 70%zMN	688 69%zMN	530 61%N	539 55%	1665 69%ze	802 58%
9-10 (Net)	1153 30%	565 30%	588 29%	160 29%	189 29%	356 28%	449 31%	319 28%	826 30%	328 31%	320 32%N	243 28%	262 27%	735 30%	394 28%

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		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	80	50	8	3	19	6	5	1	10	6	7	-	2	1	3	9	57	10
1	2%OT	2%	2%	2%	15%zOPQ	2%	1%	1%	3%T	4%TY	2%	-	1%	1%	2%	2%	2%	3%
2	34	24	6	3	*	1	3	-	7	1	4	-	-	1	-	6	27	3
	1%	1%	2%O	1%	*	*	*	-	2%T	1%	1%	-	-	1%	-	2%	1%	1%
3	53	33	16	2	1	*	6	-	7	*	4	1	-	2	2	10	41	8
	1%IO	1%	5%zOQR	1%	1%	*	1%	-	2%	*	1%	1%	-	2%S	1%	3%S	1%	2%
4	76	61	9	4	1	10	16	5	5	2	9	-	4	1	6	2	65	6
	2%F	2%	3%	2%	1%	3%	2%	3%	1%	1%	2%	-	2%	2%	3%Yc	*	2%	2%
5	256	213	17	10	15	32	51	3	18	5	24	11	18	5	15	32	204	25
	7%BKLU	7%	5%	5%	13%zOPQ	8%U	7%	2%	5%	3%	6%	6%	10%UW	5%	8%U	9%U	6%	7%
6	320	268	26	17	8	48	56	16	30	10	33	11	11	6	15	33	252	32
	8%FN	8%	8%	9%	6%	13%zTY	8%	9%	8%	6%	8%	6%	6%	6%	8%	9%	8%	9%
7	554	474	37	30	13	58	110	32	48	24	57	29	33	11	25	48	446	56
	14%NeR	15%R	11%	15%	10%	15%	15%	19%	13%	15%	13%	15%	18%	12%	13%	13%	14%	15%
8	794	678	61	37	18	85	146	46	65	31	80	48	34	26	42	76	655	71
	20%FNeR	21%R	18%	19%	15%	23%	20%	28%V	18%	19%	19%	26%	19%	29%V	22%	20%	21%	19%
9	607	513	56	28	9	47	122	33	44	24	87	33	36	16	21	50	484	58
	16%R	16%R	17%R	14%R	7%	13%	17%	20%V	12%	14%	20%zSVbc	18%	20%V	18%	11%	13%	15%	16%
Extremely Important	546	444	27	47	28	47	100	11	55	16	52	37	32	14	40	41	444	45
10	14%PU	14%P	8%	24%zOP	23%zOP	12%	14%	7%	15%U	10%	12%	20%UWXc	18%U	15%	21%zSUWXc	11%	14%	12%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 315  
 D2a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides distinctive radio programmes and output.**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	588	499	67	12	10	43	115	18	86	45	68	17	11	7	22	65	482	52	
		15%ACEKL	15%QR	20%OQR	6%	8%	11%	16%h	11%	23%zSTUX	27%zSTUX	16%h	9%	6%	8%	12%	18%Yh	15%	14%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.52NPRc	7.58zPR	7.07	7.78zPR	6.65	7.41	7.67c	7.68	7.39	7.50	7.62	8.11zSTU	7.78c	7.74	7.66	7.23	7.55	7.34	
												VWXc							
1-3 (Net)	166	107	31	8	20	7	14	1	24	7	16	1	2	4	5	25	125	22	
	4%CIOTY	3%	9%zOQ	4%	16%zOPQ	2%	2%	1%	6%STUYh	5%Y	4%	1%	1%	5%	3%	7%zSTUYh	4%	6%	
1-4 (Net)	242	168	40	13	21	17	30	6	29	9	25	1	6	6	11	27	190	28	
	6%IOTY	5%	12%zOQ	6%	17%zOQ	5%Y	4%	4%	8%TY	6%Y	6%Y	1%	3%	6%Y	6%Y	7%Y	6%	8%	
1-2 (Net)	114	74	15	6	19	7	8	1	17	7	12	-	2	2	3	15	84	14	
	3%OTY	2%	4%O	3%	16%zOPQ	2%	1%	1%	5%TY	4%TY	3%	-	1%	2%	2%	4%TY	3%	4%	
4-7 (Net)	1205	1016	90	62	37	148	234	56	101	41	122	51	66	23	61	115	966	119	
	31%FNe	31%	27%	32%	30%	39%zVWXY	32%	34%	27%	25%	29%	27%	36%	25%	32%	31%	31%	33%	
						a													
5-6 (Net)	576	482	44	28	23	80	107	19	48	15	57	22	29	11	30	65	456	57	
	15%	15%	13%	14%	19%z	21%zTUVW	15%	11%	13%	9%	13%	12%	16%	12%	16%	18%W	14%	16%	
						XY													
8-10 (Net)	1947	1636	144	112	56	179	367	90	164	71	219	118	102	56	102	167	1583	174	
	50%MNePV	50%P	43%	58%zOPR	45%	47%	50%	54%	44%	43%	51%	63%zSTVW	56%VWc	62%zSVWc	54%	45%	50%	47%	
												Xc							
7-10 (Net)	2501	2109	181	142	68	237	478	122	211	95	276	147	135	67	127	215	2028	230	
	64%BFNeP	65%PR	55%	73%zOPR	55%	63%	65%Vc	74%zVWc	57%	58%	65%	79%zSTVW	74%zSVWc	74%VWc	67%	58%	64%	63%	
												Xbc							
9-10 (Net)	1153	958	83	75	37	94	221	44	98	40	139	70	69	30	61	91	928	103	
	30%	29%	25%	39%zOPR	30%	25%	30%	27%	26%	24%	33%c	38%zSVWc	38%zSVWc	33%	32%	24%	29%	28%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 316  
**D2a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Important	20	14	6	1	2	9	9	2	17	4	8	6	2	12	9
1	1%	1%	1%	*	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
2	8	5	3	2	3	3	1	2	6	3	2	2	2	6	2
	*	*	*	1%	1%	*	*	*	*	*	*	*	*	*	*
3	15	12	3	4	1	7	3	7	8	5	1	4	5	7	6
	1%BO	1%	*	1%	*	1%	*	1%	1%	1%	*	1%	1%	*	1%
4	34	23	10	10	4	8	12	8	24	14	4	9	7	25	9
	2%	2%	1%	3%zE	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%
5	85	48	38	17	12	18	38	13	70	23	22	28	12	53	29
	4%El	4%	4%	6%E	3%	2%	5%E	2%	4%l	3%	4%	6%	3%	4%	4%
6	194	103	92	37	35	55	68	48	146	69	40	47	38	127	67
	9%f	9%	9%	12%	9%	8%	8%	7%	9%	9%	7%	10%	10%	8%	10%
7	314	188	126	53	55	101	105	104	208	106	81	71	56	230	80
	14%Be	16%zB	12%	17%	15%	14%	13%	16%	13%	14%	14%	14%	14%	15%	12%
8	602	313	288	71	112	214	205	194	402	204	174	118	106	424	174
	27%QR	27%	28%	23%	30%	29%	26%	30%	26%	28%	29%	24%	27%	28%	26%
9	408	216	192	43	68	158	140	128	278	136	126	87	59	296	109
	18%C	18%	18%	14%	18%	21%zC	17%	20%	18%	18%	21%N	18%	15%	20%	16%
Extremely Important	450	228	222	64	71	148	167	123	327	151	115	93	90	290	147
10	20%P	19%	21%	20%	19%	20%	21%	19%	21%	20%	19%	19%	23%	19%	22%
Don't know	94	29	64	12	15	14	53	18	71	27	20	26	20	40	48
	4%AEIdR	2%	6%zA	4%	4%	2%	7%zE	3%	5%	4%	3%	5%	5%	3%	7%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 316

D2a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...

Provides a mix of different types of radio station.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225 100%	1180 100%	1044 100%	313 100%	376 100%	735 100%	800 100%	647 100%	1556 100%	741 100%	595 100%	492 100%	397 100%	1509 100%	680 100%
Mean	7.98ACc	7.87	8.10zA	7.70	8.01C	8.07C	7.98C	8.06	7.96	8.00	8.08M	7.82	7.98	7.98	7.94
1-3 (Net)	43 2%B	31 3%zB	12 1%	7 2%	5 1%	18 2%	13 2%	12 2%	31 2%	12 2%	10 2%	12 2%	9 2%	25 2%	16 2%
1-4 (Net)	77 3%B	55 5%zB	22 2%	18 6%	9 2%	26 3%	25 3%	19 3%	54 3%	26 4%	14 2%	21 4%	16 4%	50 3%	25 4%
1-2 (Net)	28 1%	19 2%	10 1%	3 1%	4 1%	11 2%	10 1%	5 1%	23 1%	7 1%	9 2%	8 2%	4 1%	18 1%	10 2%
4-7 (Net)	627 28%BE	362 31%zB	265 25%	117 37%zDEF	105 28%	183 25%	222 28%	173 27%	447 29%	211 28%	148 25%	155 32%L	113 28%	435 29%	186 27%
5-6 (Net)	280 13%EI	150 13%	129 12%	54 17%zE	47 12%	73 10%	106 13%	61 9%	216 14%zl	91 12%	63 11%	75 15%	50 13%	180 12%	96 14%
8-10 (Net)	1461 66%CM	758 64%	702 67%	177 57%	251 67%C	520 71%zCF	512 64%C	445 69%	1007 65%	491 66%	416 70%zM	299 61%	255 64%	1009 67%	430 63%
7-10 (Net)	1774 80%CMmec	945 80%	828 79%	230 73%	306 81%C	622 85%zCF	616 77%	549 85%zm	1214 78%	597 81%	497 84%zM	370 75%	311 78%	1239 82%ze	510 75%
9-10 (Net)	858 39%Sc	444 38%	414 40%	106 34%	139 37%	306 42%C	306 38%	251 39%	605 39%	287 39%	242 41%	181 37%	149 37%	586 39%	256 38%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 316  
**D2a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides a mix of different types of radio station.**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Important	20	16	2	2	1	1	1	-	6	1	-	-	1	1	2	2	13	4
1	1%	1%	1%	1%	1%	*	*	-	3%zTX	2%	-	-	1%	1%	2%	1%	1%	2%
2	8	5	1	2	-	-	1	*	4	-	*	-	-	-	-	-	7	-
	*	*	*	1%zO	-	-	*	*	2%z	-	*	-	-	-	-	-	*	-
3	15	8	5	1	1	*	-	1	3	-	1	1	-	-	-	3	13	2
	1%BO	*	3%zO	*	2%zO	*	-	1%	1%	-	*	1%	-	-	-	2%T	1%	1%
4	34	26	4	2	1	2	5	3	3	1	3	-	3	1	1	3	28	3
	2%	1%	2%	1%	2%	1%	1%	3%	1%	2%	1%	-	3%	2%	1%	2%	2%	1%
5	85	71	5	6	3	7	15	3	10	2	9	7	-	1	7	11	70	6
	4%EI	4%	3%	4%	5%	3%	4%	3%	5%	3%	3%	6%h	-	1%	7%h	6%h	4%	3%
6	194	164	15	12	4	37	36	6	11	6	18	11	12	6	5	17	139	26
	9%f	9%	8%	6%	6%	14%zVb	10%	5%	5%	8%	7%	9%	12%	10%	5%	9%	8%	11%
7	314	251	31	21	11	42	43	20	27	8	36	11	13	10	11	28	253	38
	14%Be	14%	18%	16%	15%	16%	12%	20%	13%	11%	15%	10%	13%	17%	10%	15%	14%	16%
8	602	524	39	25	15	81	108	30	49	25	70	25	32	13	34	57	496	54
	27%QR	28%zQR	23%	19%	21%	31%	29%	29%	23%	35%	28%	21%	30%	23%	31%	30%	28%	23%
9	408	325	45	27	11	35	56	23	35	15	60	34	14	16	15	24	319	46
	18%C	18%	26%zOR	20%	15%	13%	15%	22%	16%	20%	24%zSTc	28%zSTVh	14%	28%STc	14%	13%	18%	20%
												bc						
Extremely Important	450	371	20	36	23	40	87	12	50	13	46	27	27	11	29	29	363	42
10	20%P	20%P	12%	27%zOP	32%zOP	15%	24%SU	12%	24%U	18%	18%	23%	26%U	18%	26%U	15%	20%	18%
Don't know	94	85	6	2	1	17	16	6	15	1	5	4	1	-	5	15	80	11
	4%AEIdR	5%R	3%	2%	1%	7%	4%	5%	7%X	1%	2%	3%	1%	-	5%	8%zXh	4%	5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 316

D2a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...

Provides a mix of different types of radio station.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.98Acc	7.99	7.71	8.02	8.13P	7.84	8.09c	7.88	7.84	8.02	8.14c	8.27Sc	8.11	8.08	8.10	7.67	8.00	7.88
1-3 (Net)	43 2%B	30 2%	7 4%zO	4 3%	2 3%	2 1%	2 1%	1 1%	12 6%zSTX	1 2%	1 *	1 1%	1 1%	1 1%	2 2%	5 3%	32 2%	6 2%
1-4 (Net)	77 3%B	56 3%	12 7%zO	6 5%	3 5%	4 1%	8 2%	4 4%	15 7%zSTXY	2 3%	5 2%	1 1%	4 4%	2 3%	3 3%	9 5%	60 3%	9 4%
1-2 (Net)	28 1%	21 1%	3 2%	3 3%	1 1%	1 *	2 1%	* *	10 5%zSTXY	1 2%	* *	- 1%	1 1%	1 2%	2 2%	2 1%	20 1%	4 2%
4-7 (Net)	627 28%BE	513 28%	54 32%	41 30%	19 27%	88 33%	100 27%	32 31%	51 24%	17 24%	66 27%	29 24%	29 28%	17 30%	25 23%	59 31%	491 28%	73 32%
5-6 (Net)	280 13%EI	235 13%	20 11%	17 13%	7 11%	44 17%	51 14%	9 8%	21 10%	8 11%	26 11%	17 15%	12 12%	6 11%	13 11%	28 15%	209 12%	32 14%
8-10 (Net)	1461 66%CM	1220 66%	104 61%	88 65%	48 68%	156 59%	250 68%	65 62%	134 63%	53 74%Sc	175 71%Sc	86 72%c	73 70%	39 69%	78 71%	110 58%	1178 66%	143 61%
7-10 (Net)	1774 80%CmMec	1471 80%	135 79%	109 81%	59 84%	198 75%	294 80%	85 82%	161 76%	61 85%	211 85%SVc	97 81%	86 83%	49 86%	90 81%	138 73%	1432 80%	181 78%
9-10 (Net)	858 39%Sc	697 38%	65 38%	62 46%zO	34 48%zO	75 29%	142 39%Sc	35 34%	85 40%Sc	28 38%	106 43%Sc	61 51%zSTUc	41 40%	26 46%Sc	44 40%	53 28%	682 38%	89 38%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 317  
 D2a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides high quality radio output.**  
 Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Important	14	12	2	3	*	8	3	3	10	4	5	4	2	8	5
1	1%Bf	1%B	*	1%	*	1%	*	*	1%	*	1%	1%	1%	1%	1%
2	8	4	4	2	1	4	*	2	6	4	*	2	2	7	1
	*	*	*	1%	*	1%	*	*	*	1%	*	*	1%	*	*
3	13	12	1	2	3	4	3	3	10	1	6	4	1	11	2
	1%B	1%zB	*	1%	1%	1%	*	*	1%	*	1%	1%	*	1%	*
4	31	22	9	8	5	4	13	6	23	9	4	9	9	19	11
	1%E	2%	1%	3%E	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%
5	90	43	47	19	11	22	39	14	73	18	23	24	25	51	36
	4%IK	4%	4%	6%	3%	3%	5%	2%	5%l	2%	4%	5%	6%zK	3%	5%
6	142	71	71	17	26	48	50	39	102	48	35	31	29	100	41
	6%	6%	7%	5%	7%	7%	6%	6%	7%	6%	6%	6%	7%	7%	6%
7	293	179	113	53	52	99	89	91	197	87	74	74	57	216	74
	13%Be	15%zB	11%	17%zF	14%	13%	11%	14%	13%	12%	12%	15%	14%	14%	11%
8	539	274	265	66	92	191	190	177	355	180	154	120	85	366	169
	24%R	23%	25%	21%	24%	26%	24%	27%zm	23%	24%	26%	24%	21%	24%	25%
9	460	255	205	64	93	156	148	152	304	174	126	91	69	343	111
	21%e	22%	20%	20%	25%F	21%	18%	23%	20%	24%zN	21%	18%	17%	23%ze	16%
Extremely Important	560	284	275	70	80	185	225	147	412	193	150	116	101	359	190
10	25%PUc	24%	26%	22%	21%	25%	28%D	23%	26%	26%	25%	24%	25%	24%	28%
Don't know	76	25	51	8	13	15	39	12	62	22	18	18	17	30	40
	3%AEIdR	2%	5%zA	3%	4%	2%	5%zE	2%	4%l	3%	3%	4%	4%	2%	6%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 317  
 D2a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides high quality radio output.**  
 Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.18ACp	8.10	8.28zA	7.93	8.20	8.20C	8.26C	8.26	8.17	8.32zMN	8.23	8.05	8.03	8.18	8.21
1-3 (Net)	35	28	7	8	5	16	7	8	26	9	11	9	6	26	8
	2%BT	2%zB	1%	3%F	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%
1-4 (Net)	66	50	16	16	9	20	20	14	50	18	16	18	14	45	19
	3%B	4%zB	2%	5%zF	3%	3%	2%	2%	3%	2%	3%	4%	4%	3%	3%
1-2 (Net)	23	16	6	6	2	12	3	5	16	8	5	6	4	15	6
	1%	1%	1%	2%F	*	2%F	*	1%	1%	1%	1%	1%	1%	1%	1%
4-7 (Net)	555	314	240	97	93	173	191	151	396	162	136	138	119	386	161
	25%KV	27%	23%	31%zEF	25%	24%	24%	23%	25%	22%	23%	28%K	30%zKL	26%	24%
5-6 (Net)	232	114	118	36	37	70	89	53	176	66	57	55	54	151	76
	10%l	10%	11%	11%	10%	10%	11%	8%	11%	9%	10%	11%	14%K	10%	11%
8-10 (Net)	1559	813	746	200	265	531	563	477	1071	547	430	327	255	1067	470
	70%CNc	69%	71%	64%	70%	72%C	70%	74%z	69%	74%zMN	72%N	66%	64%	71%	69%
7-10 (Net)	1851	991	859	253	317	629	652	568	1268	634	504	401	312	1284	544
	83%aNec	84%	82%	81%	84%	86%	81%	88%zm	82%	86%N	85%N	82%	79%	85%ze	80%
9-10 (Net)	1020	539	481	134	173	340	373	300	716	367	276	207	170	701	301
	46%c	46%	46%	43%	46%	46%	47%	46%	46%	50%zM	46%	42%	43%	46%	44%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 317  
**D2a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides high quality radio output.**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Important	14	11	2	1	1	-	*	-	4	1	-	-	1	1	1	2	7	3
1	1%Bf	1%	1%	*	1%	-	*	-	2%zT	2%	-	-	1%	1%	1%	1%	*	1%
2	8	5	2	2	-	-	-	*	4	-	*	-	-	-	-	1	8	-
	*	*	1%	1%	-	-	-	*	2%zT	-	*	-	-	-	-	*	*	-
3	13	8	2	1	1	*	-	2	*	-	-	-	-	4	-	2	8	3
	1%B	*	1%	1%	2%zO	*	-	2%T	*	-	-	-	-	6%zSTVXY	-	1%	*	1%
														hbc				
4	31	25	3	2	*	4	4	3	1	2	3	-	3	1	3	2	27	*
	1%E	1%	2%	1%	*	2%	1%	2%	1%	2%	1%	-	3%	2%	2%	1%	1%	*
5	90	74	7	5	4	10	14	3	8	*	8	6	2	1	8	14	76	5
	4%K	4%	4%	4%	6%	4%	4%	2%	4%	1%	3%	5%	2%	1%	7%	7%	4%	2%
6	142	109	17	12	5	19	25	7	8	4	15	4	6	1	5	14	105	22
	6%	6%	10%	9%	7%	7%	7%	7%	4%	5%	6%	4%	6%	2%	4%	7%	6%	9%
7	293	244	24	14	10	42	46	20	20	12	32	11	16	8	13	24	238	26
	13%Be	13%	14%	10%	15%	16%	13%	19%	9%	16%	13%	9%	15%	14%	12%	13%	13%	11%
8	539	459	38	29	13	72	85	27	55	18	57	22	30	12	20	60	438	58
	24%R	25%R	22%	22%	18%	27%	23%	26%	26%	25%	23%	18%	29%	21%	18%	32%zYb	25%	25%
9	460	379	46	23	12	49	85	24	42	15	53	33	12	16	22	27	362	48
	21%e	21%	27%QR	17%	17%	18%	23%hc	23%	20%	21%	22%	27%hc	12%	28%hc	20%	14%	20%	21%
Extremely Important	560	463	30	44	23	60	99	13	52	20	72	38	33	14	31	30	449	59
10	25%PUc	25%P	17%	32%zOP	33%zOP	23%	27%Uc	13%	25%	27%U	29%Uc	32%Uc	32%Uc	25%	28%Uc	16%	25%	25%
Don't know	76	72	1	2	1	6	10	5	17	1	6	5	1	-	9	13	64	9
	3%AEIdR	4%R	1%	1%	1%	2%	3%	4%	8%zSTXh	1%	2%	4%	1%	-	8%zSTXh	7%zTX	4%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 317  
 D2a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
**Provides high quality radio output.**  
 Base = All who have listened to BBC radio in the past 3 months

	Nation					England Regions											Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.18ACPc	8.21P	7.89	8.23	8.16	8.15c	8.36Uc	7.86	8.14	8.27	8.40Uc	8.62zSUc	8.23	8.09	8.23	7.74	8.20	8.18
1-3 (Net)	35 2%BT	24 1%	6 3%	3 3%	2 3%O	* *	* *	3 2%T	8 4%zSTX	1 2%	* *	- 1%	1 7%zSTXYb	4 1%	1 3%T	5 3%	23 1%	7 3%
1-4 (Net)	66 3%B	49 3%	9 5%	5 4%	3 4%	5 2%	4 1%	5 5%Y	10 5%TY	3 4%	3 1%	- 4%	4 9%zSTXY	5 3%	3 4%	7 4%	50 3%	7 3%
1-2 (Net)	23 1%	16 1%	4 2%	2 2%	1 1%	- *	* *	* 4%zSTX	8 2%	1 2%	* *	- 1%	1 1%	1 1%	1 1%	3 2%	15 1%	3 1%
4-7 (Net)	555 25%KV	452 24%	51 29%	33 24%	20 28%	76 29%V	89 24%	32 31%V	38 18%	17 24%	59 24%	22 18%	27 26%	11 20%	28 25%	54 29%V	446 25%	52 23%
5-6 (Net)	232 10%l	182 10%	23 14%	17 13%	9 13%	29 11%	39 10%	10 9%	16 8%	4 5%	24 10%	11 9%	8 8%	2 3%	12 11%	28 15%a	181 10%	27 11%
8-10 (Net)	1559 70%CNc	1300 70%	114 66%	96 72%	48 68%	181 69%	270 73%c	65 62%	150 70%	53 73%	183 74%c	93 78%Uc	75 72%	42 73%	73 66%	117 62%	1249 70%	165 71%
7-10 (Net)	1851 83%aNec	1545 84%	138 80%	110 82%	58 83%	223 85%c	316 86%c	84 81%	170 80%	65 90%c	215 87%c	104 87%c	91 88%c	50 87%	86 78%	141 74%	1487 83%	190 82%
9-10 (Net)	1020 46%c	842 46%	76 44%	67 50%	35 50%	109 41%c	185 50%Uc	37 36%	94 44%c	35 48%c	126 51%Uc	71 59%zSUc	45 44%	30 52%c	53 48%c	57 30%	811 46%	106 46%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 318  
**D2a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Supports UK music and presenters.**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Important	19	14	5	3	2	9	5	3	14	8	6	4	1	13	6
1	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
2	9	6	3	2	1	6	*	2	7	4	*	1	4	6	2
	*	1%	*	1%	*	1%	*	*	*	1%	*	*	1%	*	*
3	13	9	4	2	2	2	7	2	11	6	2	3	2	9	4
	1%	1%	*	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%	1%
4	45	30	15	9	10	7	19	7	36	15	15	9	6	30	14
	2%E	3%	1%	3%E	3%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%
5	119	52	67	15	20	30	55	31	86	37	23	37	22	69	48
	5%d	4%	6%	5%	5%	4%	7%E	5%	6%	5%	4%	7%L	6%	5%	7%zd
6	179	97	82	18	27	58	75	40	139	50	58	35	36	121	57
	8%	8%	8%	6%	7%	8%	9%	6%	9%	7%	10%	7%	9%	8%	8%
7	337	202	134	59	50	131	95	114	219	110	78	87	63	259	74
	15%BFe	17%zB	13%	19%F	13%	18%zF	12%	18%	14%	15%	13%	18%	16%	17%ze	11%
8	534	281	252	75	100	172	188	161	367	191	135	114	94	356	172
	24%	24%	24%	24%	27%	23%	23%	25%	24%	26%	23%	23%	24%	24%	25%
9	402	218	183	46	78	142	136	137	262	129	124	83	67	292	104
	18%e	18%	18%	15%	21%	19%	17%	21%zm	17%	17%	21%	17%	17%	19%e	15%
Extremely Important	473	231	242	77	72	161	162	136	337	165	127	96	85	318	146
10	21%	20%	23%	25%	19%	22%	20%	21%	22%	22%	21%	20%	21%	21%	22%
Don't know	95	39	56	6	13	17	58	14	78	26	26	24	18	38	52
	4%ACEIdQ R	3%	5%zA	2%	3%	2%	7%zCDE	2%	5%zl	4%	4%	5%	4%	2%	8%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 318

D2a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...

Supports UK music and presenters.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.93A	7.85	8.04zA	7.93	7.96	7.99	7.87	8.08z	7.89	7.95	8.00	7.84	7.93	7.95	7.90
1-3 (Net)	41	30	11	7	5	16	12	7	32	18	9	8	7	28	11
	2%B	3%B	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%
1-4 (Net)	86	60	27	17	15	23	31	14	68	33	24	17	12	58	25
	4%B	5%B	3%	5%	4%	3%	4%	2%	4%	5%	4%	3%	3%	4%	4%
1-2 (Net)	28	21	7	5	3	14	6	5	22	12	6	5	4	19	8
	1%B	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
4-7 (Net)	680	382	299	101	108	227	244	191	479	212	174	167	127	479	193
	31%	32%	29%	32%	29%	31%	30%	30%	31%	29%	29%	34%	32%	32%	28%
5-6 (Net)	298	149	149	33	48	88	130	71	225	87	81	71	58	190	105
	13%l	13%	14%	10%	13%	12%	16%zCE	11%	14%	12%	14%	15%	15%	13%	15%
8-10 (Net)	1409	730	678	198	250	475	485	434	966	484	386	293	246	965	423
	63%	62%	65%	63%	66%	65%	61%	67%z	62%	65%	65%	60%	62%	64%	62%
7-10 (Net)	1745	932	812	258	301	606	581	548	1184	594	463	380	309	1224	497
	78%Fme	79%	78%	82%F	80%F	82%zF	73%	85%zm	76%	80%	78%	77%	78%	81%ze	73%
9-10 (Net)	874	449	425	124	150	303	298	273	599	293	250	179	151	610	251
	39%	38%	41%	39%	40%	41%	37%	42%	38%	40%	42%	36%	38%	40%	37%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 318  
 D2a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...

**Supports UK music and presenters.**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Important	19	13	3	2	1	1	-	-	2	3	1	-	1	1	-	3	12	4
1	1%	1%	2%	2%	2%	*	-	-	1%	4%zSTX	1%	-	1%	1%	-	2%T	1%	2%
2	9	6	1	2	-	*	*	*	4	-	2	-	-	-	-	-	8	1
	*	*	1%	1%	-	*	*	*	2%z	-	1%	-	-	-	-	-	*	1%
3	13	11	1	1	1	1	4	-	*	*	-	-	-	3	1	1	10	-
	1%	1%	*	1%	1%	*	1%	-	*	*	-	-	-	5%zSVXY	1%	1%	1%	-
4	45	41	2	1	1	2	8	1	3	3	2	6	2	4	4	6	32	7
	2%E	2%	1%	1%	2%	1%	2%	1%	1%	4%	1%	5%S	2%	6%SX	4%	3%	2%	3%
5	119	101	7	7	5	10	14	9	16	1	16	3	8	2	9	14	97	10
	5% <b>d</b>	5%	4%	5%	7%	4%	4%	9%	7%	2%	7%	3%	7%	3%	8%	7%	5%	5%
6	179	143	23	9	4	35	28	7	9	7	21	8	6	2	8	13	134	26
	8%	8%	13%zOR	7%	5%	13%zV	8%	7%	4%	9%	8%	7%	5%	3%	8%	7%	8%	11%
7	337	284	21	24	8	47	58	22	27	8	42	15	20	9	11	25	263	39
	15%BFe	15%	12%	18%	12%	18%	16%	21%	13%	11%	17%	12%	20%	16%	10%	13%	15%	17%
8	534	449	42	28	16	69	104	28	45	18	56	19	21	11	28	51	440	44
	24%	24%	24%	21%	22%	26%	28%Y	27%	21%	25%	22%	16%	20%	19%	25%	27%	25%	19%
9	402	325	41	23	12	38	56	15	44	18	48	26	18	16	17	29	323	45
	18% <b>e</b>	18%	24%	17%	17%	14%	15%	14%	21%	25%	19%	21%	18%	28%ST	16%	15%	18%	19%
Extremely Important	473	387	27	36	22	47	81	15	46	13	49	39	25	10	28	36	386	43
10	21%	21%	16%	27%P	32%zOP	18%	22%	14%	21%	17%	20%	33%zSUWX	25%	17%	25%	19%	22%	18%
												<b>c</b>						
Don't know	95	88	5	1	1	12	16	7	18	1	11	5	2	1	5	12	77	13
	4%ACEIdQ	5%QR	3%	1%	1%	5%	4%	6%	8%z	2%	4%	4%	2%	2%	4%	6%	4%	6%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 318

D2a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...

Supports UK music and presenters.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.93A	7.93	7.82	8.00	8.14	7.84	8.03	7.74	7.96	7.78	7.93	8.35zSUC	7.97	7.72	7.98	7.75	7.98z	7.75
1-3 (Net)	41 2%B	30 2%	5 3%	5 4%	2 3%	3 1%	4 1%	* *	6 3%	3 4%Y	3 1%	- -	1 1%	3 6%STY	1 1%	5 2%	29 2%	5 2%
1-4 (Net)	86 4%B1	70 4%	7 4%	6 4%	3 4%	5 2%	12 3%	1 1%	9 4%	6 9%SUX	6 2%	6 5%	3 3%	7 12%zSTUX	5 5%	10 5%	61 3%	12 5%
1-2 (Net)	28 1%B	19 1%	4 2%	4 3%	1 2%	2 1%	* *	* *	6 3%T	3 4%T	3 1%	- -	1 1%	1 1%	- -	3 2%	19 1%	5 2%
4-7 (Net)	680 31%	569 31%	53 31%	41 30%	18 25%	94 36%	107 29%	39 38%	54 26%	19 27%	81 33%	32 26%	36 35%	17 29%	32 29%	57 30%	526 30%	83 36%
5-6 (Net)	298 13%1	245 13%	30 17%	16 12%	8 12%	45 17%	42 11%	16 16%	24 11%	8 11%	37 15%	11 9%	13 13%	4 7%	17 16%	27 14%	231 13%	37 16%
8-10 (Net)	1409 63%	1161 63%	110 64%	88 65%	50 71%zO	154 59%	242 65%	57 55%	134 63%	49 68%	153 62%	84 70%	64 62%	36 64%	73 66%	115 61%	1149 64%g	132 57%
7-10 (Net)	1745 78%Fme	1445 78%	130 76%	112 83%	58 83%	201 76%	299 81%	79 77%	161 76%	57 79%	195 79%	98 82%	85 82%	46 80%	84 76%	140 74%	1412 79%	171 73%
9-10 (Net)	874 39%	712 39%	68 40%	59 44%	34 49%zO	85 32%	137 37%	29 28%	89 42%	31 43%	97 39%	65 54%zSTUX	44 42%	26 45%	45 41%	65 34%	709 40%	87 37%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 319  
**D2a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
 Takes risks and provides radio content or music that is new and innovative or less well known**  
 Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Important	22	16	6	2	1	11	8	4	17	4	11	5	2	13	9
1	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
2	18	12	5	3	5	4	7	2	16	5	2	5	6	7	10
	1% <b>d</b>	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	2%	*	1% <b>zd</b>
3	19	16	3	1	5	6	7	4	15	3	4	7	4	9	8
	1% <b>BO</b>	1% <b>zB</b>	*	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
4	69	40	29	20	14	13	22	11	54	23	12	21	13	44	24
	3% <b>El</b>	3%	3%	6% <b>zEF</b>	4%	2%	3%	2%	3%	3%	2%	4%	3%	3%	3%
5	120	65	55	19	18	32	51	24	93	31	36	34	20	69	48
	5% <b>ld</b>	6%	5%	6%	5%	4%	6%	4%	6%	4%	6%	7%	5%	5%	7% <b>zd</b>
6	214	120	94	34	27	80	73	49	164	73	56	50	35	151	60
	10%	10%	9%	11%	7%	11%	9%	8%	11%	10%	9%	10%	9%	10%	9%
7	371	193	177	55	63	132	121	124	245	129	88	98	56	280	90
	17% <b>eb</b>	16%	17%	17%	17%	18%	15%	19%	16%	17%	15%	20%	14%	19% <b>ze</b>	13%
8	534	295	239	73	94	194	173	176	354	172	166	104	92	379	150
	24%	25%	23%	23%	25%	26%	22%	27% <b>z</b>	23%	23%	28% <b>zM</b>	21%	23%	25%	22%
9	362	186	176	44	79	122	117	127	232	131	103	66	62	264	94
	16% <b>me</b>	16%	17%	14%	21% <b>zCF</b>	17%	15%	20% <b>zm</b>	15%	18%	17%	13%	15%	17%	14%
Extremely Important	375	186	189	59	58	123	134	112	262	136	88	71	80	246	120
10	17% <b>U</b>	16%	18%	19%	15%	17%	17%	17%	17%	18%	15%	14%	20%	16%	18%
Don't know	121	51	71	4	12	19	86	13	103	35	28	32	26	48	68
	5% <b>ACEIdQR</b>	4%	7% <b>zA</b>	1%	3%	3%	11% <b>zCDE</b>	2%	7% <b>zl</b>	5%	5%	7%	7%	3%	10% <b>zd</b>

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 319  
**D2a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known**  
 Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.68AmMSg	7.56	7.81zA	7.57	7.75	7.72	7.64	7.93zm	7.59	7.82zM	7.68	7.41	7.74M	7.73	7.54
1-3 (Net)	59 3%Bld	44 4%zB	15 1%	5 2%	11 3%	20 3%	22 3%	9 1%	48 3%	12 2%	17 3%	17 3%	13 3%	30 2%	27 4%zd
1-4 (Net)	128 6%Bldf	84 7%zB	44 4%	26 8%E	24 6%	33 5%	44 6%	21 3%	102 7%zl	35 5%	29 5%	38 8%	27 7%	74 5%	50 7%zd
1-2 (Net)	39 2%B	28 2%	11 1%	4 1%	6 1%	14 2%	15 2%	6 1%	33 2%	9 1%	12 2%	10 2%	9 2%	20 1%	19 3%zd
4-7 (Net)	774 35%	419 36%	354 34%	128 41%zDF	122 32%	257 35%	267 33%	209 32%	556 36%	255 34%	192 32%	202 41%zLN	124 31%	544 36%	222 33%
5-6 (Net)	334 15%l	186 16%	149 14%	53 17%	45 12%	112 15%	124 16%	73 11%	257 16%zl	104 14%	92 16%	83 17%	55 14%	220 15%	108 16%
8-10 (Net)	1271 57%FmMeS	666 56%	604 58%	176 56%	231 61%F	439 60%F	424 53%	416 64%zm	849 55%	439 59%M	358 60%M	241 49%	233 59%M	888 59%e	363 53%
7-10 (Net)	1642 74%FmMeSg	860 73%	781 75%	231 74%	294 78%F	571 78%zF	545 68%	540 83%zm	1094 70%	568 77%M	445 75%	339 69%	289 73%	1168 77%ze	453 67%
9-10 (Net)	737 33%MS	372 32%	365 35%	103 33%	138 37%	245 33%	251 31%	239 37%zm	495 32%	267 36%M	192 32%	137 28%	142 36%M	510 34%	213 31%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 319  
**D2a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
 Takes risks and provides radio content or music that is new and innovative or less well known  
 Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Important	22	15	3	3	1	2	2	-	1	2	-	-	1	1	2	3	14	4
1	1%	1%	2%	2%	2%	1%	1%	-	1%	3% <b>X</b>	-	-	1%	1%	2%	2%	1%	2%
2	18	15	-	2	*	7	2	-	4	-	2	-	-	-	1	-	14	2
	1% <b>d</b>	1%	-	1%	*	3% <b>z</b>	1%	-	2%	-	1%	-	-	-	1%	-	1%	1%
3	19	11	6	1	1	2	1	2	3	-	-	1	-	-	-	1	13	6
	1% <b>BO</b>	1%	3% <b>zO</b>	1%	1%	1%	*	2%	1%	-	-	1%	-	-	-	1%	1%	3% <b>zf</b>
4	69	58	7	4	1	10	8	4	5	1	8	4	4	2	4	6	52	12
	3% <b>EI</b>	3%	4%	3%	1%	4%	2%	4%	2%	2%	3%	3%	4%	4%	4%	3%	3%	5%
5	120	98	8	8	6	10	17	1	12	1	17	4	6	7	9	15	96	10
	5% <b>Id</b>	5%	5%	6%	8%	4%	5%	1%	6%	1%	7%	3%	6%	12% <b>zSTUWY</b>	8%	8%	5%	4%
6	214	176	19	13	6	35	26	14	15	9	20	12	4	5	12	23	162	30
	10%	10%	11%	9%	9%	13% <b>Th</b>	7%	13%	7%	12%	8%	10%	4%	9%	11%	12%	9%	13%
7	371	313	27	22	9	47	73	22	30	10	47	21	27	8	5	24	296	35
	17% <b>eb</b>	17%	16%	16%	12%	18% <b>b</b>	20% <b>b</b>	21% <b>b</b>	14% <b>b</b>	14%	19% <b>b</b>	18% <b>b</b>	26% <b>zVbc</b>	13%	5%	13%	17%	15%
8	534	449	40	28	16	57	90	26	56	25	50	29	26	10	30	50	441	55
	24%	24%	23%	21%	23%	22%	24%	25%	26%	35% <b>zSX</b>	20%	24%	25%	18%	27%	27%	25%	24%
9	362	299	37	17	10	32	64	19	29	15	52	22	14	13	14	24	286	32
	16% <b>me</b>	16%	21% <b>Q</b>	13%	14%	12%	17%	18%	14%	21%	21% <b>S</b>	19%	13%	23%	13%	13%	16%	14%
Extremely Important	375	301	20	33	20	34	65	8	40	8	43	22	17	9	24	31	308	32
10	17% <b>U</b>	16%	12%	25% <b>zOP</b>	29% <b>zOP</b>	13%	18%	8%	19% <b>U</b>	11%	17%	18%	16%	15%	22% <b>U</b>	16%	17%	14%
Don't know	121	113	5	3	1	27	21	7	17	1	9	5	3	2	9	11	101	12
	5% <b>ACEIdQ</b>	6% <b>zQR</b>	3%	2%	1%	10% <b>zWX</b>	6%	7%	8%	2%	4%	4%	3%	4%	8%	6%	6%	5%
<b>R</b>																		

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 319  
**D2a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Takes risks and provides radio content or music that is new and innovative or less well known**  
 Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.68AmMSg	7.69	7.46	7.69	7.92P	7.33	7.86S	7.52	7.73	7.74	7.82S	7.88S	7.67	7.61	7.72	7.55	7.73zg	7.30
1-3 (Net)	59 3%Bld	41 2%	9 5%O	6 4%	3 4%	12 4%X	6 2%	2 2%	8 4%	2 3%	2 1%	1 1%	1 1%	1 1%	3 2%	4 2%	40 2%	13 6%zf
1-4 (Net)	128 6%Bldf	99 5%	16 9%	10 7%	3 5%	22 8%	14 4%	7 6%	13 6%	3 4%	10 4%	5 4%	6 5%	3 5%	7 6%	10 5%	92 5%	26 11%zf
1-2 (Net)	39 2%B	30 2%	3 2%	5 3%	2 2%	10 4%	4 1%	- -	5 2%	2 3%	2 1%	- -	1 1%	1 1%	3 2%	3 2%	27 2%	7 3%
4-7 (Net)	774 35%	645 35%	61 36%	47 35%	21 30%	102 39%	124 34%	41 40%	62 29%	21 29%	91 37%	41 34%	42 41%	22 39%	31 28%	68 36%	606 34%	87 38%
5-6 (Net)	334 15%l	274 15%	27 16%	21 16%	12 17%	45 17%	43 12%	15 15%	28 13%	10 13%	36 15%	16 13%	10 10%	12 22%	21 19%	38 20%T	258 14%	40 17%
8-10 (Net)	1271 57%FmMeS	1049 57%	97 57%	79 58%	46 65%zO	122 46%	219 59%S	53 51%	125 59%S	48 67%S	145 59%S	73 61%S	57 55%	32 56%	69 62%S	105 56%	1035 58%	120 52%
7-10 (Net)	1642 74%FmMeSg	1362 74%	124 72%	101 75%	55 78%	169 64%	292 79%zSbc	75 72%	155 73%	58 81%S	192 77%S	94 78%S	84 81%S	40 70%	74 67%	130 69%	1331 75%g	155 67%
9-10 (Net)	737 33%MS	600 32%	57 33%	51 38%	30 42%zO	65 25%	129 35%S	27 26%	69 33%	23 32%	95 38%S	44 37%	31 30%	22 39%	38 35%	55 29%	594 33%	65 28%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 320  
**D2a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Important	20	16	4	2	3	9	5	3	15	9	6	2	2	14	6
1	1%Bf	1%B	*	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%
2	9	7	3	3	3	3	-	2	8	1	2	3	3	6	2
	*	1%	*	1%F	1%F	*	-	*	*	*	*	1%	1%	*	*
3	12	11	1	3	1	4	4	4	8	3	2	5	3	7	4
	1%B	1%zB	*	1%	*	1%	*	1%	1%	*	*	1%	1%	*	1%
4	43	26	17	9	11	11	12	14	28	18	9	11	5	32	10
	2%	2%	2%	3%	3%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%
5	104	63	41	16	17	27	45	21	81	28	27	27	22	61	40
	5%	5%	4%	5%	4%	4%	6%	3%	5%	4%	5%	5%	6%	4%	6%
6	187	97	90	32	23	63	69	39	144	53	53	48	33	136	50
	8%lf	8%	9%	10%	6%	9%	9%	6%	9%l	7%	9%	10%	8%	9%	7%
7	326	181	145	51	63	109	104	101	224	110	85	74	58	236	88
	15%	15%	14%	16%	17%	15%	13%	16%	14%	15%	14%	15%	14%	16%	13%
8	561	307	254	74	93	199	195	172	384	198	145	118	100	390	166
	25%	26%	24%	24%	25%	27%	24%	27%	25%	27%	24%	24%	25%	26%	24%
9	418	212	206	50	85	134	148	145	271	143	122	95	57	296	117
	19% mNR	18%	20%	16%	23%	18%	19%	22%zm	17%	19%	21%N	19%	14%	20%	17%
Extremely Important	460	230	231	67	67	157	169	132	326	151	125	89	95	297	151
10	21%U	19%	22%	21%	18%	21%	21%	20%	21%	20%	21%	18%	24%	20%	22%
Don't know	85	31	54	6	10	20	49	14	67	26	19	20	19	33	46
	4%Ald	3%	5%zA	2%	3%	3%	6%zCDE	2%	4%l	4%	3%	4%	5%	2%	7%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 320

D2a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...

Provides radio stations that appeal to a wide range of different audiences across the UK

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.95Ac	7.83	8.10zA	7.81	7.92	7.98	8.00	8.10zm	7.91	7.98	8.01	7.84	7.96	7.93	8.00
1-3 (Net)	41	33	8	8	8	17	9	9	31	12	10	10	9	27	12
	2%B	3%zB	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%
1-4 (Net)	84	59	25	17	18	27	21	22	59	31	18	21	14	59	22
	4%B	5%zB	2%	5%	5%	4%	3%	3%	4%	4%	3%	4%	3%	4%	3%
1-2 (Net)	29	22	7	5	6	13	5	5	23	10	8	5	6	20	8
	1%Bf	2%zB	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4-7 (Net)	660	367	293	108	114	209	230	175	476	210	173	160	117	465	188
	30%	31%	28%	34%	30%	28%	29%	27%	31%	28%	29%	32%	30%	31%	28%
5-6 (Net)	291	160	131	48	39	90	114	60	225	82	80	75	55	196	90
	13%l	14%	13%	15%	10%	12%	14%	9%	14%zl	11%	13%	15%	14%	13%	13%
8-10 (Net)	1438	749	690	192	245	490	512	450	981	492	392	303	251	984	434
	65%	63%	66%	61%	65%	67%	64%	69%zm	63%	66%	66%	61%	63%	65%	64%
7-10 (Net)	1765	929	835	242	309	598	615	551	1205	602	477	377	309	1220	522
	79%mc	79%	80%	77%	82%	81%	77%	85%zm	77%	81%	80%	77%	78%	81%z	77%
9-10 (Net)	878	442	436	118	152	291	317	277	597	294	247	184	152	594	268
	39%S	37%	42%	38%	40%	40%	40%	43%	38%	40%	42%	37%	38%	39%	39%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 320  
**D2a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides radio stations that appeal to a wide range of different audiences across the UK**  
 Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Important	20	17	1	1	1	1	2	-	5	2	-	-	1	1	2	3	11	3
1	1%Bf	1%	1%	*	2%	*	1%	-	2%X	2%X	-	-	1%	1%	2%	2%	1%	1%
2	9	5	1	3	-	1	*	-	1	-	2	-	-	-	1	-	7	2
	*	*	1%	2%zO	-	*	*	-	1%	-	1%	-	-	-	1%	-	*	1%
3	12	8	2	1	1	*	2	-	*	-	2	-	-	1	-	2	12	-
	1%B	*	1%	1%	1%	*	*	-	*	-	1%	-	-	2%	-	1%	1%	-
4	43	36	5	2	1	8	6	2	3	2	3	4	-	1	2	5	37	4
	2%	2%	3%	1%	1%	3%	2%	2%	2%	2%	1%	4%	-	2%	2%	3%	2%	2%
5	104	84	8	6	6	9	19	5	8	*	12	2	3	2	7	17	86	12
	5%	5%	5%	5%	8%zO	3%	5%	5%	4%	1%	5%	2%	3%	3%	6%	9%zWY	5%	5%
6	187	154	17	12	4	31	27	11	15	7	15	8	10	1	11	19	134	23
	8%if	8%	10%	9%	5%	12%	7%	11%	7%	10%	6%	6%	10%	2%	10%	10%	8%	10%
7	326	269	26	20	11	51	50	19	23	12	40	11	16	11	16	21	253	41
	15%	15%	15%	15%	15%	19%vY	14%	18%	11%	16%	16%	9%	15%	20%	14%	11%	14%	17%
8	561	479	38	28	16	71	111	27	46	17	58	31	28	14	20	56	477	48
	25%	26%	22%	21%	23%	27%	30%	26%	22%	23%	23%	26%	27%	24%	18%	29%	27%z	20%
9	418	342	45	23	8	36	63	21	49	20	58	22	18	13	15	27	328	43
	19%mNR	19%R	26%zOQR	17%	11%	14%	17%	21%	23%S	28%Sbc	23%S	19%	17%	23%	14%	14%	18%	19%
Extremely Important	460	376	25	36	23	46	76	10	44	12	52	38	24	12	29	33	364	50
10	21%U	20%	15%	27%zOP	33%zOP	18%	21%U	10%	21%	17%	21%U	31%zSTUc	24%U	20%	27%U	17%	20%	21%
Don't know	85	78	3	3	1	9	14	8	18	1	7	4	3	1	7	7	74	9
	4%Ald	4%	2%	2%	1%	3%	4%	8%	8%zX	1%	3%	3%	3%	2%	6%	4%	4%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 320  
 D2a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...  
 Provides radio stations that appeal to a wide range of different audiences across the UK  
 Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.95Ac	7.96	7.79	7.99	8.05	7.77	8.01c	7.78	8.02	8.00	8.10c	8.41zSUc	8.12	8.05	7.87	7.63	7.97	7.88
1-3 (Net)	41 2%B	30 2%	4 3%	5 3%	2 3%	2 1%	4 1%	- -	6 3%	2 2%	4 2%	- -	1 1%	2 3%	3 3%	5 3%	30 2%	5 2%
1-4 (Net)	84 4%B	66 4%	9 5%	6 5%	3 4%	10 4%	10 3%	2 2%	10 5%	3 4%	7 3%	4 4%	1 1%	3 5%	5 5%	10 5%	67 4%	9 4%
1-2 (Net)	29 1%Bf	22 1%	2 1%	3 2%	1 2%	2 1%	3 1%	- -	6 3%	2 2%	2 1%	- -	1 1%	1 1%	3 3%	3 2%	18 1%	5 2%
4-7 (Net)	660 30%	543 29%	57 33%	40 30%	21 30%	99 37%zTVY	102 28%	37 36%Y	49 23%	21 29%	69 28%	25 21%	29 28%	15 27%	36 32%	61 32%	509 29%	78 34%
5-6 (Net)	291 13%l	238 13%	26 15%	18 14%	10 14%	40 15%	46 12%	16 16%	23 11%	8 10%	26 11%	10 8%	13 13%	3 5%	18 16%	36 19%zXYa	220 12%	34 15%
8-10 (Net)	1438 65%	1197 65%	108 63%	87 64%	47 66%	153 58%	249 68%	59 57%	139 65%	49 68%	168 68%	91 76%zSUbc	70 68%	39 68%	65 58%	116 61%	1168 66%	140 60%
7-10 (Net)	1765 79%mc	1466 79%	134 78%	107 79%	58 81%	204 78%	299 81%c	77 75%	162 76%	61 84%	207 84%c	102 85%c	86 83%	50 88%c	81 73%	136 72%	1421 80%	181 78%
9-10 (Net)	878 39%S	719 39%	70 41%	59 44%	31 43%	82 31%	138 38%	31 30%	93 44%Sc	32 45%	109 44%Sc	60 50%zSTUc	42 41%	25 43%	45 40%	60 32%	691 39%	93 40%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 321  
**D2a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.**  
 Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Not At All Important	23	16	7	2	1	14	5	4	17	6	7	6	2	17	6
1	1%	1%	1%	1%	*	2%z	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	10	7	3	4	1	5	*	2	8	5	-	2	3	6	2
	*	1%	*	1%F	*	1%	*	*	1%	1%	*	*	1%	*	*
3	13	11	2	2	5	3	4	2	11	3	5	1	4	8	5
	1%B	1%	*	*	1%	*	*	*	1%	*	1%	*	1%	1%	1%
4	37	17	19	8	5	13	10	5	30	8	10	6	12	24	12
	2%	1%	2%	3%	1%	2%	1%	1%	2%	1%	2%	1%	3%	2%	2%
5	121	70	51	18	13	26	63	27	91	32	22	44	23	69	49
	5%Ed	6%	5%	6%	3%	4%	8%zDE	4%	6%	4%	4%	9%zKL	6%	5%	7%zd
6	175	91	85	34	31	60	50	50	123	59	47	43	26	129	43
	8%	8%	8%	11%F	8%	8%	6%	8%	8%	8%	8%	9%	7%	9%	6%
7	340	193	147	50	62	112	116	108	229	115	91	79	56	254	85
	15%e	16%	14%	16%	16%	15%	15%	17%	15%	15%	15%	16%	14%	17%ze	13%
8	566	308	257	72	103	201	190	175	387	209	155	110	91	389	173
	25%	26%	25%	23%	27%	27%	24%	27%	25%	28%	26%	22%	23%	26%	25%
9	444	238	206	59	80	150	155	145	297	140	134	91	79	312	126
	20%R	20%	20%	19%	21%	20%	19%	22%	19%	19%	23%	19%	20%	21%	18%
Extremely Important	417	204	213	52	64	136	165	113	302	138	109	87	83	266	141
10	19%P	17%	20%	17%	17%	18%	21%	17%	19%	19%	18%	18%	21%	18%	21%
Don't know	79	24	55	12	12	15	40	16	58	25	14	22	18	35	38
	4%AeDR	2%	5%zA	4%	3%	2%	5%zE	2%	4%	3%	2%	5%	5%	2%	6%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 321

D2a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio...

Provides distinctive radio programmes and output.

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Total mentions	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.90APc	7.81	8.01zA	7.70	7.96	7.89	7.97C	8.02	7.87	7.95	7.97	7.75	7.91	7.89	7.95
1-3 (Net)	46	34	12	7	7	22	9	8	37	14	13	9	10	31	13
	2%BO	3%zB	1%	2%	2%	3%F	1%	1%	2%	2%	2%	1%	2%	2%	2%
1-4 (Net)	82	51	31	16	12	35	19	13	67	23	23	15	21	56	25
	4%FIT	4%	3%	5%	3%	5%F	2%	2%	4%l	3%	4%	3%	5%	4%	4%
1-2 (Net)	33	23	10	6	2	19	6	6	26	11	7	8	6	23	8
	1%T	2%	1%	2%	1%	3%zDF	1%	1%	2%	2%	1%	2%	1%	2%	1%
4-7 (Net)	673	371	301	111	111	211	240	190	474	214	170	173	115	476	189
	30%	31%	29%	35%z	29%	29%	30%	29%	30%	29%	29%	35%z	29%	32%	28%
5-6 (Net)	296	161	135	53	44	86	114	77	214	91	69	87	48	197	92
	13%W	14%	13%	17%E	12%	12%	14%	12%	14%	12%	12%	18%zKL	12%	13%	13%
8-10 (Net)	1427	750	676	183	247	487	510	433	987	487	398	288	254	967	440
	64%CM	64%	65%	58%	66%	66%C	64%	67%	63%	66%M	67%M	59%	64%	64%	65%
7-10 (Net)	1767	944	823	233	309	599	626	541	1216	602	489	368	309	1221	525
	79%CMV	80%	79%	74%	82%C	81%C	78%	84%zm	78%	81%M	82%M	75%	78%	81%	77%
9-10 (Net)	861	442	419	111	144	286	320	258	600	278	243	178	162	578	267
	39%S	38%	40%	35%	38%	39%	40%	40%	39%	38%	41%	36%	41%	38%	39%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 321  
**D2a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Not At All Important	23	15	5	1	1	2	*	-	5	3	-	-	1	1	2	2	15	3
1	1%	1%	3%zO	1%	2%	1%	*	-	2%T	3%TX	-	-	1%	1%	2%	1%	1%	1%
2	10	7	1	2	-	-	-	-	5	-	2	-	-	-	-	1	9	1
	*	*	1%	1%	-	-	-	-	2%zST	-	1%	-	-	-	-	*	*	1%
3	13	8	4	1	1	*	2	-	*	-	-	-	-	2	-	4	8	5
	1%B	*	2%zO	*	1%	*	*	-	*	-	-	-	-	4%zSTVX	-	2%	*	2%zf
4	37	31	2	3	*	7	1	5	5	2	3	-	2	1	4	1	29	4
	2%	2%	1%	2%	*	3%T	*	5%T	2%	2%	1%	-	2%	3%	3%T	1%	2%	2%
5	121	102	6	6	7	19	18	2	11	*	14	7	5	2	6	18	97	13
	5%Ed	6%	4%	4%	10%zOPQ	7%	5%	2%	5%	1%	6%	6%	5%	4%	6%	9%zW	5%	6%
6	175	138	20	11	7	30	30	8	16	2	15	4	2	4	9	18	136	18
	8%	7%	11%	8%	10%	11%Yh	8%	8%	8%	3%	6%	4%	2%	8%	8%	9%	8%	8%
7	340	281	26	23	10	42	57	18	28	15	37	15	21	8	15	25	262	44
	15%e	15%	15%	17%	14%	16%	15%	18%	13%	21%	15%	12%	20%	14%	13%	13%	15%	19%
8	566	484	38	30	14	71	98	31	49	18	60	33	26	18	26	54	461	55
	25%	26%	22%	22%	20%	27%	27%	30%	23%	25%	24%	27%	25%	31%	24%	29%	26%	24%
9	444	368	45	24	8	42	79	22	31	19	65	27	21	11	16	34	358	44
	20%R	20%R	26%R	18%	11%	16%	22%	22%	15%	26%	26%zSvb	23%	21%	20%	14%	18%	20%	19%
Extremely Important	417	340	21	34	22	39	73	11	46	12	44	30	24	10	27	24	339	36
10	19%P	18%	12%	25%zOP	32%zOP	15%	20%	11%	22%c	17%	18%	25%Uc	23%	17%	24%Uc	12%	19%	16%
Don't know	79	72	5	2	1	10	11	5	16	1	8	4	1	-	6	9	67	10
	4%AEdR	4%R	3%	2%	1%	4%	3%	5%	8%zTh	1%	3%	3%	1%	-	6%	5%	4%	4%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 321  
**D2a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... Provides distinctive radio programmes and output.**  
 Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Total mentions	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.90APc	7.92P	7.60	8.01	7.93	7.66	8.11Sc	7.84	7.75	7.97	8.10Sc	8.37zSUVac	8.10	7.78	7.91	7.60	7.94	7.67
1-3 (Net)	46 2%BO	31 2%	10 6%zO	3 2%	2 3%	3 1%	2 1%	-	10 5%zTX	3 3%T	2 1%	-	1 1%	3 5%TX	2 2%	6 3%T	32 2%	9 4%
1-4 (Net)	82 4%FIT	62 3%	12 7%zO	6 4%	2 3%	10 4%	3 1%	5 5%T	14 7%zTX	4 6%TY	5 2%	-	4 3%	4 7%TY	6 5%TY	8 4%T	61 3%	14 6%
1-2 (Net)	33 1%T	23 1%	6 4%zO	3 2%	1 2%	2 1%	* *	-	9 4%zTX	3 3%T	2 1%	-	1 1%	1 1%	2 2%	3 1%	24 1%	4 2%
4-7 (Net)	673 30%	553 30%	54 31%	42 31%	24 34%	98 37%zY	106 29%	33 32%	59 28%	20 27%	69 28%	26 22%	31 30%	16 28%	33 30%	61 32%	524 29%	79 34%
5-6 (Net)	296 13%W	241 13%	26 15%	16 12%	14 20%zOQ	49 19%zWh	48 13%W	10 10%	27 13%	3 4%	28 11%	11 9%	7 7%	6 11%	15 14%	35 19%Wh	233 13%	31 13%
8-10 (Net)	1427 64%CM	1192 65%	103 60%	87 65%	44 62%	152 58%	250 68%S	65 63%	127 60%	49 68%	169 68%S	90 75%zSVc	71 68%	39 68%	69 62%	112 60%	1158 65%	135 58%
7-10 (Net)	1767 79%CMV	1473 80%	129 75%	111 82%	54 76%	194 74%	307 83%SVc	83 80%	155 73%	65 89%zSVbc	206 83%SVc	105 87%SVc	92 89%SVbc	47 81%	84 76%	137 73%	1420 80%	179 77%
9-10 (Net)	861 39%S	708 38%	65 38%	58 43%	30 43%	81 31%	152 41%Sc	33 32%	77 36%	31 43%	109 44%Sc	57 48%Sc	45 44%	21 37%	43 39%	58 31%	697 39%	80 34%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 322

D2a\_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Provides a mix of different types of radio station.	2561 66%FmNeP R	1283 67%	1275 64%	346 63%	450 69%zF	889 70%zCF	876 61%	780 70%zm	1763 64%	754 71%zMN	716 72%zMN	544 62%N	547 56%	1733 71%ze	788 57%
Provides high quality radio output.	2657 68%BFNeP RWc	1340 70%zB	1314 66%	382 70%F	459 71%F	910 71%zF	905 63%	794 71%z	1840 67%	799 76%zMN	723 73%zMN	582 66%N	553 56%	1777 73%ze	843 61%
Supports UK music and presenters.	2531 65%BFmNe PVW	1280 67%zB	1248 62%	383 70%zF	432 67%F	886 69%zF	830 58%	768 68%zm	1739 63%	747 71%zMN	676 68%zN	561 64%N	547 56%	1705 70%ze	786 57%
Takes risks and provides radio content or music that is new and innovative or less well known	2339 60%FmNeP c	1149 60%	1189 59%	346 63%F	417 64%zF	823 64%zF	754 52%	740 66%zm	1586 58%	698 66%zMN	638 64%zMN	497 57%	506 52%	1591 66%ze	713 51%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	2542 65%FNePR Wc	1269 67%	1271 64%	355 65%	449 69%zF	870 68%zF	867 60%	772 69%zm	1751 64%	757 72%zMN	686 69%zN	564 64%N	535 55%	1706 70%ze	800 58%
Provides distinctive radio programmes and output.	2501 64%BFNeP RVc	1261 66%zB	1238 62%	340 62%	443 68%zF	838 66%F	880 61%	741 66%	1742 64%	744 70%zMN	688 69%zMN	530 61%N	539 55%	1665 69%ze	802 58%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 322

D2a\_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Provides a mix of different types of radio station.	2561	2153	193	141	74	253	474	118	226	94	286	142	133	69	133	223	2069	250
	<b>66%FmNeP</b>	<b>66%P</b>	58%	<b>73%zOPR</b>	60%	67%	65%	<b>71%Wc</b>	60%	57%	67%	<b>76%zTVWc</b>	<b>74%VWc</b>	<b>76%VWc</b>	<b>70%W</b>	60%	66%	68%
Provides high quality radio output.	2657	2241	198	143	74	280	501	117	240	96	297	144	144	72	131	218	2142	256
	<b>68%BFNeP</b>	<b>69%PR</b>	60%	<b>74%zPR</b>	60%	<b>74%zVWc</b>	<b>69%Wc</b>	<b>70%c</b>	64%	59%	<b>70%Wc</b>	<b>77%zVWc</b>	<b>80%zTVWX</b>	<b>80%zVWc</b>	69%	58%	68%	70%
Supports UK music and presenters.	2531	2122	189	145	74	258	482	116	220	88	273	139	132	67	128	220	2053	230
	<b>65%BFmNe</b>	<b>65%P</b>	57%	<b>75%zOPR</b>	60%	<b>69%VWc</b>	<b>66%W</b>	<b>70%VW</b>	59%	53%	<b>64%W</b>	<b>74%zVWXc</b>	<b>73%VWc</b>	<b>75%VWc</b>	<b>67%W</b>	59%	65%	63%
Takes risks and provides radio content or music that is new and innovative or less well known	2339	1965	176	129	70	217	455	102	213	86	258	132	125	60	119	199	1901	208
	<b>60%FmNeP</b>	<b>60%P</b>	53%	<b>67%zPR</b>	57%	58%	<b>62%Wc</b>	62%	57%	52%	60%	<b>71%zSVWX</b>	<b>69%zSVWc</b>	66%	62%	53%	60%	57%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	2542	2136	195	139	73	260	476	111	227	89	280	147	139	72	125	211	2054	247
	<b>65%FNeP</b>	<b>66%PR</b>	59%	<b>71%zPR</b>	59%	<b>69%Wc</b>	<b>65%Wc</b>	<b>67%W</b>	61%	54%	<b>66%Wc</b>	<b>79%zTVWX</b>	<b>77%zTVWX</b>	<b>80%zTVWX</b>	65%	57%	65%	67%
Provides distinctive radio programmes and output.	2501	2109	181	142	68	237	478	122	211	95	276	147	135	67	127	215	2028	230
	<b>64%BFNeP</b>	<b>65%PR</b>	55%	<b>73%zOPR</b>	55%	63%	<b>65%Vc</b>	<b>74%zVWc</b>	57%	58%	65%	<b>79%zSTVW</b>	<b>74%zSVWc</b>	<b>74%VWc</b>	67%	58%	64%	63%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 323

D2a\_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	2287	1195	1091	343	426	757	761	738	1531	789	611	455	432	1444	794
WeightedBase	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
EffectiveBase	1598	837	760	257	299	514	537	502	1090	545	433	323	301	1020	562
Provides a mix of different types of radio station.	1774 80% <b>CmMec</b>	945 80%	828 79%	230 73%	306 81% <b>C</b>	622 85% <b>zCF</b>	616 77%	549 85% <b>zm</b>	1214 78%	597 81%	497 84% <b>zIM</b>	370 75%	311 78%	1239 82% <b>ze</b>	510 75%
Provides high quality radio output.	1851 83% <b>mNec</b>	991 84%	859 82%	253 81%	317 84%	629 86%	652 81%	568 88% <b>zm</b>	1268 82%	634 86% <b>N</b>	504 85% <b>N</b>	401 82%	312 79%	1284 85% <b>ze</b>	544 80%
Supports UK music and presenters.	1745 78% <b>Fme</b>	932 79%	812 78%	258 82% <b>F</b>	301 80% <b>F</b>	606 82% <b>zF</b>	581 73%	548 85% <b>zm</b>	1184 76%	594 80%	463 78%	380 77%	309 78%	1224 81% <b>ze</b>	497 73%
Takes risks and provides radio content or music that is new and innovative or less well known	1642 74% <b>FmMeSg</b>	860 73%	781 75%	231 74%	294 78% <b>F</b>	571 78% <b>zF</b>	545 68%	540 83% <b>zm</b>	1094 70%	568 77% <b>M</b>	445 75%	339 69%	289 73%	1168 77% <b>ze</b>	453 67%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1765 79% <b>mc</b>	929 79%	835 80%	242 77%	309 82%	598 81%	615 77%	551 85% <b>zm</b>	1205 77%	602 81%	477 80%	377 77%	309 78%	1220 81% <b>z</b>	522 77%
Provides distinctive radio programmes and output.	1767 79% <b>CMV</b>	944 80%	823 79%	233 74%	309 82% <b>C</b>	599 81% <b>C</b>	626 78%	541 84% <b>zm</b>	1216 78%	602 81% <b>M</b>	489 82% <b>M</b>	368 75%	309 78%	1221 81%	525 77%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 323

D2a\_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio... (7-10)

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	2287	1664	199	228	196	206	350	93	205	75	223	109	84	51	88	180	1819	245
WeightedBase	2225	1848	172	135	71	263	369	104*	212	72*	248	120*	104*	57*	111*	189	1781	233
EffectiveBase	1598	1234	146	181	180	154	242	66	150	63	171	86	66	43	72	131	1268	169
Provides a mix of different types of radio station.	1774	1471	135	109	59	198	294	85	161	61	211	97	86	49	90	138	1432	181
	<b>80%<i>CmMec</i></b>	80%	79%	81%	84%	75%	80%	82%	76%	85%	<b>85%<i>SVc</i></b>	81%	83%	86%	81%	73%	80%	78%
Provides high quality radio output.	1851	1545	138	110	58	223	316	84	170	65	215	104	91	50	86	141	1487	190
	<b>83%<i>mNec</i></b>	84%	80%	82%	83%	<b>85%<i>c</i></b>	<b>86%<i>c</i></b>	81%	80%	<b>90%<i>c</i></b>	<b>87%<i>c</i></b>	<b>87%<i>c</i></b>	<b>88%<i>c</i></b>	87%	78%	74%	83%	82%
Supports UK music and presenters.	1745	1445	130	112	58	201	299	79	161	57	195	98	85	46	84	140	1412	171
	<b>78%<i>Fme</i></b>	78%	76%	83%	83%	76%	81%	77%	76%	79%	79%	82%	82%	80%	76%	74%	79%	73%
Takes risks and provides radio content or music that is new and innovative or less well known	1642	1362	124	101	55	169	292	75	155	58	192	94	84	40	74	130	1331	155
	<b>74%<i>FmMeSg</i></b>	74%	72%	75%	78%	64%	<b>79%<i>zSbc</i></b>	72%	73%	<b>81%<i>S</i></b>	<b>77%<i>S</i></b>	<b>78%<i>S</i></b>	<b>81%<i>S</i></b>	70%	67%	69%	<b>75%<i>g</i></b>	67%
Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1765	1466	134	107	58	204	299	77	162	61	207	102	86	50	81	136	1421	181
	<b>79%<i>mc</i></b>	79%	78%	79%	81%	78%	<b>81%<i>c</i></b>	75%	76%	84%	<b>84%<i>c</i></b>	<b>85%<i>c</i></b>	83%	<b>88%<i>c</i></b>	73%	72%	80%	78%
Provides distinctive radio programmes and output.	1767	1473	129	111	54	194	307	83	155	65	206	105	92	47	84	137	1420	179
	<b>79%<i>CMV</i></b>	80%	75%	82%	76%	74%	<b>83%<i>SVc</i></b>	80%	73%	<b>89%<i>zSVbc</i></b>	<b>83%<i>SVc</i></b>	<b>87%<i>SVc</i></b>	<b>89%<i>SVbc</i></b>	81%	76%	73%	80%	77%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 324  
**D2b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**Base = All who have listened to BBC radio in the past 3 months**

Summary Table									
	BBC Radio 1 offers me something that other radio stations do not	BBC Radio 2 offers me something that other radio stations do not	BBC Radio 3 offers me something that other radio stations do not	BBC Radio 4 offers me something that other radio stations do not	BBC Radio 5 live offers me something that other radio stations do not	BBC 6 Music offers me something that other radio stations do not	BBC Asian Network offers me something that other radio stations do not	BBC local radio offers me something that other radio stations do not	Any other BBC station
UnweightedBase	981	888	204	533	437	171	133	633	161
WeightedBase	890	867	177	552	391	159	75	591	133
EffectiveBase	695	631	138	372	297	110	86	438	113
Not At All Agree 1	17 2%	8 1%	- -	2 *	3 1%	* *	1 1%	8 1%	5 4%
2	15 2%	16 2%	* *	3 *	* *	- -	* *	3 *	- -
3	24 3%	15 2%	2 1%	3 *	4 1%	* *	- -	11 2%	3 2%
4	27 3%	14 2%	3 2%	10 2%	5 1%	- -	* *	27 5%	3 2%
5	55 6%	60 7%	5 3%	10 2%	27 7%	3 2%	3 4%	40 7%	12 9%
6	112 13%	79 9%	17 10%	31 6%	36 9%	11 7%	9 12%	38 6%	14 10%
7	179 20%	155 18%	31 17%	57 10%	82 21%	31 20%	12 16%	100 17%	13 9%
8	204 23%	242 28%	48 27%	135 24%	91 23%	32 20%	20 26%	134 23%	29 22%
9	125 14%	132 15%	31 18%	113 20%	68 17%	28 17%	17 23%	104 18%	15 11%
Agree Completely 10	110 12%	118 14%	39 22%	180 33%	72 18%	47 30%	12 16%	103 17%	30 22%
Don't know	22 2%	28 3%	1 1%	9 2%	3 1%	6 4%	1 1%	24 4%	12 9%
Total mentions	890 100%	867 100%	177 100%	552 100%	391 100%	159 100%	75 100%	591 100%	133 100%
Mean	7.24	7.51	8.04	8.44	7.78	8.36	7.93	7.61	7.51
1-3 (Net)	56 6%	39 4%	2 1%	7 1%	6 2%	1 *	1 1%	22 4%	8 6%
1-4 (Net)	83 9%	53 6%	5 3%	17 3%	12 3%	1 *	1 2%	49 8%	10 8%
1-2 (Net)	32 4%	24 3%	* *	4 1%	3 1%	* *	1 1%	11 2%	5 4%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 324  
**D2b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**Base = All who have listened to BBC radio in the past 3 months**

	Summary Table								
	BBC Radio 1 offers me something that other radio stations do not	BBC Radio 2 offers me something that other radio stations do not	BBC Radio 3 offers me something that other radio stations do not	BBC Radio 4 offers me something that other radio stations do not	BBC Radio 5 live offers me something that other radio stations do not	BBC 6 Music offers me something that other radio stations do not	BBC Asian Network offers me something that other radio stations do not	BBC local radio stations offers me something that other radio stations do not	Any other BBC station
WeightedBase	890	867	177	552	391	159	75	591	133
EffectiveBase	695	631	138	372	297	110	86	438	113
4-7 (Net)	373 42%	308 36%	56 31%	109 20%	150 38%	45 28%	24 32%	205 35%	41 31%
5-6 (Net)	167 19%	139 16%	22 12%	42 8%	63 16%	14 9%	12 15%	78 13%	25 19%
8-10 (Net)	439 49%	492 57%	118 67%	427 77%	231 59%	107 67%	49 65%	341 58%	74 55%
7-10 (Net)	618 69%	647 75%	149 84%	485 88%	313 80%	138 87%	61 82%	441 75%	86 65%
9-10 (Net)	235 26%	249 29%	71 40%	293 53%	140 36%	75 47%	29 39%	207 35%	44 33%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 325  
**D2b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 1 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	981	475	505	258	269	343	111	444	530	371	253	189	168	733	229
WeightedBase	890	438	451	239	242	315	94*	386	498	318	239	189	144	710	169
EffectiveBase	695	344	350	194	192	231	80	309	384	264	179	134	121	529	161
Not At All Agree 1	17 2%	11 2%	7 1%	7 3%	5 2%	4 1%	1 1%	7 2%	11 2%	9 3%	3 1%	2 1%	3 2%	14 2%	3 2%
2	15 2%	6 1%	9 2%	1 *	8 3% <b>C</b>	6 2%	- -	9 2%	6 1%	4 1%	6 3%	2 -	2 1%	10 1%	4 3%
3	24 3% <b>ACI</b>	4 1%	19 4% <b>zA</b>	* *	4 1%	16 5% <b>zCD</b>	4 4% <b>C</b>	5 1%	18 4%	8 2%	7 3%	3 1%	6 4%	16 2%	7 4%
4	27 3%	15 3%	12 3%	11 5%	4 2%	12 4%	- -	11 3%	16 3%	10 3%	8 3%	5 3%	4 3%	21 3%	6 4%
5	55 6%	33 8%	22 5%	22 9% <b>z</b>	15 6%	15 5%	3 3%	20 5%	36 7%	20 6%	15 6%	13 7%	8 5%	42 6%	12 7%
6	112 13% <b>K</b>	44 10%	67 15%	31 13%	22 9%	38 12%	20 21% <b>zDE</b>	47 12%	63 13%	21 6%	44 18% <b>zK</b>	21 11%	26 18% <b>zK</b>	86 12%	25 15%
7	179 20% <b>B</b>	104 24% <b>zB</b>	75 17%	38 16%	57 24%	64 20%	20 21%	78 20%	101 20%	78 24% <b>z</b>	42 17%	37 19%	23 16%	147 21%	31 18%
8	204 23%	95 22%	108 24%	50 21%	57 23%	82 26%	16 17%	88 23%	116 23%	71 22%	53 22%	53 28%	27 19%	166 23%	36 21%
9	125 14% <b>S</b>	71 16%	54 12%	37 15%	31 13%	44 14%	13 14%	61 16%	60 12%	53 17%	29 12%	22 12%	20 14%	105 15%	19 11%
Agree Completely 10	110 12%	52 12%	58 13%	38 16%	30 12%	33 10%	8 9%	53 14%	56 11%	37 12%	29 12%	22 12%	21 15%	87 12%	19 11%
Don't know	22 2% <b>AE</b>	2 1%	19 4% <b>zA</b>	4 2%	8 3% <b>E</b>	2 1%	9 9% <b>zCDE</b>	7 2%	14 3%	8 2%	2 1%	8 4%	4 3%	14 2%	6 4%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 325  
D2b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?

- BBC Radio 1 offers me something that other radio stations do not

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	890	438	451	239	242	315	94*	386	498	318	239	189	144	710	169
EffectiveBase	695	344	350	194	192	231	80	309	384	264	179	134	121	529	161
Total mentions	890	438	451	239	242	315	94	386	498	318	239	189	144	710	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.24	7.29	7.18	7.34	7.24	7.16	7.21	7.39	7.11	7.30	7.08	7.35	7.21	7.29	6.97
1-3 (Net)	56	21	35	8	17	25	5	21	35	21	17	7	11	41	15
	6%C	5%	8%	4%	7%	8%	6%	5%	7%	7%	7%	4%	7%	6%	9%
1-4 (Net)	83	36	47	19	21	37	5	31	51	31	25	13	15	62	21
	9%	8%	10%	8%	9%	12%	6%	8%	10%	10%	10%	7%	10%	9%	13%
1-2 (Net)	32	16	16	8	13	9	1	16	17	13	10	5	5	25	8
	4%	4%	4%	3%	6%	3%	1%	4%	3%	4%	4%	3%	3%	3%	4%
4-7 (Net)	373	197	176	102	99	129	43	155	216	128	108	77	61	296	74
	42%	45%	39%	43%	41%	41%	45%	40%	43%	40%	45%	41%	42%	42%	44%
5-6 (Net)	167	77	90	53	38	53	23	67	99	40	59	35	34	128	37
	19%K	18%	20%	22%	16%	17%	25%	17%	20%	13%	25%zK	18%	23%K	18%	22%
8-10 (Net)	439	218	220	124	118	159	38	203	232	162	111	97	69	358	74
	49%	50%	49%	52%	49%	51%	40%	52%	47%	51%	47%	51%	48%	50%	44%
7-10 (Net)	618	322	295	162	175	223	57	281	333	240	153	134	92	506	105
	69%Be	74%zB	65%	68%	72%	71%	61%	73%	67%	75%zLN	64%	71%	64%	71%e	62%
9-10 (Net)	235	123	112	75	61	77	22	114	116	91	58	44	42	192	38
	26%m	28%	25%	31%	25%	24%	23%	30%	23%	29%	24%	23%	29%	27%	23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 325  
**D2b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 1 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	981	734	76	83	88	87	143	46	99	41	97	52	34	19	43	73	788	74
WeightedBase	890	755	59*	44*	32*	99*	131*	43*	100*	39*	105*	54*	41**	21**	49*	73*	726	64*
EffectiveBase	695	550	57	68	80	65	100	31	70	35	75	45	26	16	38	52	560	51
Not At All Agree 1	17 2%	11 1%	2 3%	3 7%zO	2 5%O	1 1%	2 1%	1 3%	3 3%	1 3%	1 1%	-	-	-	1 2%	1 2%	15 2%	* *
2	15 2%	14 2%	-	1 1%	1 2%	-	3 2%	* 1%	4 4%	-	1 1%	1 2%	-	2 10%	-	2 3%	12 2%	1 2%
3	24 3%ACI	19 3%	3 5%	1 2%	1 3%	4 4%	6 5%	-	* *	-	3 3%	2 3%	1 2%	* 1%	2 4%	-	18 2%	4 7%
4	27 3%	23 3%	-	2 5%	2 7%zP	4 4%	2 1%	1 3%	4 4%	-	8 7%zTc	1 2%	1 2%	-	2 4%	-	20 3%	5 8%zf
5	55 6%	42 6%	8 13%zO	3 7%	2 8%	6 6%	4 3%	3 6%	8 8%	3 8%	4 4%	5 8%	1 3%	3 13%	3 5%	4 5%	45 6%	1 2%
6	112 13%K	96 13%	8 13%	6 13%	2 8%	10 10%	13 10%	10 24%T	9 9%	5 12%	11 11%	9 17%	10 25%	3 13%	6 12%	10 13%	92 13%	11 17%
7	179 20%B	155 20%	10 16%	9 20%	6 18%	24 24%	33 25%VW	4 10%	13 13%	3 8%	30 28%UVWY	6 12%	12 30%	6 29%	8 16%	15 21%	150 21%	10 16%
8	204 23%	174 23%	15 25%	8 19%	8 24%	21 21%	26 20%	12 27%	23 23%	13 34%	20 19%	14 26%	7 17%	3 16%	15 31%	18 24%	159 22%	16 25%
9	125 14%S	107 14%	6 10%	8 18%	4 12%	6 6%	25 19%S	7 15%	14 14%	7 18%S	16 15%	12 21%S	6 15%	1 4%	4 9%	10 14%	108 15%	7 11%
Agree Completely 10	110 12%	94 12%	9 14%	3 7%	4 14%	18 18%	14 10%	3 6%	17 17%	6 15%	9 9%	4 8%	3 7%	3 14%	7 13%	11 15%	85 12%	8 12%
Don't know	22 2%AE	20 3%	1 1%	1 2%	-	5 5%	4 3%	2 5%	4 4%	-	1 1%	-	-	-	1 2%	2 3%	21 3%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 325  
**D2b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 1 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	890	755	59*	44*	32*	99*	131*	43*	100*	39*	105*	54*	41**	21**	49*	73*	726	64*
EffectiveBase	695	550	57	68	80	65	100	31	70	35	75	45	26	16	38	52	560	51
Total mentions	890	755	59	44	32	99	131	43	100	39	105	54	41	21	49	73	726	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.24	7.28	7.12	6.79	6.94	7.33	7.34	7.07	7.29	7.67	7.11	7.29	7.24	6.72	7.22	7.52	7.23	6.96
1-3 (Net)	56	44	5	4	3	5	11	2	7	1	6	3	1	2	3	3	46	6
	6% <b>C</b>	6%	8%	10%	10%	5%	8%	4%	7%	3%	5%	6%	2%	12%	7%	4%	6%	10%
1-4 (Net)	83	67	5	7	5	9	12	3	11	1	13	4	1	2	5	3	65	11
	9%	9%	8%	15%	17% <b>zO</b>	9%	9%	7%	11%	3%	13%	8%	4%	12%	11%	4%	9%	18% <b>zf</b>
1-2 (Net)	32	25	2	4	2	1	5	2	6	1	2	1	-	2	1	3	28	2
	4%	3%	3%	8% <b>zO</b>	7%	1%	4%	4%	7%	3%	2%	2%	-	10%	2%	4%	4%	3%
4-7 (Net)	373	316	25	20	13	44	51	19	34	11	53	21	24	11	19	29	307	27
	42%	42%	42%	44%	41%	44%	39%	43%	34%	29%	50% <b>W</b>	39%	59%	54%	38%	39%	42%	43%
5-6 (Net)	167	138	15	9	5	16	17	13	17	8	16	14	11	5	8	14	137	12
	19% <b>K</b>	18%	26%	19%	16%	16%	13%	30% <b>T</b>	17%	21%	15%	25%	28%	25%	17%	19%	19%	19%
8-10 (Net)	439	375	29	19	16	45	65	21	54	26	46	30	16	7	26	39	352	30
	49%	50%	49%	44%	49%	45%	50%	48%	54%	67% <b>zSX</b>	43%	56%	39%	34%	53%	54%	48%	48%
7-10 (Net)	618	530	38	28	21	69	98	25	67	30	75	37	28	13	34	54	502	41
	69% <b>Be</b>	70%	65%	64%	68%	69%	75%	58%	67%	76%	71%	67%	69%	63%	70%	74%	69%	63%
9-10 (Net)	235	201	14	11	8	24	39	9	31	13	25	16	9	4	11	21	193	15
	26% <b>m</b>	27%	24%	24%	26%	24%	30%	21%	31%	33%	24%	29%	21%	18%	22%	29%	27%	23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 326  
**D2b\_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 2 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	888	469	418	88	110	332	358	259	623	333	254	159	142	571	294
WeightedBase	867	474	391	81*	89*	326	371	232	626	318	238	179	132*	592	258
EffectiveBase	631	330	301	69	79	232	256	179	449	233	189	114	98	410	209
Not At All Agree 1	8 1%	8 2%B	-	1 2%	-	6 2%	1 *	1 1%	7 1%	2 1%	3 1%	1 *	2 2%	6 1%	2 1%
2	16 2% <b>d</b>	9 2%	7 2%	1 2%	1 1%	5 1%	9 2%	3 1%	12 2%	4 1%	7 3%	1 1%	3 2%	6 1%	7 3%
3	15 2%	7 1%	9 2%	1 1%	1 1%	4 1%	9 3%	4 2%	11 2%	9 3%	1 1%	2 1%	3 2%	12 2%	3 1%
4	14 2%	6 1%	8 2%	2 2%	1 1%	5 1%	6 2%	2 1%	12 2%	5 1%	6 2%	2 1%	1 1%	7 1%	7 3%
5	60 7% <b>IL</b>	37 8%	23 6%	9 11%	4 5%	16 5%	31 8%	8 3%	52 8% <b>zl</b>	21 7%	9 4%	21 12% <b>zL</b>	9 7%	39 7%	19 7%
6	79 9%	39 8%	40 10%	5 6%	8 9%	33 10%	33 9%	21 9%	55 9%	26 8%	26 11%	15 8%	12 9%	53 9%	26 10%
7	155 18% <b>M</b>	88 19%	67 17%	17 20%	18 20%	57 17%	64 17%	42 18%	113 18%	53 17%	47 20% <b>M</b>	18 10%	38 28% <b>zKM</b>	112 19%	43 16%
8	242 28% <b>Q</b>	134 28%	107 27%	17 22%	34 38% <b>zCF</b>	99 30%	92 25%	79 34% <b>zm</b>	163 26%	87 27%	67 28%	61 34%	28 22%	175 30%	65 25%
9	132 15% <b>d</b>	79 17%	53 14%	10 12%	14 15%	50 15%	59 16%	33 14%	97 15%	53 17%	28 12%	31 17%	20 15%	96 16%	33 13%
Agree Completely 10	118 14% <b>P</b>	58 12%	60 15%	11 13%	7 8%	46 14%	54 15%	34 15%	84 13%	50 16% <b>N</b>	37 16%	20 11%	10 8%	77 13%	40 15%
Don't know	28 3% <b>d</b>	10 2%	18 5%	7 9% <b>zDE</b>	1 1%	6 2%	14 4%	4 2%	20 3%	8 3%	7 3%	8 4%	6 4%	10 2%	14 6% <b>zd</b>
Total mentions	867 100%	474 100%	391 100%	81 100%	89 100%	326 100%	371 100%	232 100%	626 100%	318 100%	238 100%	179 100%	132 100%	592 100%	258 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 326  
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**- BBC Radio 2 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	867	474	391	81*	89*	326	371	232	626	318	238	179	132*	592	258
EffectiveBase	631	330	301	69	79	232	256	179	449	233	189	114	98	410	209
Mean	7.51P	7.47	7.57	7.28	7.58	7.58	7.48	7.71	7.44	7.62	7.51	7.57	7.18	7.57	7.42
1-3 (Net)	39 4%	23 5%	15 4%	4 5%	2 2%	14 4%	19 5%	9 4%	30 5%	15 5%	11 5%	4 2%	8 6%	24 4%	13 5%
1-4 (Net)	53 6%	29 6%	23 6%	6 7%	3 4%	19 6%	25 7%	11 5%	41 7%	20 6%	16 7%	7 4%	9 7%	31 5%	20 8%
1-2 (Net)	24 3%	17 4%	7 2%	3 3%	1 1%	10 3%	9 3%	4 2%	19 3%	6 2%	10 4%	2 1%	6 4%	12 2%	10 4%
4-7 (Net)	308 36%	170 36%	139 35%	32 40%	32 36%	110 34%	134 36%	73 32%	232 37%	105 33%	88 37%	56 31%	60 45%zKM	211 36%	94 36%
5-6 (Net)	139 16%	76 16%	63 16%	14 17%	12 14%	49 15%	64 17%	29 12%	108 17%	47 15%	35 15%	36 20%	21 16%	92 16%	44 17%
8-10 (Net)	492 57%NPS	271 57%	220 56%	38 46%	54 61%	195 60%C	205 55%	146 63%z	344 55%	190 60%N	132 56%	112 62%N	58 44%	348 59%	137 53%
7-10 (Net)	647 75%eP	359 76%	287 73%	54 67%	72 81%C	252 77%	269 72%	188 81%zm	457 73%	243 76%	179 75%	129 72%	96 73%	459 78%ze	180 70%
9-10 (Net)	249 29%P	137 29%	113 29%	20 25%	20 23%	96 29%	113 30%	67 29%	180 29%	103 32%	66 28%	51 28%	30 23%	173 29%	73 28%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 326  
**D2b\_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 2 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	888	610	104	117	57	82	115	22	71	25	104	51	29	17	34	60	685	119
WeightedBase	867	691	85*	70*	21*	105*	123*	30**	74*	24**	118*	56*	32**	17**	45**	68*	683	114*
EffectiveBase	631	461	77	92	54	61	86	18	52	20	79	40	23	16	28	43	489	80
Not At All Agree 1	8	4	3	-	*	-	*	1	-	-	-	1	1	1	-	-	6	1
	1%	1%	4%zO	-	2%	-	*	4%	-	-	-	1%	4%	4%	-	-	1%	1%
2	16	11	3	1	*	2	4	-	1	-	1	3	-	-	-	1	13	3
	2%	2%	3%	1%	1%	2%	3%	-	2%	-	1%	5%	-	-	-	1%	2%	2%
3	15	14	1	-	*	4	2	-	1	-	3	-	1	2	-	1	15	-
	2%	2%	2%	-	1%	4%	2%	-	2%	-	2%	-	4%	9%	-	1%	2%	-
4	14	8	3	3	-	*	1	-	2	*	1	3	-	-	-	-	12	1
	2%	1%	3%	4%	-	*	1%	-	3%	2%	1%	5%	-	-	-	-	2%	1%
5	60	49	5	4	1	12	14	3	5	-	5	-	1	-	6	5	45	4
	7%L	7%	6%	6%	6%	11%Y	11%Y	9%	6%	-	4%	-	2%	-	13%	7%	7%	3%
6	79	59	13	6	1	13	13	1	5	2	9	6	4	2	3	2	56	13
	9%	9%	16%zOR	8%	3%	12%	10%	3%	7%	8%	8%	10%	11%	11%	8%	3%	8%	11%
7	155	124	13	14	4	27	13	8	9	3	18	7	8	2	11	17	124	19
	18%M	18%	15%	20%	22%	26%T	11%	27%	12%	14%	16%	13%	24%	11%	25%	25%T	18%	17%
8	242	200	24	13	4	24	24	11	23	10	41	12	8	8	11	29	190	35
	28%Q	29%	28%	19%	21%	23%	20%	37%	31%	41%	35%T	21%	27%	50%	23%	42%zSTY	28%	31%
9	132	109	11	9	3	10	27	5	11	1	24	13	6	-	4	7	107	14
	15%	16%	13%	13%	13%	10%	22%	16%	15%	5%	20%	24%	20%	-	9%	11%	16%	13%
Agree Completely 10	118	90	3	19	6	10	21	1	13	5	11	9	3	2	7	7	92	20
	14%P	13%P	4%	27%zOP	29%zOP	9%	17%	4%	18%	22%	10%	16%	9%	15%	16%	10%	13%	18%
Don't know	28	22	5	1	*	3	5	-	3	2	4	2	-	-	3	-	23	3
	3%L	3%	5%	2%	1%	3%	4%	-	4%	9%	4%	4%	-	-	6%	-	3%	3%
Total mentions	867	691	85	70	21	105	123	30	74	24	118	56	32	17	45	68	683	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 326  
**D2b\_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 2 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	867	691	85*	70*	21*	105*	123*	30**	74*	24**	118*	56*	32**	17**	45**	68*	683	114*
EffectiveBase	631	461	77	92	54	61	86	18	52	20	79	40	23	16	28	43	489	80
Mean	7.51P	7.55P	6.77	7.89zP	7.98P	7.12	7.57	7.37	7.70	8.14	7.74S	7.62	7.41	7.20	7.58	7.66	7.52	7.72
1-3 (Net)	39 4%	29 4%	8 9%zQ	1 1%	1 4%	5 5%	6 5%	1 4%	3 4%	- -	4 3%	3 6%	2 8%	2 14%	- -	2 2%	34 5%	4 4%
1-4 (Net)	53 6%	37 5%	11 13%zO	4 5%	1 4%	6 6%	7 6%	1 4%	5 7%	* 2%	5 4%	6 11%	2 8%	2 14%	- -	2 2%	45 7%	5 4%
1-2 (Net)	24 3%	16 2%	6 7%zO	1 1%	1 3%	2 2%	4 3%	1 4%	1 2%	- -	1 1%	3 6%	1 4%	1 4%	- -	1 1%	19 3%	4 4%
4-7 (Net)	308 36%	241 35%	34 41%	27 38%	6 31%	52 50%zTVXY	41 33%	12 38%	21 29%	6 23%	34 29%	16 29%	12 37%	4 22%	21 46%	24 35%	237 35%	37 32%
5-6 (Net)	139 16%	109 16%	19 22%	10 14%	2 9%	25 23%	27 22%	3 11%	10 13%	2 8%	14 12%	6 10%	4 13%	2 11%	10 21%	7 10%	101 15%	17 15%
8-10 (Net)	492 57%NPS	399 58%P	38 45%	42 59%	13 63%P	44 42%	72 58%	17 57%	47 63%S	16 68%	76 64%S	34 61%	18 55%	11 64%	22 48%	43 63%S	389 57%	69 61%
7-10 (Net)	647 75%eP	523 76%P	51 60%	55 79%P	18 85%P	71 68%	85 69%	25 85%	56 76%	20 82%	94 80%	41 74%	25 79%	13 75%	33 73%	60 88%zST	513 75%	89 78%
9-10 (Net)	249 29%P	199 29%P	14 17%	28 40%zOP	9 42%zOP	20 19%	47 38%zSc	6 20%	24 33%	6 27%	35 30%	22 40%S	9 29%	2 15%	11 25%	14 21%	199 29%	34 30%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 327  
**D2b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 3 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	204	122	81	23	62	63	56	95	109	104	44	30	26	150	51
WeightedBase	177	113*	63*	21**	41*	53*	63*	69*	109*	86*	40**	29**	23**	124	51*
EffectiveBase	138	89	48	18	46	40	40	67	75	67	29	22	20	102	35
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	*	*	-	*	-	-	-	-	*	-	-	-	*	-	*
	*	*	-	2%	-	-	-	-	*	-	-	-	2%	-	1%
3	2	2	-	-	-	*	1	*	1	-	1	*	*	1	*
	1%	2%	-	-	-	1%	2%	*	1%	-	3%	1%	1%	1%	1%
4	3	2	1	1	1	-	1	2	1	1	1	*	-	2	1
	2%	1%	2%	4%	2%	-	2%	2%	1%	1%	4%	1%	-	1%	3%
5	5	4	1	2	-	3	-	-	5	1	1	2	*	4	*
	3%	3%	1%	10%	-	5%	-	-	4%	1%	3%	7%	2%	3%	1%
6	17	15	2	4	4	7	3	9	9	8	7	5	1	15	3
	10%	13%	4%	18%	9%	13%	5%	12%	8%	10%	8%	18%	3%	12%	6%
7	31	22	8	3	9	6	13	11	19	11	9	4	6	18	12
	17%	19%	12%	14%	22%	12%	20%	16%	18%	13%	23%	14%	28%	15%	23%
8	48	33	15	5	11	14	17	21	26	22	10	8	8	32	15
	27%	29%	24%	23%	27%	28%	28%	31%	24%	25%	25%	27%	36%	26%	30%
9	31	17	14	1	10	14	6	17	14	16	7	7	2	25	5
	18%	15%	22%	4%	25%F	27%F	9%	25%z	13%	19%	16%	23%	9%	20%	9%
Agree Completely 10	39	18	21	5	7	8	20	9	31	26	7	2	4	26	14
	22%AI	16%	33%zA	23%	16%	15%	32%	13%	28%I	31%z	17%	8%	17%	21%	26%
Don't know	1	1	*	1	-	-	*	-	1	1	-	-	*	1	*
	1%	1%	1%	3%	-	-	1%	-	1%	1%	-	-	2%	1%	1%
Total mentions	177	113	63	21	41	53	63	69	109	86	40	29	23	124	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.04A	7.76	8.56zA	7.41	8.10	8.02	8.23	7.98	8.08	8.40z	7.72	7.57	7.87	8.02	8.06
1-3 (Net)	2	2	-	*	-	*	1	*	2	-	1	*	1	1	1
	1%	2%	-	2%	-	1%	2%	*	2%	-	3%	1%	3%	1%	1%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 327  
**D2b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 3 offers me something that other radio stations do not**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	177	113*	63*	21**	41*	53*	63*	69*	109*	86*	40**	29**	23**	124	51*
EffectiveBase	138	89	48	18	46	40	40	67	75	67	29	22	20	102	35
1-4 (Net)	5	4	1	1	1	*	3	2	3	1	3	1	1	3	2
	3%	3%	2%	6%	2%	1%	5%	3%	3%	1%	7%	2%	3%	2%	4%
1-2 (Net)	*	*	-	*	-	-	-	-	*	-	-	-	*	-	*
	*	*	-	2%	-	-	-	-	*	-	-	-	2%	-	1%
4-7 (Net)	56	42	13	9	13	16	17	21	34	21	15	12	7	39	17
	31%B	37%B	20%	45%	32%	30%	27%	31%	32%	25%	38%	41%	32%	31%	33%
5-6 (Net)	22	19	3	6	4	9	3	9	14	9	5	7	1	19	3
	12%B	17%	5%	27%	9%	18%	5%	12%	12%	11%	12%	25%	5%	15%	6%
8-10 (Net)	118	68	50	10	28	37	43	47	71	64	23	17	14	83	33
	67%A	60%	79%zA	50%	68%	70%	69%	69%	65%	75%	59%	58%	62%	67%	65%
7-10 (Net)	149	90	58	13	37	43	56	58	91	75	33	21	21	101	45
	84%	79%	92%	63%	89%	81%	90%	85%	83%	87%	82%	72%	90%	82%	88%
9-10 (Net)	71	36	35	6	17	22	26	26	45	42	13	9	6	50	18
	40%A	32%	55%zA	27%	41%	42%	42%	37%	41%	49%z	34%	31%	26%	41%	36%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 327  
**D2b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 3 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	204	160	21	13	10	11	61	5	20	7	21	1	7	5	6	16	165	16
WeightedBase	177	156	12**	6**	3**	9**	61*	5**	15**	4**	21**	1**	7**	6**	9**	16**	144	11**
EffectiveBase	138	113	16	12	10	9	39	3	13	4	16	1	6	5	6	12	111	12
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
3	2	1	-	-	*	-	1	*	-	-	-	-	-	-	-	-	-	-
4	3	3	-	-	*	-	-	1	1	-	-	-	-	-	-	*	3	-
5	5	5	-	-	-	-	1	-	2	*	-	-	-	-	1	-	5	-
6	17	17	-	-	*	-	5	4	2	2	1	-	2	-	-	2	15	2
7	31	26	5	-	*	4	9	-	*	-	3	-	1	1	4	3	22	3
8	48	42	1	3	1	1	14	1	4	1	12	1	3	-	1	4	41	1
9	31	26	3	1	1	3	16	-	2	*	3	-	1	-	-	1	23	1
Agree Completely 10	39	36	2	1	*	1	15	-	3	*	2	-	1	5	2	6	32	4
Don't know	1	*	1	-	-	-	-	-	*	-	-	-	-	-	-	-	1	*
Total mentions	177	156	12	6	3	9	61	5	15	4	21	1	7	6	9	16	144	11
Mean	8.04A	8.02	8.27	8.60	7.27	8.08	8.27	5.69	7.49	6.88	8.13	8.00	7.96	9.36	7.60	8.21	7.98	8.15
1-3 (Net)	2	2	-	-	*	-	2	*	-	-	-	-	-	-	-	-	2	-
	1%	1%	-	-	9%	-	3%	6%	-	-	-	-	-	-	-	-	2%	-

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 327  
**D2b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 3 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>177</b>	156	12**	6**	3**	9**	61*	5**	15**	4**	21**	1**	7**	6**	9**	16**	144	11**
EffectiveBase	<b>138</b>	113	16	12	10	9	39	3	13	4	16	1	6	5	6	12	111	12
1-4 (Net)	<b>5</b>	5	-	-	1	-	2	1	1	-	-	-	-	-	-	*	5	-
	<b>3%</b>	3%	-	-	18%	-	3%	22%	10%	-	-	-	-	-	-	2%	4%	-
1-2 (Net)	<b>*</b>	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	<b>*</b>	*	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	*	-
4-7 (Net)	<b>56</b>	50	5	-	1	4	15	4	5	3	4	-	2	1	5	5	45	5
	<b>31%B</b>	32%	38%	-	32%	48%	24%	85%	35%	62%	18%	-	32%	21%	62%	33%	31%	43%
5-6 (Net)	<b>22</b>	22	-	-	*	-	6	4	4	3	1	-	2	-	1	2	19	2
	<b>12%B</b>	14%	-	-	14%	-	9%	68%	24%	62%	4%	-	22%	-	14%	14%	13%	20%
8-10 (Net)	<b>118</b>	104	7	6	2	5	45	1	9	2	17	1	5	5	3	11	96	6
	<b>67%A</b>	66%	57%	100%	59%	52%	73%	10%	62%	38%	82%	100%	68%	79%	38%	67%	67%	53%
7-10 (Net)	<b>149</b>	129	12	6	2	9	54	1	10	2	20	1	6	6	8	14	119	9
	<b>84%</b>	83%	95%	100%	68%	100%	88%	10%	63%	38%	96%	100%	78%	100%	86%	84%	83%	75%
9-10 (Net)	<b>71</b>	62	5	2	1	4	31	-	5	1	5	-	2	5	2	6	55	5
	<b>40%A</b>	39%	44%	43%	36%	44%	51%	-	32%	14%	24%	-	33%	79%	25%	40%	38%	44%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 328  
**D2b\_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 4 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	533	297	235	31	82	192	228	169	361	247	145	73	68	351	172
WeightedBase	552	303	248	23**	75*	186	269	141	408	241	159	89*	63*	369	176
EffectiveBase	372	204	167	24	59	130	166	116	259	170	103	53	48	243	125
Not At All Agree 1	2	2	-	1	-	-	*	-	2	2	-	-	-	2	-
	*	1%	-	6%	-	-	*	-	*	1%	-	-	-	*	-
2	3	2	1	-	-	3	-	2	1	-	3	-	-	3	-
	*	1%	*	-	-	1%	-	1%	*	-	2%	-	-	1%	-
3	3	1	2	-	-	2	1	-	3	1	1	*	-	2	1
	*	*	1%	-	-	1%	*	-	1%	*	1%	*	-	*	1%
4	10	5	6	1	2	4	4	3	8	2	6	3	-	3	5
	2% <b>d</b>	1%	2%	6%	2%	2%	1%	2%	2%	1%	3%	3%	-	1%	3%
5	10	5	5	3	1	3	4	3	6	6	2	3	-	7	4
	2%	2%	2%	15%	1%	1%	1%	2%	1%	3%	1%	3%	-	2%	2%
6	31	23	8	4	5	7	15	4	27	11	5	10	5	23	8
	6%	8%	3%	18%	6%	4%	6%	3%	7%	5%	3%	12% <b>L</b>	7%	6%	4%
7	57	35	22	2	9	20	26	13	45	25	15	7	11	43	14
	10%	12%	9%	8%	12%	11%	10%	9%	11%	10%	9%	8%	17%	12%	8%
8	135	70	65	3	23	52	57	37	98	61	35	21	18	88	46
	24%	23%	26%	13%	31%	28%	21%	26%	24%	25%	22%	23%	28%	24%	26%
9	113	59	53	3	20	47	43	42	70	46	37	23	7	87	26
	20% <b>me</b>	19%	21%	13%	27%	25%	16%	30% <b>zm</b>	17%	19%	23%	25%	11%	23%	15%
Agree Completely 10	180	96	84	5	13	45	117	35	145	84	51	21	23	108	69
	33% <b>DEI</b>	32%	34%	21%	17%	24%	43% <b>zDE</b>	25%	35% <b>l</b>	35%	32%	24%	37%	29%	39%
Don't know	9	6	3	-	3	4	2	2	5	2	5	1	*	5	4
	2%	2%	1%	-	3%	2%	1%	2%	1%	1%	3%	1%	1%	1%	2%
Total mentions	552	303	248	23	75	186	269	141	408	241	159	89	63	369	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.44	8.36	8.54	7.01	8.26	8.31	8.70 <b>zE</b>	8.43	8.46	8.52	8.42	8.20	8.53	8.40	8.57

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 328  
**D2b\_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 4 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	552	303	248	23**	75*	186	269	141	408	241	159	89*	63*	369	176
EffectiveBase	372	204	167	24	59	130	166	116	259	170	103	53	48	243	125
1-3 (Net)	7 1%	5 2%	2 1%	1 6%	- -	4 2%	2 1%	2 1%	5 1%	3 1%	4 2%	* *	- -	6 2%	1 1%
1-4 (Net)	17 3%	9 3%	8 3%	3 12%	2 2%	8 4%	5 2%	5 3%	13 3%	5 2%	9 6%	3 3%	- -	9 2%	6 3%
1-2 (Net)	4 1%	4 1%	1 *	1 6%	- -	3 1%	* *	2 1%	2 1%	2 1%	3 2%	- -	- -	4 1%	- -
4-7 (Net)	109 20%	68 22%	41 17%	11 47%	16 22%	34 18%	49 18%	23 16%	85 21%	44 18%	27 17%	23 26%	15 24%	76 21%	30 17%
5-6 (Net)	42 8%	28 9%	14 5%	7 33%	5 7%	10 5%	19 7%	7 5%	33 8%	18 7%	7 4%	13 14%L	5 7%	30 8%	11 7%
8-10 (Net)	427 77%	225 74%	202 81%	11 47%	56 75%	144 77%	217 81%	114 81%	313 77%	192 80%	123 77%	65 73%	48 75%	282 76%	141 80%
7-10 (Net)	485 88%	260 86%	224 90%	13 55%	65 87%	164 88%	243 90%	127 90%	357 88%	216 90%	138 87%	72 81%	58 92%	325 88%	155 88%
9-10 (Net)	293 53%	155 51%	137 55%	8 34%	33 44%	92 50%	160 60%zD	78 55%	215 53%	131 54%	88 55%	44 49%	30 48%	194 53%	95 54%

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**D2b\_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 4 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	533	414	43	52	24	37	123	14	39	15	60	22	28	12	21	43	438	49
WeightedBase	552	478	35**	31*	9**	54**	145*	17**	44**	13**	59*	28**	37**	14**	26**	42*	459	44*
EffectiveBase	372	305	27	40	23	28	85	11	30	12	46	18	23	11	16	31	304	36
Not At All Agree 1	2	2	-	-	-	-	-	-	1	-	-	-	-	-	-	*	2	-
	*	*	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	*	-
2	3	3	-	-	-	-	1	-	-	-	-	-	-	2	-	-	3	-
	*	1%	-	-	-	-	*	-	-	-	-	-	15%	-	-	-	1%	-
3	3	3	-	-	-	-	2	-	-	*	-	-	-	-	-	-	3	-
	*	1%	-	-	-	-	2%	-	-	-	1%	-	-	-	-	-	1%	-
4	10	10	-	*	*	3	3	*	2	-	-	1	-	-	-	-	9	-
	2%	2%	-	1%	4%	6%	2%	2%	4%	-	-	5%	-	-	-	-	2%	-
5	10	8	-	2	*	-	2	-	4	-	1	-	-	-	-	2	8	1
	2%	2%	-	5%	4%	-	1%	-	8%	-	2%	-	-	-	-	4%	2%	2%
6	31	29	-	1	1	5	9	-	3	2	3	2	3	1	-	1	25	6
	6%	6%	-	5%	7%	9%	6%	-	8%	17%	6%	7%	8%	5%	-	2%	5%	14%z
7	57	46	5	4	2	7	17	1	1	-	5	2	2	-	5	6	50	3
	10%	10%	15%	12%	24%	13%	12%	6%	3%	-	9%	7%	5%	-	18%	15%	11%	6%
8	135	116	13	5	1	8	33	5	9	3	14	2	13	2	11	15	113	10
	24%	24%	37%	17%	9%	15%	23%	31%	20%	23%	24%	8%	35%	17%	41%	37%	25%	23%
9	113	95	11	6	*	14	25	2	10	4	14	7	9	2	5	4	90	9
	20%me	20%	32%	19%	4%	26%	17%	10%	24%	33%	23%	25%	24%	14%	18%	10%	20%	21%
Agree Completely 10	180	160	6	10	4	17	52	9	13	4	20	10	10	6	6	13	148	14
	33%DEI	33%	16%	32%	49%	32%	36%	51%	31%	26%	33%	38%	27%	45%	23%	31%	32%	33%
Don't know	9	6	-	2	-	-	2	-	-	-	1	3	*	1	-	-	8	-
	2%	1%	-	7%zO	-	-	1%	-	-	-	2%	9%	1%	4%	-	-	2%	-
Total mentions	552	478	35	31	9	54	145	17	44	13	59	28	37	14	26	42	459	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.44	8.44	8.51	8.46	8.38	8.36	8.41	8.99	8.05	8.51	8.62	8.66	8.57	8.04	8.46	8.36	8.41	8.47

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 328  
**D2b\_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 4 offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	552	478	35**	31*	9**	54**	145*	17**	44**	13**	59*	28**	37**	14**	26**	42*	459	44*
<b>EffectiveBase</b>	372	305	27	40	23	28	85	11	30	12	46	18	23	11	16	31	304	36
1-3 (Net)	7 1%	7 1%	-	-	-	-	3 2%	-	1 3%	-	* 1%	-	-	2 15%	-	* 1%	7 2%	-
1-4 (Net)	17 3%	17 3%	-	* 1%	* 4%	3 6%	6 4%	* 2%	3 7%	-	* 1%	1 5%	-	2 15%	-	* 1%	16 3%	-
1-2 (Net)	4 1%	4 1%	-	-	-	-	1 1%	-	1 3%	-	-	-	-	2 15%	-	* 1%	4 1%	-
4-7 (Net)	109 20%	93 20%	5 15%	7 23%	3 38%	14 27%	31 21%	1 8%	10 23%	2 17%	10 17%	5 19%	5 13%	1 5%	5 18%	9 21%	92 20%	10 22%
5-6 (Net)	42 8%	37 8%	-	3 10%	1 11%	5 9%	11 8%	-	7 16%	2 17%	4 8%	2 7%	3 8%	1 5%	-	2 6%	33 7%	7 16%
8-10 (Net)	427 77%	371 78%	30 85%	21 69%	6 62%	39 73%	109 75%	16 92%	33 74%	11 83%	47 81%	20 72%	31 86%	11 76%	21 82%	33 78%	351 77%	34 78%
7-10 (Net)	485 88%	417 87%	35 100%	25 82%	8 86%	46 86%	126 87%	17 98%	34 77%	11 83%	53 90%	22 79%	33 91%	11 76%	26 100%	39 93%	401 88%	37 84%
9-10 (Net)	293 53%	255 53%	17 49%	16 52%	5 53%	31 58%	76 53%	11 61%	24 54%	8 60%	33 57%	17 63%	19 51%	8 59%	11 41%	17 41%	238 52%	24 54%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 329  
**D2b\_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 5 live offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	437	309	127	31	78	194	134	163	271	189	118	63	67	318	113
WeightedBase	391	290	100*	24**	64*	169	134*	127	261	166	101*	63*	61*	298	90*
EffectiveBase	297	209	89	23	58	131	89	107	189	123	83	44	48	219	75
Not At All Agree 1	3 1%	3 1%	-	-	1 1%	2 1%	-	2 1%	1 *	-	-	1 2%	1 2%	1 *	1 2%
2	* *	* *	-	-	-	* *	-	* *	-	-	-	* *	-	* *	-
3	4 1%	4 1%	-	-	-	2 1%	2 1%	-	4 1%	1 1%	1 1%	1 1%	1 2%	2 1%	1 1%
4	5 1%	5 2%	* *	1 4%	1 1%	3 2%	1 1%	3 2%	2 1%	* *	3 3%	1 1%	1 2%	3 1%	2 2%
5	27 7%	23 8%	4 4%	2 9%	5 8%	11 7%	9 7%	5 4%	22 9%	10 6%	4 4%	11 18%zKLN	2 3%	21 7%	6 6%
6	36 9%	27 9%	8 8%	4 15%	5 8%	14 8%	13 10%	13 10%	23 9%	16 10%	12 11%	2 3%	6 10%	30 10%	5 6%
7	82 21%L	63 22%	19 19%	4 15%	13 20%	34 20%	31 23%	25 20%	57 22%	41 25%L	13 13%	13 21%	15 24%	66 22%	16 17%
8	91 23%	65 22%	25 25%	7 27%	17 27%	39 23%	28 21%	35 27%	54 21%	39 24%	18 18%	15 23%	20 32%	72 24%	18 20%
9	68 17%	48 17%	20 20%	4 15%	9 14%	31 18%	25 18%	17 13%	51 19%	27 16%	25 24%	7 11%	9 15%	50 17%	18 20%
Agree Completely 10	72 18%N	49 17%	23 23%	3 13%	13 21%	31 18%	25 18%	27 21%	45 17%	30 18%	24 24%N	13 20%	5 8%	50 17%	22 25%
Don't know	3 1%	3 1%	-	-	* *	2 1%	1 1%	* *	3 1%	-	2 2%	-	1 2%	2 1%	1 1%
Total mentions	391 100%	290 100%	100 100%	24 100%	64 100%	169 100%	134 100%	127 100%	261 100%	166 100%	101 100%	63 100%	61 100%	298 100%	90 100%
Mean	7.78f	7.66	8.15zA	7.51	7.83	7.79	7.81	7.85	7.76	7.85	8.09N	7.46	7.44	7.75	7.95

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	391	290	100*	24**	64*	169	134*	127	261	166	101*	63*	61*	298	90*
EffectiveBase	297	209	89	23	58	131	89	107	189	123	83	44	48	219	75
1-3 (Net)	6 2%	6 2%	-	-	1 1%	4 2%	2 1%	2 2%	4 2%	1 1%	1 1%	2 3%	3 4%	4 1%	3 3%
1-4 (Net)	12 3%	11 4%	* *	1 4%	1 2%	6 4%	3 2%	5 4%	7 3%	2 1%	4 3%	3 5%	4 6%	7 2%	4 5%
1-2 (Net)	3 1%	3 1%	-	-	1 1%	2 1%	-	2 2%	1 *	-	-	1 2%	1 2%	1 *	1 2%
4-7 (Net)	150 38%	118 41%	32 32%	11 44%	23 37%	62 36%	55 41%	46 36%	104 40%	68 41%	32 31%	27 43%	24 39%	121 40%	28 32%
5-6 (Net)	63 16%	50 17%	13 13%	6 24%	10 16%	25 15%	22 16%	18 14%	45 17%	27 16%	16 16%	13 20%	8 13%	52 17%	11 13%
8-10 (Net)	231 59%f	162 56%	68 68%z	14 56%	39 61%	101 60%	77 57%	79 62%	149 57%	96 58%	67 66%	34 54%	34 55%	172 58%	58 64%
7-10 (Net)	313 80%	225 78%	87 87%	17 71%	52 81%	135 80%	108 81%	104 82%	206 79%	137 83%	80 79%	48 75%	48 80%	238 80%	73 82%
9-10 (Net)	140 36%N	97 33%	43 43%	7 28%	22 34%	62 37%	49 37%	44 35%	95 37%	57 35%	49 48%zN	20 31%	14 23%	100 33%	40 44%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**- BBC Radio 5 live offers me something that other radio stations do not**  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	437	322	41	38	36	37	71	12	50	16	52	13	20	9	14	28	363	37
WeightedBase	391	330	29**	19*	13*	44**	71*	11**	53*	14**	46*	14**	26**	10**	17**	24**	331	29**
EffectiveBase	297	233	27	32	34	27	48	9	35	14	39	10	16	8	11	21	246	26
Not At All Agree 1	3	2	1	-	-	-	-	-	1	-	-	-	-	-	-	1	3	-
	1%	1%	3%	-	-	-	-	-	2%	-	-	-	-	-	-	2%	1%	-
2	*	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	*	-
3	4	2	1	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-
	1%	1%	4%	-	-	-	-	-	-	-	-	-	-	-	-	10%	1%	-
4	5	5	-	-	1	1	-	-	-	-	*	-	-	2	-	1	5	*
	1%	1%	-	-	4%	2%	-	-	-	1%	-	-	-	24%	-	5%	1%	2%
5	27	23	-	2	2	5	5	-	6	-	4	-	-	-	2	1	25	2
	7%	7%	-	12%	14%	11%	8%	-	11%	-	9%	-	-	13%	3%	8%	8%	8%
6	36	26	7	2	1	7	6	-	3	-	1	1	3	3	1	2	34	*
	9%	8%	22%	11%	9%	15%	8%	-	6%	-	2%	6%	10%	32%	9%	8%	10%	1%
7	82	75	3	2	2	7	21	2	6	6	18	2	7	-	2	4	74	5
	21%L	23%	12%	8%	18%	17%	30%V	21%	11%	39%	39%zV	12%	27%	-	10%	16%	22%	15%
8	91	79	6	4	2	9	16	5	13	4	7	3	5	2	8	7	73	5
	23%	24%	20%	23%	18%	20%	22%	48%	25%	26%	14%	24%	19%	24%	45%	29%	22%	18%
9	68	57	7	2	2	5	10	3	12	4	8	3	7	-	3	2	56	6
	17%	17%	22%	9%	17%	12%	13%	28%	22%	27%	16%	25%	28%	-	20%	8%	17%	22%
Agree Completely 10	72	58	5	6	3	10	13	-	12	1	8	4	4	2	*	2	55	10
	18%N	18%	17%	33%zO	20%	23%	19%	-	23%	6%	18%	33%	17%	19%	2%	10%	17%	34%
Don't know	3	3	-	1	-	-	-	-	-	*	-	-	-	-	-	2	3	-
	1%	1%	-	5%zO	-	-	-	-	-	2%	-	-	-	-	-	9%	1%	-
Total mentions	391	330	29	19	13	44	71	11	53	14	46	14	26	10	17	24	331	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.78f	7.79	7.58	8.12	7.63	7.71	7.82	7.90	7.98	7.99	7.78	8.67	8.13	6.77	7.58	6.92	7.67	8.41

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 329  
**D2b\_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Radio 5 live offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>391</b>	330	29**	19*	13*	44**	71*	11**	53*	14**	46*	14**	26**	10**	17**	24**	331	29**
EffectiveBase	<b>297</b>	233	27	32	34	27	48	9	35	14	39	10	16	8	11	21	246	26
1-3 (Net)	<b>6</b>	4	2	-	-	-	-	*	1	-	-	-	-	-	-	3	6	-
	<b>2%</b>	1%	7%	-	-	-	-	3%	2%	-	-	-	-	-	-	12%	2%	-
1-4 (Net)	<b>12</b>	9	2	-	1	1	-	*	1	-	*	-	-	2	-	4	11	*
	<b>3%</b>	3%	7%	-	4%	2%	-	3%	2%	-	1%	-	-	24%	-	17%	3%	2%
1-2 (Net)	<b>3</b>	2	1	-	-	-	-	*	1	-	-	-	-	-	-	1	3	-
	<b>1%</b>	1%	3%	-	-	-	-	3%	2%	-	-	-	-	-	-	2%	1%	-
4-7 (Net)	<b>150</b>	129	10	6	6	20	32	2	15	6	24	2	10	6	6	8	138	8
	<b>38%</b>	39%	34%	30%	45%	45%	45%	21%	27%	39%	51% <sup>v</sup>	18%	37%	56%	32%	32%	42% <sup>z</sup>	27%
5-6 (Net)	<b>63</b>	49	7	4	3	12	11	-	9	-	5	1	3	3	4	3	59	3
	<b>16%</b>	15%	22%	22%	23%	26%	15%	-	17%	-	11%	6%	10%	32%	22%	11%	18%	10%
8-10 (Net)	<b>231</b>	194	17	12	7	24	39	8	37	8	23	11	17	4	12	11	184	22
	<b>59%<sup>f</sup></b>	59%	59%	65%	55%	55%	55%	76%	70%	59%	49%	82%	63%	44%	68%	47%	55%	73%
7-10 (Net)	<b>313</b>	269	21	14	9	32	60	10	43	14	40	13	24	4	13	15	258	26
	<b>80%</b>	81%	71%	73%	73%	72%	85%	97%	81%	98%	88%	94%	90%	44%	78%	63%	78%	89%
9-10 (Net)	<b>140</b>	116	11	8	5	16	23	3	24	5	16	8	12	2	4	4	111	17
	<b>36%<sup>N</sup></b>	35%	39%	42%	37%	35%	32%	28%	45%	32%	35%	58%	44%	19%	23%	18%	33%	56%

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 330  
**D2b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC 6 Music offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	171	89	82	20	46	82	23	81	90	91	40	21	19	136	33
WeightedBase	159	85*	74*	17**	36*	83*	24**	61*	98*	81*	38**	21**	19**	127*	31**
EffectiveBase	110	58	52	14	31	51	17	52	60	58	26	14	12	87	22
Not At All Agree 1	*	-	*	-	*	-	-	*	-	*	-	-	-	*	-
	*	-	*	-	1%	-	-	1%	-	*	-	-	-	*	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	*	-	-	*	-	-	*	-	-	-	*	-	*	-
	*	*	-	-	1%	-	-	1%	-	-	-	2%	-	*	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3	3	1	3	-	-	-	2	1	3	-	1	-	3	-
	2%	3%	1%	19%	-	-	-	4%	1%	3%	-	3%	-	3%	-
6	11	3	8	-	3	4	3	1	9	3	4	1	3	10	1
	7%	3%	11%	-	9%	5%	14%	2%	9%	4%	10%	4%	15%	8%	2%
7	31	16	16	5	8	18	-	8	23	12	12	5	3	28	3
	20%	18%	21%	30%	23%	22%	-	13%	24%	14%	31%	24%	16%	22%	11%
8	32	21	11	2	7	18	6	13	19	22	5	3	3	23	9
	20%	25%	15%	10%	19%	21%	25%	21%	20%	27%	14%	12%	14%	18%	29%
9	28	12	15	2	6	16	4	17	10	14	6	6	2	23	4
	17% <b>m</b>	14%	21%	9%	18%	19%	15%	28% <b>zm</b>	10%	17%	16%	28%	9%	18%	11%
Agree Completely 10	47	28	19	5	8	25	9	19	28	22	11	6	9	34	13
	30%	33%	26%	31%	23%	30%	39%	31%	29%	27%	29%	28%	47%	27%	41%
Don't know	6	2	4	-	2	2	1	-	6	6	-	-	-	4	1
	4%	3%	5%	-	6%	3%	6%	-	6%	7%	-	-	-	4%	5%
Total mentions	159	85	74	17	36	83	24	61	98	81	38	21	19	127	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.36	8.46	8.25	7.83	8.12	8.48	8.70	8.54	8.24	8.38	8.24	8.36	8.55	8.25	8.83
1-3 (Net)	1	*	*	-	1	-	-	1	-	*	-	*	-	1	-
	*	*	*	-	2%	-	-	1%	-	*	-	2%	-	1%	-

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 330  
**D2b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC 6 Music offers me something that other radio stations do not**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	159	85*	74*	17**	36*	83*	24**	61*	98*	81*	38**	21**	19**	127*	31**
EffectiveBase	110	58	52	14	31	51	17	52	60	58	26	14	12	87	22
1-4 (Net)	1	*	*	-	1	-	-	1	-	*	-	*	-	1	-
	*	*	*	-	2%	-	-	1%	-	*	-	2%	-	1%	-
1-2 (Net)	*	-	*	-	*	-	-	*	-	*	-	-	-	*	-
	*	-	*	-	1%	-	-	1%	-	*	-	-	-	*	-
4-7 (Net)	45	21	24	8	11	22	3	12	34	18	15	7	6	41	4
	28% <i>l</i>	25%	33%	50%	32%	27%	14%	19%	34%	22%	41%	31%	31%	32%	13%
5-6 (Net)	14	5	9	3	3	4	3	4	10	6	4	1	3	13	1
	9%	6%	12%	19%	9%	5%	14%	6%	10%	7%	10%	7%	15%	10%	2%
8-10 (Net)	107	62	45	8	21	58	19	49	58	57	22	15	13	81	26
	67%	72%	62%	50%	60%	70%	80%	80% <i>zm</i>	59%	71%	59%	68%	69%	64%	82%
7-10 (Net)	138	77	61	14	29	77	19	57	81	69	34	20	16	109	29
	87%	91%	83%	81%	83%	92%	80%	93%	83%	85%	90%	92%	85%	86%	93%
9-10 (Net)	75	41	34	7	15	41	13	36	39	35	17	12	10	58	16
	47%	48%	46%	40%	41%	49%	54%	59% <i>zm</i>	40%	44%	46%	56%	55%	45%	53%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 330  
**D2b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC 6 Music offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	171	126	20	11	14	9	49	6	9	4	17	7	4	4	6	11	143	9
WeightedBase	159	134*	13**	7**	5**	13**	50*	7**	5**	3**	17**	7**	6**	4**	6**	16**	141*	4**
EffectiveBase	110	87	11	8	13	7	33	4	7	4	12	6	4	4	4	8	94	8
Not At All Agree 1	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	-	7%	-	-	-	-	-	-	-	-	-	-	-	*	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3	3	1	-	-	-	-	3	-	-	-	-	-	-	-	-	3	-
	2%	2%	5%	-	-	-	-	36%	-	-	-	-	-	-	-	-	2%	-
6	11	10	-	-	1	3	3	-	1	-	*	1	-	-	-	3	8	1
	7%	7%	-	-	16%	19%	5%	-	15%	-	2%	10%	-	-	-	19%	6%	32%
7	31	29	1	2	*	5	9	1	-	-	4	*	2	1	-	6	28	1
	20%	21%	6%	22%	6%	39%	17%	10%	-	-	23%	5%	42%	29%	-	40%	20%	14%
8	32	29	2	1	1	2	14	-	2	2	2	3	2	-	2	*	28	-
	20%	21%	15%	12%	18%	12%	28%	-	30%	86%	13%	39%	32%	-	30%	2%	20%	-
9	28	21	5	1	-	1	8	3	1	*	4	3	-	1	*	23	1	
	17% <sup>m</sup>	16%	38%	19%	-	6%	15%	37%	12%	14%	22%	47%	-	16%	22%	2%	17%	25%
Agree Completely 10	47	37	5	3	3	1	15	1	2	-	7	-	-	2	3	6	44	1
	30%	27%	36%	47%	53%	5%	29%	17%	43%	-	40%	-	-	55%	48%	37%	31%	29%
Don't know	6	6	-	-	-	2	2	-	-	-	-	-	1	-	-	-	6	-
	4%	4%	-	-	-	18%	4%	-	-	-	-	-	27%	-	-	-	4%	-
Total mentions	159	134	13	7	5	13	50	7	5	3	17	7	6	4	6	16	141	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.36	8.28	8.90	8.91	8.34	7.24	8.43	7.52	8.68	8.14	8.75	8.23	7.43	8.97	9.18	7.98	8.41	8.04
1-3 (Net)	1	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	7%	-	1%	-	-	-	-	-	-	-	-	-	*	-

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 330  
**D2b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC 6 Music offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>159</b>	134*	13**	7**	5**	13**	50*	7**	5**	3**	17**	7**	6**	4**	6**	16**	141*	4**
EffectiveBase	110	87	11	8	13	7	33	4	7	4	12	6	4	4	4	8	94	8
1-4 (Net)	1	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	7%	-	1%	-	-	-	-	-	-	-	-	-	*	-
1-2 (Net)	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	45	41	1	2	1	8	11	3	1	-	4	1	2	1	-	9	39	2
	28%	31%	11%	22%	22%	59%	23%	46%	15%	-	25%	14%	42%	29%	-	59%	28%	46%
5-6 (Net)	14	13	1	-	1	3	3	3	1	-	*	1	-	-	-	3	11	1
	9%	9%	5%	-	16%	19%	5%	36%	15%	-	2%	10%	-	-	-	19%	8%	32%
8-10 (Net)	107	86	11	6	4	3	36	4	5	3	13	6	2	3	6	6	96	2
	67%	65%	89%	78%	71%	23%	72%	54%	85%	100%	75%	86%	32%	71%	100%	41%	68%	54%
7-10 (Net)	138	115	12	7	4	8	45	5	5	3	16	6	4	4	6	13	124	3
	87%	86%	95%	100%	77%	62%	90%	64%	85%	100%	98%	90%	73%	100%	100%	81%	88%	68%
9-10 (Net)	75	58	9	5	3	1	22	4	3	*	10	3	-	3	4	6	67	2
	47%	43%	74%	66%	53%	11%	44%	54%	55%	14%	62%	47%	-	71%	70%	39%	48%	54%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 331  
**D2b\_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Asian Network offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	133	61	71	19	51	54	9	96	34	68	27	17	21	110	19
WeightedBase	75*	37*	37*	9**	29*	32*	5**	54*	20**	43*	12**	9**	12**	65*	8**
EffectiveBase	86	39	46	14	37	31	8	65	20	42	20	11	18	71	15
Not At All Agree 1	1 1%	1 2%	-	-	-	1 2%	-	1 1%	-	-	*	*	-	1 1%	-
2	* 1%	* 1%	-	-	* 1%	-	-	* 1%	-	*	-	-	-	* 1%	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	* *	- 1%	* 1%	-	-	* 1%	-	-	2%	* 1%	-	-	-	-	* 4%
5	3 4%	2 4%	1 4%	1 13%	-	2 5%	-	2 3%	1 6%	* 1%	* 3%	-	2 18%	2 4%	* 6%
6	9 12%	3 8%	6 16%	1 13%	3 11%	4 13%	-	5 9%	4 18%	4 9%	2 21%	* 4%	2 18%	6 10%	2 20%
7	12 16%	7 18%	6 15%	* 3%	5 18%	4 12%	3 60%	8 14%	5 24%	4 10%	2 16%	4 45%	2 21%	11 17%	1 15%
8	20 26%	11 30%	8 21%	1 13%	7 23%	11 35%	1 17%	14 25%	6 28%	15 35%	2 17%	1 16%	1 12%	18 28%	1 18%
9	17 23%	8 21%	9 25%	4 41%	7 23%	7 21%	-	14 26%	3 15%	13 30%	1 11%	* 4%	2 20%	16 24%	1 13%
Agree Completely 10	12 16%	6 15%	6 17%	1 13%	6 22%	3 11%	1 24%	11 20%	2 8%	5 12%	3 30%	2 28%	1 10%	10 16%	2 24%
Don't know	1 1%	* 1%	1 1%	* 4%	1 2%	-	-	1 2%	-	1 2%	-	-	-	* 1%	-
Total mentions	75 100%	37 100%	37 100%	9 100%	29 100%	32 100%	5 100%	54 100%	20 100%	43 100%	12 100%	9 100%	12 100%	65 100%	8 100%
Mean	7.93	7.88	7.98	7.98	8.19	7.70	7.88	8.12	7.47	8.16	7.85	7.83	7.27	7.98	7.73
1-3 (Net)	1 1%	1 3%	-	-	* 1%	1 2%	-	1 2%	-	* 1%	* 3%	* 4%	-	1 1%	-
1-4 (Net)	1 2%	1 3%	* 1%	-	* 1%	1 3%	-	1 2%	* 2%	1 2%	* 3%	* 4%	-	1 1%	* 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 331  
**D2b\_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Asian Network offers me something that other radio stations do not**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	75*	37*	37*	9**	29*	32*	5**	54*	20**	43*	12**	9**	12**	65*	8**
EffectiveBase	86	39	46	14	37	31	8	65	20	42	20	11	18	71	15
1-2 (Net)	1 1%	1 3%	-	-	* 1%	1 2%	-	1 2%	-	* 1%	* 3%	* 4%	-	1 1%	-
4-7 (Net)	24 32% <b>IK</b>	11 30%	13 36%	3 30%	8 29%	10 32%	3 60%	14 26%	10 49%	9 20%	5 40%	4 48%	7 57%	20 30%	3 45%
5-6 (Net)	12 15%	4 12%	7 20%	2 26%	3 11%	6 18%	-	7 12%	5 24%	4 10%	3 24%	* 4%	4 37%	9 13%	2 26%
8-10 (Net)	49 65%	24 66%	23 63%	6 67%	19 68%	21 66%	2 40%	38 70%	10 51%	33 77% <b>z</b>	7 58%	4 48%	5 43%	44 68%	4 55%
7-10 (Net)	61 82%	31 85%	29 78%	6 70%	25 86%	25 79%	5 100%	46 84%	15 75%	37 87%	8 74%	8 93%	7 63%	55 85%	5 70%
9-10 (Net)	29 39%	13 36%	16 42%	5 54%	13 45%	10 31%	1 24%	24 45% <b>z</b>	5 23%	18 42%	5 41%	3 32%	4 30%	26 40%	3 37%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	133	116	12	2	3	10	37	12	21	3	17	-	-	1	1	14	110	3
WeightedBase	75*	67*	6**	1**	1**	6**	24**	5**	11**	2**	9**	..**	..**	***	1**	9**	62*	1**
EffectiveBase	86	75	8	2	3	6	23	10	15	2	11	-	-	1	1	11	71	3
Not At All Agree 1	1 1%	1 1%	-	-	-	-	-	1 12%	-	-	-	-	-	-	-	-	1 1%	-
2	* *	* 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	* 1%	-
3	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	- -	-
4	* *	* *	-	-	-	* 5%	-	-	-	-	-	-	-	-	-	-	* *	-
5	3 4%	3 4%	-	-	-	- 2%	* 24%	1 3%	* -	- -	- -	- -	- -	- -	- -	1 10%	2 4%	-
6	9 12%	9 13%	-	-	-	- 4%	1 21%	2 17%	- -	3 34%	- -	- -	* 100%	- -	- -	1 16%	6 10%	-
7	12 16%	12 18%	-	* 58%	-	2 23%	5 21%	1 13%	1 12%	- 23%	2 -	- -	- -	- -	- -	1 16%	9 14%	-
8	20 26%	17 25%	2 42%	-	* 27%	2 36%	6 26%	-	3 24%	* 18%	2 24%	-	-	-	1 100%	3 29%	18 28%	* 24%
9	17 23%	14 20%	3 47%	-	1 47%	1 12%	5 23%	1 14%	4 41%	2 82%	-	-	-	-	-	1 7%	16 26%	* 24%
Agree Completely 10	12 16%	11 16%	1 11%	* 42%	* 27%	2 24%	5 23%	1 16%	* 3%	- -	1 14%	-	-	-	-	2 18%	10 16%	1 51%
Don't know	1 1%	1 1%	-	-	-	- 2%	-	-	-	- 6%	1 -	-	-	-	-	-	* 1%	-
Total mentions	75 100%	67 100%	6 100%	1 100%	1 100%	6 100%	24 100%	5 100%	11 100%	2 100%	9 100%	-	-	* 100%	1 100%	9 100%	62 100%	1 100%
Mean	7.93	7.85	8.69	8.27	9.00	8.18	8.34	6.34	7.92	8.82	7.32	-	-	6.00	8.00	7.42	7.99	9.27
1-3 (Net)	1 1%	1 1%	-	-	-	-	-	1 12%	-	-	-	-	-	-	-	* 4%	1 2%	-
1-4 (Net)	1 2%	1 2%	-	-	-	* 5%	-	1 12%	-	-	-	-	-	-	-	* 4%	1 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have listened to BBC radio in the past 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	75*	67*	6**	1**	1**	6**	24**	5**	11**	2**	9**	-**	-**	***	1**	9**	62*	1**
EffectiveBase	86	75	8	2	3	6	23	10	15	2	11	-	-	1	1	11	71	3
1-2 (Net)	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	*	1	-
	1%	1%	-	-	-	-	-	12%	-	-	-	-	-	-	-	4%	2%	-
4-7 (Net)	24	24	-	*	-	2	6	3	3	-	5	-	-	*	-	4	17	-
	32% <b>K</b>	35%	-	58%	-	28%	27%	58%	32%	-	57%	-	-	100%	-	42%	28%	-
5-6 (Net)	12	12	-	-	-	-	1	2	2	-	3	-	-	*	-	2	9	-
	15%	17%	-	-	-	-	6%	45%	20%	-	34%	-	-	100%	-	26%	14%	-
8-10 (Net)	49	42	6	*	1	5	17	2	7	2	3	-	-	-	1	5	43	1
	65%	62%	100%	42%	100%	72%	72%	30%	68%	100%	37%	-	-	-	100%	54%	70%	100%
7-10 (Net)	61	53	6	1	1	6	22	2	9	2	6	-	-	-	1	6	52	1
	82%	80%	100%	100%	100%	95%	92%	43%	80%	100%	60%	-	-	-	100%	70%	83%	100%
9-10 (Net)	29	24	3	*	1	2	11	2	5	2	1	-	-	-	-	2	25	1
	39%	36%	58%	42%	73%	36%	46%	30%	44%	82%	14%	-	-	-	-	25%	41%	76%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 332  
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**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	633	343	289	47	92	214	280	189	438	193	159	137	144	365	257
WeightedBase	591	323	268	39*	91*	193	268	172	413	181	145	143*	121	364	222
EffectiveBase	438	236	202	37	64	143	196	128	308	128	112	99	101	252	184
Not At All Agree 1	8 1%B	7 2%	1 *	-	5 5%zEF	1 1%	2 1%	2 1%	6 1%	3 2%	3 2%	1 *	2 1%	5 1%	4 2%
2	3 *	3 1%	-	-	-	-	3 1%	-	3 1%	2 1%	* *	-	* *	-	3 1%
3	11 2%	6 2%	5 2%	* 1%	1 1%	3 2%	7 2%	3 2%	8 2%	6 3%	2 1%	3 2%	1 *	7 2%	4 2%
4	27 5%	16 5%	11 4%	-	6 7%	11 6%	10 4%	7 4%	20 5%	7 4%	9 6%	7 5%	4 4%	19 5%	8 4%
5	40 7%	21 6%	19 7%	3 7%	6 7%	19 10%	12 4%	15 8%	24 6%	14 8%	8 6%	6 4%	12 10%	25 7%	14 6%
6	38 6%A	14 4%	24 9%A	4 11%	5 6%	10 5%	18 7%	11 6%	25 6%	11 6%	13 9%	7 5%	7 6%	25 7%	13 6%
7	100 17%F	55 17%	45 17%	11 27%F	19 21%	37 19%	34 13%	28 16%	73 18%	28 15%	28 19%	29 20%	16 13%	68 19%	31 14%
8	134 23%	78 24%	54 20%	7 18%	23 25%	45 23%	59 22%	41 24%	91 22%	40 22%	25 17%	30 21%	38 31%zL	81 22%	52 23%
9	104 18%	63 20%	41 15%	8 20%	11 12%	34 17%	51 19%	35 20%	69 17%	30 17%	26 18%	32 23%	15 13%	70 19%	33 15%
Agree Completely 10	103 17%c	51 16%	53 20%	5 12%	11 12%	30 15%	58 22%z	27 16%	75 18%	37 21%	23 16%	23 16%	21 17%	55 15%	48 22%
Don't know	24 4%	8 3%	15 6%	2 4%	4 4%	3 2%	15 6%	4 2%	20 5%	3 2%	9 6%	6 4%	5 4%	10 3%	12 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	591	323	268	39*	91*	193	268	172	413	181	145	143*	121	364	222
EffectiveBase	438	236	202	37	64	143	196	128	308	128	112	99	101	252	184
Total mentions	591	323	268	39	91	193	268	172	413	181	145	143	121	364	222
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.61Dcf	7.55	7.69	7.68	7.11	7.52	7.84zD	7.63	7.61	7.58	7.47	7.78	7.63	7.56	7.70
1-3 (Net)	22	16	6	*	5	5	11	5	16	11	5	4	3	12	10
	4%	5%	2%	1%	6%	2%	4%	3%	4%	6%	3%	3%	2%	3%	5%
1-4 (Net)	49	32	17	*	12	16	21	12	37	17	14	11	7	31	18
	8%	10%	6%	1%	13%C	8%	8%	7%	9%	10%	9%	7%	6%	8%	8%
1-2 (Net)	11	10	1	-	5	1	5	2	9	5	3	1	2	5	6
	2%B	3%B	*	-	5%zE	1%	2%	1%	2%	3%	2%	*	2%	1%	3%
4-7 (Net)	205	106	99	18	37	77	74	60	142	59	58	48	39	137	66
	35%F	33%	37%	45%F	40%	40%F	28%	35%	34%	33%	40%	33%	32%	38%	30%
5-6 (Net)	78	35	43	7	12	29	30	25	49	25	21	12	19	50	27
	13%V	11%	16%	18%	13%	15%	11%	15%	12%	14%	15%	9%	16%	14%	12%
8-10 (Net)	341	192	148	19	45	108	168	103	235	108	74	85	74	206	133
	58%c	60%	55%	50%	50%	56%	63%	60%	57%	59%	51%	59%	61%	56%	60%
7-10 (Net)	441	247	193	30	64	145	202	131	308	135	102	114	90	274	164
	75%	77%	72%	77%	70%	75%	75%	76%	75%	75%	70%	80%	74%	75%	74%
9-10 (Net)	207	114	94	13	22	64	109	62	145	67	49	55	36	125	81
	35%D	35%	35%	32%	24%	33%	41%zD	36%	35%	37%	34%	38%	30%	34%	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	633	456	57	31	89	83	43	33	53	18	70	29	22	22	20	63	507	91
WeightedBase	591	496	48*	15**	31*	106*	42*	33**	56*	17**	75*	34**	21**	27**	24**	62*	469	89*
EffectiveBase	438	342	41	25	85	64	30	22	38	15	56	21	16	18	17	49	352	63
Not At All Agree 1	8 1%B	7 1%	1 2%	-	* 1%	-	2 4%	* 1%	1 2%	-	1 2%	1 2%	-	1 2%	1 3%	1 1%	8 2%	-
2	3 *	2 *	-	-	1 2%z	2 2%	-	-	-	-	-	-	-	-	-	-	3 1%	-
3	11 2%	9 2%	-	-	2 5%z	1 1%	2 4%	2 7%	-	-	1 2%	2 7%	-	-	-	1 1%	9 2%	1 1%
4	27 5%	24 5%	2 5%	-	1 3%	4 4%	4 9%	1 2%	7 12%zX	* 3%	1 2%	-	-	2 8%	1 6%	4 6%	21 4%	5 6%
5	40 7%	35 7%	1 2%	1 6%	3 8%	5 5%	-	4 12%	1 2%	2 12%	4 6%	4 11%	1 4%	-	2 8%	12 20%zSTVX	37 8%z	2 2%
6	38 6%A	29 6%	7 15%zOR	1 6%	1 3%	6 5%	1 3%	3 10%	* 1%	3 19%	3 4%	5 13%	1 7%	1 2%	2 9%	3 5%	33 7%	5 6%
7	100 17%F	82 17%	10 21%	3 19%	5 17%	24 23%	6 14%	4 13%	7 12%	2 13%	10 13%	6 16%	5 24%	4 15%	3 14%	12 19%	79 17%	17 20%
8	134 23%	116 23%	7 15%	2 12%	8 26%	19 18%	14 32%	12 36%	15 26%	3 16%	17 22%	5 15%	4 20%	9 32%	7 30%	12 20%	105 22%	18 20%
9	104 18%	83 17%	13 26%R	5 31%	3 11%	20 18%	5 13%	3 10%	9 15%	4 24%	14 18%	3 8%	6 27%	7 28%	1 3%	12 20%	82 18%	16 18%
Agree Completely 10	103 17%c	87 17%	6 12%	4 23%	7 23%	20 19%c	7 18%	3 8%	13 22%c	2 12%	21 28%zc	7 20%	4 19%	3 12%	4 16%	3 5%	75 16%	17 20%
Don't know	24 4%	21 4%	2 4%	* 3%	* 1%	5 5%	1 3%	1 3%	4 7%	-	3 4%	3 8%	-	-	3 11%	2 4%	17 4%	5 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	591	496	48*	15**	31*	106*	42*	33**	56*	17**	75*	34**	21**	27**	24**	62*	469	89*
EffectiveBase	438	342	41	25	85	64	30	22	38	15	56	21	16	18	17	49	352	63
Total mentions	591	496	48	15	31	106	42	33	56	17	75	34	21	27	24	62	469	89
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.61Dcf	7.60	7.61	8.27	7.55	7.77c	7.44	7.07	7.73	7.51	8.06c	7.22	8.16	7.84	7.28	7.03	7.49	7.86
1-3 (Net)	22 4%	18 4%	1 2%	-	3 8%z	3 3%	3 8%	3 8%	1 2%	-	3 4%	3 8%	-	1 2%	1 3%	1 2%	20 4%	1 1%
1-4 (Net)	49 8%	42 9%	3 6%	-	3 11%	7 7%	7 17%	3 10%	8 15%	*	4 5%	3 8%	-	3 10%	2 9%	5 8%	41 9%	7 8%
1-2 (Net)	11 2%B	9 2%	1 2%	-	1 3%	2 2%	2 4%	*	1 2%	-	1 2%	1 2%	-	1 3%	1 3%	1 1%	11 2%	-
4-7 (Net)	205 35%F	170 34%	20 42%	5 32%	10 31%	38 36%	11 26%	12 36%	15 27%	8 47%	18 24%	14 41%	7 34%	7 26%	9 36%	31 50%zTVX	170 36%	30 34%
5-6 (Net)	78 13%V	64 13%	8 17%	2 13%	4 12%	10 10%	1 3%	7 22%	2 3%	5 31%	7 10%	8 24%	2 10%	1 2%	4 17%	15 25%zSTVX	70 15%z	7 8%
8-10 (Net)	341 58%cc	286 58%	25 53%	10 65%	19 60%	59 56%	26 63%	17 53%	36 64%	9 53%	51 68%cc	15 43%	14 66%	19 72%	12 50%	28 44%	262 56%	52 58%
7-10 (Net)	441 75%	369 74%	35 73%	13 84%	24 77%	83 79%	32 77%	22 66%	43 76%	11 66%	61 81%	20 60%	19 90%	23 87%	15 63%	39 64%	341 73%	69 78%
9-10 (Net)	207 35%D	170 34%	18 38%	8 54%	11 34%	40 37%	13 31%	6 18%	21 38%	6 37%	34 46%cc	10 29%	9 45%	11 40%	5 19%	15 25%	157 33%	34 38%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 333  
D2b\_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?

- Any other BBC station

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	161	93	68	14	27	64	56	32	127	44	51	36	30	93	65
WeightedBase	133	78*	56*	11**	25**	54*	44*	25**	106*	39**	45*	29**	21**	85*	45*
EffectiveBase	113	68	45	12	17	46	40	21	89	29	36	27	23	68	46
Not At All Agree 1	5 4%	5 6%	-	1 7%	1 5%	3 5%	-	1 4%	2 2%	* 1%	2 5%	2 7%	-	4 5%	1 2%
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3 2%	1 1%	2 4%	2 15%	-	1 2%	-	-	3 3%	* 1%	1 3%	1 5%	-	2 2%	1 2%
4	3 2%	1 2%	2 3%	-	-	1 3%	1 3%	-	3 3%	-	1 3%	1 4%	* 1%	1 2%	1 3%
5	12 9%	7 9%	4 8%	2 20%	1 3%	6 11%	3 7%	3 11%	8 7%	3 7%	2 4%	3 12%	3 17%	7 9%	4 10%
6	14 10%	5 6%	9 16%	1 6%	1 6%	7 12%	5 11%	1 3%	13 12%	1 9%	7 14%	1 5%	2 11%	9 10%	2 5%
7	13 9%	7 10%	5 9%	3 25%	2 11%	4 7%	5 11%	1 3%	12 11%	4 9%	4 8%	1 4%	4 20%	10 12%	3 6%
8	29 22%	19 25%	10 18%	2 17%	7 27%	9 17%	11 25%	6 24%	23 22%	9 23%	11 23%	5 18%	4 21%	17 20%	13 28%
9	15 11%BFe	13 17%zB	2 3%	-	9 36%	5 9%	1 2%	5 22%	9 9%	-	8 17%	2 7%	5 24%	13 15%e	1 3%
Agree Completely 10	30 22%	18 23%	12 21%	1 6%	4 18%	17 31%	8 17%	8 33%	21 20%	12 32%	8 18%	8 27%	1 6%	16 19%	13 29%
Don't know	12 9%AE	1 2%	10 18%zA	* 3%	-	1 2%	10 23%zE	-	12 11%	7 17%	1 3%	3 12%	-	5 6%	6 14%
Total mentions	133 100%	78 100%	56 100%	11 100%	25 100%	54 100%	44 100%	25 100%	106 100%	39 100%	45 100%	29 100%	21 100%	85 100%	45 100%
Mean	7.51	7.59	7.38	5.87	8.10	7.50	7.60	8.18	7.44	8.05	7.38	7.16	7.38	7.39	7.83
1-3 (Net)	8 6%	5 7%	2 4%	2 22%	1 5%	4 7%	-	1 4%	5 5%	1 2%	4 8%	3 11%	-	6 7%	1 3%

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 333  
**D2b\_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- Any other BBC station**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	133	78*	56*	11**	25**	54*	44*	25**	106*	39**	45*	29**	21**	85*	45*
EffectiveBase	113	68	45	12	17	46	40	21	89	29	36	27	23	68	46
1-4 (Net)	10	7	4	2	1	5	1	1	8	1	5	4	*	8	3
	8%	9%	7%	22%	5%	10%	3%	4%	8%	2%	11%	15%	1%	9%	6%
1-2 (Net)	5	5	-	1	1	3	-	1	2	*	2	2	-	4	1
	4%	6%	-	7%	5%	5%	-	4%	2%	1%	5%	7%	-	5%	2%
4-7 (Net)	41	21	20	5	4	18	14	4	36	10	14	7	10	27	11
	31%	27%	36%	51%	14%	32%	32%	16%	34%	26%	30%	25%	49%	32%	23%
5-6 (Net)	25	12	13	3	2	13	8	3	21	6	8	5	6	16	6
	19%	15%	24%	26%	8%	23%	18%	14%	20%	17%	19%	16%	27%	19%	14%
8-10 (Net)	74	50	23	3	20	32	19	20	54	21	27	15	10	46	27
	55%B	65%zB	42%	24%	80%	58%	45%	79%	51%	55%	59%	52%	51%	54%	59%
7-10 (Net)	86	58	28	5	22	35	24	20	66	25	30	16	15	56	29
	65%B	74%zB	51%	49%	87%	65%	56%	82%	62%	65%	67%	56%	71%	66%	65%
9-10 (Net)	44	31	13	1	13	22	8	14	31	12	16	10	6	29	14
	33%F	40%	24%	6%	53%	41%F	19%	55%	29%	32%	36%	34%	30%	35%	32%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 333  
**D2b\_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- Any other BBC station**  
**Base = All who have listened to BBC radio in the past 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	161	98	13	31	19	9	30	4	15	2	13	2	8	-	6	9	124	26
WeightedBase	133	94*	12**	20**	7**	7**	30**	3**	14**	2**	12**	1**	8**	-**	7**	9**	106*	17**
EffectiveBase	113	73	9	25	16	7	20	3	13	2	10	2	6	-	5	7	85	21
Not At All Agree 1	5 4%	4 5%	-	-	*	-	-	-	2	-	-	-	1	-	-	1	2	2
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3 2%	2 2%	1 5%	-	-	-	* 1%	-	1 8%	-	-	-	-	-	-	1 8%	3 3%	-
4	3 2%	3 3%	* 2%	-	-	1 16%	-	-	1 10%	-	-	-	-	-	-	-	2 2%	1 7%
5	12 9%	8 8%	-	3 17%	1 9%	-	3 11%	1 29%	-	1 61%	2 19%	-	-	-	-	-	9 9%	1 5%
6	14 10%	10 11%	1 5%	2 11%	1 9%	2 21%	6 19%	-	1 10%	-	1 9%	-	1 6%	-	-	-	11 10%	2 13%
7	13 9%	8 8%	3 27%	1 6%	* 5%	4 48%	2 7%	-	* 2%	-	* 3%	-	-	-	1 18%	* 3%	9 8%	* 2%
8	29 22%	21 22%	3 27%	4 21%	1 13%	1 15%	9 29%	* 13%	2 15%	-	2 15%	1 73%	2 29%	-	2 16%	2 23%	22 20%	5 29%
9	15 11%BFe	8 9%	4 29%	2 9%	1 14%	-	3 9%	-	1 5%	-	2 18%	* 27%	-	-	3 36%	-	13 12%	2 9%
Agree Completely 10	30 22%	21 22%	1 5%	6 32%	2 32%	-	4 14%	1 47%	5 33%	1 39%	1 10%	-	2 24%	-	2 30%	4 46%	25 23%	4 25%
Don't know	12 9%AE	10 11%	-	1 3%	1 14%	-	3 10%	* 11%	-	-	3 27%	-	2 26%	-	-	1 13%	11 11%	-
Total mentions	133 100%	94 100%	12 100%	20 100%	7 100%	7 100%	30 100%	3 100%	14 100%	2 100%	12 100%	1 100%	8 100%	-	7 100%	9 100%	106 100%	17 100%
Mean	7.51	7.37	7.69	7.91	7.92	6.45	7.50	8.09	6.44	6.95	7.45	8.27	7.12	-	8.78	7.97	7.67	7.23
1-3 (Net)	8 6%	7 7%	1 5%	-	* 5%	-	* 1%	-	4 26%	-	-	-	1 14%	-	-	1 15%	5 4%	2 9%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 333  
**D2b\_12. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- Any other BBC station**

Base = All who have listened to BBC radio in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	133	94*	12**	20**	7**	7**	30**	3**	14**	2**	12**	1**	8**	-**	7**	9**	106*	17**
EffectiveBase	113	73	9	25	16	7	20	3	13	2	10	2	6	-	5	7	85	21
1-4 (Net)	10	9	1	-	*	1	*	-	5	-	-	-	1	-	-	1	7	3
	8%	10%	7%	-	5%	16%	1%	-	36%	-	-	-	14%	-	-	15%	6%	16%
1-2 (Net)	5	4	-	-	*	-	-	-	2	-	-	-	1	-	-	1	2	2
	4%	5%	-	-	5%	-	-	-	18%	-	-	-	14%	-	-	8%	2%	9%
4-7 (Net)	41	28	4	7	2	6	11	1	3	1	4	-	1	-	1	*	31	5
	31%	30%	34%	35%	22%	85%	36%	29%	22%	61%	31%	-	6%	-	18%	3%	29%	27%
5-6 (Net)	25	18	1	6	1	2	9	1	1	1	3	-	1	-	-	-	20	3
	19%	19%	5%	29%	17%	21%	30%	29%	10%	61%	28%	-	6%	-	-	-	19%	18%
8-10 (Net)	74	50	8	12	4	1	16	2	7	1	5	1	4	-	6	6	60	11
	55%B	53%	61%	62%	59%	15%	52%	60%	52%	39%	42%	100%	53%	-	82%	69%	56%	64%
7-10 (Net)	86	57	11	13	4	5	18	2	8	1	5	1	4	-	7	7	68	11
	65%B	61%	88%	68%	64%	63%	59%	60%	54%	39%	45%	100%	53%	-	100%	72%	64%	65%
9-10 (Net)	44	29	4	8	3	-	7	1	5	1	3	*	2	-	5	4	38	6
	33%F	31%	34%	41%	45%	-	23%	47%	37%	39%	28%	27%	24%	-	66%	46%	36%	34%

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



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 334

D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Base = All respondents

Summary Table						
	Have a mix of different types of content.	Have high quality content.	Provide content that other websites or apps don't provide.	Present content in a unique/ innovative way.	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content.
UnweightedBase	3907	3907	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
Not At All Well 1	47 1%	30 1%	64 2%	66 2%	47 1%	56 1%
2	29 1%	33 1%	55 1%	49 1%	38 1%	34 1%
3	34 1%	37 1%	64 2%	68 2%	45 1%	45 1%
4	70 2%	88 2%	106 3%	136 3%	85 2%	98 3%
5	242 6%	219 6%	279 7%	274 7%	227 6%	252 6%
6	296 8%	302 8%	324 8%	396 10%	325 8%	326 8%
7	598 15%	513 13%	567 15%	567 15%	577 15%	560 14%
8	713 18%	740 19%	602 15%	582 15%	696 18%	681 17%
9	412 11%	480 12%	358 9%	342 9%	395 10%	379 10%
Extremely Well 10	278 7%	313 8%	244 6%	211 5%	249 6%	252 6%
Don't know	1188 30%	1151 29%	1244 32%	1217 31%	1222 31%	1222 31%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%
Mean	7.30	7.41	6.97	6.87	7.20	7.14
1-3 (Net)	110 3%	100 3%	184 5%	182 5%	130 3%	135 3%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 334

D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Base = All respondents

Summary Table						
	Have a mix of different types of content.	Have high quality content.	Provide content that other websites or apps don't provide.	Present content in a unique/ innovative way.	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content.
<b>WeightedBase</b>	3907	3907	3907	3907	3907	3907
<b>EffectiveBase</b>	2717	2717	2717	2717	2717	2717
1-4 (Net)	180 5%	188 5%	290 7%	318 8%	215 6%	233 6%
1-2 (Net)	77 2%	63 2%	120 3%	114 3%	85 2%	90 2%
4-7 (Net)	1206 31%	1123 29%	1275 33%	1373 35%	1215 31%	1237 32%
5-6 (Net)	538 14%	522 13%	602 15%	670 17%	553 14%	579 15%
8-10 (Net)	1402 36%	1533 39%	1204 31%	1135 29%	1341 34%	1312 34%
7-10 (Net)	2000 51%	2046 52%	1771 45%	1702 44%	1918 49%	1873 48%
9-10 (Net)	690 18%	794 20%	602 15%	553 14%	644 16%	631 16%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 335

D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Base = All who have used BBC online services in the past 3 months

Summary Table						
	Have a mix of different types of content.	Have high quality content.	Provide content that other websites or apps don't provide.	Present content in a unique/ innovative way.	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content.
UnweightedBase	1906	1906	1906	1906	1906	1906
WeightedBase	1777	1777	1777	1777	1777	1777
EffectiveBase	1340	1340	1340	1340	1340	1340
Not At All Well 1	9 1%	4 *	15 1%	16 1%	4 *	15 1%
2	6 *	11 1%	26 1%	19 1%	7 *	12 1%
3	19 1%	13 1%	38 2%	43 2%	25 1%	20 1%
4	35 2%	35 2%	56 3%	82 5%	45 3%	50 3%
5	116 7%	113 6%	146 8%	137 8%	113 6%	128 7%
6	149 8%	148 8%	207 12%	237 13%	188 11%	190 11%
7	366 21%	311 18%	339 19%	361 20%	356 20%	341 19%
8	490 28%	482 27%	398 22%	375 21%	463 26%	444 25%
9	274 15%	354 20%	252 14%	246 14%	263 15%	277 16%
Extremely Well 10	190 11%	209 12%	173 10%	139 8%	174 10%	174 10%
Don't know	123 7%	96 5%	126 7%	121 7%	141 8%	126 7%
Total mentions	1777 100%	1777 100%	1777 100%	1777 100%	1777 100%	1777 100%
Mean	7.58	7.72	7.23	7.10	7.50	7.42
1-3 (Net)	34 2%	28 2%	79 4%	78 4%	35 2%	46 3%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 335

D3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Base = All who have used BBC online services in the past 3 months

Summary Table						
	Have a mix of different types of content.	Have high quality content.	Provide content that other websites or apps don't provide.	Present content in a unique/ innovative way.	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content.
WeightedBase	1777	1777	1777	1777	1777	1777
EffectiveBase	1340	1340	1340	1340	1340	1340
1-4 (Net)	69 4%	63 4%	135 8%	160 9%	80 4%	96 5%
1-2 (Net)	15 1%	15 1%	41 2%	35 2%	10 1%	26 1%
4-7 (Net)	666 37%	607 34%	748 42%	818 46%	701 39%	709 40%
5-6 (Net)	265 15%	261 15%	353 20%	374 21%	301 17%	318 18%
8-10 (Net)	954 54%	1046 59%	823 46%	760 43%	900 51%	896 50%
7-10 (Net)	1319 74%	1357 76%	1163 65%	1122 63%	1256 71%	1237 70%
9-10 (Net)	464 26%	563 32%	425 24%	385 22%	437 25%	452 25%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 336

D3\_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have a mix of different types of content.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	47	29	18	4	6	22	15	11	35	11	12	12	12	33	13
	1%O	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	29	13	16	2	10	10	7	7	22	8	3	8	9	19	9
	1%T	1%	1%	*	2%zF	1%	*	1%	1%	1%	*	1%	1%	1%	1%
3	34	24	10	8	7	10	9	7	25	11	9	5	8	23	10
	1%B	1%B	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	70	40	30	11	11	30	18	17	52	25	17	11	17	46	24
	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%
5	242	127	115	54	26	95	68	87	152	61	65	69	48	158	75
	6%DFmb	7%	6%	10%zDF	4%	7%DF	5%	8%zm	6%	6%	6%	8%N	5%	7%	5%
6	296	140	154	58	64	95	78	94	197	91	80	66	59	218	75
	8%FeVf	7%	8%	11%zF	10%zF	7%	5%	8%	7%	9%	8%	8%	6%	9%ze	5%
7	598	288	309	87	128	225	158	194	395	190	163	130	115	446	144
	15%FmNeR	15%	15%	16%F	20%zF	18%zF	11%	17%	14%	18%zN	16%N	15%	12%	18%ze	10%
8	713	374	338	119	149	255	190	252	452	254	209	133	117	508	192
	18%FmMNe PR	20%	17%	22%zF	23%zF	20%F	13%	22%zm	16%	24%zMN	21%zMN	15%	12%	21%ze	14%
9	412	212	200	76	76	151	109	147	263	133	120	76	83	299	106
	11%FmNe	11%	10%	14%zF	12%F	12%F	8%	13%zm	10%	13%zMN	12%N	9%	8%	12%ze	8%
Extremely Well 10	278	136	141	63	56	93	66	100	177	91	76	67	43	212	60
	7%FmNeP	7%	7%	12%zEF	9%F	7%F	5%	9%zm	6%	9%N	8%N	8%N	4%	9%ze	4%
Don't know	1188	522	666	63	115	291	720	204	971	180	241	298	469	465	676
	30%ACDEI KLDouY	27%	33%zA	12%	18%C	23%CD	50%zCDE	18%	35%zI	17%	24%K	34%zKL	48%zKLM	19%	49%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 336

D3\_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have a mix of different types of content.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.30NPa	7.26	7.34	7.41	7.39	7.24	7.24	7.43zm	7.25	7.40N	7.39N	7.19	7.11	7.35	7.18
1-3 (Net)	110	66	45	14	23	42	31	26	81	30	25	26	29	74	32
	3%BO	3%	2%	3%	4%	3%	2%	2%	3%	3%	2%	3%	3%	3%	2%
1-4 (Net)	180	106	74	25	34	72	50	43	134	55	41	38	46	120	56
	5%BFO	6%zB	4%	5%	5%	6%F	3%	4%	5%	5%	4%	4%	5%	5%	4%
1-2 (Net)	77	42	34	6	16	33	22	18	57	20	15	21	21	51	22
	2%OT	2%	2%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%
4-7 (Net)	1206	596	608	209	229	445	323	393	796	367	324	276	238	867	318
	31%FmNeR	31%	30%	38%zF	35%zF	35%zF	22%	35%zm	29%	35%zN	33%N	32%N	24%	36%ze	23%
5-6 (Net)	538	267	269	112	90	190	147	181	349	152	145	134	107	376	150
	14%FmNeb	14%	13%	21%zDEF	14%F	15%F	10%	16%zm	13%	14%N	15%N	15%N	11%	16%ze	11%
8-10 (Net)	1402	722	679	259	281	498	364	499	892	479	405	275	243	1019	358
	36%BfMNMNePQ	38%zB	34%	48%zEF	43%zF	39%zF	25%	45%zm	33%	45%zMN	41%zMN	31%N	25%	42%ze	26%
7-10 (Net)	2000	1011	988	346	409	723	522	693	1287	669	568	406	358	1465	502
	51%FmMNePQR	53%	49%	63%zEF	63%zEF	57%zF	36%	62%zm	47%	63%zLMN	57%zMN	46%N	37%	60%ze	36%
9-10 (Net)	690	348	341	140	132	243	175	247	440	225	196	143	126	511	166
	18%FmNeP	18%	17%	26%zEF	20%F	19%F	12%	22%zm	16%	21%zMN	20%N	16%	13%	21%ze	12%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 336

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Have a mix of different types of content.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	47 1%O	31 1%	11 3%zO	3 2%	2 1%	3 1%	4 *	3 2%	7 2%	- -	1 *	- -	3 2%	5 6%zSTWXY c	3 2%	2 *	38 1%	4 1%
2	29 1%T	21 1%	8 2%zOQ	* *	* *	- -	* *	- -	6 2%T	2 1%T	6 1%T	- -	- -	* *	- -	6 2%T	25 1%	- -
3	34 1%B	27 1%	4 1%	2 1%	1 1%	* *	8 1%	- -	6 2%	- -	6 1%	* *	- -	1 1%	2 1%	3 1%	32 1%	* *
4	70 2%	57 2%	7 2%	4 2%	1 1%	5 1%	11 1%	4 3%	3 1%	3 2%	6 1%	5 3%	1 1%	2 2%	5 3%	11 3%	60 2%	6 2%
5	242 6%DFmb	198 6%	20 6%	19 10%zOR	6 4%	21 6%b	48 7%b	12 7%b	23 6%b	8 5%b	28 6%b	10 6%b	11 6%b	9 10%b	1 1%	27 7%b	202 6%	13 4%
6	296 8%FeVf	252 8%	23 7%	12 6%	10 8%	48 13%zTVb	50 7%	13 8%	15 4%	16 10%V	33 8%	15 8%	17 9%V	7 8%	9 5%	28 8%	218 7%	44 12%zf
7	598 15%FmNeR	510 16%R	45 14%	30 15%	13 11%	63 17%	131 18%	29 17%	58 15%	18 11%	54 13%	32 17%	21 11%	19 20%	33 17%	54 14%	480 15%	66 18%
8	713 18%FmMNe PR	626 19%zPQR	43 13%	27 14%	16 13%	86 23%V	139 19%	45 27%zVX	58 15%	34 20%	69 16%	36 19%	37 21%	13 14%	35 18%	76 20%	584 19%	59 16%
9	412 11%FmNe	349 11%	31 9%	20 10%	12 10%	30 8%	82 11%	19 11%	43 12%	13 8%	41 10%	29 15%Sc	26 15%	9 10%	26 14%	30 8%	319 10%	47 13%
Extremely Well 10	278 7%FmNeP	244 7%P	12 4%	12 6%	10 8%P	24 6%	60 8%	7 4%	28 7%	11 7%	36 8%	19 10%	16 9%	6 7%	9 4%	29 8%	229 7%	20 5%
Don't know	1188 30%ACDEI KLdOUY	943 29%	128 39%zO	66 34%	51 42%zO	97 26%	197 27%	33 20%	128 34%STUYa	60 36%STUYa	148 35%STUYa	40 21%	48 26%	18 20%	67 35%UYa	106 29%	969 31%	107 29%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 336

D3\_1. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have a mix of different types of content.

Base = All respondents

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.30NPa	7.36zP	6.68	7.10	7.40P	7.33a	7.46a	7.26	7.27	7.42a	7.33	7.67zac	7.57a	6.73	7.47a	7.20	7.29	7.38
1-3 (Net)	110 3%BO	79 2%	23 7%zOQR	5 3%	4 3%	3 1%	12 2%	3 2%	18 5%zSTY	2 1%	13 3%	* *	3 2%	7 8%zSTWYh	6 3%	11 3%	95 3%	4 1%
1-4 (Net)	180 5%BFO	136 4%	30 9%zOR	9 5%	5 4%	9 2%	23 3%	8 5%	21 6%	5 3%	19 4%	5 3%	4 2%	9 10%zSTWYh	11 6%	22 6%	155 5%	11 3%
1-2 (Net)	77 2%OT	52 2%	19 6%zOQR	4 2%	2 2%	3 1%	4 1%	3 2%	12 3%TY	2 1%	7 2%	- -	3 2%	6 6%zSTXY	3 2%	8 2%	63 2%	4 1%
4-7 (Net)	1206 31%FmNeR	1017 31%R	95 29%	64 33%R	30 24%	137 36%VXb	240 33%	58 35%	98 26%	44 27%	120 28%	63 34%	50 28%	37 41%VXb	48 25%	121 32%	959 30%	129 35%
5-6 (Net)	538 14%FmNeb	450 14%	42 13%	31 16%	15 12%	69 18%zVb	99 14%b	25 15%b	38 10%	24 14%b	61 14%b	26 14%b	28 16%b	16 18%b	10 5%	55 15%b	420 13%	57 16%
8-10 (Net)	1402 36%BfMNePQ	1220 37%zPQR	86 26%	58 30%	39 31%	140 37%	281 38%	71 43%	129 34%	58 35%	145 34%	84 45%zX	80 44%	29 32%	70 37%	135 36%	1132 36%	126 34%
7-10 (Net)	2000 51%FmMNePQR	1729 53%zPQR	131 39%	88 45%	52 42%	203 54%	411 56%zWX	100 60%WX	186 50%	76 46%	199 47%	116 62%zVWXc	100 55%	47 52%	103 54%	189 51%	1612 51%	192 52%
9-10 (Net)	690 18%FmNeP	593 18%P	42 13%	32 16%	22 18%	54 14%	141 19%	26 16%	71 19%	24 15%	76 18%	48 26%zSWc	42 23%S	16 17%	35 18%	59 16%	549 17%	67 18%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 337

D3\_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have high quality content.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	30	19	11	2	6	12	10	5	24	7	8	6	10	19	10
	1%O	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
2	33	16	16	2	8	15	7	7	25	7	7	8	11	19	13
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	37	27	10	4	8	16	10	12	25	15	6	8	8	25	9
	1%BO	1%zB	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	88	54	34	18	15	39	16	22	64	29	23	18	18	60	27
	2%BF	3%B	2%	3%F	2%	3%F	1%	2%	2%	3%	2%	2%	2%	2%	2%
5	219	103	115	44	27	66	83	66	151	68	61	49	41	139	71
	6%	5%	6%	8%zDE	4%	5%	6%	6%	5%	6%	6%	6%	4%	6%	5%
6	302	161	141	54	58	92	98	77	222	77	88	79	58	209	91
	8%Nef	8%	7%	10%F	9%	7%	7%	7%	8%	7%	9%N	9%N	6%	9%	7%
7	513	239	274	84	104	199	126	186	321	154	127	115	117	379	123
	13%Fmef	13%	14%	15%F	16%zF	16%zF	9%	17%zm	12%	15%	13%	13%	12%	16%ze	9%
8	740	373	367	123	153	280	184	255	474	246	226	144	124	541	188
	19%FmNeR	20%	18%	23%zF	24%zF	22%zF	13%	23%zm	17%	23%zMN	23%zMN	16%	13%	22%ze	14%
9	480	258	222	85	91	178	126	178	297	160	144	95	82	360	116
	12%BfMNeP	14%	11%	16%zF	14%F	14%F	9%	16%zm	11%	15%zMN	14%zN	11%	8%	15%ze	8%
Extremely Well 10	313	146	167	67	70	100	76	109	204	108	86	64	55	229	77
	8%FNe	8%	8%	12%zEF	11%zF	8%F	5%	10%z	7%	10%zN	9%N	7%	6%	9%ze	6%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 337

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Have high quality content.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	1151	509	642	62	109	279	702	205	935	185	221	290	455	445	659
	29%ACDEI KLDOT	27%	32%zA	11%	17% <b>C</b>	22% <b>CD</b>	49%zCDE	18%	34%zI	18%	22% <b>K</b>	33%zKL	46%zKLM	18%	48%zD
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	7.41mNeP	7.35	7.48	7.54	7.52	7.39	7.29	7.60zm	7.33	7.52N	7.51N	7.32	7.22	7.49ze	7.24
1-3 (Net)	100 3%BOST	63 3%zB	37 2%	8 2%	22 3%	43 3% <b>F</b>	27 2%	23 2%	73 3%	29 3%	20 2%	22 3%	28 3%	63 3%	32 2%
1-4 (Net)	188 5%BFOS	117 6%zB	71 4%	26 5%	37 6% <b>F</b>	82 6%zF	43 3%	46 4%	137 5%	58 6%	43 4%	40 5%	46 5%	123 5%	60 4%
1-2 (Net)	63 2%	36 2%	28 1%	4 1%	14 2%	27 2%	18 1%	12 1%	48 2%	14 1%	14 1%	14 2%	20 2%	38 2%	23 2%
4-7 (Net)	1123 29%FNerVf	557 29%	563 28%	200 37%zEF	204 31% <b>F</b>	396 31% <b>F</b>	323 22%	351 31%	758 28%	329 31% <b>N</b>	298 30% <b>N</b>	261 30% <b>N</b>	235 24%	786 32%ze	312 23%
5-6 (Net)	522 13%NeR	264 14%	255 13%	98 18%zDEF	85 13%	158 12%	181 13%	143 13%	373 14%	146 14% <b>N</b>	148 15% <b>N</b>	128 15% <b>N</b>	99 10%	348 14%e	161 12%
8-10 (Net)	1533 39%FmMNePR	777 41%	756 38%	275 50%zEF	313 48%zF	559 44%zF	386 27%	542 48%zm	975 36%	513 49%zMN	456 46%zMN	303 35% <b>N</b>	261 27%	1131 47%ze	381 28%
7-10 (Net)	2046 52%FmMNePR	1015 53%	1030 52%	359 66%zEF	417 64%zF	758 59%zF	512 36%	728 65%zm	1296 47%	668 63%zMN	583 59%zMN	417 48% <b>N</b>	378 39%	1510 62%ze	504 36%
9-10 (Net)	794 20%FmNeP	404 21%	389 19%	152 28%zEF	161 25%zF	279 22% <b>F</b>	203 14%	287 26%zm	501 18%	267 25%zMN	230 23%zMN	159 18% <b>N</b>	138 14%	589 24%ze	193 14%

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

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Table 337

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Have high quality content.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	30 1%O	20 1%	5 1%	3 2%O	2 2%O	1 *	3 *	1 1%	6 2%X	* *	* *	- -	1 *	5 6%zSTUVW XYhbc	* *	2 *	24 1%	3 1%
2	33 1%	26 1%	5 2%	* *	1 1%	* *	2 *	- -	7 2%T	1 *	6 1%	- -	1 1%	- -	- -	9 3%zST	28 1%	- -
3	37 1%BO	21 1%	15 5%zOQR	- *	1 *	1 *	4 1%	1 1%	7 2%	2 1%	3 1%	* *	- -	* *	- -	2 1%	29 1%	2 *
4	88 2%BF	75 2%	8 2%	3 2%	2 2%	2 1%	15 2%	5 3%	7 2%	3 2%	12 3%	4 2%	4 2%	2 2%	9 5%S	11 3%	71 2%	11 3%
5	219 6%	179 5%	17 5%	19 10%zOPR	5 4%	18 5%	54 7%	11 7%	18 5%	8 5%	23 5%	9 5%	9 5%	4 4%	6 3%	20 5%	185 6%	14 4%
6	302 8%Nef	261 8%	20 6%	15 8%	7 6%	49 13%zTUVYb	45 6%	9 6%	23 6%	11 7%	33 8%	10 5%	15 9%	7 8%	11 6%	47 13%zTUVY	228 7%	35 10%
7	513 13%Fmef	428 13%	48 14%	21 11%	15 12%	47 12%	112 15%	19 12%	38 10%	18 11%	52 12%	24 13%	31 17%	22 24%zSUVW XYc	25 13%	40 11%	391 12%	65 18%zf
8	740 19%FmNeR	636 20%R	53 16%	36 18%R	15 12%	84 22%	159 22%	39 24%	78 21%	32 19%	74 17%	34 18%	27 15%	14 15%	36 19%	59 16%	608 19%	65 18%
9	480 12%BfMNe P	427 13%zPR	24 7%	19 10%	11 9%	56 15%	84 11%	28 17%V	34 9%	25 15%	43 10%	40 21%zTVXa	27 15%	8 8%	31 16%V	51 14%	387 12%	55 15%
Extremely Well 10	313 8%FNe	266 8%	16 5%	18 9%	13 11%P	23 6%	69 9%	8 5%	32 9%	8 5%	34 8%	24 13%zSUW	18 10%	7 8%	11 6%	30 8%	259 8%	20 5%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 337

D3\_2. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have high quality content.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Don't know	1151	920	120	61	51	96	184	42	125	55	146	41	47	22	60	101	946	97	
		29%ACDEI KLdOT	28%	36%zO	31%	41%zOQ	25%	25%	26%	33%TY	34%Y	34%STY	22%	26%	24%	32%	27%	30%	26%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.41mNeP	7.48zP	6.78	7.34P	7.44P	7.59a	7.54a	7.48	7.28	7.51	7.38	7.99zSTU VWXac	7.60	6.94	7.60a	7.24	7.43	7.41	
1-3 (Net)	100	67	25	4	4	2	9	3	19	3	9	*	2	6	*	13	81	5	
	3%BOST	2%	8%zOQR	2%	3%	1%	1%	2%	5%zSTYb	2%	2%	*	1%	6%STYhb	*	4%STY	3%	1%	
1-4 (Net)	188	142	33	7	6	4	24	8	26	6	21	4	6	8	10	25	152	16	
	5%BFOS	4%	10%zOQR	3%	5%	1%	3%	5%S	7%ST	4%	5%S	2%	3%	9%STY	5%S	7%ST	5%	4%	
1-2 (Net)	63	46	10	4	3	1	5	1	13	1	6	-	2	5	*	11	52	3	
	2%	1%	3%O	2%	3%	*	1%	1%	3%zSTY	1%	1%	-	1%	6%zSTUWX Yb	*	3%ST	2%	1%	
4-7 (Net)	1123	942	93	57	29	116	225	45	85	41	120	47	60	35	52	117	874	125	
	29%FNerV f	29%	28%	30%	24%	31%	31%V	27%	23%	25%	28%	25%	33%V	38%V	27%	32%V	28%	34%zf	
5-6 (Net)	522	439	37	33	12	67	98	20	41	19	56	19	24	11	17	67	413	49	
	13%NeR	13%	11%	17%R	10%	18%zVb	13%	12%	11%	12%	13%	10%	13%	12%	9%	18%zVb	13%	13%	
8-10 (Net)	1533	1329	93	72	39	164	312	76	145	65	151	98	73	28	78	140	1254	140	
	39%FmMNe PR	41%zPR	28%	37%P	32%	43%	43%X	46%	39%	40%	35%	52%zVWXa c	40%	31%	41%	38%	40%	38%	
7-10 (Net)	2046	1758	141	94	54	211	424	95	183	83	203	122	104	50	104	180	1645	204	
	52%FmMNe PR	54%zPR	42%	48%	44%	56%	58%zVXc	57%	49%	51%	48%	65%zVWXc	57%	55%	54%	48%	52%	56%	
9-10 (Net)	794	693	40	37	24	79	153	37	66	33	77	64	46	15	42	81	646	75	
	20%FmNeP	21%zP	12%	19%P	20%P	21%	21%	22%	18%	20%	18%	34%zSTUV WXabc	25%	16%	22%	22%	20%	20%	

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 338

D3\_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide content that other websites or apps don't provide.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	64	34	30	6	10	34	14	20	42	14	17	13	20	44	18
	2%FT	2%	1%	1%	2%	3%zF	1%	2%	2%	1%	2%	2%	2%	2%	1%
2	55	32	24	5	9	24	17	14	41	13	12	9	22	36	19
	1%T	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%z	1%	1%
3	64	38	27	11	12	24	17	15	48	19	20	15	10	49	12
	2%e	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%e	1%
4	106	56	50	17	25	32	32	34	71	30	27	29	20	77	28
	3%	3%	2%	3%	4%	2%	2%	3%	3%	3%	3%	3%	2%	3%	2%
5	279	138	141	47	33	115	84	85	191	70	69	75	65	184	83
	7%DR	7%	7%	9%D	5%	9%zDF	6%	8%	7%	7%	7%	9%	7%	8%	6%
6	324	164	158	76	59	113	75	103	215	109	92	63	60	235	84
	8%FNeb	9%	8%	14%zDEF	9%F	9%F	5%	9%	8%	10%zN	9%N	7%	6%	10%ze	6%
7	567	274	292	94	119	213	142	185	375	193	165	98	111	414	146
	15%FMNeR V	14%	15%	17%F	18%zF	17%zF	10%	17%	14%	18%zMN	17%MN	11%	11%	17%ze	11%
8	602	322	280	95	132	222	153	220	373	211	169	126	97	433	159
	15%BFmNe P	17%zB	14%	17%F	20%zF	17%F	11%	20%zm	14%	20%zMN	17%N	14%N	10%	18%ze	11%
9	358	198	160	70	71	123	95	134	221	117	101	74	66	270	85
	9%BFmNe	10%zB	8%	13%zF	11%F	10%F	7%	12%zm	8%	11%zN	10%N	8%	7%	11%ze	6%
Extremely Well 10	244	108	136	55	62	74	52	94	149	82	69	56	37	185	54
	6%FmNe	6%	7%	10%zEF	10%zEF	6%F	4%	8%zm	5%	8%zN	7%N	6%N	4%	8%ze	4%
Don't know	1244	542	702	68	117	302	757	219	1013	198	256	317	473	497	697
	32%ACDEI KLDOUY	28%	35%zA	12%	18%C	24%CD	53%zCDE	19%	37%zl	19%	26%K	36%zKL	48%zKLM	21%	50%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 338

D3\_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide content that other websites or apps don't provide.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.97EmNP S	6.94	7.01	7.15E	7.21zEF	6.83	6.88	7.16zm	6.89	7.15zN	7.04N	6.92	6.64	7.03	6.86
1-3 (Net)	184 5%FeT	104 5%	80 4%	22 4%	31 5%	82 6%zF	48 3%	48 4%	131 5%	46 4%	48 5%	38 4%	52 5%	129 5%e	48 3%
1-4 (Net)	290 7%Fe	160 8%	130 7%	40 7%	55 9%F	114 9%zF	80 6%	82 7%	202 7%	76 7%	75 8%	66 8%	72 7%	206 8%ze	76 6%
1-2 (Net)	120 3%FOT	66 3%	53 3%	12 2%	19 3%	58 5%zCF	31 2%	34 3%	84 3%	27 3%	28 3%	22 3%	42 4%z	80 3%	37 3%
4-7 (Net)	1275 33%FmNeR W	632 33%	641 32%	234 43%zDEF	236 36%F	472 37%zF	333 23%	407 36%zm	852 31%	402 38%zMN	353 35%N	265 30%	255 26%	911 38%ze	342 25%
5-6 (Net)	602 15%FNePR b	302 16%	299 15%	123 23%zDEF	92 14%	228 18%zF	159 11%	188 17%	406 15%	179 17%N	161 16%	138 16%	125 13%	419 17%ze	167 12%
8-10 (Net)	1204 31%BFmNe P	628 33%zB	575 29%	220 40%zEF	264 41%zEF	419 33%F	300 21%	448 40%zm	744 27%	410 39%zMN	339 34%zN	256 29%N	199 20%	888 37%ze	297 21%
7-10 (Net)	1771 45%BFmMN eQR	903 47%zB	867 43%	314 58%zEF	384 59%zEF	632 50%zF	441 31%	633 56%zm	1119 41%	603 57%zLMN	503 51%zMN	354 40%N	310 32%	1303 54%ze	443 32%
9-10 (Net)	602 15%FmNe	306 16%	295 15%	125 23%zEF	133 21%zEF	197 15%F	147 10%	228 20%zm	371 14%	199 19%zN	170 17%N	130 15%N	102 10%	455 19%ze	138 10%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 338

D3\_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide content that other websites or apps don't provide.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	64	46	11	5	2	8	5	3	10	2	4	-	3	4	5	2	51	7
	2%FT	1%	3%zO	2%	2%	2%	1%	2%	3%T	1%	1%	-	2%	5%zTXyc	3%	1%	2%	2%
2	55	43	9	2	2	11	2	1	6	2	6	2	1	1	1	9	38	10
	1%T	1%	3%	1%	1%	3%zT	*	1%	1%	1%	1%	1%	1%	*	2%T	1%	3%	3%
3	64	51	9	1	3	8	14	1	7	2	10	1	-	3	1	4	50	7
	2%e	2%	3%	1%	2%	2%	2%	1%	2%	1%	2%	1%	-	4%h	1%	1%	2%	2%
4	106	89	7	6	3	12	18	6	11	3	8	5	9	1	9	9	83	13
	3%	3%	2%	3%	3%	3%	3%	4%	3%	2%	2%	2%	5%	1%	2%	2%	3%	4%
5	279	241	15	17	5	29	51	7	30	11	29	13	15	6	11	40	225	31
	7%DR	7%	4%	9%PR	4%	8%	7%	4%	8%	6%	7%	7%	8%	6%	6%	11%z	7%	8%
6	324	278	21	17	7	40	61	21	28	12	36	19	16	8	5	32	261	25
	8%FNeb	9%	6%	9%	6%	11%b	8%b	13%b	7%	7%	8%b	10%b	9%b	8%	3%	9%b	8%	7%
7	567	480	52	24	11	55	131	26	35	15	61	24	24	20	29	58	458	55
	15%FMNeR	15%R	16%R	13%	9%	14%	18%zVW	16%	9%	9%	14%	13%	14%	22%VW	15%	16%V	15%	15%
8	602	526	36	24	16	64	115	35	62	37	51	37	27	14	27	57	480	64
	15%BfMNe	16%zP	11%	12%	13%	17%	16%	21%X	17%	22%zX	12%	20%X	15%	15%	14%	15%	15%	17%
9	358	300	28	17	13	23	67	18	33	10	38	27	20	7	27	28	297	24
	9%BfMNe	9%	8%	9%	11%	6%	9%	11%	9%	6%	9%	15%zSWc	11%	8%	14%SWc	8%	9%	7%
Extremely Well 10	244	211	16	10	8	19	59	8	17	9	26	18	12	5	10	28	193	22
	6%BfMNe	6%	5%	5%	6%	5%	8%	5%	5%	5%	6%	10%V	7%	6%	5%	7%	6%	6%
Don't know	1244	993	128	70	53	109	206	37	136	63	158	39	52	21	66	106	1019	109
	32%ACDEI	30%	39%zO	36%	43%zO	29%	28%	23%	36%TUYa	38%TUYa	37%zSTUYac	21%	29%	23%	34%Y	28%	32%	30%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 338

D3\_3. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide content that other websites or apps don't provide.

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.97EmNP S	7.02P	6.60	6.80	7.04	6.60	7.22zSV	7.09	6.77	7.13	7.00	7.49zSVX ac	7.05	6.68	7.14	6.94	7.00	6.74
1-3 (Net)	184 5%FeT	140 4%	29 9%zOQ	8 4%	7 6%	28 7%TY	21 3%	6 3%	22 6%T	6 4%	19 5%	4 2%	4 2%	9 10%zTYh	7 4%	15 4%	140 4%	23 6%
1-4 (Net)	290 7%Fe	229 7%	36 11%zO	14 7%	10 8%	39 10%T	39 5%	12 7%	33 9%	8 5%	27 6%	8 4%	13 7%	10 11%	16 8%	24 6%	223 7%	37 10%
1-2 (Net)	120 3%FOT	89 3%	20 6%zO	7 3%	4 3%	20 5%T	7 1%	4 3%	16 4%T	4 2%	10 2%	2 1%	4 2%	6 6%TY	6 3%	11 3%T	89 3%	17 5%
4-7 (Net)	1275 33%FmNeR W	1088 33%R	96 29%	65 34%R	27 22%	136 36%W	262 36%VW	61 37%W	103 28%	40 24%	133 31%	61 33%	65 36%	34 38%	54 28%	139 37%VW	1027 33%	124 34%
5-6 (Net)	602 15%FNePR b	519 16%PR	36 11%	34 18%PR	13 10%	69 18%b	112 15%	28 17%	57 15%	23 14%	65 15%	32 17%	32 17%	13 15%	17 9%	72 19%b	485 15%	56 15%
8-10 (Net)	1204 31%BFmNe P	1037 32%zP	79 24%	51 26%	37 30%	105 28%	242 33%	62 37%	112 30%	55 34%	115 27%	83 44%zSTVX ac	59 33%	27 29%	64 34%	113 30%	970 31%	110 30%
7-10 (Net)	1771 45%BFmMN eQR	1517 47%zPQR	131 40%	75 39%	47 39%	160 42%	373 51%zSVX	88 53%VX	148 40%	70 43%	176 41%	107 58%zSVWX c	84 46%	47 51%	93 49%	171 46%	1428 45%	165 45%
9-10 (Net)	602 15%FmNe	511 16%	43 13%	27 14%	21 17%	42 11%	127 17%S	26 16%	50 13%	19 11%	64 15%	45 24%zSVWX c	32 18%	13 14%	37 19%S	56 15%	490 16%	46 13%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 339

D3\_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Present content in a unique/innovative way.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	66	30	35	5	10	30	21	12	52	8	22	18	18	45	20
	2%KO	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%K	2%K	2%	2%	1%
2	49	26	23	6	8	21	12	12	35	19	8	6	16	33	15
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%
3	68	40	27	12	11	28	16	20	46	17	16	17	18	48	16
	2%Fef	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%
4	136	80	56	36	21	40	38	30	105	44	35	32	25	99	35
	3%Be	4%	3%	7%zDEF	3%	3%	3%	3%	4%	4%	4%	4%	3%	4%e	3%
5	274	140	134	44	48	109	74	88	182	79	80	69	47	177	86
	7%FNP	7%	7%	8%F	7%	9%zF	5%	8%	7%	7%N	8%N	8%N	5%	7%	6%
6	396	203	192	84	63	140	109	120	268	128	101	93	73	289	97
	10%FNe	11%	10%	15%zDEF	10%	11%F	8%	11%	10%	12%zN	10%	11%N	7%	12%ze	7%
7	567	280	286	102	103	219	143	193	371	186	164	108	109	420	142
	15%FmNeR X	15%	14%	19%zF	16%F	17%zF	10%	17%zm	14%	18%zMN	16%MN	12%	11%	17%ze	10%
8	582	298	283	99	122	199	163	198	375	185	174	114	109	413	161
	15%FmNeR	16%	14%	18%zF	19%zF	16%F	11%	18%zm	14%	18%zMN	17%zMN	13%	11%	17%ze	12%
9	342	180	162	55	81	130	76	148	191	123	86	70	63	265	73
	9%FmNe	9%	8%	10%F	13%zF	10%F	5%	13%zm	7%	12%zMN	9%	8%	6%	11%ze	5%
Extremely Well 10	211	99	112	38	61	68	44	86	124	74	60	47	31	156	50
	5%FmNe	5%	6%	7%F	9%zEF	5%F	3%	8%zm	5%	7%zN	6%N	5%	3%	6%ze	4%
Don't know	1217	529	687	65	118	292	742	213	991	194	250	303	471	480	689
	31%ACDEI KLdOTYa	28%	34%zA	12%	18%C	23%CD	52%zCDE	19%	36%zl	18%	25%K	35%KL	48%zKLM	20%	50%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 339

D3\_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Present content in a unique/innovative way.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Mean	6.87mNPa	6.83	6.91	6.86	7.19zCEF	6.78	6.74	7.16zm	6.72	7.03zMN	6.90	6.76	6.66	6.92	6.75
1-3 (Net)	182 5%FeO	96 5%	86 4%	23 4%	29 5%	79 6%zF	49 3%	45 4%	133 5%	44 4%	46 5%	40 5%	52 5%	126 5%	50 4%
1-4 (Net)	318 8%BFfe	176 9%zB	142 7%	59 11%zF	51 8%	120 9%F	88 6%	75 7%	238 9%	87 8%	81 8%	73 8%	77 8%	225 9%ze	85 6%
1-2 (Net)	114 3%O	56 3%	58 3%	11 2%	18 3%	51 4%zF	34 2%	24 2%	87 3%	27 3%	30 3%	23 3%	34 3%	78 3%	34 2%
4-7 (Net)	1373 35%FmNeP R	703 37%	668 33%	266 49%zDEF	236 36%F	508 40%zF	364 25%	431 38%zm	926 34%	437 41%zMN	380 38%N	302 35%N	254 26%	985 41%ze	360 26%
5-6 (Net)	670 17%FNeP	343 18%	326 16%	128 23%zDF	111 17%F	249 19%zF	182 13%	208 19%	450 16%	207 20%zN	181 18%N	162 19%N	120 12%	466 19%ze	183 13%
8-10 (Net)	1135 29%FmNeS	577 30%	557 28%	191 35%zF	264 41%zEF	397 31%F	283 20%	432 39%zm	690 25%	382 36%zMN	320 32%zMN	230 26%N	203 21%	835 34%ze	284 21%
7-10 (Net)	1702 44%FmMNe R	857 45%	843 42%	293 54%zF	368 57%zEF	615 48%zF	426 30%	625 56%zm	1061 39%	569 54%zLMN	483 49%zMN	338 39%N	312 32%	1254 52%ze	426 31%
9-10 (Net)	553 14%FmNe	279 15%	274 14%	93 17%F	142 22%zEF	198 16%F	120 8%	234 21%zm	315 12%	197 19%zLMN	146 15%N	117 13%N	94 10%	422 17%ze	123 9%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 339

D3\_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Present content in a unique/innovative way.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	66 2%KO	45 1%	14 4%zO	4 2%	2 2%	5 1%	6 1%	3 2%	12 3%T	- -	4 1%	* *	3 2%	5 6%zSTWXY c	3 2%	4 1%	55 2%	7 2%
2	49 1%	38 1%	9 3%zR	2 1%	- -	2 *	7 1%	1 1%	6 2%	2 1%	6 2%	1 1%	1 1%	* *	- -	10 3%z	42 1%	1 *
3	68 2%Fef	51 2%	11 3%zO	3 2%	2 2%	11 3%	9 1%	1 *	6 2%	1 1%	8 2%	3 2%	- -	4 5%Th	2 1%	5 1%	47 1%	11 3%
4	136 3%Be	120 4%	8 2%	5 3%	3 2%	14 4%	23 3%	5 3%	22 6%z	3 2%	19 4%	5 3%	6 3%	3 4%	9 5%	11 3%	108 3%	15 4%
5	274 7%FNP	238 7%P	13 4%	16 8%P	7 6%	23 6%	48 7%	17 11%	23 6%	8 5%	32 7%	13 7%	13 7%	13 14%zSTVW	12 6%	36 10%	228 7%	21 6%
6	396 10%FNe	339 10%	25 7%	20 10%	12 10%	47 12%	71 10%	21 13%	36 10%	15 9%	35 8%	26 14%	18 10%	10 11%	17 9%	43 12%	311 10%	44 12%
7	567 15%FmNeR X	484 15%R	46 14%	24 12%	13 10%	84 22%zUVWX bc	119 16%VX	20 12%	40 11%	19 12%	43 10%	26 14%	37 21%VX	20 22%VX	25 13%	51 14%	456 14%	53 14%
8	582 15%FmNeR	500 15%R	44 13%	25 13%	12 10%	43 11%	128 18%S	35 21%SVh	48 13%	33 20%Sh	71 17%	30 16%	19 11%	9 10%	32 17%	52 14%	474 15%	47 13%
9	342 9%FmNe	296 9%	20 6%	16 8%	10 8%	26 7%	74 10%	16 10%	37 10%	17 10%	29 7%	27 14%zSXb	23 13%	6 6%	12 6%	30 8%	272 9%	34 9%
Extremely Well 10	211 5%FmNe	174 5%	16 5%	11 6%	9 8%	15 4%	47 6%	6 3%	17 5%	5 3%	26 6%	15 8%	8 5%	4 5%	7 4%	25 7%	176 6%	16 4%
Don't know	1217 31%ACDEI KLdOTYa	971 30%	126 38%zO	68 35%	51 42%zO	109 29%	197 27%	39 24%	128 34%TUYa	60 37%TUYa	153 36%TUYa	41 22%	52 29%	16 18%	71 37%TUYa	106 28%	988 31%	118 32%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 339

D3\_4. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Present content in a unique/innovative way.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.87mNPa	6.90P	6.46	6.79	7.04P	6.71	7.13zSVa	6.89a	6.60	7.26SVa	6.86a	7.28zSVa	7.05a	6.19	6.83	6.78	6.88	6.75
1-3 (Net)	182 5%FeO	134 4%	33 10%zOQR	9 5%	5 4%	18 5%	23 3%	5 3%	24 6%T	3 2%	18 4%	5 2%	4 2%	9 10%zTUWXY hb	6 3%	19 5%	143 5%	20 5%
1-4 (Net)	318 8%BFe	254 8%	41 12%zOR	14 7%	8 6%	32 8%	46 6%	10 6%	45 12%zTWY	6 4%	37 9%	9 5%	10 6%	13 14%zTWYh	15 8%	30 8%	251 8%	34 9%
1-2 (Net)	114 3%O	83 3%	22 7%zOR	6 3%	2 2%	7 2%	14 2%	4 3%	17 5%T	2 1%	10 2%	2 1%	4 2%	5 6%TY	3 2%	14 4%	96 3%	8 2%
4-7 (Net)	1373 35%FmNeP R	1182 36%zPR	91 28%	65 34%	35 28%	167 44%zTVWX b	261 36%	64 39%	120 32%	46 28%	129 30%	70 37%	74 41%WX	46 51%zTVWX b	63 33%	142 38%	1103 35%	133 36%
5-6 (Net)	670 17%FNeP	578 18%P	38 11%	36 18%P	19 16%	69 18%	119 16%	39 23%	59 16%	23 14%	67 16%	39 21%	30 17%	23 25%	29 15%	79 21%	540 17%	65 18%
8-10 (Net)	1135 29%FmNeS	971 30%	81 24%	52 27%	32 26%	83 22%	249 34%zSa	57 35%S	101 27%	55 34%S	126 30%	72 38%zSVa	51 28%	19 21%	51 27%	106 28%	922 29%	96 26%
7-10 (Net)	1702 44%FmMNe R	1455 45%zPR	126 38%	76 39%	45 37%	167 44%	368 50%zVXc	78 47%	141 38%	74 45%	169 40%	97 52%zVX	88 49%V	39 43%	77 40%	157 42%	1378 44%	149 41%
9-10 (Net)	553 14%FmNe	471 14%	36 11%	26 14%	20 16%	40 11%	121 17%S	22 13%	54 14%	22 13%	55 13%	42 22%zSVXb	32 17%	10 11%	19 10%	54 15%	447 14%	50 14%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 340

D3\_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	47	20	27	5	8	17	17	12	34	7	14	10	16	31	15
	1%O	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
2	38	24	14	6	7	15	10	10	28	13	3	9	12	22	15
	1%LOT	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
3	45	29	16	6	8	15	15	9	34	16	12	9	9	31	13
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
4	85	47	38	15	11	37	23	28	57	22	21	26	16	60	24
	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%	2%
5	227	121	105	47	36	80	65	77	146	68	46	63	51	146	74
	6%F	6%	5%	9%zF	6%	6%	5%	7%	5%	6%	5%	7%	5%	6%	5%
6	325	155	169	58	63	117	87	94	227	96	96	71	62	239	84
	8%FNe	8%	8%	11%F	10%F	9%F	6%	8%	8%	9%N	10%N	8%	6%	10%ze	6%
7	577	281	296	94	96	214	173	188	384	180	160	120	117	432	131
	15%FNeRV	15%	15%	17%F	15%	17%F	12%	17%	14%	17%zN	16%N	14%	12%	18%ze	9%
8	696	349	346	112	145	257	182	250	436	235	201	136	124	492	194
	18%FmNeP	18%	17%	21%F	22%zF	20%zF	13%	22%zm	16%	22%zMN	20%MN	16%	13%	20%ze	14%
9	395	228	168	80	88	133	94	139	250	143	110	69	73	293	97
	10%BFmMNeS	12%zB	8%	15%zEF	14%zF	10%F	7%	12%zm	9%	14%zMN	11%N	8%	7%	12%ze	7%
Extremely Well 10	249	104	145	55	64	88	42	101	147	77	72	59	41	195	49
	6%AFmNe	5%	7%	10%zEF	10%zF	7%F	3%	9%zm	5%	7%N	7%N	7%N	4%	8%ze	4%
Don't know	1222	549	673	68	121	303	730	213	997	200	259	304	459	484	688
	31%ACDEIKLdOSTUa	29%	34%zA	13%	19%C	24%CD	51%zCDE	19%	36%zl	19%	26%K	35%KL	47%zKLM	20%	50%zd

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 340

D3\_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.20FmNePa	7.16	7.25	7.33F	7.44zEF	7.17	7.00	7.38zm	7.12	7.33zMN	7.32MN	7.06	6.99	7.28ze	7.02
1-3 (Net)	130 3%O	73 4%	57 3%	17 3%	23 4%	47 4%	43 3%	31 3%	96 4%	36 3%	29 3%	28 3%	36 4%	84 3%	43 3%
1-4 (Net)	215 6%Ob	120 6%	95 5%	32 6%	34 5%	84 7%	65 5%	59 5%	153 6%	58 5%	51 5%	55 6%	52 5%	143 6%	67 5%
1-2 (Net)	85 2%OT	44 2%	41 2%	11 2%	15 2%	32 2%	27 2%	22 2%	62 2%	20 2%	18 2%	20 2%	28 3%	53 2%	30 2%
4-7 (Net)	1215 31%FmNeR V	604 32%	608 30%	213 39%zDF	206 32%F	448 35%zF	348 24%	387 35%zm	814 30%	366 35%zN	323 33%N	280 32%N	246 25%	877 36%ze	313 23%
5-6 (Net)	553 14%FNeR	276 14%	275 14%	104 19%zF	99 15%F	197 15%F	152 11%	171 15%	373 14%	164 16%N	142 14%	134 15%N	113 11%	385 16%ze	158 11%
8-10 (Net)	1341 34%FmMNe P	681 36%	659 33%	247 45%zEF	297 46%zEF	478 37%zF	318 22%	490 44%zm	833 30%	455 43%zMN	383 39%zMN	264 30%N	238 24%	981 40%ze	340 25%
7-10 (Net)	1918 49%FmMNe PRV	962 50%	955 48%	341 62%zEF	394 61%zEF	692 54%zF	491 34%	679 61%zm	1217 44%	635 60%zLMN	544 55%zMN	384 44%N	356 36%	1413 58%ze	471 34%
9-10 (Net)	644 16%FmNe	331 17%	313 16%	135 25%zEF	152 24%zEF	221 17%F	136 9%	240 21%zm	397 14%	220 21%zMN	182 18%N	128 15%	114 12%	489 20%ze	146 11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 340

D3\_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	47	32	10	3	2	5	4	3	8	-	5	*	1	4	1	2	40	2
	1%O	1%	3%zO	2%	2%	1%	*	2%	2%T	-	1%	*	*	4%zTWYhc	1%	*	1%	*
2	38	23	14	*	1	*	1	-	7	2	3	-	-	-	-	9	31	3
	1%LOT	1%	4%zOQR	*	*	*	*	-	2%T	1%	1%	-	-	-	-	2%zST	1%	1%
3	45	32	10	2	-	-	10	1	2	1	6	1	5	1	-	4	37	2
	1%	1%	3%zOR	1%	-	-	1%	1%	1%	*	2%	1%	3%S	1%S	-	1%	1%	1%
4	85	72	6	6	2	10	14	7	8	5	7	3	8	3	1	5	65	11
	2%	2%	2%	3%	2%	3%	2%	5%	2%	3%	2%	2%	4%	3%	1%	1%	2%	3%
5	227	197	14	12	5	15	54	11	22	11	16	7	19	10	5	27	185	20
	6%F	6%	4%	6%	4%	4%	7%X	6%	6%	7%	4%	4%	10%zSXb	11%SXyb	2%	7%	6%	5%
6	325	276	23	18	8	38	51	17	32	13	30	15	14	12	16	38	253	28
	8%FNe	8%	7%	9%	6%	10%	7%	10%	9%	8%	7%	8%	8%	14%	8%	10%	8%	8%
7	577	490	45	29	13	87	119	18	31	18	59	34	28	16	22	58	459	67
	15%FNeRV	15%R	13%	15%	11%	23%zTUUVW	16%V	11%	8%	11%	14%V	18%V	15%V	17%V	12%	16%V	15%	18%
8	696	613	36	30	17	82	164	43	66	31	71	38	20	18	30	50	570	60
	18%FmNeP	19%zPR	11%	16%	14%	22%hc	22%zXhc	26%zXhc	18%	19%	17%	20%	11%	19%	16%	13%	18%	16%
9	395	329	35	18	14	21	72	24	43	15	41	22	25	7	22	37	315	44
	10%BfMNeS	10%	11%	9%	12%	6%	10%	15%S	11%S	9%	10%	12%S	14%S	8%	12%S	10%	10%	12%
Extremely Well 10	249	216	14	11	9	25	49	6	21	8	31	21	10	5	15	25	197	21
	6%AFmNe	7%	4%	6%	7%	7%	7%	4%	6%	5%	7%	11%zU	5%	6%	8%	7%	6%	6%
Don't know	1222	980	125	65	52	94	193	34	134	60	157	46	52	15	78	117	1003	108
	31%ACDEI	30%	38%zO	33%	43%zOQ	25%	26%	21%	36%STUYa	36%STUYa	37%zSTUY	24%	29%	16%	41%zSTUY	31%Ua	32%	30%
	KLdOSTUa										a			a				

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 340

D3\_5. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.20FmNePa	7.26zP	6.56	7.07P	7.45P	7.24a	7.35a	7.17	7.10	7.20	7.34a	7.70zSUVWhac	7.00	6.70	7.74zSUVWhac	7.07	7.20	7.29
1-3 (Net)	130 3%O	87 3%	34 10%zOQR	6 3%	3 2%	5 1%	14 2%	5 3%	17 5%ST	3 2%	15 3%	1 1%	6 3%	5 6%SYb	1 1%	15 4%	108 3%	7 2%
1-4 (Net)	215 6%Ob	159 5%	40 12%zOQR	12 6%	5 4%	15 4%	28 4%	12 7%b	25 7%b	8 5%	21 5%	5 2%	14 8%b	8 9%Yb	2 1%	20 5%	173 5%	19 5%
1-2 (Net)	85 2%OT	55 2%	24 7%zOQR	4 2%	3 2%	5 1%	5 1%	3 2%	14 4%TY	2 1%	8 2%	* *	1 *	4 4%TYh	1 1%	11 3%T	71 2%	5 1%
4-7 (Net)	1215 31%FmNeR V	1035 32%R	88 26%	64 33%R	28 23%	150 40%zVWXb	237 33%Vb	53 32%	93 25%	47 29%	112 26%	59 32%	68 38%VXb	41 45%zTVWXb	44 23%	128 34%VXb	961 30%	126 34%
5-6 (Net)	553 14%FNeR	473 15%R	37 11%	30 15%	13 10%	53 14%	105 14%	28 17%	54 15%	24 15%	46 11%	22 12%	32 18%	23 25%zSTVX Yb	21 11%	65 17%X	438 14%	47 13%
8-10 (Net)	1341 34%FmMNe P	1157 36%zP	85 26%	59 30%	40 32%	128 34%	285 39%zc	73 44%zhc	129 35%	54 33%	142 33%	81 43%zhc	55 30%	30 33%	68 35%	112 30%	1083 34%	126 34%
7-10 (Net)	1918 49%FmMNe PRV	1647 51%zPR	130 39%	88 45%	53 43%	215 57%zVWXc	404 55%zVWXc	91 55%V	161 43%	72 44%	202 47%	114 61%zVWXh bc	83 46%	45 50%	90 47%	170 46%	1541 49%	193 52%
9-10 (Net)	644 16%FmNe	544 17%	49 15%	29 15%	23 19%	45 12%	121 17%	30 18%	64 17%	24 14%	72 17%	43 23%zS	35 19%	12 13%	37 19%	62 17%	512 16%	65 18%

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



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 341

D3\_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide distinctive online programmes and content.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Well 1	56	35	21	4	10	23	20	14	40	10	16	16	15	36	20
	1%T	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%
2	34	22	12	6	5	17	7	7	25	8	4	7	15	19	13
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	2%zL	1%	1%
3	45	24	21	8	3	23	12	11	34	23	5	9	9	36	9
	1%Le	1%	1%	1%	*	2%zD	1%	1%	1%	2%zL	1%	1%	1%	1%	1%
4	98	52	46	14	21	42	20	32	63	28	26	22	22	70	24
	3%Fe	3%	2%	3%	3%F	3%F	1%	3%	2%	3%	3%	2%	2%	3%	2%
5	252	120	131	44	36	91	81	77	173	70	74	62	45	161	81
	6%N	6%	7%	8%	6%	7%	6%	7%	6%	7%	7%N	7%	5%	7%	6%
6	326	178	147	69	60	111	87	101	220	97	93	77	59	242	76
	8%FNe	9%	7%	13%zEF	9%F	9%F	6%	9%	8%	9%N	9%N	9%	6%	10%ze	6%
7	560	268	292	106	111	191	152	180	376	182	165	102	111	411	146
	14%FMNeR V	14%	15%	20%zEF	17%F	15%F	11%	16%	14%	17%zMN	17%MN	12%	11%	17%ze	11%
8	681	339	342	99	149	246	187	235	436	221	189	140	131	485	187
	17%FmNeP	18%	17%	18%F	23%zF	19%F	13%	21%zm	16%	21%zMN	19%N	16%	13%	20%ze	14%
9	379	202	177	68	80	155	77	151	226	139	103	74	64	280	94
	10%FmNe	11%	9%	12%zF	12%zF	12%zF	5%	13%zm	8%	13%zMN	10%N	8%	6%	12%ze	7%
Extremely Well 10	252	122	130	60	53	81	58	102	149	89	67	56	40	193	52
	6%FmNe	6%	7%	11%zEF	8%F	6%F	4%	9%zm	5%	8%zN	7%N	6%	4%	8%ze	4%
Don't know	1222	543	680	68	121	297	737	210	998	190	253	310	469	493	682
	31%ACDEI KLdOTUY	28%	34%zA	12%	19%C	23%C	51%zCDE	19%	36%zl	18%	25%K	35%zKL	48%zKLM	20%	49%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 341

D3\_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide distinctive online programmes and content.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.14mNeP	7.09	7.20	7.28F	7.34zEF	7.07	7.01	7.36zm	7.04	7.29zN	7.19N	7.05	6.93	7.21ze	7.00
1-3 (Net)	135	81	54	17	17	63	39	33	100	40	25	32	39	90	42
	3%B	4%zB	3%	3%	3%	5%zDF	3%	3%	4%	4%	3%	4%	4%	4%	3%
1-4 (Net)	233	134	100	31	38	105	58	65	163	69	51	53	60	160	66
	6%BFe	7%zB	5%	6%	6%	8%zF	4%	6%	6%	6%	5%	6%	6%	7%e	5%
1-2 (Net)	90	57	33	9	14	40	27	22	65	18	20	23	30	54	32
	2%BT	3%zB	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	3%	2%	2%
4-7 (Net)	1237	619	616	234	227	435	341	390	832	377	358	264	238	884	327
	32%FmNeR V	32%	31%	43%zDEF	35%F	34%F	24%	35%zm	30%	36%zLMN	36%zMN	30%N	24%	36%ze	24%
5-6 (Net)	579	298	278	113	96	201	168	178	393	167	167	140	105	403	157
	15%FNe	16%	14%	21%zDEF	15%	16%F	12%	16%	14%	16%N	17%N	16%N	11%	17%ze	11%
8-10 (Net)	1312	663	648	227	282	482	322	488	811	449	358	271	234	958	333
	34%FmNeP	35%	32%	42%zF	43%zEF	38%zF	22%	44%zm	30%	42%zLMN	36%N	31%N	24%	39%ze	24%
7-10 (Net)	1873	931	940	333	392	673	474	669	1187	631	523	373	346	1369	479
	48%FmMNe PRX	49%	47%	61%zEF	61%zEF	53%zF	33%	60%zm	43%	60%zLMN	53%zMN	43%N	35%	56%ze	35%
9-10 (Net)	631	324	307	128	133	236	135	254	375	227	170	130	104	473	146
	16%FmNeP	17%	15%	23%zEF	20%zF	18%zF	9%	23%zm	14%	22%zLMN	17%N	15%N	11%	20%ze	11%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 341

D3\_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide distinctive online programmes and content.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Well 1	56 1%T	43 1%	8 2%	3 2%	2 1%	7 2%	3 *	4 2%T	9 2%T	1 1%	6 1%	-	3 2%	3 4%TY	3 2%	3 1%	46 1%	5 1%
2	34 1%	26 1%	6 2%	1 *	1 1%	3 1%	1 *	1 1%	5 1%T	1 *	5 1%	-	1 1%	1 1%	1 *	7 2%T	23 1%	4 1%
3	45 1%Le	35 1%	8 2%	2 1%	1 1%	8 2%	12 2%	-	4 1%	* 1%	3 1%	1 1%	2 1%	-	-	4 1%	34 1%	8 2%
4	98 3%Fe	79 2%	10 3%	8 4%	2 1%	6 2%	15 2%	3 2%	10 3%	5 3%	14 3%	5 3%	5 3%	2 3%	4 2%	10 3%	80 3%	7 2%
5	252 6%N	218 7%	16 5%	12 6%	6 5%	17 5%	53 7%	17 10%	26 7%	7 4%	29 7%	12 6%	15 8%	12 13%zSWb	7 4%	23 6%	214 7%	22 6%
6	326 8%FNe	270 8%	30 9%	18 9%	8 7%	35 9%	58 8%	16 10%	28 7%	14 9%	40 9%	18 10%	12 6%	10 11%	10 5%	28 8%	257 8%	27 7%
7	560 14%FMNeR V	473 15%	46 14%	28 14%	13 10%	75 20%zVX	124 17%VX	20 12%	34 9%	21 13%	48 11%	23 12%	34 19%v	17 19%v	25 13%	52 14%	442 14%	58 16%
8	681 17%FmNeP	600 18%zP	35 11%	29 15%	18 14%	75 20%	143 20%	43 26%zXhb	66 18%	29 18%	64 15%	44 23%Xb	25 14%	15 16%	24 13%	71 19%	554 18%	69 19%
9	379 10%FmNe	331 10%	21 6%	15 8%	12 10%	25 7%	68 9%	17 10%	40 11%	14 9%	32 8%	27 15%SX	22 12%	8 9%	41 22%zSTUV WXac	37 10%	299 9%	38 10%
Extremely Well 10	252 6%FmNe	214 7%	18 5%	11 6%	9 7%	21 6%	53 7%	7 4%	20 5%	11 6%	33 8%	13 7%	16 9%	4 4%	10 5%	27 7%	207 7%	20 5%
Don't know	1222 31%ACDEI KLdOTUY	970 30%	134 40%zO	67 35%	52 42%zO	105 28%	198 27%	37 22%	131 35%TUYa	62 38%TUYa	153 36%TUYa	43 23%	47 26%	19 20%	65 34%	110 29%	1000 32%	110 30%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 341

D3\_6. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide distinctive online programmes and content.

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.14mNeP	7.19zP	6.66	6.95	7.37PQ	7.05	7.29a	7.09	6.98	7.35a	7.06	7.51zSVa	7.21	6.66	7.62zSVX a	7.19	7.15	7.11
1-3 (Net)	135 3%B	104 3%	21 6%zO	6 3%	3 3%	18 5%Y	17 2%	5 3%	19 5%TY	2 1%	14 3%	1 1%	6 3%	4 5%	4 2%	14 4%	103 3%	17 5%
1-4 (Net)	233 6%BFe	183 6%	31 9%zOR	14 7%	5 4%	24 6%	32 4%	8 5%	29 8%	7 4%	27 6%	7 4%	11 6%	7 7%	8 4%	24 6%	183 6%	24 7%
1-2 (Net)	90 2%BT	70 2%	14 4%zO	4 2%	2 2%	10 3%T	5 1%	5 3%T	15 4%TY	2 1%	11 3%T	- -	4 2%	4 5%TY	4 2%	10 3%T	69 2%	10 3%
4-7 (Net)	1237 32%FmNeR V	1040 32%R	102 31%	66 34%R	29 23%	133 35%Vb	251 34%Vb	56 34%	98 26%	46 28%	130 31%	59 31%	65 36%b	42 46%zVWXY bc	46 24%	114 31%	992 31%	114 31%
5-6 (Net)	579 15%FNe	488 15%	46 14%	30 16%	15 12%	52 14%	111 15%	33 20%b	53 14%	21 13%	69 16%	30 16%	27 15%	22 24%zSWbc	17 9%	52 14%	471 15%	49 13%
8-10 (Net)	1312 34%FmNeP	1144 35%zPQ	74 22%	55 28%	39 32%P	121 32%	265 36%	67 41%	126 34%	54 33%	129 30%	84 45%zSVXa	62 35%	26 29%	76 40%	134 36%	1060 34%	127 34%
7-10 (Net)	1873 48%FmMNe PRX	1618 50%zPQR	121 36%	83 43%	52 42%	197 52%VX	388 53%zVX	88 53%X	160 43%	75 46%	177 42%	107 57%zVX	96 53%X	43 48%	101 53%X	187 50%X	1502 48%	184 50%
9-10 (Net)	631 16%FmNeP	545 17%P	39 12%	26 13%	21 17%	46 12%	121 17%	24 14%	60 16%	25 15%	65 15%	40 21%S	38 21%S	11 12%	51 27%zSTUV WXac	64 17%	506 16%	58 16%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 342

D3\_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have a mix of different types of content.

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Well 1	9 1%	8 1%	1 *	1 *	1 *	7 1%	- -	1 *	8 1%	1 *	6 1%zK	* *	1 1%	9 1%	1 *
2	6 *	1 *	5 1%	1 *	- -	5 1%	* *	3 *	3 *	5 1%	- -	* *	1 *	5 *	* *
3	19 1%	12 1%	7 1%	4 1%	3 1%	7 1%	6 1%	6 1%	13 1%	7 1%	7 1%	4 1%	2 1%	12 1%	7 2%
4	35 2%	22 2%	13 2%	7 2%	7 2%	17 2%	3 1%	11 2%	25 2%	12 2%	12 2%	4 1%	7 3%	28 2%	7 2%
5	116 7%b	65 7%	51 6%	31 10%zDF	15 4%	46 7%	25 6%	42 7%	73 6%	40 6%	34 6%	27 8%	15 6%	80 6%	33 8%
6	149 8%f	87 9%	62 7%	28 9%	36 10%	48 7%	38 9%	54 9%	95 8%	58 9%	35 7%	31 10%	25 10%	115 9%	33 8%
7	366 21%N	187 20%	179 21%	57 18%	77 22%	145 21%	87 20%	130 21%	235 20%	139 21%	113 21%	74 23%N	40 15%	285 21%	76 18%
8	490 28%	267 29%	222 26%	81 26%	103 30%	182 27%	124 28%	173 28%	314 27%	198 30%	149 28%	78 24%	65 25%	369 28%	114 27%
9	274 15%	142 15%	132 16%	46 15%	49 14%	112 16%	66 15%	99 16%	173 15%	96 14%	89 17%	47 15%	42 16%	206 16%	63 15%
Extremely Well 10	190 11%	101 11%	89 11%	39 13%	38 11%	68 10%	45 10%	72 12%	117 10%	74 11%	48 9%	40 12%	28 11%	149 11%	36 9%
Don't know	123 7%ACDIdR W	40 4%	83 10%zA	12 4%	15 4%	46 7%	50 11%zCDE	27 4%	95 8%zI	39 6%	37 7%	16 5%	31 12%zKLM	73 5%	45 11%zd

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

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 342

D3\_7. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

**Have a mix of different types of content.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.58P	7.53	7.64	7.52	7.63	7.52	7.68	7.63	7.56	7.60	7.54	7.57	7.61	7.59	7.52
1-3 (Net)	34	21	13	6	4	18	6	10	23	13	13	4	4	25	8
	2%	2%	2%	2%	1%	3%	1%	2%	2%	2%	2%	1%	2%	2%	2%
1-4 (Net)	69	43	26	13	12	35	9	21	48	25	25	9	10	53	15
	4%	5%	3%	4%	3%	5%F	2%	3%	4%	4%	5%	3%	4%	4%	4%
1-2 (Net)	15	9	6	2	1	11	*	4	11	6	6	1	2	13	1
	1%	1%	1%	1%	*	2%zF	*	1%	1%	1%	1%	*	1%	1%	*
4-7 (Net)	666	361	305	123	135	255	153	236	427	249	193	137	87	508	150
	37%	39%	36%	40%	39%	37%	35%	38%	37%	37%	37%	42%	34%	38%	36%
5-6 (Net)	265	153	113	59	50	93	62	96	167	98	68	59	40	195	66
	15%bf	16%	13%	19%zE	15%	14%	14%	16%	15%	15%	13%	18%	16%	15%	16%
8-10 (Net)	954	510	443	167	190	362	235	344	604	368	285	165	135	725	212
	54%P	55%	52%	54%	55%	53%	53%	56%	53%	55%	54%	51%	53%	54%	51%
7-10 (Net)	1319	696	622	224	267	507	322	474	839	507	398	240	175	1010	288
	74%NeP	75%	74%	73%	78%	74%	73%	77%	73%	76%N	75%	74%	68%	76%ze	70%
9-10 (Net)	464	243	221	85	87	180	111	171	291	170	137	87	70	356	99
	26%	26%	26%	28%	25%	26%	25%	28%	25%	25%	26%	27%	27%	27%	24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

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**Have a mix of different types of content.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Well 1	9 1%	8 1%	1 1%	- -	* 1%	- -	* -	1 2%T	1 *	- -	1 *	- -	1 1%	1 2%	3 3%zT	- -	8 1%	- -
2	6 *	4 *	2 1%	- -	- -	- -	* -	- -	3 2%zT	- -	* *	- -	- -	* 1%	- -	- -	6 *	- -
3	19 1%	16 1%	- -	1 1%	1 3%zP	* *	6 2%	- -	3 2%	- -	4 2%	- -	- -	1 3%	1 1%	* *	18 1%	* *
4	35 2%	29 2%	3 2%	3 3%	* 1%	2 1%	5 2%	* 1%	3 2%	- -	1 1%	5 5%X	- -	2 5%	5 5%X	6 4%	32 2%	2 1%
5	116 7%b	92 6%	11 9%	9 11%zO	3 7%	9 5%	22 6%b	6 11%b	9 6%b	5 7%b	18 9%b	7 6%b	4 5%	1 2%	- -	10 7%b	89 6%	8 5%
6	149 8%f	123 8%	13 10%	7 9%	6 11%	23 12%	28 8%	6 10%	8 5%	11 15%Vb	15 8%	8 8%	10 11%	3 7%	3 3%	9 7%	109 8%	22 13%f
7	366 21%N	312 21%	27 21%	19 22%	9 18%	41 20%	72 20%	12 20%	44 27%WX	9 13%	32 17%	18 18%	14 15%	15 35%zWXh	27 27%	28 20%	301 21%	37 23%
8	490 28%	430 28%	29 22%	18 21%	12 26%	73 36%zVa	98 28%	20 34%	37 23%	25 36%a	49 26%	27 26%	29 32%	6 14%	25 25%	39 28%	403 28%	41 25%
9	274 15%	233 15%	17 13%	15 18%	8 16%	23 11%	55 16%	7 13%	27 17%	11 16%	30 16%	22 22%S	14 15%	6 14%	20 20%	18 13%	213 15%	31 19%
Extremely Well 10	190 11%	168 11%	8 6%	8 9%	7 15%P	17 8%	37 10%	5 9%	14 9%	9 12%	27 14%	13 13%	14 15%	6 14%	6 6%	19 14%	151 11%	18 11%
Don't know	123 7%ACDIdR W	98 6%	19 14%zOR	6 7%	1 2%	14 7%	30 9%W	1 1%	11 7%W	- -	13 7%W	2 2%	5 6%	2 4%	9 9%W	11 8%W	105 7%	6 4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Base = All who have used BBC online services in the past 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.58P	7.62P	7.24	7.40	7.62	7.64	7.63	7.40	7.45	7.74	7.64	7.76	7.85	7.33	7.45	7.66	7.57	7.69
1-3 (Net)	34 2%	28 2%	3 2%	1 1%	2 4%	* *	6 2%	1 2%	7 4%zSc	- -	5 3%	- -	1 1%	2 5%SYc	4 4%S	* *	31 2%	* *
1-4 (Net)	69 4%	58 4%	6 4%	4 5%	2 4%	2 1%	12 3%	2 3%	10 6%S	- -	6 3%	5 5%	1 1%	5 10%SWH	9 9%zSTWH	6 4%	63 4%	3 2%
1-2 (Net)	15 1%	12 1%	3 2%	- -	* 1%	- -	1 *	1 2%	4 2%T	- -	1 1%	- -	1 1%	1 2%	3 3%T	- -	14 1%	- -
4-7 (Net)	666 37%	556 37%	54 42%	38 44%	18 37%	75 37%	127 36%	24 42%	63 40%	25 36%	66 35%	37 36%	28 30%	22 49%	36 36%	53 38%	531 37%	69 42%
5-6 (Net)	265 15%bf	215 14%	24 19%	17 19%	9 18%	33 16%b	50 14%b	12 21%b	17 11%	16 22%Vb	32 17%b	15 14%b	14 16%b	4 9%	3 3%	19 14%b	198 14%	30 18%
8-10 (Net)	954 54%P	831 55%P	54 42%	41 48%	28 57%P	113 56%	190 54%	32 55%	78 49%	45 64%a	106 56%	63 61%	57 63%	19 42%	51 51%	76 55%	768 54%	90 54%
7-10 (Net)	1319 74%NeP	1143 76%zP	80 62%	60 69%	37 75%P	154 76%	262 74%	44 75%	122 76%	54 78%	139 73%	81 79%	71 78%	34 77%	78 78%	104 75%	1069 74%	127 77%
9-10 (Net)	464 26%	401 26%	25 19%	23 27%	15 31%P	40 20%	92 26%	13 22%	41 26%	20 28%	57 30%	36 35%S	28 30%	12 28%	26 26%	37 27%	365 25%	48 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 343

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**Have high quality content.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Well 1	4	4	*	*	2	2	-	*	4	*	2	*	1	3	*
	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*
2	11	7	5	1	2	8	1	4	7	4	4	*	3	7	4
	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%
3	13	9	4	2	3	6	1	3	9	6	4	2	1	10	2
	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	*	*	1%	*
4	35	27	8	10	6	16	3	11	23	11	12	9	4	28	7
	2%BF	3%zB	1%	3%F	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%
5	113	61	52	26	14	37	36	32	80	44	33	19	17	79	31
	6%	7%	6%	8%D	4%	5%	8%D	5%	7%	7%	6%	6%	6%	6%	8%
6	148	97	50	27	30	48	42	42	106	42	48	33	24	109	37
	8%BK	10%zB	6%	9%	9%	7%	9%	7%	9%	6%	9%	10%	9%	8%	9%
7	311	159	152	61	63	124	64	125	185	124	84	64	40	236	69
	18%f	17%	18%	20%	18%	18%	14%	20%zm	16%	19%	16%	20%	15%	18%	17%
8	482	244	238	72	100	191	119	169	313	183	159	78	63	373	104
	27%	26%	28%	23%	29%	28%	27%	27%	27%	27%	30%	24%	25%	28%	25%
9	354	197	156	60	70	138	87	134	216	131	113	63	47	277	74
	20%	21%	18%	19%	20%	20%	20%	22%	19%	20%	21%	19%	19%	21%	18%
Extremely Well 10	209	96	112	38	45	75	51	75	134	87	48	42	32	157	46
	12%L	10%	13%	12%	13%	11%	12%	12%	12%	13%	9%	13%	13%	12%	11%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 343

D3\_8. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

**Have high quality content.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Don't know	96	29	67	10	10	36	40	21	74	37	22	14	24	52	39
	5%ADIdR	3%	8%zA	3%	3%	5%	9%zCDE	3%	6%zI	5%	4%	4%	9%zLM	4%	9%zd
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.72APV	7.59	7.86zA	7.60	7.80	7.69	7.78	7.82	7.67	7.78	7.66	7.72	7.68	7.74	7.64
1-3 (Net)	28	19	9	4	7	16	2	8	20	11	10	2	5	21	6
	2%	2%	1%	1%	2%	2%F	*	1%	2%	2%	2%	1%	2%	2%	1%
1-4 (Net)	63	47	16	14	12	32	5	19	43	21	21	11	10	49	14
	4%BF	5%zB	2%	5%F	4%F	5%F	1%	3%	4%	3%	4%	3%	4%	4%	3%
1-2 (Net)	15	10	5	1	3	9	1	4	11	5	6	1	4	11	5
	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	2%	1%	1%
4-7 (Net)	607	345	262	124	113	226	145	210	393	221	177	125	84	451	145
	34%B	37%zB	31%	40%zE	33%	33%	33%	34%	34%	33%	34%	39%	33%	34%	35%
5-6 (Net)	261	159	102	53	44	85	78	73	186	87	81	53	40	188	69
	15%Bl	17%zB	12%	17%	13%	13%	18%E	12%	16%zI	13%	15%	16%	16%	14%	17%
8-10 (Net)	1046	538	506	170	215	404	257	378	662	401	319	183	143	807	224
	59%ePa	58%	60%	55%	63%	59%	58%	61%	58%	60%	61%	56%	56%	61%ze	54%
7-10 (Net)	1357	697	659	231	278	528	321	503	847	525	404	246	182	1042	293
	76%meP	75%	78%	75%	81%zF	77%	72%	82%zm	74%	78%N	76%	76%	71%	78%ze	71%
9-10 (Net)	563	294	268	98	115	212	138	209	349	218	161	105	80	434	121
	32%P	32%	32%	32%	33%	31%	31%	34%	30%	33%	30%	32%	31%	33%	29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Have high quality content.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Well 1	4*	4	-	-	*	1	1	1	-	-	-	-	-	1	-	-	4	-
	*	*	-	-	1%	*	*	2%z	-	-	-	-	-	2%	-	-	*	-
2	11	10	1	-	*	*	2	-	3	-	-	-	1	-	-	3	9	-
	1%	1%	1%	-	1%	*	1%	-	2%	-	-	-	1%	-	-	2%z	1%	-
3	13	11	1	-	*	1	1	-	7	-	2	-	*	-	-	1	10	*
	1%	1%	1%	-	1%	*	*	-	4%zST	-	1%	-	-	1%	-	*	1%	*
4	35	32	2	1	*	-	5	3	3	-	6	3	2	2	6	2	32	2
	2%BF	2%	1%	1%	1%	-	1%	5%S	2%	-	3%S	3%S	2%	5%S	6%zS	1%	2%	1%
5	113	92	10	10	2	7	23	7	9	6	13	6	4	3	5	9	93	7
	6%	6%	7%	11%zO	5%	3%	7%	13%S	6%	9%	7%	5%	5%	6%	5%	7%	6%	4%
6	148	122	12	9	4	29	21	4	14	4	12	5	9	4	7	14	115	14
	8%BK	8%	10%	10%	8%	14%zTX	6%	7%	8%	6%	7%	5%	10%	8%	7%	10%	8%	9%
7	311	258	29	12	12	33	59	9	32	8	33	18	14	16	17	18	236	42
	18%f	17%	23%	14%	24%zOQ	16%	17%	16%	20%	12%	17%	18%	16%	37%zSTUV	17%	13%	16%	25%zf
8	482	416	31	24	11	59	112	18	45	25	48	23	22	7	29	28	395	45
	27%	27%	24%	28%	22%	29%	32%c	31%	28%	36%ac	25%	22%	24%	16%	29%	20%	28%	27%
9	354	315	16	13	9	47	62	10	27	21	38	27	18	4	26	35	293	34
	20%	21%P	13%	16%	19%	23%	18%	17%	17%	30%TVa	20%	27%	19%	10%	25%	25%	20%	21%
Extremely Well 10	209	179	9	12	8	16	44	4	14	5	27	18	15	6	9	21	169	16
	12%L	12%	7%	14%	17%zP	8%	12%	8%	9%	7%	14%	18%S	17%	13%	9%	15%	12%	10%

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

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Have high quality content.

Base = All who have used BBC online services in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Don't know	96	74	17	5	1	10	24	1	8	-	11	2	6	1	3	9	80	5
	5%ADIdR	5%	13%zOR	5%	1%	5%	7%W	2%	5%	-	6%	2%	6%	3%	3%	6%	6%	3%
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.72APV	7.74P	7.40	7.69	7.82	7.77	7.80UV	7.28	7.39	7.94UV	7.79	8.07UVa	7.84	7.29	7.76	7.79	7.73	7.79
1-3 (Net)	28	25	2	-	1	2	4	1	10	-	2	-	1	1	-	4	22	*
	2%	2%	2%	-	2%Q	1%	1%	2%	6%zSTXYb	-	1%	-	1%	2%	-	3%	2%	*
1-4 (Net)	63	57	4	1	1	2	9	4	12	-	8	3	3	3	6	6	55	3
	4%BF	4%	3%	1%	3%	1%	3%	7%SW	8%zSTW	-	4%	3%	4%	7%SW	6%	4%	4%	2%
1-2 (Net)	15	13	1	-	1	1	3	1	3	-	-	-	1	1	-	3	13	-
	1%	1%	1%	-	2%	1%	1%	2%	2%	-	-	-	1%	2%	-	2%	1%	-
4-7 (Net)	607	504	53	32	18	68	108	23	57	19	65	32	30	25	34	43	476	65
	34%B	33%	41%	37%	38%	34%	31%	40%	36%	27%	34%	31%	33%	56%zSTVWXYhbc	34%	31%	33%	39%
5-6 (Net)	261	214	22	19	6	36	44	11	22	10	26	11	13	6	11	23	208	21
	15%Bl	14%	17%	22%zO	13%	18%	13%	19%	14%	15%	13%	10%	15%	14%	11%	17%	14%	13%
8-10 (Net)	1046	910	57	50	29	122	218	32	85	51	113	69	55	17	63	84	857	95
	59%ePa	60%zP	44%	58%P	59%P	61%a	62%a	55%	53%	73%zVa	59%a	67%a	60%	39%	63%a	60%a	60%	57%
7-10 (Net)	1357	1168	86	62	40	155	276	41	118	60	146	87	69	34	81	102	1093	137
	76%meP	77%P	67%	72%	83%PQ	77%	78%	71%	74%	85%	77%	84%	76%	76%	80%	73%	76%	83%
9-10 (Net)	563	494	26	26	18	63	106	14	41	26	65	46	33	10	35	56	462	50
	32%P	33%P	20%	30%	36%P	31%	30%	25%	25%	37%	34%	44%zTUVa	36%	23%	34%	40%V	32%	30%

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

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 344

D3\_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide content that other websites or apps don't provide.

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Well 1	15 1%	11 1%	4 1%	1 *	1 *	12 2%zF	-	6 1%	8 1%	3 *	8 2%	1 *	3 1%	12 1%	3 1%
2	26 1% <b>f</b>	16 2%	10 1%	3 1%	2 1%	14 2%	7 1%	7 1%	19 2%	7 1%	8 2%	-	11 4%zKLM	20 1%	7 2%
3	38 2%	22 2%	16 2%	7 2%	9 3%	16 2%	6 1%	12 2%	26 2%	12 2%	16 3%	7 2%	4 2%	27 2%	8 2%
4	56 3%	28 3%	27 3%	10 3%	14 4%	17 2%	15 3%	16 3%	39 3%	17 3%	15 3%	16 5%	7 3%	46 3%	10 2%
5	146 8%DK	88 9%	58 7%	25 8%	17 5%	61 9%D	43 10%D	44 7%	101 9%	42 6%	36 7%	44 14%zKL	25 10%	106 8%	37 9%
6	207 12%	121 13%	86 10%	45 15%	41 12%	73 11%	47 11%	69 11%	136 12%	84 13%	59 11%	33 10%	31 12%	157 12%	47 11%
7	339 19%VW	173 19%	166 20%	57 18%	62 18%	141 21%	80 18%	118 19%	221 19%	136 20%	106 20%	51 16%	46 18%	257 19%	80 19%
8	398 22%C	217 23%	181 21%	55 18%	95 27%zC	149 22%	100 22%	147 24%	248 22%	168 25%N	115 22%	71 22%	45 17%	300 23%	92 22%
9	252 14%S	141 15%	111 13%	50 16%	53 15%	95 14%	54 12%	103 17%	148 13%	93 14%	85 16%	42 13%	31 12%	200 15%	49 12%
Extremely Well 10	173 10%	82 9%	91 11%	40 13%E	41 12%	56 8%	36 8%	68 11%	104 9%	63 9%	43 8%	42 13%	24 9%	134 10%	34 8%
Don't know	126 7%ADIdR	34 4%	92 11%zA	14 5%	8 2%	47 7%D	57 13%zCDE	26 4%	99 9%zI	44 7%	37 7%	16 5%	29 11%zKM	72 5%	49 12%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 344

D3\_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

**Provide content that other websites or apps don't provide.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23EmNSg	7.15	7.33	7.33	7.45zE	7.09	7.21	7.39zm	7.15	7.37zN	7.18	7.26	6.94	7.25	7.17
1-3 (Net)	79 4%f	48 5%	31 4%	12 4%	13 4%	42 6%zF	12 3%	26 4%	53 5%	21 3%	32 6%KM	8 2%	18 7%zKM	59 4%	17 4%
1-4 (Net)	135 8%KTF	77 8%	58 7%	22 7%	27 8%	59 9%	27 6%	42 7%	92 8%	38 6%	47 9%	24 7%	26 10%K	105 8%	27 6%
1-2 (Net)	41 2%Mf	26 3%	15 2%	5 1%	3 1%	26 4%zD	7 1%	14 2%	27 2%	9 1%	16 3%M	1 *	14 6%zKM	31 2%	9 2%
4-7 (Net)	748 42%	410 44%	338 40%	137 45%	135 39%	292 43%	185 42%	247 40%	498 43%	279 42%	216 41%	144 45%	109 43%	566 43%	174 42%
5-6 (Net)	353 20%B	209 22%zB	145 17%	70 23%	58 17%	135 20%	90 20%	113 18%	237 21%	126 19%	95 18%	77 24%	55 22%	263 20%	85 20%
8-10 (Net)	823 46%mNS	440 47%	383 45%	145 47%	189 55%zEF	300 44%	190 43%	318 52%zm	500 43%	325 49%N	243 46%	155 48%	100 39%	634 48%	175 42%
7-10 (Net)	1163 65%mNSV	613 66%	549 65%	202 65%	251 73%zEF	441 65%	269 61%	436 71%zm	722 63%	461 69%zN	349 66%N	206 64%	146 57%	891 67%	255 61%
9-10 (Net)	425 24%meS	223 24%	202 24%	90 29%zEF	94 27%F	151 22%	90 20%	171 28%zm	252 22%	157 23%	129 24%	84 26%	55 22%	334 25%	83 20%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 344

D3\_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide content that other websites or apps don't provide.

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Well 1	15 1%	13 1%	1 1%	1 1%	1 2%	1 *	1 *	1 2%	1 1%	- *	1 *	- *	2 2%	1 2%	5 5%zSTX	* *	12 1%	2 1%
2	26 1% f	23 2%	1 1%	2 2%	1 1%	11 6%zTX	2 1%	- -	2 1%	- -	1 1%	2 2%	- -	1 3%	- -	3 2%	14 1%	10 6%zf
3	38 2%	31 2%	4 3%	1 1%	2 5%z	6 3%	6 2%	1 2%	6 3%	2 -	5 3%	1 1%	- -	3 8%zTWhc	1 1%	1 1%	29 2%	4 2%
4	56 3%	47 3%	3 3%	4 5%	2 3%	6 3%	8 2%	3 5%	9 6% c	2 3%	3 2%	2 2%	6 6% c	- -	7 7% Tc	1 1%	40 3%	9 5%
5	146 8% DK	124 8%	10 8%	10 11%	3 6%	20 10%	23 6%	4 7%	16 10%	5 8%	19 10%	7 7%	7 8%	1 3%	7 7%	14 10%	115 8%	19 11%
6	207 12%	177 12%	16 12%	10 11%	5 10%	31 15% b	39 11%	12 21% zXb	23 14%	9 13%	18 9%	12 11%	8 9%	4 10%	5 5%	17 12%	169 12%	15 9%
7	339 19% VW	290 19%	28 21%	14 17%	7 15%	42 21% V	86 24% zVWX	9 15%	18 11%	6 9%	30 16%	18 17%	20 22%	15 33% zVWX	21 21%	26 18%	280 20%	29 17%
8	398 22% C	346 23%	24 19%	17 19%	11 23%	44 22%	69 19%	14 25%	33 21%	30 43% zSTVX Yhbc	46 24%	23 22%	20 22%	10 24%	21 21%	35 25%	325 23%	37 22%
9	252 14% S	212 14%	16 13%	13 15%	11 22% zO	16 8%	52 15%	8 13%	25 15%	8 12%	29 15%	22 21% Sc	15 16%	4 8%	19 19% S	15 11%	206 14%	16 10%
Extremely Well 10	173 10%	150 10%	11 8%	6 8%	6 11%	12 6%	38 11%	6 10%	10 7%	6 9%	23 12%	14 13%	9 10%	4 8%	7 7%	20 14% S	137 10%	18 11%
Don't know	126 7% ADIdR	101 7% R	16 12% zOR	9 10% R	* 1%	12 6%	32 9% U	- -	17 10% UY	2 3%	16 8% U	2 2%	4 5%	1 2%	6 6%	10 7%	107 7%	9 5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 344

D3\_9. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Provide content that other websites or apps don't provide.

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23EmNSg	7.24	7.18	7.08	7.33	6.68	7.43SV	7.12	6.94	7.60SV	7.44SV	7.60SV	7.28	6.88	7.08	7.43S	7.28g	6.84
1-3 (Net)	79 4%f	67 4%	5 4%	3 4%	4 8%	18 9%zTW	9 2%	2 4%	9 5%	-	7 4%	4 4%	2 2%	6 13%zTWXhc	6 6%	4 3%	56 4%	15 9%zf
1-4 (Net)	135 8%KTf	114 8%	8 7%	7 9%	5 11%	24 12%Tc	16 5%	5 9%	18 11%Tc	2 3%	11 6%	6 5%	8 9%	6 13%	13 13%TWc	5 4%	96 7%	23 14%zf
1-2 (Net)	41 2%mf	36 2%	2 1%	2 2%	2 3%	12 6%zTX	3 1%	1 2%	3 2%	-	2 1%	2 2%	2 2%	2 5%T	5 5%T	3 2%	27 2%	11 7%zf
4-7 (Net)	748 42%	637 42%	57 44%	38 44%	17 35%	99 49%WX	155 44%	28 48%	66 41%	23 32%	69 36%	38 37%	41 45%	20 46%	41 40%	57 41%	605 42%	71 43%
5-6 (Net)	353 20%B	300 20%	26 20%	19 22%	8 16%	51 25%b	62 17%	16 28%b	39 24%	15 21%	36 19%	18 18%	15 17%	6 13%	13 12%	30 22%	284 20%	33 20%
8-10 (Net)	823 46%NS	708 47%	51 40%	36 42%	28 57%zOPQ	73 36%	158 45%	28 48%	68 43%	45 64%zSTVa	98 52%S	59 57%SV	44 48%	18 40%	48 48%	69 49%S	668 47%	71 43%
7-10 (Net)	1163 65%NSV	998 66%	79 61%	51 59%	35 72%Q	115 57%	244 69%SV	37 63%	87 54%	51 73%SV	128 67%V	77 74%SV	64 70%V	32 72%	69 68%	95 68%V	949 66%	100 60%
9-10 (Net)	425 24%meS	362 24%	27 21%	20 23%	16 33%zOP	29 14%	89 25%S	14 23%	35 22%	15 21%	52 28%S	36 35%zSV	24 26%S	7 16%	27 27%S	34 25%S	344 24%	34 21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/WX/Y/h/a/b/c - z/f/g  
\*small base



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 345

D3\_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Present content in a unique/innovative way.

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Well 1	16	12	3	*	2	14	-	5	11	2	10	2	1	14	2
	1%B	1%	*	*	*	2%zCF	-	1%	1%	*	2%zK	*	1%	1%	*
2	19	9	11	2	1	13	3	4	14	8	6	*	5	13	6
	1%	1%	1%	1%	*	2%z	1%	1%	1%	1%	1%	*	2%	1%	2%
3	43	29	15	6	9	18	11	12	31	12	12	10	9	31	9
	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%	2%	3%	4%	2%	2%
4	82	53	30	18	14	23	27	21	61	25	27	21	10	67	15
	5%	6%	4%	6%	4%	3%	6%	3%	5%	4%	5%	6%	4%	5%	4%
5	137	70	67	30	24	58	25	49	87	53	43	23	18	100	34
	8%	7%	8%	10%F	7%	8%	6%	8%	8%	8%	8%	7%	7%	7%	8%
6	237	144	93	55	39	81	62	70	166	86	69	44	38	178	55
	13%B	15%zB	11%	18%zDE	11%	12%	14%	11%	14%	13%	13%	14%	15%	13%	13%
7	361	193	169	65	66	144	86	121	240	144	110	64	44	274	86
	20%X	21%	20%	21%	19%	21%	19%	20%	21%	22%	21%	20%	17%	21%	21%
8	375	198	176	53	78	145	99	140	231	148	111	67	48	285	84
	21%	21%	21%	17%	23%	21%	22%	23%	20%	22%	21%	21%	19%	21%	20%
9	246	129	117	38	65	95	47	110	134	95	67	45	39	201	43
	14%me	14%	14%	12%	19%zCF	14%	11%	18%zm	12%	14%	13%	14%	15%	15%ze	10%
Extremely Well 10	139	64	75	27	35	49	29	61	78	53	34	32	19	106	29
	8%	7%	9%	9%	10%	7%	6%	10%zm	7%	8%	7%	10%	7%	8%	7%
Don't know	121	32	89	13	10	43	54	25	96	42	38	15	26	63	53
	7%ADIdR	3%	11%zA	4%	3%	6%D	12%zCDE	4%	8%zI	6%	7%	5%	10%zM	5%	13%zd

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 345

D3\_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

**Present content in a unique/innovative way.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.10AmV	6.97	7.25zA	7.02	7.40zCEF	7.00	7.07	7.36zm	6.95	7.21L	6.94	7.17	7.06	7.12	7.04
1-3 (Net)	78	49	28	8	12	44	14	21	57	23	28	12	15	58	17
	4%	5%	3%	3%	3%	7%zCF	3%	3%	5%	3%	5%	3%	6%	4%	4%
1-4 (Net)	160	102	58	26	26	67	41	42	117	47	55	33	25	125	31
	9%BlK	11%zB	7%	8%	8%	10%	9%	7%	10%l	7%	10%	10%	10%	9%	8%
1-2 (Net)	35	21	14	2	3	27	3	9	25	11	16	2	6	27	8
	2%F	2%	2%	1%	1%	4%zCDF	1%	1%	2%	2%	3%M	1%	2%	2%	2%
4-7 (Net)	818	459	359	169	143	305	200	261	554	308	249	152	109	618	189
	46%BlW	49%zB	43%	55%zDEF	42%	45%	45%	42%	48%zl	46%	47%	47%	43%	46%	46%
5-6 (Net)	374	214	160	86	63	139	87	119	253	139	112	67	55	277	89
	21%	23%	19%	28%zDEF	18%	20%	20%	19%	22%	21%	21%	21%	22%	21%	21%
8-10 (Net)	760	391	368	118	178	289	175	311	443	297	213	145	106	592	156
	43%meS	42%	44%	38%	52%zCEF	42%	39%	50%zm	39%	44%	40%	45%	41%	44%ze	38%
7-10 (Net)	1122	584	537	183	245	433	261	432	683	441	322	209	150	866	242
	63%meQV	63%	64%	59%	71%zCEF	64%	59%	70%zm	59%	66%	61%	65%	58%	65%ze	58%
9-10 (Net)	385	193	192	65	100	144	76	170	212	148	101	78	58	307	72
	22%Fme	21%	23%	21%	29%zCEF	21%	17%	28%zm	18%	22%	19%	24%	23%	23%e	17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 345

D3\_10. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

**Present content in a unique/innovative way.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Well 1	16 1%B	13 1%	1 1%	1 1%	1 1%	- -	1 *	1 2%	4 2%T	- -	1 *	- -	2 2%	1 2%	3 3%T	1 1%	14 1%	1 1%
2	19 1%	18 1%	- -	2 2%	- -	2 1%	6 2%	1 2%	3 2%	- -	1 *	1 1%	- -	* -	- -	3 2%	15 1%	1 1%
3	43 2%	31 2%	7 6%zO	3 3%	2 3%	6 3%	5 1%	* 1%	5 3%	- -	6 3%	3 3%	- -	2 5%	2 2%	2 1%	32 2%	6 3%
4	82 5%	72 5%	6 4%	3 4%	1 2%	7 3%	15 4%	4 6%	17 11%zSTYc	2 3%	11 6%	3 2%	4 4%	1 3%	6 6%	4 3%	69 5%	8 5%
5	137 8%	117 8%	6 5%	9 10%	5 10%	14 7%	21 6%	6 10%	11 7%	3 4%	20 11%	10 10%	6 7%	5 12%	6 6%	15 11%	115 8%	9 5%
6	237 13%B	192 13%	22 17%	14 17%	9 18%	28 14%	38 11%	10 17%	23 14%	8 12%	18 9%	14 13%	13 14%	5 12%	14 14%	21 15%	188 13%	26 16%
7	361 20%X	315 21%	25 19%	13 15%	9 18%	61 30%zTUVW X	70 20%	9 15%	31 19%	10 14%	26 14%	19 19%	24 26%X	16 36%zTUVW X	20 20%	30 21%	290 20%	35 21%
8	375 21%	325 21%	26 20%	15 17%	9 19%	33 16%	82 23%	16 27%	28 18%	26 37%zSTVY hac	48 25%	18 18%	14 16%	5 12%	25 25%	28 20%	309 22%	29 18%
9	246 14%me	212 14%	15 11%	13 15%	7 14%	22 11%	57 16%	6 10%	22 14%	15 21%c	25 13%	23 22%zSac	16 17%	3 6%	11 11%	14 10%	199 14%	19 11%
Extremely Well 10	139 8%	117 8%	8 6%	7 8%	7 14%zOP	9 4%	33 9%	3 5%	7 4%	4 6%	23 12%SV	9 9%	7 7%	4 10%	4 4%	15 11%	111 8%	15 9%
Don't know	121 7%ADIdR	100 7%R	15 11%R	7 8%R	- -	20 10%	26 7%	3 5%	10 6%	2 2%	12 6%	3 3%	7 7%	1 2%	9 9%	8 6%	93 7%	16 10%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 345

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**Present content in a unique/innovative way.**

Base = All who have used BBC online services in the past 3 months

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.10AmV	7.12	6.96	6.94	7.26	6.95	7.35zV	6.82	6.59	7.69zSUV abc	7.24V	7.30V	7.20	6.76	6.89	7.09	7.10	7.05
1-3 (Net)	78 4%	62 4%	8 6%	5 6%	2 4%	8 4%	12 3%	3 5%	12 8%W	- -	8 4%	4 4%	2 2%	3 7%W	5 5%	6 4%	61 4%	8 5%
1-4 (Net)	160 9%BIK	134 9%	14 11%	9 10%	3 6%	15 8%	27 8%	6 11%	29 18%zSTWXY hc	2 3%	18 10%	7 7%	6 6%	5 10%	11 11%	9 7%	130 9%	16 10%
1-2 (Net)	35 2%F	31 2%	1 1%	2 3%	1 1%	2 1%	7 2%	2 4%	7 4%z	- -	2 1%	1 1%	2 2%	1 2%	3 3%	4 3%	29 2%	3 2%
4-7 (Net)	818 46%BIW	697 46%	58 45%	39 45%	23 48%	110 55%zTWX	143 41%	28 48%	82 51%W	23 33%	75 39%	46 45%	46 51%	28 63%zTWX	46 46%	69 50%W	663 46%	78 47%
5-6 (Net)	374 21%	310 20%	28 21%	23 27%	14 28%zO	42 21%	59 17%	16 27%	34 21%	11 16%	38 20%	24 23%	19 21%	11 24%	21 21%	36 26%T	303 21%	35 21%
8-10 (Net)	760 43%meS	654 43%	48 37%	35 40%	23 47%	64 32%	172 49%zSVa	25 42%	57 35%	45 65%zSTUV habc	96 50%SVa	50 48%Sa	36 40%	12 28%	40 40%	57 41%	619 43%	63 38%
7-10 (Net)	1122 63%meQV	969 64%Q	73 57%	47 55%	32 65%	125 62%	242 68%V	33 57%	88 55%	55 78%zSUVX bc	122 64%	69 67%	61 66%	28 64%	60 60%	86 62%	909 63%	98 59%
9-10 (Net)	385 22%Fme	329 22%	22 17%	20 23%	14 29%P	30 15%	90 25%S	9 15%	29 18%	19 27%S	48 25%S	31 31%SVb	22 24%	7 16%	15 15%	29 21%	310 22%	33 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 346

D3\_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Well 1	4 *	2 *	1 *	- -	* *	3 *	- -	1 *	3 *	- -	2 *	* *	1 1%	3 *	1 *
2	7 *	4 *	3 *	1 *	1 *	4 1%	- -	3 1%	3 *	4 1%	2 *	1 *	* *	5 *	1 *
3	25 1%	15 2%	9 1%	3 1%	5 2%	9 1%	7 2%	6 1%	19 2%	11 2%	8 2%	5 1%	1 *	18 1%	6 1%
4	45 3%	28 3%	17 2%	9 3%	6 2%	20 3%	10 2%	14 2%	31 3%	10 2%	15 3%	10 3%	9 3%	34 3%	11 3%
5	113 6%	60 6%	53 6%	23 7%	20 6%	40 6%	30 7%	39 6%	74 6%	44 7%	26 5%	20 6%	23 9%L	78 6%	31 8%
6	188 11%	102 11%	86 10%	31 10%	38 11%	70 10%	49 11%	60 10%	126 11%	68 10%	57 11%	40 13%	22 9%	144 11%	43 10%
7	356 20%	189 20%	166 20%	63 21%	57 16%	142 21%	94 21%	121 20%	235 20%	137 21%	105 20%	67 21%	46 18%	281 21%	70 17%
8	463 26%P	246 26%	215 26%	77 25%	95 28%	178 26%	113 25%	166 27%	292 25%	180 27%	134 25%	80 25%	70 27%	339 25%	118 28%
9	263 15%S	151 16%	112 13%	48 16%	63 18%	93 14%	59 13%	101 16%	160 14%	104 15%	81 15%	44 14%	34 13%	205 15%	54 13%
Extremely Well 10	174 10%Fme	81 9%	93 11%	38 12%F	44 13%F	67 10%F	26 6%	75 12%zm	98 9%	60 9%	52 10%	38 12%	24 9%	142 11%e	28 7%
Don't know	141 8%ACDIdW	54 6%	87 10%ZA	14 4%	15 4%	55 8%D	57 13%zCDE	31 5%	110 10%zl	52 8%	46 9%	18 6%	25 10%	82 6%	54 13%zd

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 346

D3\_11. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.50m	7.45	7.55	7.55	7.69zF	7.45	7.36	7.63zm	7.42	7.52	7.50	7.48	7.44	7.52	7.39
1-3 (Net)	35	21	14	5	7	16	7	10	25	14	12	6	3	27	8
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
1-4 (Net)	80	49	31	14	13	36	17	24	55	25	28	16	11	61	18
	4%	5%	4%	4%	4%	5%	4%	4%	5%	4%	5%	5%	4%	5%	4%
1-2 (Net)	10	6	4	1	1	7	-	4	6	4	4	1	2	8	2
	1%	1%	1%	*	*	1%	-	1%	*	1%	1%	*	1%	1%	*
4-7 (Net)	701	379	322	127	120	272	183	233	465	260	203	138	101	537	154
	39% <b>X</b>	41%	38%	41%	35%	40%	41%	38%	40%	39%	38%	43%	39%	40%	37%
5-6 (Net)	301	162	139	54	58	110	78	98	199	112	83	60	46	222	74
	17%	17%	16%	18%	17%	16%	18%	16%	17%	17%	16%	19%	18%	17%	18%
8-10 (Net)	900	478	421	163	202	338	197	343	550	343	267	162	128	686	199
	51% <b>FmP</b>	51%	50%	53% <b>F</b>	59% <b>zEF</b>	50%	44%	56% <b>zm</b>	48%	51%	51%	50%	50%	52%	48%
7-10 (Net)	1256	667	587	226	258	480	291	464	785	481	371	229	175	966	269
	71% <b>FmeP</b>	72%	70%	73% <b>F</b>	75% <b>F</b>	70%	66%	75% <b>zm</b>	68%	72%	70%	71%	68%	73% <b>ze</b>	65%
9-10 (Net)	437	232	206	86	106	160	85	177	259	163	133	82	59	347	82
	25% <b>FmeS</b>	25%	24%	28% <b>F</b>	31% <b>zEF</b>	23%	19%	29% <b>zm</b>	23%	24%	25%	25%	23%	26% <b>ze</b>	20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

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Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Well 1	4	4	-	-	-	-	*	-	1	-	1	-	-	1	-	-	4	-
	*	*	-	-	-	-	*	2%zT	*	-	*	-	-	2%	-	-	*	-
2	7	5	1	-	*	*	1	-	3	-	-	-	-	-	-	1	5	-
	*	*	1%	-	1%	*	*	-	2%z	-	-	-	-	-	-	*	*	-
3	25	18	4	2	-	-	6	-	2	-	4	1	2	1	-	1	19	1
	1%	1%	3%	2%	-	-	2%	-	2%	-	2%	1%	3%	3%S	-	1%	1%	1%
4	45	37	2	4	1	6	9	3	4	2	4	3	4	1	1	1	33	6
	3%	2%	2%	5%	2%	3%	2%	4%	3%	3%	2%	3%	4%	3%	1%	1%	2%	4%
5	113	97	7	6	2	8	21	9	13	7	10	3	8	3	5	12	87	11
	6%	6%	6%	7%	5%	4%	6%	15%zSTXY	8%	10%	5%	3%	9%	6%	5%	8%	6%	7%
6	188	155	16	12	5	18	26	7	21	9	15	10	10	8	12	19	150	14
	11%	10%	12%	14%	10%	9%	7%	12%	13%	13%	8%	10%	11%	17%	12%	13%	10%	8%
7	356	302	27	16	11	61	72	7	22	9	32	24	18	13	22	24	288	43
	20%	20%	21%	19%	22%	30%zTUVW Xc	20%	12%	14%	13%	17%	23%	19%	29%v	22%	17%	20%	26%
8	463	408	23	20	12	66	114	15	38	24	52	25	17	9	21	27	383	38
	26%P	27%P	18%	24%	24%	33%hc	32%zhc	26%	24%	34%hc	27%	24%	18%	20%	21%	20%	27%	23%
9	263	221	22	10	11	18	45	11	30	13	31	14	17	5	13	23	206	29
	15%S	15%	17%	12%	22%zOQ	9%	13%	19%	19%S	19%S	16%	14%	19%S	11%	13%	16%	14%	18%
Extremely Well 10	174	151	9	9	5	14	34	3	13	6	24	17	9	4	12	15	134	17
	10%Fme	10%	7%	10%	10%	7%	10%	6%	8%	9%	13%	16%S	10%	8%	12%	11%	9%	10%
Don't know	141	115	18	6	2	10	26	3	14	-	17	6	6	1	15	17	127	6
	8%ACDIdW	8%	14%zOR	7%	4%	5%	7%W	5%	8%W	-	9%W	6%	7%W	2%	15%zSWa	12%W	9%z	4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 346

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**Have content that appeals to a wide range of different audiences across the UK**

Base = All who have used BBC online services in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.50m	7.52	7.30	7.27	7.73Q	7.47	7.55	7.14	7.33	7.59	7.70	7.77a	7.36	7.06	7.68	7.54	7.50	7.55
1-3 (Net)	35 2%	27 2%	5 4%	2 2%	* 1%	* *	7 2%	1 2%	6 4%S	- -	5 3%	1 1%	2 3%	2 5%S	- -	2 1%	27 2%	1 1%
1-4 (Net)	80 4%	64 4%	8 6%	6 7%	1 3%	7 3%	16 4%	4 6%	10 6%	2 3%	8 4%	4 4%	6 7%	3 7%	1 1%	3 2%	60 4%	7 4%
1-2 (Net)	10 1%	9 1%	1 1%	- -	* 1%	* *	2 *	1 2%	4 2%z	- -	1 *	- -	- -	1 2%	- -	1 *	8 1%	- -
4-7 (Net)	701 39%X	591 39%	52 41%	39 45%	19 39%	93 46%X	128 36%	25 43%	60 37%	27 38%	61 32%	39 38%	40 43%	24 55%TX	40 39%	55 40%	559 39%	74 45%
5-6 (Net)	301 17%	252 17%	23 18%	19 22%	7 14%	26 13%	47 13%	15 27%STXY	34 21%T	16 23%	25 13%	13 13%	18 20%	10 23%	17 17%	30 22%	237 17%	25 15%
8-10 (Net)	900 51%FmP	780 52%P	53 41%	40 46%	27 56%P	98 49%	193 55%	29 51%	81 50%	43 62%a	107 56%	56 54%	43 47%	17 39%	46 46%	65 47%	723 50%	84 51%
7-10 (Net)	1256 71%FmeP	1082 72%P	80 62%	56 65%	38 78%zPQ	159 79%zUVc	265 75%Vc	36 62%	102 64%	52 75%	139 73%	80 77%V	61 66%	30 68%	67 67%	89 64%	1011 70%	127 77%
9-10 (Net)	437 25%FmeS	372 25%	31 24%	19 22%	16 32%z	32 16%	79 22%	14 24%	43 27%S	20 28%	56 29%S	31 30%S	26 29%S	8 18%	25 25%	38 27%S	339 24%	46 28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 347

D3\_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

**Provide distinctive online programmes and content.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Well 1	15	13	2	1	3	9	1	5	10	3	8	3	1	12	2
	1% <b>B</b>	1% <b>B</b>	*	*	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%
2	12	8	3	2	*	9	*	4	8	4	2	1	5	10	1
	1%	1%	*	1%	*	1% <b>z</b>	*	1%	1%	1%	*	*	2% <b>z</b>	1%	*
3	20	11	9	4	1	9	5	5	15	14	4	1	1	15	5
	1%	1%	1%	1%	*	1%	1%	1%	1%	2% <b>z</b>	1%	*	*	1%	1%
4	50	24	26	8	15	19	8	20	28	14	15	12	10	39	11
	3%	3%	3%	3%	4%	3%	2%	3%	2%	2%	3%	4%	4%	3%	3%
5	128	65	62	27	14	49	37	35	91	47	43	24	14	88	34
	7% <b>D</b>	7%	7%	9% <b>D</b>	4%	7%	8% <b>D</b>	6%	8%	7%	8%	7%	5%	7%	8%
6	190	116	74	40	35	70	45	67	123	62	55	48	25	147	41
	11% <b>B</b>	12% <b>zB</b>	9%	13%	10%	10%	10%	11%	11%	9%	11%	15% <b>zK</b>	10%	11%	10%
7	341	177	164	66	66	121	88	108	233	132	113	49	48	261	78
	19%	19%	19%	21%	19%	18%	20%	18%	20%	20%	21%	15%	19%	20%	19%
8	444	233	211	62	99	167	116	162	278	171	120	84	69	336	102
	25% <b>C</b>	25%	25%	20%	29% <b>C</b>	24%	26%	26%	24%	26%	23%	26%	27%	25%	25%
9	277	144	133	44	59	121	52	112	164	113	80	50	34	211	64
	16% <b>F</b>	15%	16%	14%	17%	18% <b>F</b>	12%	18%	14%	17%	15%	15%	13%	16%	15%
Extremely Well 10	174	90	84	44	35	60	35	74	100	68	47	35	24	139	29
	10% <b>e</b>	10%	10%	14% <b>zEF</b>	10%	9%	8%	12%	9%	10%	9%	11%	9%	10%	7%
Don't know	126	50	76	10	15	47	55	26	100	42	41	17	26	74	47
	7% <b>ACDIdR</b> <b>W</b>	5%	9% <b>zA</b>	3%	4%	7% <b>C</b>	12% <b>zCDE</b>	4%	9% <b>zI</b>	6%	8%	5%	10% <b>M</b>	6%	11% <b>zd</b>

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 347

D3\_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

**Provide distinctive online programmes and content.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.42mV	7.35	7.51	7.45	7.57	7.36	7.40	7.58zm	7.34	7.49	7.33	7.43	7.43	7.44	7.37
1-3 (Net)	46	32	14	7	5	27	7	13	32	21	14	5	6	36	9
	3%B	3%zB	2%	2%	1%	4%zD	2%	2%	3%	3%	3%	1%	2%	3%	2%
1-4 (Net)	96	56	40	15	20	47	15	34	60	35	29	16	16	75	20
	5%	6%	5%	5%	6%	7%F	3%	5%	5%	5%	6%	5%	6%	6%	5%
1-2 (Net)	26	21	5	2	4	19	2	8	18	7	10	4	5	22	4
	1%B	2%zB	1%	1%	1%	3%zF	*	1%	2%	1%	2%	1%	2%	2%	1%
4-7 (Net)	709	383	326	141	131	260	178	231	474	254	226	132	97	535	164
	40%	41%	39%	46%zE	38%	38%	40%	37%	41%	38%	43%	41%	38%	40%	39%
5-6 (Net)	318	182	136	67	50	119	82	102	214	108	99	72	39	235	75
	18%	20%	16%	22%D	14%	18%	18%	17%	19%	16%	19%	22%K	15%	18%	18%
8-10 (Net)	896	467	428	151	193	348	204	347	543	352	247	169	127	686	195
	50%mP	50%	51%	49%	56%zF	51%	46%	56%zm	47%	53%	47%	52%	50%	52%	47%
7-10 (Net)	1237	644	592	216	259	469	292	456	775	484	360	218	175	947	273
	70%mP	69%	70%	70%	75%zF	69%	66%	74%zm	67%	72%	68%	67%	68%	71%	66%
9-10 (Net)	452	234	218	88	95	181	87	186	264	181	127	85	58	350	93
	25%FmS	25%	26%	29%F	28%F	27%F	20%	30%zm	23%	27%	24%	26%	23%	26%	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 347

D3\_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

**Provide distinctive online programmes and content.**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Well 1	15	14	-	-	*	1	1	2	3	-	2	-	2	-	3	-	11	2
	1%B	1%	-	-	1%	1%	*	3%T	2%	-	1%	-	2%	-	3%T	-	1%	1%
2	12	10	1	-	*	3	*	*	3	-	*	-	1	1	-	1	7	3
	1%	1%	1%	-	1%	2%	*	1%	2%T	-	*	-	1%	2%	-	*	*	2%
3	20	14	3	2	1	-	6	-	3	-	1	1	-	-	-	2	17	*
	1%	1%	2%	3%	1%	-	2%	-	2%	-	1%	1%	-	-	-	2%	1%	*
4	50	42	3	5	1	5	6	1	4	2	7	4	4	1	4	4	36	5
	3%	3%	2%	5%	1%	3%	2%	2%	2%	3%	4%	4%	4%	3%	4%	3%	3%	3%
5	128	112	7	6	3	12	25	7	13	4	19	8	4	5	6	8	108	11
	7%D	7%	5%	7%	6%	6%	7%	12%	8%	5%	10%	8%	5%	12%	6%	6%	8%	7%
6	190	151	22	12	5	17	34	11	18	8	17	13	8	6	10	11	152	14
	11%B	10%	17%zO	14%	11%	9%	9%	18%	11%	11%	9%	13%	8%	13%	10%	8%	11%	8%
7	341	292	26	15	8	54	73	9	29	12	26	17	20	12	17	23	269	37
	19%	19%	20%	18%	17%	27%zX	21%	16%	18%	17%	14%	16%	22%	27%	17%	17%	19%	23%
8	444	387	25	19	13	60	92	15	36	24	49	25	20	9	18	39	370	43
	25%C	26%	19%	22%	28%	30%	26%	26%	22%	34%b	26%	24%	22%	20%	18%	28%	26%	26%
9	277	239	16	12	10	20	54	7	27	12	27	21	14	5	30	21	215	28
	16%F	16%	12%	14%	21%	10%	15%	13%	17%	17%	14%	20%S	16%	12%	30%zSTUV	15%	15%	17%
															Xc			
Extremely Well 10	174	151	10	8	6	15	35	5	11	8	27	10	14	4	5	19	140	15
	10%e	10%	7%	9%	11%	7%	10%	8%	7%	12%	14%V	10%	15%	8%	5%	13%	10%	9%
Don't know	126	101	18	6	1	15	28	1	13	-	14	4	5	1	8	12	111	6
	7%ACDIdR	7%	14%zOR	7%	2%	8%W	8%W	1%	8%W	-	7%W	4%	5%	2%	8%W	9%W	8%	4%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 347

D3\_12. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

**Provide distinctive online programmes and content.**

Base = All who have used BBC online services in the past 3 months

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.42mV	7.44	7.22	7.28	7.66	7.34	7.52V	7.05	7.12	7.75UV	7.49	7.52	7.53	7.11	7.46	7.66V	7.43	7.39
1-3 (Net)	46 3%B	39 3%	4 3%	2 3%	1 3%	5 2%	7 2%	2 4%	10 6%zT	- -	4 2%	1 1%	3 4%	1 2%	3 3%	3 2%	35 2%	6 3%
1-4 (Net)	96 5%	81 5%	7 5%	7 8%	2 4%	10 5%	13 4%	3 6%	14 8%	2 3%	11 6%	5 5%	7 7%	2 5%	7 7%	7 5%	71 5%	11 7%
1-2 (Net)	26 1%B	25 2%	1 1%	- -	1 1%	5 2%	1 *	2 4%T	6 4%zT	- -	2 1%	- -	3 4%T	1 2%	3 3%	1 *	18 1%	5 3%
4-7 (Net)	709 40%	597 39%	57 44%	38 44%	17 35%	88 43%	138 39%	28 48%	64 40%	25 36%	69 36%	42 41%	35 39%	24 55%c	36 36%	47 33%	565 39%	67 41%
5-6 (Net)	318 18%	263 17%	29 22%	18 21%	8 17%	29 14%	59 17%	18 30%zSThc	32 20%	12 17%	36 19%	21 21%	12 13%	11 25%	16 15%	19 14%	260 18%	25 15%
8-10 (Net)	896 50%mp	777 51%P	50 39%	40 46%	29 60%zPQ	94 47%	181 51%	27 47%	73 46%	45 64%zSVa	103 54%	56 54%	49 53%	18 41%	53 53%	78 56%	724 50%	86 52%
7-10 (Net)	1237 70%mp	1068 71%P	76 59%	55 64%	37 77%PQ	148 73%	253 72%	36 63%	102 64%	57 80%UV	130 68%	73 71%	69 75%	30 68%	70 70%	101 73%	993 69%	124 75%
9-10 (Net)	452 25%FmS	390 26%	25 20%	20 24%	16 32%P	34 17%	89 25%	12 21%	38 24%	21 29%	54 28%S	31 30%S	28 31%S	9 20%	35 35%S	39 28%S	355 25%	43 26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 348

D3\_sum. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... (7-10)

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Have a mix of different types of content.	1319 74%NeP	696 75%	622 74%	224 73%	267 78%	507 74%	322 73%	474 77%	839 73%	507 76%N	398 75%	240 74%	175 68%	1010 76%ze	288 70%
Have high quality content.	1357 76%meP	697 75%	659 78%	231 75%	278 81%zF	528 77%	321 72%	503 82%zm	847 74%	525 78%N	404 76%	246 76%	182 71%	1042 78%ze	293 71%
Provide content that other websites or apps don't provide.	1163 65%NSV	613 66%	549 65%	202 65%	251 73%zEF	441 65%	269 61%	436 71%zm	722 63%	461 69%zN	349 66%N	206 64%	146 57%	891 67%	255 61%
Present content in a unique/innovative way.	1122 63%meQV	584 63%	537 64%	183 59%	245 71%zCEF	433 64%	261 59%	432 70%zm	683 59%	441 66%	322 61%	209 65%	150 58%	866 65%ze	242 58%
Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1256 71%FmeP	667 72%	587 70%	226 73%F	258 75%F	480 70%	291 66%	464 75%zm	785 68%	481 72%	371 70%	229 71%	175 68%	966 73%ze	269 65%
Provide distinctive online programmes and content.	1237 70%mp	644 69%	592 70%	216 70%	259 75%zF	469 69%	292 66%	456 74%zm	775 67%	484 72%	360 68%	218 67%	175 68%	947 71%	273 66%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 348

D3\_sum. Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps... (7-10)

Base = All who have used BBC online services in the past 3 months

	Nation				England Regions											Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175	
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165	
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122	
Have a mix of different types of content.	1319	1143	80	60	37	154	262	44	122	54	139	81	71	34	78	104	1069	127	
		74%NeP	76%zP	62%	69%	75%P	76%	74%	75%	76%	78%	73%	79%	78%	77%	78%	75%	74%	77%
Have high quality content.	1357	1168	86	62	40	155	276	41	118	60	146	87	69	34	81	102	1093	137	
		76%meP	77%P	67%	72%	83%PQ	77%	78%	71%	74%	85%	77%	84%	76%	80%	73%	76%	83%	
Provide content that other websites or apps don't provide.	1163	998	79	51	35	115	244	37	87	51	128	77	64	32	69	95	949	100	
		65%mNSV	66%	61%	59%	72%Q	57%	69%SV	63%	54%	73%SV	67%V	74%SV	70%V	72%	68%	68%V	66%	60%
Present content in a unique/innovative way.	1122	969	73	47	32	125	242	33	88	55	122	69	61	28	60	86	909	98	
		63%meQV	64%Q	57%	55%	65%	62%	68%V	57%	55%	78%zSUVX	64%	67%	66%	64%	60%	62%	63%	59%
Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1256	1082	80	56	38	159	265	36	102	52	139	80	61	30	67	89	1011	127	
		71%FmeP	72%P	62%	65%	78%zPQ	79%zUVc	75%Vc	62%	64%	75%	73%	77%V	66%	68%	67%	64%	70%	77%
Provide distinctive online programmes and content.	1237	1068	76	55	37	148	253	36	102	57	130	73	69	30	70	101	993	124	
		70%mp	71%P	59%	64%	77%PQ	73%	72%	63%	64%	80%UV	68%	71%	75%	68%	70%	73%	69%	75%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 349

D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Base = All respondents

Summary Table						
	Have a mix of different types of content	Have high quality content	Provide content that other websites or apps don't provide	Present content in a unique/innovative way	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content
UnweightedBase	3907	3907	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717	2717	2717
Not At All Important						
1	106 3%	101 3%	130 3%	115 3%	102 3%	123 3%
2	23 1%	28 1%	42 1%	46 1%	34 1%	34 1%
3	27 1%	38 1%	42 1%	43 1%	37 1%	40 1%
4	67 2%	59 1%	66 2%	86 2%	76 2%	72 2%
5	244 6%	185 5%	282 7%	271 7%	239 6%	219 6%
6	272 7%	255 7%	299 8%	343 9%	268 7%	291 7%
7	559 14%	461 12%	548 14%	572 15%	540 14%	576 15%
8	796 20%	776 20%	754 19%	739 19%	736 19%	800 20%
9	505 13%	602 15%	452 12%	453 12%	529 14%	490 13%
Extremely Important						
10	521 13%	636 16%	456 12%	417 11%	545 14%	449 11%
Don't know	786 20%	765 20%	835 21%	822 21%	800 20%	813 21%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%	3907 100%
Mean	7.50	7.70	7.26	7.21	7.49	7.36
1-3 (Net)	156 4%	167 4%	214 5%	204 5%	173 4%	196 5%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 349

D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Base = All respondents

Summary Table						
	Have a mix of different types of content	Have high quality content	Provide content that other websites or apps don't provide	Present content in a unique/innovative way	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content
<b>WeightedBase</b>	3907	3907	3907	3907	3907	3907
<b>EffectiveBase</b>	2717	2717	2717	2717	2717	2717
1-4 (Net)	223 6%	225 6%	280 7%	290 7%	249 6%	269 7%
1-2 (Net)	128 3%	128 3%	172 4%	161 4%	136 3%	157 4%
4-7 (Net)	1142 29%	961 25%	1195 31%	1272 33%	1123 29%	1159 30%
5-6 (Net)	516 13%	441 11%	582 15%	614 16%	507 13%	510 13%
8-10 (Net)	1823 47%	2014 52%	1663 43%	1609 41%	1810 46%	1739 45%
7-10 (Net)	2382 61%	2476 63%	2211 57%	2181 56%	2350 60%	2315 59%
9-10 (Net)	1026 26%	1238 32%	908 23%	870 22%	1074 27%	939 24%



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 350

D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Base = All who have used BBC online services in the past 3 months

Summary Table						
	Have a mix of different types of content	Have high quality content	Provide content that other websites or apps don't provide	Present content in a unique/innovative way	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content
UnweightedBase	1906	1906	1906	1906	1906	1906
WeightedBase	1777	1777	1777	1777	1777	1777
EffectiveBase	1340	1340	1340	1340	1340	1340
Not At All Important						
1	11 1%	7 *	20 1%	14 1%	9 1%	14 1%
2	4 *	5 *	14 1%	20 1%	7 *	9 *
3	9 1%	10 1%	18 1%	9 1%	16 1%	15 1%
4	22 1%	20 1%	27 2%	46 3%	43 2%	37 2%
5	93 5%	58 3%	124 7%	114 6%	80 5%	81 5%
6	136 8%	128 7%	157 9%	188 11%	156 9%	161 9%
7	312 18%	233 13%	319 18%	331 19%	284 16%	325 18%
8	484 27%	473 27%	460 26%	443 25%	427 24%	483 27%
9	319 18%	378 21%	285 16%	294 17%	343 19%	320 18%
Extremely Important						
10	317 18%	400 23%	272 15%	237 13%	330 19%	258 15%
Don't know	69 4%	65 4%	80 5%	80 4%	80 5%	74 4%
Total mentions	1777 100%	1777 100%	1777 100%	1777 100%	1777 100%	1777 100%
Mean	7.91	8.18	7.65	7.57	7.88	7.75
1-3 (Net)	25 1%	22 1%	53 3%	43 2%	33 2%	38 2%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 350

D3a. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Base = All who have used BBC online services in the past 3 months

Summary Table						
	Have a mix of different types of content	Have high quality content	Provide content that other websites or apps don't provide	Present content in a unique/innovative way	Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	Provide distinctive online programmes and content
WeightedBase	1777	1777	1777	1777	1777	1777
EffectiveBase	1340	1340	1340	1340	1340	1340
1-4 (Net)	47 3%	42 2%	80 4%	90 5%	76 4%	76 4%
1-2 (Net)	15 1%	12 1%	34 2%	34 2%	17 1%	23 1%
4-7 (Net)	563 32%	440 25%	627 35%	680 38%	564 32%	604 34%
5-6 (Net)	229 13%	186 10%	281 16%	302 17%	236 13%	242 14%
8-10 (Net)	1120 63%	1250 70%	1017 57%	974 55%	1100 62%	1061 60%
7-10 (Net)	1432 81%	1484 83%	1336 75%	1306 73%	1384 78%	1386 78%
9-10 (Net)	636 36%	778 44%	557 31%	531 30%	672 38%	578 33%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 351

D3a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have a mix of different types of content

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	106	52	53	4	12	30	60	15	89	12	21	30	43	40	59
1	3%CIKdOT	3%	3%	1%	2%	2%C	4%zCDE	1%	3%zl	1%	2%	3%K	4%zKL	2%	4%zd
2	23	15	7	3	3	10	8	6	17	5	5	6	6	12	10
	1%O	1%	*	*	*	1%	1%	1%	1%	*	1%	1%	1%	*	1%
3	27	16	12	6	5	10	6	3	24	10	4	4	9	17	10
	1%O	1%	1%	1%	1%	1%	*	*	1%	1%	*	*	1%	1%	1%
4	67	41	26	17	6	23	21	19	45	27	12	16	12	43	24
	2%	2%	1%	3%zDF	1%	2%	1%	2%	2%	3%z	1%	2%	1%	2%	2%
5	244	130	114	50	41	77	76	74	167	54	56	78	57	152	77
	6%	7%	6%	9%zEF	6%	6%	5%	7%	6%	5%	6%	9%zKLN	6%	6%	6%
6	272	127	145	49	40	95	88	72	198	75	85	55	57	196	71
	7%eTf	7%	7%	9%	6%	7%	6%	6%	7%	7%	9%	6%	6%	8%ze	5%
7	559	282	275	100	118	195	146	181	372	156	157	131	115	409	144
	14%FNeRW	15%	14%	18%zF	18%zF	15%F	10%	16%	14%	15%	16%N	15%	12%	17%ze	10%
8	796	382	413	115	152	288	242	259	522	252	216	163	165	548	237
	20%FmNe	20%	21%	21%	23%F	23%F	17%	23%zm	19%	24%zMN	22%N	19%	17%	23%ze	17%
9	505	254	252	87	113	186	119	202	302	173	146	98	88	368	130
	13%FmNe	13%	13%	16%zF	17%zF	15%F	8%	18%zm	11%	16%zMN	15%N	11%	9%	15%ze	9%
Extremely Important	521	243	278	73	85	206	157	167	352	169	138	99	115	361	153
10	13%FeP	13%	14%	13%	13%	16%zF	11%	15%	13%	16%zMN	14%	11%	12%	15%ze	11%
Don't know	786	364	422	42	72	156	516	123	653	123	155	196	312	280	470
	20%CDEIKLdRY	19%	21%	8%	11%	12%C	36%zCDE	11%	24%zl	12%	16%K	22%KL	32%zKLM	12%	34%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 351

D3a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have a mix of different types of content

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.50FmMN ePRg	7.42	7.57	7.49	7.67F	7.62zF	7.25	7.76zm	7.38	7.75zMN	7.62MN	7.25	7.23	7.64ze	7.23
1-3 (Net)	156 4%CIKdOT Y	83 4%	72 4%	13 2%	20 3%	49 4%	74 5%zC	24 2%	130 5%zl	28 3%	30 3%	40 5%	58 6%zKL	69 3%	79 6%zd
1-4 (Net)	223 6%lIdOTY	124 7%	98 5%	30 5%	26 4%	72 6%	95 7%	43 4%	175 6%zl	55 5%	42 4%	55 6%	70 7%L	112 5%	103 7%zd
1-2 (Net)	128 3%CIKdOT Y	68 4%	61 3%	7 1%	15 2%	39 3%C	67 5%zCD	21 2%	106 4%zl	18 2%	26 3%	36 4%K	49 5%zKL	52 2%	69 5%zd
4-7 (Net)	1142 29%FNeRf	580 30%	561 28%	216 40%zDEF	205 32%F	391 31%F	330 23%	346 31%	782 29%	312 30%N	310 31%N	280 32%N	241 25%	800 33%ze	316 23%
5-6 (Net)	516 13%Fe	257 13%	259 13%	99 18%zDEF	81 12%	173 14%	164 11%	146 13%	365 13%	129 12%	141 14%	133 15%	114 12%	348 14%ze	148 11%
8-10 (Net)	1823 47%FmNec	878 46%	943 47%	275 50%F	351 54%zF	680 53%zF	518 36%	628 56%zm	1176 43%	594 56%zLMN	500 50%zMN	360 41%	368 38%	1277 53%ze	519 38%
7-10 (Net)	2382 61%FmNec PRWc	1161 61%	1218 61%	374 69%zF	469 72%zF	875 69%zF	664 46%	809 72%zm	1547 56%	751 71%zLMN	657 66%zMN	491 56%N	483 49%	1686 70%ze	663 48%
9-10 (Net)	1026 26%FmNec SWc	497 26%	530 27%	160 29%F	199 31%zF	392 31%zF	276 19%	369 33%zm	654 24%	342 32%zMN	284 29%MN	197 22%	203 21%	729 30%ze	283 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 351

D3a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have a mix of different types of content

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	106	62	17	4	23	4	7	*	13	3	6	-	3	4	14	7	77	19
1		3%ClkOT	2%	5%zO	2%	18%zOPQ			4%TY		2%	1%	-	5%TUY	8%zSTUWX	2%		5%zf
2	23	14	7	1	*	2	2	-	2	1	3	-	-	-	-	5	18	2
	1%O	*	2%zO	1%	*	*	*	-	1%	*	1%	-	-	-	-	1%	1%	1%
3	27	18	7	2	1	1	6	1	4	-	-	-	*	-	3	3	25	*
	1%O	1%	2%zO	1%	*	*	1%	1%	1%	-	-	-	*	-	1%	1%	1%	*
4	67	51	14	1	1	4	11	3	6	1	8	3	6	3	-	6	52	9
	2%	2%	4%zOQR	1%	1%	1%	1%	2%	2%	1%	2%	2%	3%	4%b	-	2%	2%	2%
5	244	206	18	11	9	16	54	13	19	11	25	7	11	5	14	31	206	18
	6%	6%	6%	6%	8%	4%	7%	8%	5%	7%	6%	4%	6%	5%	7%	8%	7%	5%
6	272	235	16	14	6	40	31	12	21	22	26	13	18	7	12	33	200	39
	7%eTf	7%	5%	7%	5%	11%zTV	4%	7%	6%	14%zTVX	6%	7%	10%T	7%	6%	9%T	6%	11%zf
7	559	490	36	24	9	81	113	38	52	12	55	29	27	8	22	53	431	69
	14%FNeRW	15%zR	11%	12%	8%	22%zTVWX	15%W	23%zVWXa	14%	7%	13%	15%W	15%	9%	12%	14%	14%	19%zf
8	796	680	59	38	20	78	153	42	63	35	105	42	28	19	39	75	660	63
	20%FmNe	21%	18%	19%	16%	21%	21%	26%	17%	21%	25%V	22%	16%	21%	20%	20%	21%	17%
9	505	411	56	24	15	40	98	23	36	14	57	38	25	16	28	36	411	42
	13%FmNe	13%	17%	12%	12%	11%	13%	14%	10%	8%	13%	20%zSVWc	14%	18%	15%	10%	13%	12%
Extremely Important	521	428	31	38	24	38	110	12	57	15	45	37	36	14	27	38	423	47
10	13%FeP	13%	9%	20%zOP	19%zOP	10%	15%U	7%	15%U	9%	11%	20%zSUWX	20%zSUWX	16%	14%	10%	13%	13%
Don't know	786	664	70	37	15	73	146	21	100	50	96	18	25	14	32	87	653	57
	20%CDEIK	20%R	21%R	19%R	12%	19%Y	20%Y	13%	27%zTUyh	31%zSTUY	23%UY	10%	14%	15%	17%	23%UYh	21%	16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 351

D3a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have a mix of different types of content

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.50FmMN ePRg	7.57zPR	7.00	7.79zPR	6.58	7.50	7.73zbc	7.49	7.45	7.36	7.62	8.13zSTU VWXabc	7.68	7.55	7.25	7.26	7.53g	7.20
1-3 (Net)	156 4%CIKdOT Y	94 3%	32 10%zOQ	7 4%	24 19%zOPQ	7 2%	15 2%	2 1%	19 5%STY	3 2%	9 2%	- -	4 2%	4 5%Y	17 9%zSTUWX Yh	14 4%Y	120 4%	22 6%
1-4 (Net)	223 6%lIdOT Y	145 4%	45 14%zOQ	8 4%	24 20%zOQ	11 3%	26 4%	4 2%	25 7%Y	5 3%	17 4%	3 2%	10 5%	8 9%SY	17 9%STUY	20 5%	171 5%	31 8%
1-2 (Net)	128 3%CIKdOT Y	76 2%	25 7%zOQ	5 2%	23 19%zOPQ	6 2%	9 1%	* *	15 4%TY	3 2%	9 2%	- -	3 2%	4 5%TUY	14 8%zSTUWX Yh	11 3%Y	94 3%	22 6%zf
4-7 (Net)	1142 29%FNeRf	982 30%zR	84 25%	50 26%	26 21%	141 37%zTVXb	209 29%	65 39%zTVXa b	98 26%	47 28%	113 27%	52 28%	63 35%	22 25%	48 25%	123 33%	888 28%	135 37%zf
5-6 (Net)	516 13%Fe	441 14%	34 10%	25 13%	16 13%	56 15%	86 12%	25 15%	40 11%	33 20%zTVXY	50 12%	20 11%	30 16%	11 12%	26 13%	64 17%TV	406 13%	57 15%
8-10 (Net)	1823 47%FmMNe c	1519 47%	146 44%	100 51%	59 48%	156 41%	360 49%SWc	77 47%	156 42%	64 39%	208 49%c	116 62%zSTUV WXhbc	89 49%	50 55%Wc	94 49%	149 40%	1494 47%	153 42%
7-10 (Net)	2382 61%FmMNe PRWc	2008 62%PR	182 55%	123 64%PR	68 55%	237 63%W	473 65%VWc	115 69%VWc	208 56%	76 46%	263 62%W	145 78%zSTVW Xhabc	116 64%W	58 64%W	116 61%W	202 54%	1925 61%	222 61%
9-10 (Net)	1026 26%FmMNe SWc	839 26%	87 26%	62 32%zO	39 31%zO	78 21%	207 28%SWc	35 21%	93 25%	29 18%	102 24%	74 40%zSTUV WXc	60 33%SUWc	30 34%SWc	55 29%W	74 20%	834 26%	90 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 352

D3a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Have high quality content**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	101	48	53	6	8	28	59	19	80	13	16	30	41	34	61
1	3%CDKdOT	3%	3%	1%	1%	2%	4%zCDE	2%	3%	1%	2%	3%KL	4%zKL	1%	4%zd
2	28	18	10	4	5	12	6	6	22	5	5	7	11	15	10
	1%O	1%	*	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%
3	38	24	14	7	11	11	9	7	31	14	6	10	8	32	7
	1%eO	1%	1%	1%	2%F	1%	1%	1%	1%	1%	1%	1%	1%	1%e	*
4	59	31	28	8	7	18	26	21	36	17	14	19	9	32	26
	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%
5	185	95	90	20	31	63	71	61	121	33	38	65	50	111	62
	5%K	5%	5%	4%	5%	5%	5%	5%	4%	3%	4%	7%zKL	5%	5%	4%
6	255	116	140	53	42	85	75	73	178	70	84	45	57	172	75
	7%Fef	6%	7%	10%zF	6%	7%	5%	6%	6%	7%	8%zM	5%	6%	7%	5%
7	461	245	213	83	97	169	112	153	302	136	122	98	106	330	127
	12%FmeR	13%	11%	15%zF	15%zF	13%F	8%	14%	11%	13%	12%	8%	11%	14%ze	9%
8	776	366	410	138	142	283	214	268	498	244	210	167	155	550	218
	20%FmNeRV	19%	20%	25%zF	22%F	22%zF	15%	24%zm	18%	23%zN	21%N	19%	16%	23%ze	16%
9	602	309	293	89	127	223	163	205	395	190	189	111	112	454	141
	15%FmMNe	16%	15%	16%F	20%zF	17%zF	11%	18%zm	14%	18%zMN	19%zMN	13%	11%	19%ze	10%
Extremely Important	636	304	332	94	107	234	201	190	443	211	167	131	128	437	190
10	16%FNePUc	16%	17%	17%	16%	18%zF	14%	17%	16%	20%zMN	17%N	15%	13%	18%ze	14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 352

D3a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have high quality content

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	765	350	415	42	71	149	503	120	635	123	145	193	305	259	467
	20% <b>CDEIK</b> LdRY	18%	21%	8%	11%	12% <b>C</b>	35% <b>zCDE</b>	11%	23% <b>zl</b>	12%	15%	22% <b>KL</b>	31% <b>zKLM</b>	11%	34% <b>zd</b>
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.70 <b>FMNe</b> PRcg	7.66	7.74	7.79 <b>F</b>	7.81 <b>F</b>	7.79 <b>F</b>	7.46	7.82	7.65	7.98 <b>zMN</b>	7.87 <b>zMN</b>	7.43	7.36	7.86 <b>ze</b>	7.38
1-3 (Net)	167	90	77	17	25	51	73	32	133	32	27	47	60	81	78
	4% <b>IKLdOT</b> Y	5%	4%	3%	4%	4%	5%	3%	5% <b>zl</b>	3%	3%	5% <b>KL</b>	6% <b>zKL</b>	3%	6% <b>zd</b>
1-4 (Net)	225	121	105	26	32	69	99	53	169	49	41	66	69	113	104
	6% <b>LdOTXY</b>	6%	5%	5%	5%	5%	7%	5%	6%	5%	4%	8% <b>zKL</b>	7% <b>L</b>	5%	7% <b>zd</b>
1-2 (Net)	128	66	63	10	14	40	64	25	102	18	21	37	52	49	71
	3% <b>IKLdOT</b> f	3%	3%	2%	2%	3%	4% <b>zCD</b>	2%	4% <b>l</b>	2%	2%	4% <b>KL</b>	5% <b>zKL</b>	2%	5% <b>zd</b>
4-7 (Net)	961	487	471	164	176	336	284	308	637	256	257	227	221	645	291
	25% <b>FmeP</b>	26%	24%	30% <b>zF</b>	27% <b>F</b>	26% <b>F</b>	20%	27% <b>zm</b>	23%	24%	26%	26%	23%	27% <b>ze</b>	21%
5-6 (Net)	441	211	230	73	73	149	147	134	299	103	121	110	106	283	137
	11% <b>e</b>	11%	12%	13%	11%	12%	10%	12%	11%	10%	12%	13%	11%	12%	10%
8-10 (Net)	2014	979	1035	321	376	740	577	663	1336	645	566	409	394	1441	549
	52% <b>FmMNe</b> Wc	51%	52%	59% <b>zF</b>	58% <b>zF</b>	58% <b>zF</b>	40%	59% <b>zm</b>	49%	61% <b>zMN</b>	57% <b>zMIN</b>	47% <b>N</b>	40%	59% <b>ze</b>	40%
7-10 (Net)	2476	1224	1248	405	472	909	690	815	1638	781	688	507	500	1771	676
	63% <b>FmMNe</b> PRVWc	64%	62%	74% <b>zF</b>	73% <b>zF</b>	71% <b>zF</b>	48%	73% <b>zm</b>	60%	74% <b>zLMN</b>	69% <b>zMIN</b>	58% <b>N</b>	51%	73% <b>ze</b>	49%
9-10 (Net)	1238	613	625	184	234	457	364	395	838	401	356	241	240	891	330
	32% <b>FMNeS</b> UWc	32%	31%	34% <b>F</b>	36% <b>zF</b>	36% <b>zF</b>	25%	35% <b>zm</b>	31%	38% <b>zMN</b>	36% <b>zMN</b>	28%	24%	37% <b>ze</b>	24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 352

D3a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have high quality content

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	101	60	14	4	23	4	9	*	9	3	6	1	2	4	13	8	73	18
1		3%CDKdOT 2%	4%O	2%	18%zOPQ	1%	1%	*	2%	2%	1%	*	1%	5%TUY	7%zSTUVW XYhc	2%	2%	5%zf
2	28	15	13	-	-	2	2	-	3	1	2	-	-	-	-	6	20	4
	1%O	*	4%zOQR	-	-	*	*	-	1%	*	*	-	-	-	-	2%T	1%	1%
3	38	21	15	2	-	1	5	2	7	-	1	1	2	-	1	1	36	1
	1%eO	1%	5%zOQR	1%	-	*	1%	1%	2%	-	*	*	1%	-	*	*	1%	*
4	59	48	7	2	2	5	12	6	1	3	3	*	2	2	4	9	49	5
	1%	1%	2%	1%	1%	1%	2%	4%zVXY	*	2%	1%	*	1%	2%	2%	2%V	2%	1%
5	185	156	12	8	9	11	48	4	18	4	22	4	4	2	13	26	152	17
	5%K	5%	4%	4%	8%zOP	3%	7%zS	2%	5%	3%	5%	2%	2%	2%	7%	7%S	5%	5%
6	255	219	15	16	5	38	37	13	24	17	19	15	15	8	6	28	192	35
	7%Fef	7%	5%	8%R	4%	10%zTXb	5%	8%	6%	10%TXb	5%	8%	8%	8%	3%	7%	6%	9%zf
7	461	403	31	18	9	50	115	31	43	19	51	17	19	7	13	37	362	52
	12%FmeR	12%R	9%	9%	8%	13%	16%zYbc	19%zYbc	11%	12%	12%	9%	10%	8%	7%	10%	11%	14%
8	776	665	53	41	17	103	125	48	56	32	78	46	36	22	44	76	634	71
	20%FmNeR	20%R	16%	21%R	14%	27%zTVX	17%	29%zTVX	15%	20%	18%	25%V	20%	25%	23%	20%	20%	19%
9	602	495	68	22	16	47	123	22	47	18	69	44	29	13	31	52	485	55
	15%FmMNe	15%	20%zOQR	12%	13%	12%	17%	14%	13%	11%	16%	23%zSVWc	16%	14%	16%	14%	15%	15%
Extremely Important	636	527	37	46	27	49	118	14	67	20	75	42	49	18	35	41	513	53
10		16%FNePU	16%P	11%	24%zOP	22%zOP	13%	16%U	9%	18%Uc	12%	18%Uc	22%SUWc	27%zSTUW	20%Uc	18%U	11%	16%
	c												Xc					

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 352

D3a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have high quality content

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	765	648	67	35	15	67	136	24	98	48	99	18	24	14	32	88	639	57
	20% <b>CDEIK</b> LdRY	20% <b>R</b>	20% <b>R</b>	18%	12%	18% <b>Y</b>	19% <b>Y</b>	14%	26% <b>zSTUY</b> h	29% <b>zSTUY</b> hab	23% <b>Yh</b>	10%	13%	15%	17%	24% <b>Yh</b>	20%	16%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.70 <b>FMNe</b> PRcg	7.78 <b>zPR</b>	7.11	7.98 <b>zPR</b>	6.68	7.74	7.79 <b>c</b>	7.58	7.69	7.65	7.97 <b>zc</b>	8.34 <b>zSTU</b> VWabc	8.21 <b>zSTU</b> VWbc	7.77	7.54	7.39	7.72 <b>g</b>	7.41
1-3 (Net)	167 4% <b>IKLdOT</b> Y	97 3%	42 13% <b>zOQ</b>	5 3%	23 18% <b>zOQ</b>	7 2%	16 2%	3 2%	19 5% <b>TY</b>	3 2%	9 2%	2 1%	4 2%	4 5%	14 7% <b>STXY</b>	15 4%	129 4%	23 6%
1-4 (Net)	225 6% <b>LdOTXY</b>	145 4%	49 15% <b>zOQ</b>	7 4%	24 20% <b>zOQ</b>	12 3%	28 4%	9 6%	20 5% <b>Y</b>	6 4%	12 3%	2 1%	6 3%	6 7% <b>Y</b>	17 9% <b>STXY</b>	25 7% <b>XY</b>	178 6%	28 8%
1-2 (Net)	128 3% <b>IKLdOT</b> f	75 2%	27 8% <b>zOQ</b>	4 2%	23 18% <b>zOPQ</b>	6 2%	11 1%	* *	12 3%	3 2%	8 2%	1 *	2 1%	4 5% <b>UY</b>	13 7% <b>zSTUXY</b> h	14 4% <b>T</b>	93 3%	22 6% <b>zf</b>
4-7 (Net)	961 25% <b>FmeP</b>	826 25% <b>P</b>	65 20%	44 23%	25 21%	104 28%	213 29% <b>zXYb</b>	55 33% <b>zXYb</b>	86 23%	43 26%	96 23%	36 19%	40 22%	19 21%	36 19%	99 27%	754 24%	108 29% <b>f</b>
5-6 (Net)	441 11% <b>e</b>	375 12%	27 8%	24 13%	14 12%	49 13%	86 12%	17 10%	42 11%	21 13%	42 10%	19 10%	19 11%	9 10%	19 10%	53 14%	343 11%	52 14%
8-10 (Net)	2014 52% <b>FmMNe</b> Wc	1687 52%	158 48%	109 56% <b>P</b>	60 49%	198 53%	366 50%	84 51%	171 46%	70 43%	222 52%	131 70% <b>zSTUV</b> WXbc	113 63% <b>zTVWc</b>	53 59% <b>W</b>	109 57% <b>VWc</b>	169 45%	1632 52%	179 49%
7-10 (Net)	2476 63% <b>FmMNe</b> PRVWc	2090 64% <b>PR</b>	189 57%	127 66% <b>PR</b>	69 56%	249 66% <b>VWc</b>	481 66% <b>VWc</b>	115 70% <b>VWc</b>	213 57%	89 54%	273 64% <b>c</b>	148 79% <b>zSTVW</b> Xbc	132 73% <b>zVWc</b>	61 67%	122 64%	206 55%	1994 63%	230 63%
9-10 (Net)	1238 32% <b>FMNeS</b> UWc	1022 31%	104 31%	68 35%	43 35%	96 25%	241 33% <b>SUWc</b>	37 22%	114 31%	38 23%	144 34% <b>SUWc</b>	85 46% <b>zSTUV</b> WXc	78 43% <b>zSTUV</b> Wc	31 34%	66 34% <b>U</b>	93 25%	998 32%	108 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 353

D3a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Provide content that other websites or apps don't provide

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	130	62	68	5	14	48	64	22	106	18	21	42	49	66	57
1	3%CIKLdO TYf	3%	3%	1%	2%	4%C	4%zCD	2%	4%zl	2%	2%	5%zKL	5%zKL	3%	4% <b>d</b>
2	42 1%	23 1%	18 1%	8 2%	2 *	15 1%	16 1%	11 1%	30 1%	11 1%	9 1%	11 1%	10 1%	25 1%	16 1%
3	42 1%l	27 1%	16 1%	9 2%	6 1%	13 1%	14 1%	5 *	36 1%	13 1%	5 *	13 1%	11 1%	26 1%	15 1%
4	66 2%	31 2%	35 2%	16 3%zF	12 2%	21 2%	16 1%	22 2%	44 2%	26 2%	14 1%	11 1%	14 1%	43 2%	21 2%
5	282 7%e	142 7%	141 7%	53 10%zF	47 7%	96 8%	86 6%	95 8%	184 7%	69 7%	69 7%	77 9%	67 7%	192 8%e	77 6%
6	299 8%FMeV	147 8%	151 8%	42 8%	57 9%F	125 10%zF	75 5%	87 8%	209 8%	91 9%M	101 10%zMN	43 5%	64 7%	217 9%ze	77 6%
7	548 14%FNeR	287 15%	262 13%	107 20%zEF	104 16%F	192 15%F	145 10%	177 16%	364 13%	152 14%	162 16%zN	120 14%	115 12%	390 16%ze	151 11%
8	754 19%FmNeR	363 19%	389 19%	103 19%	151 23%zF	273 21%F	228 16%	243 22%zm	502 18%	250 24%zMN	201 20%N	158 18%	145 15%	527 22%ze	221 16%
9	452 12%FmMNe Sg	233 12%	220 11%	81 15%zF	90 14%F	175 14%zF	106 7%	171 15%zm	279 10%	147 14%zMN	148 15%zMN	81 9%	76 8%	341 14%ze	105 8%
Extremely Important	456 12%FmeU	212 11%	244 12%	73 13%F	92 14%F	159 12%F	132 9%	159 14%zm	293 11%	148 14%zN	108 11%	96 11%	103 11%	315 13%ze	133 10%
Don't know	835 21%CDIEIK LdRUY	380 20%	455 23%	48 9%	73 11%	158 12%	556 39%zCDE	128 11%	695 25%zl	130 12%	158 16%K	223 26%zKL	324 33%zKLM	283 12%	513 37%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.26FmMN ePRsg	7.23	7.30	7.36F	7.52zEF	7.27	7.03	7.52zm	7.14	7.50zMN	7.42zMN	7.03	6.96	7.37ze	7.06
1-3 (Net)	214 5%DIKLOT UXYf	112	102	22	22	76	93	39	173	42	35	66	71	118	87
		6%	5%	4%	3%	6%D	6%D	3%	6%zl	4%	3%	8%zKL	7%zKL	5%	6%
1-4 (Net)	280 7%ILOTUY f	143	137	38	34	98	109	60	217	68	48	78	85	161	108
		7%	7%	7%	5%	8%	8%	5%	8%zl	6%	5%	9%L	9%L	7%	8%
1-2 (Net)	172 4%CDIKLO TYf	85	86	13	16	63	80	33	137	29	30	54	60	91	72
		4%	4%	2%	2%	5%CD	6%zCD	3%	5%zl	3%	3%	6%zKL	6%zKL	4%	5%
4-7 (Net)	1195 31%FmNe	607	588	218	221	434	323	381	801	338	346	251	260	842	326
		32%	29%	40%zEF	34%F	34%zF	22%	34%zm	29%	32%N	35%zMN	29%	27%	35%ze	24%
5-6 (Net)	582 15%Fe	289	291	94	105	221	161	182	393	161	170	120	131	409	154
		15%	15%	17%F	16%F	17%zF	11%	16%	14%	15%	17%	14%	13%	17%ze	11%
8-10 (Net)	1663 43%FmMNe Scg	808	853	257	332	608	466	574	1073	546	457	335	324	1183	458
		42%	43%	47%zF	51%zF	48%zF	32%	51%zm	39%	52%zLMN	46%zMN	38%	33%	49%ze	33%
7-10 (Net)	2211 57%FmMNe RScg	1094	1115	364	436	799	611	752	1437	698	619	455	439	1573	609
		57%	56%	67%zF	67%zF	63%zF	43%	67%zm	52%	66%zMN	62%zMN	52%N	45%	65%ze	44%
9-10 (Net)	908 23%FmNeS c	445	464	154	182	335	238	331	571	296	256	177	180	656	237
		23%	23%	28%zF	28%zF	26%zF	17%	30%zm	21%	28%zMN	26%MN	20%	18%	27%ze	17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

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Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	130	81	21	4	23	25	6	*	15	3	6	-	2	4	13	6	83	38
1	3% <b>CKLdO</b> TYf	2%	6% <b>zOQ</b>	2%	19% <b>zOPQ</b>	7% <b>zTUWXY</b> hc	1%	*	4% <b>TY</b>	2%	1%	-	1%	5% <b>TUY</b>	7% <b>zTUWXY</b> hc	2%	3%	10% <b>zf</b>
2	42 1%	29 1%	12 3% <b>zOQR</b>	-	1 1%	6 1%	6 1%	1 1%	3 1%	1 *	4 1%	-	1 1%	2 2%	1 *	5 1%	31 1%	6 2%
3	42 1%	32 1%	7 2%	2 1%	1 1%	6 2%	9 1%	-	5 1%	3 2%	2 1%	*	1 1%	1 1%	1 *	3 1%	32 1%	9 2% <b>zf</b>
4	66 2%	55 2%	6 2%	2 1%	3 2%	4 1%	14 2%	2 1%	5 1%	2 1%	7 2%	1 1%	9 5% <b>zSVY</b>	1 1%	1 1%	8 2%	52 2%	7 2%
5	282 7% <b>e</b>	242 7%	16 5%	14 7%	9 8%	23 6%	71 10% <b>z</b>	6 4%	33 9%	10 6%	27 6%	9 5%	9 5%	5 6%	13 7%	35 10%	219 7%	28 8%
6	299 8% <b>FMeV</b>	249 8%	25 7%	17 9%	9 7%	30 8%	48 7%	19 11% <b>VX</b>	16 4%	15 9%	21 5%	22 12% <b>TVX</b>	11 6%	3 4%	19 10% <b>V</b>	44 12% <b>zTVXa</b>	234 7%	36 10%
7	548 14% <b>FNeR</b> 15% <b>R</b>	478 15% <b>R</b>	37 11%	21 11%	12 10%	57 15%	103 14%	30 18%	52 14%	21 13%	75 17%	28 15%	35 19%	11 12%	22 11%	45 12%	464 15% <b>z</b>	40 11%
8	754 19% <b>FmNeR</b> 20% <b>R</b>	651 20% <b>R</b>	54 16%	34 18%	15 12%	74 20%	156 21%	51 31% <b>zSTVW</b> Xhc	59 16%	31 19%	85 20%	46 25% <b>V</b>	28 16%	18 20%	38 20%	66 18%	619 20%	61 17%
9	452 12% <b>FmMNe</b> Sg	365 11%	52 16% <b>zOR</b>	24 13%	11 9%	26 7%	85 12% <b>S</b>	26 16% <b>Sc</b>	36 10%	18 11%	41 10%	33 18% <b>zSVXc</b>	29 16% <b>Sc</b>	18 19% <b>zSVXc</b>	24 12%	30 8%	372 12% <b>g</b>	27 7%
Extremely Important	456 12% <b>FmeU</b>	367 11%	29 9%	36 19% <b>zOP</b>	24 20% <b>zOP</b>	31 8%	91 12% <b>U</b>	8 5%	49 13% <b>U</b>	12 7%	46 11%	31 17% <b>SUWc</b>	26 14% <b>U</b>	13 14% <b>U</b>	26 14% <b>U</b>	33 9%	360 11%	43 12%
Don't know	835 21% <b>CDEIK</b> LdRUY	708 22% <b>R</b>	74 22% <b>R</b>	38 19% <b>R</b>	15 12%	96 25% <b>UYh</b>	140 19% <b>Y</b>	22 13%	102 27% <b>zTUYh</b> ab	50 30% <b>zTUYh</b> ab	111 26% <b>zTUYh</b>	15 8%	28 16%	14 15%	33 17% <b>Y</b>	97 26% <b>TUYh</b>	687 22%	74 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 353

D3a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Provide content that other websites or apps don't provide

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.26FmMN ePRsG	7.32zPR	6.82	7.67zOPR	6.32	6.75	7.45Sc	7.56Sc	7.21	7.26	7.45Sc	7.94zSTV WXbc	7.56Sc	7.42	7.19	7.04	7.34zg	6.45
1-3 (Net)	214 5%DIKLOT UXYf	143 4%	40 12%zOQ	7 3%	25 20%zOPQ	37 10%zTUXYh c	22 3%	2 1%	23 6%TUY	6 4%Y	12 3%	*	5 3%	8 9%TUXY	14 8%TUXY	14 4%Y	147 5%	53 14%zf
1-4 (Net)	280 7%ILOUTUY f	198 6%	45 14%zOQ	9 5%	28 23%zOPQ	41 11%zTUXY	35 5%Y	4 2%	28 7%Y	8 5%Y	20 5%Y	1 1%	13 7%Y	9 10%UY	16 8%Y	22 6%Y	199 6%	60 16%zf
1-2 (Net)	172 4%CDIKLO TYf	111 3%	33 10%zOQ	4 2%	24 19%zOPQ	31 8%zTUWXY hc	12 2%	2 1%	18 5%TY	3 2%	10 2%	-	3 2%	6 7%TUXY	14 7%TUXY	11 3%	115 4%	44 12%zf
4-7 (Net)	1195 31%FmNe	1025 31%P	84 25%	54 28%	32 26%	114 30%	236 32%	58 35%	106 28%	48 29%	130 30%	61 32%	64 36%	21 23%	55 29%	132 36%a	970 31%	110 30%
5-6 (Net)	582 15%Fe	491 15%	41 12%	31 16%	18 15%	53 14%	120 16%X	25 15%	49 13%	25 15%	48 11%	31 17%	20 11%	8 9%	32 17%	79 21%zSVXh a	453 14%	63 17%
8-10 (Net)	1663 43%FmMNe Scg	1383 42%	134 40%	95 49%zOPR	50 41%	131 35%	332 46%Sc	85 51%SVWc	144 38%	60 37%	173 41%	111 59%zSTVW Xhbc	83 46%Sc	48 53%SVWc	88 46%Sc	129 35%	1352 43%g	130 35%
7-10 (Net)	2211 57%FmMNe RScg	1861 57%R	171 52%	116 60%R	62 50%	187 50%	435 60%SWc	115 69%zSVWX c	195 52%	82 50%	247 58%c	139 74%zSTVW Xbc	119 66%zSVWc	59 65%SWc	109 57%	174 47%	1816 58%zg	170 46%
9-10 (Net)	908 23%FmNeS c	732 22%	80 24%	61 31%zO	35 29%zO	57 15%	176 24%Sc	34 21%	85 23%S	30 18%	87 21%	64 34%zSTUV WXc	55 30%SWXc	30 33%zSWXc	50 26%Sc	63 17%	733 23%	70 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 354

D3a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Present content in a unique/innovative way

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	115	58	57	7	9	37	62	21	93	15	19	37	44	46	62
1	3%CDIKdO TXYf	3%	3%	1%	1%	3%	4%zCD	2%	3%zl	1%	2%	4%zKL	5%zKL	2%	4%zd
2	46	27	19	5	8	22	11	13	33	11	15	9	11	33	11
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	43	24	18	7	10	12	14	5	36	14	7	6	15	25	17
	1%l	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	1%
4	86	47	39	22	9	31	24	19	66	36	20	12	18	52	32
	2%f	2%	2%	4%zDF	1%	2%	2%	2%	2%	3%zM	2%	1%	2%	2%	2%
5	271	133	137	45	45	97	84	74	190	65	72	71	62	180	78
	7%e	7%	7%	8%	7%	8%	6%	7%	7%	6%	7%	8%	6%	7%	6%
6	343	166	176	63	57	122	101	95	246	102	101	68	72	235	100
	9%FeR	9%	9%	12%zF	9%	10%F	7%	8%	9%	10%	10%	8%	7%	10%e	7%
7	572	289	283	90	119	219	144	178	387	182	164	114	112	436	132
	15%FNeP	15%	14%	17%F	18%zF	17%zF	10%	16%	14%	17%zMN	16%N	13%	11%	18%ze	10%
8	739	382	356	118	148	263	210	252	477	218	213	148	160	515	214
	19%FmNeR V	20%	18%	22%F	23%zF	21%F	15%	22%zm	17%	21%N	21%zMN	17%	16%	21%ze	15%
9	453	226	227	78	98	167	110	180	273	145	131	108	69	343	104
	12%FmNeR X	12%	11%	14%F	15%zF	13%F	8%	16%zm	10%	14%zN	13%N	12%N	7%	14%ze	8%
Extremely Important	417	181	236	60	76	148	133	152	262	137	98	86	96	277	134
10	11%msUW	10%	12%	11%	12%	12%	9%	14%zm	10%	13%z	10%	10%	10%	11%	10%
Don't know	822	372	450	49	69	158	545	132	677	130	156	217	319	284	501
	21%CDEIK LdRY	20%	23%	9%	11%	12%	38%zCDE	12%	25%zl	12%	16%	25%zKL	33%zKLM	12%	36%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 354

D3a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Present content in a unique/innovative way

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.21FmNe PRSG	7.14	7.28	7.28	7.46zF	7.23	7.01	7.56zm	7.06	7.41zMN	7.29N	7.12	6.93	7.34ze	6.98
1-3 (Net)	204 5%IKdOTX Yf	109	95	19	27	71	87	39	162	40	41	53	70	105	90
		6%	5%	4%	4%	6%	6%	3%	6%zl	4%	4%	6%	7%zKL	4%	7%zd
1-4 (Net)	290 7%ldOTYf	157	133	42	36	102	111	58	229	77	61	64	88	157	122
		8%	7%	8%	6%	8%	8%	5%	8%zl	7%	6%	7%	9%L	6%	9%zd
1-2 (Net)	161 4%ClKdOT XYf	85	77	12	17	58	73	34	126	26	34	46	55	80	73
		4%	4%	2%	3%	5%C	5%CD	3%	5%	2%	3%	5%K	6%zKL	3%	5%zd
4-7 (Net)	1272 33%FNeP	636	634	221	229	470	353	366	890	386	357	265	265	903	341
		33%	32%	40%zF	35%F	37%zF	25%	33%	32%	36%zMN	36%zMN	30%	27%	37%ze	25%
5-6 (Net)	614 16%Fe	299	313	108	102	219	185	169	437	167	173	139	135	415	178
		16%	16%	20%zF	16%	17%F	13%	15%	16%	16%	17%	16%	14%	17%ze	13%
8-10 (Net)	1609 41%FmNeS	789	819	256	323	577	453	583	1012	501	442	341	325	1134	452
		41%	41%	47%zF	50%zF	45%zF	32%	52%zm	37%	47%zMN	44%zN	39%N	33%	47%ze	33%
7-10 (Net)	2181 56%FmMNe PVWcg	1078	1102	347	441	797	596	761	1399	682	606	455	438	1570	584
		57%	55%	64%zF	68%zEF	62%zF	41%	68%zm	51%	65%zMN	61%zMN	52%N	45%	65%ze	42%
9-10 (Net)	870 22%FmNeS WX	407	463	138	174	315	243	331	535	282	229	194	165	619	238
		21%	23%	25%F	27%zF	25%zF	17%	30%zm	20%	27%zN	23%N	22%N	17%	26%ze	17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 354

D3a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Present content in a unique/innovative way

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	115	74	13	5	24	16	7	*	16	4	4	-	2	4	11	9	77	29
1	3%CDIKdO TXyf	2%	4%	2%	19%zOPQ	4%TXy	1%	*	4%TUXY	2%	1%	-	1%	5%TUXY	6%TUXY	2%	2%	8%zf
2	46 1%	32 1%	13 4%zOQR	1 *	* *	8 2%T	4 1%	1 1%	5 1%	1 *	4 1%	-	*	-	3 2%	5 1%	34 1%	9 2%
3	43 1%l	31 1%	10 3%zO	1 1%	1 1%	8 2%	5 1%	1 1%	4 1%	1 *	2 1%	1 *	3 1%	-	4 2%	2 1%	30 1%	10 3%zf
4	86 2%f	71 2%	9 3%	4 2%	2 2%	7 2%	22 3%V	1 1%	2 1%	4 3%	11 3%	4 2%	1 *	2 2%	5 3%	10 3%	60 2%	16 4%zf
5	271 7%e	227 7%	22 6%	12 6%	9 8%	22 6%	59 8%	5 3%	30 8%	6 3%	27 6%	10 6%	16 9%	6 7%	14 7%	31 8%	227 7%	17 5%
6	343 9%FeR	293 9%	27 8%	16 8%	7 6%	35 9%	52 7%	16 9%	28 8%	23 14%zTVX	26 6%	24 13%TX	21 12%	10 11%	17 9%	40 11%	269 9%	39 11%
7	572 15%FNeP	498 15%P	30 9%	27 14%	17 14%	57 15%	127 17%	31 19%	49 13%	20 12%	77 18%b	27 15%	27 15%	10 12%	19 10%	53 14%	475 15%	44 12%
8	739 19%FmNeR V	636 20%R	56 17%	32 16%	16 13%	72 19%	133 18%	46 28%zTVc	53 14%	36 22%V	94 22%V	45 24%V	38 21%	20 22%	39 20%	59 16%	601 19%	60 16%
9	453 12%FmNeR X	374 11%	48 15%R	21 11%	10 8%	35 9%	90 12%X	32 20%zSWXc	44 12%	14 8%	32 7%	31 17%SX	19 10%	12 13%	24 13%	40 11%	371 12%	35 10%
Extremely Important	417	332	26	38	21	23	90	7	40	7	42	25	25	11	28	33	331	39
10	61%msUW	10%	8%	20%zOP	17%zOP	6%	12%SUW	4%	11%W	4%	10%	13%SUW	14%SUW	13%UW	14%SUW	9%	11%	11%
Don't know	822 LdRY	691 21%R	79 24%R	37 19%R	15 12%	93 25%UYb	141 19%Y	24 15%	102 27%zTUYh	49 30%zTUYh	105 25%UYb	19 10%	29 16%	14 15%	27 14%	89 24%Yb	681 22%	70 19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 354

D3a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Present content in a unique/innovative way

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.21FmNe PRSg	7.27zPR	6.80R	7.64zOPR	6.26	6.78	7.45zSc	7.63SVWc	7.10	7.08	7.35S	7.72zSVWbc	7.47S	7.31	7.07	7.07	7.27zg	6.57
1-3 (Net)	204 5%IKdOTX Yf	137 4%	36 11%zOQ	6 3%	25 20%zOPQ	32 9%zTUXYh	16 2%	3 2%	25 7%TXy	5 3%	11 3%	1 *	5 3%	4 5%Y	19 10%zTUWXYh	16 4%Y	141 4%	47 13%zf
1-4 (Net)	290 7%ldOTYf	208 6%	45 14%zOQ	10 5%	27 22%zOPQ	40 11%TUXYh	38 5%	4 3%	27 7%	9 6%	22 5%	5 3%	6 3%	7 7%	23 12%TUXYh	26 7%	201 6%	64 17%zf
1-2 (Net)	161 4%ClKdOT XYf	106 3%	26 8%zOQ	5 3%	24 19%zOPQ	24 6%TUXYh	11 2%	2 1%	21 6%TUXY	4 3%	9 2%	-	2 1%	4 5%Y	14 7%TUXYh	14 4%Y	111 4%	38 10%zf
4-7 (Net)	1272 33%FNeP	1089 33%P	87 26%	60 31%	36 29%	122 32%	260 36%	53 32%	110 29%	53 32%	142 33%	66 35%	65 36%	29 32%	55 29%	134 36%	1031 33%	116 32%
5-6 (Net)	614 16%Fe	521 16%	48 15%	28 15%	16 13%	57 15%	111 15%	20 12%	59 16%	29 18%	54 13%	35 18%	37 21%X	16 18%	31 16%	72 19%X	496 16%	55 15%
8-10 (Net)	1609 41%FmNeS	1342 41%	130 39%	91 47%R	47 38%	130 34%	313 43%S	86 52%zSVWXc	137 37%	57 35%	168 39%	101 54%zSTVW Xc	82 45%	44 48%S	91 48%Sc	133 36%	1303 41%	134 37%
7-10 (Net)	2181 56%FmMNe PVWcg	1839 56%P	160 48%	118 61%PR	64 52%	187 50%	441 60%zSVWc	117 71%zSVWXbc	186 50%	77 47%	245 58%	129 69%zSVWXc	109 60%W	54 60%	110 58%	185 50%	1777 56%g	179 49%
9-10 (Net)	870 22%FmNeS WX	706 22%	74 22%	59 30%zOP	31 25%	57 15%	181 25%SWX	40 24%W	84 23%SW	21 13%	74 17%	56 30%zSWXc	44 24%SW	24 26%SW	52 27%SWX	73 20%	702 22%	75 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 355

D3a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	102	55	47	5	8	27	62	16	85	10	21	32	40	38	57
1	3%CDIKdO TX	3%	2%	1%	1%	2%	4%zCDE	1%	3%zl	1%	2%	4%K	4%zKL	2%	4%zd
2	34 1%FO	23 1%	11 1%	7 1%F	6 1%	17 1%F	5 *	5 *	29 1%	7 1%	9 1%	6 1%	13 1%	22 1%	10 1%
3	37 1%	23 1%	14 1%	9 2%	3 *	8 1%	17 1%	6 1%	30 1%	10 1%	5 1%	11 1%	11 1%	23 1%	14 1%
4	76 2%	40 2%	35 2%	18 3%zEF	18 3%	20 2%	20 1%	23 2%	53 2%	30 3%N	19 2%	14 2%	13 1%	49 2%	26 2%
5	239 6%	114 6%	126 6%	35 6%	40 6%	74 6%	89 6%	79 7%	159 6%	56 5%	53 5%	69 8%	61 6%	153 6%	75 5%
6	268 7%eP	117 6%	151 8%	53 10%zDF	31 5%	103 8%DF	81 6%	64 6%	201 7%	73 7%	78 8%	60 7%	57 6%	192 8%ze	71 5%
7	540 14%BFmeR	294 15%zB	244 12%	91 17%F	118 18%zF	196 15%F	135 9%	180 16%zm	352 13%	155 15%	150 15%	119 14%	115 12%	391 16%ze	141 10%
8	736 19%FmNeR h	353 19%	381 19%	104 19%	134 21%F	279 22%zF	220 15%	239 21%zm	485 18%	244 23%zMN	196 20%N	148 17%	148 15%	503 21%ze	223 16%
9	529 14%FmNeR	264 14%	266 13%	87 16%F	108 17%zF	206 16%zF	128 9%	206 18%zm	322 12%	168 16%zMN	164 17%zMN	104 12%	93 10%	395 16%ze	126 9%
Extremely Important	545	240	305	90	111	191	153	178	363	177	152	100	116	379	157
10	14%AFMeU	13%	15%zA	16%F	17%zF	15%F	11%	16%	13%	17%zMN	15%M	11%	12%	16%ze	11%
Don't know	800	383	417	46	71	157	526	124	663	126	148	212	313	281	484
	20%CDEIK LdRYg	20%	21%	9%	11%	12%C	37%zCDE	11%	24%zl	12%	15%	24%zKL	32%zKLM	12%	35%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 355

D3a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.49AFmM NePR	7.39	7.58zA	7.54F	7.74zF	7.61F	7.16	7.75zm	7.37	7.75zMN	7.65zMN	7.23	7.18	7.63ze	7.22
1-3 (Net)	173 4%BDIKdO XY	101 5%zB	72 4%	21 4%	17 3%	51 4%	85 6%zD	27 2%	143 5%zl	27 3%	35 4%	48 5%K	63 6%zKL	83 3%	81 6%zd
1-4 (Net)	249 6%BldOXY	141 7%zB	108 5%	38 7%	35 5%	71 6%	105 7%	50 4%	196 7%zl	57 5%	54 5%	62 7%	76 8%	132 5%	107 8%zd
1-2 (Net)	136 3%IKdOTX Y	78 4%	58 3%	12 2%	14 2%	43 3%	68 5%zCD	21 2%	114 4%zl	17 2%	30 3%	38 4%K	52 5%zKL	60 2%	67 5%zd
4-7 (Net)	1123 29%FNePR	566 30%	556 28%	197 36%zF	208 32%F	393 31%F	326 23%	345 31%	765 28%	315 30%N	300 30%N	263 30%	246 25%	785 32%ze	313 23%
5-6 (Net)	507 13%eP	231 12%	277 14%	88 16%zDF	72 11%	177 14%	171 12%	143 13%	360 13%	130 12%	131 13%	129 15%	118 12%	345 14%ze	146 11%
8-10 (Net)	1810 46%FmMNe c	856 45%	952 48%	281 52%zF	353 54%zF	676 53%zF	501 35%	624 56%zm	1169 43%	589 56%zMN	512 51%zMN	352 40%	357 36%	1277 53%ze	506 37%
7-10 (Net)	2350 60%FmMNe PRWc	1151 60%	1196 60%	372 68%zF	470 73%zF	871 68%zF	636 44%	804 72%zm	1521 56%	744 70%zMN	662 67%zMN	472 54%N	472 48%	1668 69%ze	647 47%
9-10 (Net)	1074 27%FmMNe	503 26%	571 29%	177 32%zF	219 34%zF	397 31%zF	281 20%	385 34%zm	684 25%	344 33%zMN	316 32%zMN	204 23%	209 21%	773 32%ze	283 20%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 355

D3a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	102	56	19	4	23	7	8	*	10	3	1	-	2	4	14	6	75	16
1	3%CDIKdO TX	2%	6%zOQ	2%	19%zOPQ	2%	1%	*	3%X	2%	*	-	1%	5%TUXY	7%zSTUVW XYhc	1%	2%	4%
2	34 1%FO	21 1%	11 3%zO	1 1%	1 1%	2 *	3 *	1 1%	3 1%	1 *	3 1%	-	-	-	3 2%	6 2%	29 1%	3 1%
3	37 1%	26 1%	7 2%zO	2 1%	1 1%	* *	12 2%	- -	4 1%	* *	3 1%	* *	2 1%	-	2 1%	2 1%	30 1%	3 1%
4	76 2%	59 2%	13 4%zO	2 1%	2 2%	4 1%	10 1%	4 2%	4 1%	4 3%	5 1%	3 2%	8 5%zSTVX	5 5%zSTVX	6 3%	6 1%	62 2%	9 2%
5	239 6%	208 6%	13 4%	10 5%	8 7%	30 8%	53 7%	13 8%	20 5%	8 5%	19 5%	8 4%	15 8%	3 3%	10 5%	30 8%	188 6%	28 8%
6	268 7%eP	232 7%	13 4%	17 9%P	6 5%	27 7%	39 5%	14 8%	23 6%	19 11%zTXb	25 6%	17 9%	21 11%Tb	10 11%b	7 4%	30 8%	204 6%	26 7%
7	540 14%BFmeR 14%R	469 14%R	34 10%	24 13%	12 10%	72 19%zVa	113 15%	27 17%	41 11%	19 11%	60 14%	28 15%	24 13%	7 8%	27 14%	52 14%	435 14%	55 15%
8	736 19%FmNeR h	634 19%R	56 17%	30 15%	17 14%	74 20%h	154 21%h	46 28%zVhc	61 16%	30 18%	98 23%hc	41 22%h	18 10%	19 21%h	34 18%	59 16%	605 19%	63 17%
9	529 14%FmNeR 14%R	442 14%R	53 16%R	24 13%	10 8%	39 10%	94 13%	28 17%	52 14%	17 10%	60 14%	34 18%S	30 16%	16 17%	23 12%	50 13%	425 13%	52 14%
Extremely Important	545	440	37	42	27	50	102	8	51	17	49	40	36	13	34	40	428	56
10	14%AFMeU	13%	11%	22%zOP	22%zOP	13%U	14%U	5%	14%U	10%	11%U	22%zSTUV WXc	20%UWXc	15%U	18%U	11%	14%	15%
Don't know	800 20%CDEIK LdRYg	671 21%R	76 23%R	37 19%R	16 13%	71 19%Y	142 20%Y	25 15%	104 28%zSTUY hab	47 28%zSTUY hab	103 24%Yh	15 8%	26 14%	14 15%	32 17%Y	92 25%UYh	673 21%zg	57 15%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 355

D3a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.49AFmM NePR	7.57zPR	6.98	7.78zPR	6.46	7.48	7.62	7.48	7.54	7.40	7.77zbc	8.09zSTU VWhabc	7.58	7.45	7.19	7.36	7.51	7.34	
1-3 (Net)	173 4%BDIKdO XY	104 3%	38 11%zOQ	7 4%	25 20%zOPQ	9 2%	23 3%	2 1%	17 5%Y	4 2%	8 2%	* *	4 2%	4 5%Y	19 10%zSTUWX Yhc	14 4%Y	135 4%	22 6%	
1-4 (Net)	249 6%BlIdOX Y	163 5%	50 15%zOQ	9 5%	27 22%zOPQ	13 4%	33 4%	5 3%	22 6%	8 5%	13 3%	3 2%	12 7%	9 10%STXY	25 13%zSTUVW XYc	19 5%	197 6%	31 8%	
1-2 (Net)	136 3%IKdOTX Y	77 2%	30 9%zOQ	5 3%	24 19%zOPQ	9 2%	11 2%	2 1%	13 4%XY	3 2%	4 1%	- -	2 1%	4 5%XY	17 9%zSTUVW XYhc	12 3%Y	104 3%	18 5%	
4-7 (Net)	1123 29%FNePR	968 30%zPR	72 22%	53 27%	29 24%	134 36%zVX	214 29%	57 35%V	88 24%	49 30%	109 26%	56 30%	68 38%zVX	24 27%	50 26%	117 32%	890 28%	118 32%	
5-6 (Net)	507 13%eP	440 14%P	26 8%	27 14%P	15 12%	57 15%	92 13%	26 16%	44 12%	27 16%	44 10%	25 13%	36 20%zTVXb	12 14%	17 9%	60 16%X	392 12%	54 15%	
8-10 (Net)	1810 46%FmMNe c	1516 47%	145 44%	96 49%	53 43%	163 43%	350 48%c	82 49%	164 44%	64 39%	206 48%	115 62%zSTVW Xhbc	83 46%	48 53%	91 48%	149 40%	1458 46%	171 46%	
7-10 (Net)	2350 60%FmMNe PRWc	1985 61%PR	179 54%	120 62%R	66 54%	235 62%W	463 63%VWc	109 66%VWc	204 55%	83 51%	266 62%Wc	143 77%zSTVW Xhbc	107 59%	55 61%	118 62%	201 54%	1893 60%	226 62%	
9-10 (Net)	1074 27%FmMNe	882 27%	90 27%	66 34%zO	36 30%	89 24%	196 27%	36 22%	103 27%	34 21%	109 25%	75 40%zSTUV WXc	65 36%zSTUW Xc	29 32%	57 30%	90 24%	853 27%	108 29%	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 356

D3a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Provide distinctive online programmes and content**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not At All Important	123	65	58	3	12	41	67	20	101	13	23	41	46	54	63
1	3%CIkDOT Y	3%	3%	*	2%	3%C	5%zCD	2%	4%zl	1%	2%	5%zKL	5%zKL	2%	5%zd
2	34 1%O	17	17	9	8	10	8	8	26	7	7	10	10	20	13
3	40 1%IMf	25	14	3	3	21	14	4	34	13	10	2	15	28	11
4	72 2%	43	29	18	10	20	24	21	51	26	18	17	11	45	26
5	219 6%	107	112	26	40	70	83	72	144	45	53	64	57	129	80
6	291 7%FNeTf	136	154	60	56	96	79	89	199	88	91	59	53	207	78
7	576 15%FNePR	291	284	114	120	218	124	181	388	168	162	126	120	427	145
8	800 20%FmNeR	387	412	115	156	297	231	262	528	271	219	156	154	569	219
9	490 13%FmNe	256	234	85	100	183	122	181	304	145	150	105	89	352	129
Extremely Important	449	197	252	69	68	158	153	149	297	145	109	90	106	309	132
10	11%eW	10%	13%	13%	11%	12%	11%	13%	11%	14%z	11%	10%	11%	13%ze	10%
Don't know	813 21%CDEIK LdRYh	380	433	44	75	162	532	135	668	135	153	205	319	285	489
		20%	22%	8%	12%	13%C	37%zCDE	12%	24%zl	13%	15%	23%KL	33%zKLM	12%	35%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 356

D3a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Provide distinctive online programmes and content

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.36FmMN ePRg	7.28	7.44	7.52F	7.47F	7.41F	7.14	7.61zm	7.25	7.62zMN	7.45MN	7.14	7.10	7.50ze	7.08
1-3 (Net)	196	108	89	14	23	72	88	31	161	33	40	53	70	102	86
	5%ClKdOT UYf	6%	4%	3%	3%	6%C	6%CD	3%	6%zl	3%	4%	6%K	7%zKL	4%	6%zd
1-4 (Net)	269	151	118	32	33	92	112	52	213	59	58	70	82	147	112
	7%BldOUY	8%zB	6%	6%	5%	7%	8%	5%	8%zl	6%	6%	8%	8%K	6%	8%zd
1-2 (Net)	157	82	74	11	20	51	74	27	128	20	30	51	56	75	76
	4%ClKdOT Y	4%	4%	2%	3%	4%	5%zC	2%	5%zl	2%	3%	6%zKL	6%zKL	3%	5%zd
4-7 (Net)	1159	578	579	217	227	404	311	362	782	327	324	267	240	808	328
	30%FNeP	30%	29%	40%zEF	35%zF	32%F	22%	32%	29%	31%N	33%N	30%N	25%	33%ze	24%
5-6 (Net)	510	243	266	86	96	166	162	161	343	133	144	123	109	336	158
	13%Fe	13%	13%	16%F	15%	13%	11%	14%	13%	13%	14%	14%	11%	14%	11%
8-10 (Net)	1739	840	897	270	324	638	507	593	1129	561	478	351	349	1231	480
	45%FmNNe Vc	44%	45%	50%zF	50%zF	50%zF	35%	53%zm	41%	53%zMN	48%zMN	40%	36%	51%ze	35%
7-10 (Net)	2315	1132	1181	383	444	856	631	774	1517	729	640	477	469	1657	625
	59%FmNNe RVWc	59%	59%	70%zF	69%zF	67%zF	44%	69%zm	55%	69%zMN	64%zMN	55%N	48%	68%ze	45%
9-10 (Net)	939	453	486	154	168	341	276	330	601	290	259	195	195	661	262
	24%FmNeS	24%	24%	28%zF	26%F	27%zF	19%	29%zm	22%	27%zMN	26%N	22%	20%	27%ze	19%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 356

D3a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Provide distinctive online programmes and content**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not At All Important	123	75	20	4	23	10	9	*	15	3	6	-	2	4	16	8	94	21
1	3%CIkDOT Y	2%	6%zOQ	2%	19%zOPQ	3%	1%	*	4%TY	2%	1%	-	1%	5%TUY	8%zSTUWX Yhc	2%	3%	6%zf
2	34	21	12	1	1	2	4	1	4	1	2	-	2	-	1	5	25	3
	1%O	1%	4%zOQR	*	*	*	1%	1%	1%	*	1%	-	1%	-	*	1%	1%	1%
3	40	32	5	2	1	6	9	-	4	-	5	*	1	2	1	3	24	11
	1%IMf	1%	2%	1%	*	2%	1%	-	1%	-	1%	*	1%	2%	*	1%	1%	3%zf
4	72	60	7	2	3	7	17	2	5	2	6	3	3	3	7	6	63	5
	2%	2%	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	4%	3%	2%	2%	1%
5	219	188	14	9	9	23	54	6	17	8	26	10	4	3	5	31	183	17
	6%	6%	4%	4%	7%	6%	7%h	4%	5%	5%	6%	6%	2%	3%	3%	8%hb	6%	5%
6	291	245	19	19	8	35	31	12	31	17	23	17	25	9	13	32	212	37
	7%FNeTf	8%	6%	10%	6%	9%T	4%	7%	8%T	10%T	5%	9%T	14%zTX	10%T	7%	9%T	7%	10%
7	576	507	35	22	12	58	135	29	57	23	69	33	29	7	16	51	466	55
	15%FNePR	16%zPR	11%	11%	10%	15%	18%zab	18%b	15%	14%	16%b	18%b	16%	8%	9%	14%	15%	15%
8	800	682	63	38	18	83	136	52	61	33	92	51	39	20	43	70	657	73
	20%FmNeR	21%R	19%	19%	14%	22%	19%	32%zTVWX c	16%	20%	22%	27%zTV	21%	22%	23%	19%	21%	20%
9	490	404	54	20	12	36	106	23	39	18	55	27	27	14	21	39	395	40
	13%FmNe	12%	16%QR	10%	10%	10%	15%	14%	10%	11%	13%	14%	15%	16%	11%	10%	13%	11%
Extremely Important	449	360	29	39	22	31	88	16	41	9	40	29	27	13	31	34	359	39
10	11%eW	11%	9%	20%zOP	18%zOP	8%	12%SW	10%	11%	5%	9%	16%SW	15%W	14%W	16%SWXc	9%	11%	11%
Don't know	813	685	74	38	16	86	141	24	101	51	101	16	24	14	36	92	676	68
	21%CDIEIK LdRYh	21%R	22%R	20%R	13%	23%Yh	19%Y	14%	27%zTUYh ab	31%zTUYh	24%UYh	8%	13%	15%	19%Y	25%UYh	21%	18%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 356

D3a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Provide distinctive online programmes and content**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.36FmMN ePRg	7.42zPR	6.94R	7.72zOPR	6.34	7.18	7.54Sc	7.77SVc	7.21	7.31	7.49	7.85zSVW bc	7.68Sc	7.34	7.22	7.18	7.39g	7.00
1-3 (Net)	196 5%CIkDOT UYf	127 4%	38 11%zOQ	7 4%	24 20%zOPQ	18 5%Y	21 3%	2 1%	23 6%TUY	4 2%	14 3%	* *	5 3%	7 7%UY	17 9%zTUWXY h	17 4%Y	143 5%	35 9%zf
1-4 (Net)	269 7%BidOUY	187 6%	45 14%zOQ	10 5%	27 22%zOPQ	24 6%Y	38 5%	4 2%	27 7%Y	6 4%	20 5%	3 2%	8 4%	10 11%UWXY	24 13%zTUWXY hc	23 6%	206 7%	40 11%zf
1-2 (Net)	157 4%CIkDOT Y	96 3%	33 10%zOQ	5 2%	24 19%zOPQ	12 3%Y	13 2%	2 1%	19 5%TXy	4 2%	8 2%	- -	4 2%	4 5%Y	17 9%zTUWXY Yhc	13 4%Y	119 4%	24 7%zf
4-7 (Net)	1159 30%FNeP	1000 31%zP	74 22%	52 27%	32 26%	123 33%b	237 32%b	49 29%	110 29%	49 30%	125 29%	63 34%b	60 33%	23 25%	41 22%	120 32%b	925 29%	114 31%
5-6 (Net)	510 13%Fe	433 13%	33 10%	28 14%	17 14%	59 16%	85 12%	18 11%	48 13%	24 15%	50 12%	27 14%	28 16%	12 14%	19 10%	63 17%T	396 13%	54 15%
8-10 (Net)	1739 45%FmMNe Vc	1446 44%	145 44%	96 50%	51 42%	150 40%	331 45%V	92 55%zSVWX c	140 38%	60 36%	187 44%	107 58%zSTVW Xc	92 51%VWc	47 52%VWc	96 50%VWc	143 38%	1411 45%	151 41%
7-10 (Net)	2315 59%FmMNe RVWc	1953 60%R	180 54%	118 61%R	64 52%	208 55%	466 64%zSVWc	121 73%zSVWX bc	197 53%	83 50%	256 60%	141 75%zSTVW Xabc	121 67%SVWc	54 60%	112 59%	194 52%	1878 60%	206 56%
9-10 (Net)	939 24%FmNeS	764 23%	83 25%	59 30%zO	34 27%	67 18%	194 27%SWc	39 24%	79 21%	27 17%	95 22%	56 30%SWc	53 30%SWc	27 30%SW	52 27%S	73 20%	754 24%	78 21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 357

D3a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have a mix of different types of content

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Important	11	8	3	2	1	8	*	2	9	2	6	-	2	10	1
1	1%	1%	*	1%	*	1%	*	*	1%	*	1%	-	1%	1%	*
2	4	3	2	*	-	2	2	1	3	1	2	-	1	3	1
	*	*	*	*	-	*	*	*	*	*	*	-	*	*	*
3	9	5	5	*	1	4	4	1	9	5	1	-	3	5	4
	1%	1%	1%	*	*	1%	1%	*	1%	1%	*	-	1%	*	1%
4	22	14	8	6	3	8	5	5	17	7	8	6	1	15	7
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	*	1%	2%
5	93	53	40	27	13	31	22	28	63	34	25	21	13	64	25
	5%	6%	5%	9%zDE	4%	5%	5%	5%	5%	5%	5%	6%	5%	5%	6%
6	136	78	58	30	20	48	38	35	101	49	40	22	25	103	31
	8%IT	8%	7%	10%	6%	7%	9%	6%	9%zl	7%	8%	7%	10%	8%	7%
7	312	169	143	66	57	124	65	115	196	109	99	59	44	244	63
	18%RW	18%	17%	21%F	17%	18%	15%	19%	17%	16%	19%	18%	17%	18%	15%
8	484	259	225	69	100	191	125	178	301	186	142	92	64	368	112
	27%C	28%	27%	22%	29%	28%	28%	29%	26%	28%	27%	29%	25%	28%	27%
9	319	163	156	52	80	117	70	132	185	127	95	58	39	243	71
	18%mOc	18%	18%	17%	23%zEF	17%	16%	21%zm	16%	19%	18%	18%	15%	18%	17%
Extremely Important	317	156	161	47	55	139	76	107	209	129	90	52	47	237	75
10	18%P	17%	19%	15%	16%	20%	17%	17%	18%	19%	17%	16%	18%	18%	18%
Don't know	69	25	44	9	14	10	35	13	56	19	19	14	17	39	26
	4%AEIdRg	3%	5%zA	3%	4%E	1%	8%zCE	2%	5%zl	3%	4%	4%	7%zK	3%	6%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 357

D3a\_1. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Have a mix of different types of content**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.91ACmV	7.82	8.02zA	7.67	8.08zC	7.95C	7.90	8.05zm	7.84	8.00	7.85	7.91	7.82	7.93	7.89
1-3 (Net)	25	15	9	3	2	14	6	4	21	9	10	-	6	18	6
	1%l	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%M	-	2%M	1%	2%
1-4 (Net)	47	30	17	8	5	22	11	9	38	16	18	6	7	32	14
	3%l	3%	2%	3%	2%	3%	3%	1%	3%l	2%	3%	2%	3%	2%	3%
1-2 (Net)	15	10	5	2	1	10	2	3	12	4	8	-	3	12	2
	1%	1%	1%	1%	*	1%	*	*	1%	1%	2%	-	1%	1%	1%
4-7 (Net)	563	314	249	128	93	211	131	184	378	199	173	108	83	426	126
	32%	34%	30%	42%zDEF	27%	31%	30%	30%	33%	30%	33%	33%	32%	32%	30%
5-6 (Net)	229	131	98	57	33	79	60	63	165	83	66	43	38	167	55
	13%l	14%	12%	18%zDE	10%	12%	14%	10%	14%zl	12%	12%	13%	15%	13%	13%
8-10 (Net)	1120	578	542	168	234	447	271	417	695	442	327	202	150	849	257
	63%CmV	62%	64%	55%	68%zC	66%C	61%	68%zm	60%	66%	62%	62%	59%	64%	62%
7-10 (Net)	1432	746	685	234	291	570	337	533	891	551	426	261	194	1093	320
	81%CFmN	80%	81%	76%	85%zCF	84%zCF	76%	86%zm	78%	82%N	81%	81%	76%	82%ze	77%
9-10 (Net)	636	319	317	99	135	256	146	239	394	256	185	109	86	480	145
	36%	34%	38%	32%	39%	38%	33%	39%	34%	38%	35%	34%	33%	36%	35%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Important	11	9	1	-	1	-	1	-	1	-	1	-	1	-	5	-	8	1
1	1%	1%	1%	-	2%	-	*	-	1%	-	*	-	1%	-	5%zSTXc	-	1%	1%
2	4	3	1	1	-	*	2	-	1	-	*	-	-	-	-	-	4	-
	*	*	*	1%	-	*	*	-	*	-	*	-	-	-	-	-	*	-
3	9	7	-	2	*	-	2	-	2	-	-	-	*	-	1	1	9	-
	1%	*	-	3%zO	1%	-	*	-	1%	-	-	-	*	-	1%	1%	1%	-
4	22	19	2	*	1	1	4	-	4	-	2	2	2	1	-	2	18	3
	1%	1%	1%	*	1%	1%	1%	-	3%	-	1%	2%	2%	3%	-	1%	1%	2%
5	93	81	8	3	1	6	19	7	10	5	11	4	3	4	7	5	80	6
	5%	5%	6%	4%	2%	3%	5%	11%S	7%	7%	6%	4%	4%	8%	7%	4%	6%	4%
6	136	117	6	9	5	17	15	5	15	14	8	6	12	5	8	12	104	17
	8%IT	8%	4%	10%	10%	8%	4%	9%	9%	20%zSTVXY bc	4%	6%	13%TX	12%	8%	9%	7%	10%
7	312	272	22	13	5	56	56	16	34	5	29	16	13	5	14	27	239	40
	18%RW	18%R	17%	15%	11%	28%zTWXh b	16%	28%zTWX	21%W	7%	15%	16%	15%	12%	14%	19%W	17%	24%zf
8	484	418	30	24	13	56	101	12	36	24	61	28	16	12	25	47	394	42
	27%C	28%	23%	27%	26%	28%	29%	21%	22%	34%h	32%h	27%	18%	27%	25%	33%h	27%	25%
9	319	254	40	15	11	26	68	9	22	9	35	24	18	7	23	14	257	31
	18%mOc	17%	31%zOQ	17%	22%	13%	19%c	16%	14%	12%	19%	24%Sc	19%	15%	22%c	10%	18%	19%
Extremely Important	317	274	13	18	12	30	67	8	27	13	35	22	23	10	13	25	260	25
10	18%P	18%P	10%	21%P	25%zP	15%	19%	13%	17%	19%	18%	21%	25%	22%	13%	18%	18%	15%
Don't know	69	58	8	3	*	9	20	*	8	-	8	1	2	-	4	7	63	-
	4%AEIdRg	4%	6%	3%	1%	4%	6%	1%	5%	-	4%	1%	2%	-	4%	5%	4%g	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 357

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Have a mix of different types of content

Base = All who have used BBC online services in the past 3 months

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.91ACmV	7.90	7.94	7.94	8.13	7.85	8.05Vb	7.62	7.60	7.80	8.06V	8.20UVb	7.98	7.87	7.56	7.87	7.92	7.81
1-3 (Net)	25 1%l	19 1%	2 1%	3 3%	1 2%	* *	4 1%	- -	4 3%	- -	1 1%	- -	2 2%	- -	6 6%zSTXY	1 1%	21 1%	1 1%
1-4 (Net)	47 3%l	39 3%	3 3%	3 4%	2 4%	2 1%	8 2%	- -	9 5%zS	- -	3 2%	2 2%	4 4%	1 3%	6 6%S	3 2%	39 3%	4 2%
1-2 (Net)	15 1%	12 1%	2 1%	1 1%	1 2%	* *	2 1%	- -	2 1%	- -	1 1%	- -	1 1%	- -	5 5%zSTc	- -	12 1%	1 1%
4-7 (Net)	563 32%	490 32%	37 28%	25 29%	12 24%	80 40%zTX	94 27%	28 49%zTXYb	64 40%zTX	24 35%	50 26%	28 27%	31 33%	16 35%	29 29%	46 33%	441 31%	66 40%zf
5-6 (Net)	229 13%l	198 13%	13 10%	12 14%	6 12%	23 12%	34 10%	12 21%TX	25 16%	20 28%zSTXYc	18 10%	10 10%	15 16%	9 20%	15 15%	17 12%	184 13%	23 14%
8-10 (Net)	1120 63%cmV	946 63%	83 64%	56 65%	35 73%zO	112 56%	236 67%SUV	29 50%	85 53%	46 65%	132 69%SUV	74 72%SUV	57 63%	29 65%	61 61%	85 61%	911 63%	98 59%
7-10 (Net)	1432 81%CFmN	1218 81%	105 81%	69 79%	40 83%	168 83%	292 83%	46 79%	119 74%	51 72%	161 84%VW	90 88%VW	71 77%	34 77%	75 75%	112 80%	1150 80%	138 84%
9-10 (Net)	636 36%	528 35%	53 41%	32 38%	23 47%zO	57 28%	135 38%	17 30%	49 31%	22 31%	70 37%	46 45%SVc	41 45%Sc	17 37%	36 36%	39 28%	517 36%	56 34%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 358

D3a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Have high quality content**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Important	7	4	2	2	1	3	*	2	5	1	2	1	3	4	2
1	*	*	*	1%	*	*	*	*	*	*	*	*	1%	*	1%
2	5	3	3	1	-	2	2	1	4	2	2	-	*	4	1
	*	*	*	*	-	*	*	*	*	*	*	-	*	*	*
3	10	7	4	3	3	4	1	4	6	8	2	-	1	10	1
	1%	1%	*	1%	1%	1%	*	1%	1%	1%	*	-	*	1%	*
4	20	11	9	4	3	5	8	10	9	6	6	8	-	14	6
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%N	-	1%	1%
5	58	33	25	12	9	19	18	14	42	22	14	16	6	38	18
	3%S	4%	3%	4%	3%	3%	4%	2%	4%	3%	3%	5%	2%	3%	4%
6	128	71	57	28	26	49	25	40	87	40	38	21	28	92	30
	7%X	8%	7%	9%	8%	7%	6%	6%	8%	6%	7%	7%	11%zK	7%	7%
7	233	135	97	51	52	90	40	88	146	85	75	41	33	187	46
	13%F	14%	12%	17%F	15%F	13%	9%	14%	13%	13%	14%	13%	13%	14%	11%
8	473	245	228	78	88	179	128	181	287	187	132	89	65	352	116
	27%V	26%	27%	25%	26%	26%	29%	29%	25%	28%	25%	28%	25%	26%	28%
9	378	202	176	56	87	148	87	139	237	136	134	59	48	301	72
	21%eS	22%	21%	18%	25%C	22%	20%	23%	21%	20%	25%zM	18%	19%	23%e	17%
Extremely Important	400	200	200	62	64	170	103	125	274	165	108	73	53	299	95
10	23%P	21%	24%	20%	19%	25%D	23%	20%	24%	25%	21%	23%	21%	22%	23%
Don't know	65	22	43	11	10	11	32	13	52	18	14	15	19	31	29
	4%AEldg	2%	5%zA	4%	3%	2%	7%zDE	2%	4%zl	3%	3%	5%	7%zKL	2%	7%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 358

D3a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Have high quality content**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.18CV	8.11	8.25	7.96	8.15	8.24C	8.25C	8.17	8.19	8.23	8.18	8.12	8.10	8.20	8.14
1-3 (Net)	22	14	8	5	4	10	3	7	15	11	6	1	4	18	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%
1-4 (Net)	42	25	17	10	7	15	11	17	25	17	13	8	4	31	10
	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	1%	2%	2%
1-2 (Net)	12	7	5	3	1	6	2	3	9	3	4	1	3	8	3
	1%	1%	1%	1%	*	1%	*	*	1%	1%	1%	*	1%	1%	1%
4-7 (Net)	440	250	189	96	90	163	90	152	284	153	133	86	67	330	99
	25%Fh	27%	22%	31%zEF	26%	24%	20%	25%	25%	23%	25%	27%	26%	25%	24%
5-6 (Net)	186	104	82	40	35	68	42	54	129	62	52	38	34	130	48
	10%	11%	10%	13%	10%	10%	10%	9%	11%	9%	10%	12%	13%	10%	12%
8-10 (Net)	1250	647	604	196	239	497	319	446	799	488	374	221	167	952	283
	70%CV	69%	72%	63%	69%	73%C	72%C	72%	69%	73%N	71%	68%	65%	72%	68%
7-10 (Net)	1484	781	701	247	291	587	359	533	944	572	449	262	200	1139	329
	83%NeV	84%	83%	80%	85%	86%zCF	81%	86%zm	82%	86%N	85%N	81%	78%	86%ze	79%
9-10 (Net)	778	402	376	118	151	318	191	264	511	301	243	132	102	600	167
	44%CSU	43%	45%	38%	44%	47%C	43%	43%	44%	45%	46%	41%	40%	45%	40%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 358

D3a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Have high quality content**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Important	7	6	-	-	1	-	1	-	-	-	-	1	1	-	2	1	4	1
1	*	*	-	-	1%	-	*	-	-	-	-	1%	1%	-	2%	*	*	1%
2	5	4	2	-	-	*	2	-	1	-	*	-	-	-	-	-	4	-
	*	*	1%	-	-	*	1%	-	*	-	*	-	-	-	-	-	*	-
3	10	8	2	1	-	-	-	-	6	-	-	-	2	-	-	-	10	-
	1%	1%	1%	1%	-	-	-	-	4%zSTXc	-	-	-	2%T	-	-	-	1%	-
4	20	18	1	1	1	3	4	-	1	1	1	*	-	2	3	2	14	1
	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	*	*	-	5%X	3%	1%	1%	1%
5	58	48	6	1	3	1	14	1	11	2	8	1	-	1	6	5	46	9
	3%S	3%	5%	2%	5%	*	4%S	1%	7%zSYh	2%	4%S	1%	-	2%	6%S	3%	3%	5%
6	128	105	7	12	4	23	16	9	15	9	4	7	4	6	1	12	98	12
	7%X	7%	6%	13%zOP	8%	11%TXb	5%	15%zTXhb	10%Xb	13%TXb	2%	7%	4%	13%Xb	1%	8%X	7%	8%
7	233	206	15	8	4	26	57	9	28	9	31	9	9	3	10	14	188	22
	13%F	14%	12%	10%	8%	13%	16%	16%	17%	13%	16%	9%	10%	8%	10%	10%	13%	14%
8	473	409	29	23	11	74	80	21	26	22	49	27	18	16	31	45	375	51
	27%V	27%	23%	27%	22%	37%zTVh	23%	37%TVh	16%	32%V	26%	26%	20%	35%V	31%V	32%V	26%	31%
9	378	308	46	13	12	28	85	8	33	13	34	27	22	6	23	28	305	36
	21%eS	20%	35%zOQ	15%	24%	14%	24%S	14%	21%	18%	18%	27%S	24%	13%	23%	20%	21%	22%
Extremely Important	400	345	16	25	14	41	80	9	31	14	54	29	34	11	19	25	329	31
10	23%P	23%P	12%	29%P	29%P	20%	23%	15%	19%	20%	28%	28%	37%zSTUV	25%	18%	18%	23%	19%
													Wbc					
Don't know	65	57	5	2	1	7	14	1	8	-	9	2	2	-	6	8	61	*
	4%AEldg	4%	4%	3%	1%	4%	4%	2%	5%	-	5%	2%	2%	-	6%	6%	4%zg	*

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 358

D3a\_2. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have high quality content

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.18CV	8.18	8.07	8.23	8.29	8.11	8.22V	7.94	7.78	8.05	8.40V	8.52UV	8.61zSUV	8.06	8.05	8.10	8.20	8.06
1-3 (Net)	22 1%	17 1%	3 2%	1 1%	1 1%	* *	3 1%	- -	7 4%zSTX	- -	* *	1 1%	3 4%S	- -	2 2%	1 *	19 1%	1 1%
1-4 (Net)	42 2%	35 2%	4 3%	2 2%	1 3%	3 2%	7 2%	- -	8 5%X	1 2%	1 1%	1 1%	3 4%	2 5%	5 5%	3 2%	33 2%	3 2%
1-2 (Net)	12 1%	9 1%	2 1%	- -	1 1%	* *	3 1%	- -	1 *	- -	* *	1 1%	1 1%	- -	2 2%	1 *	9 1%	1 1%
4-7 (Net)	440 25%Fh	377 25%	30 23%	22 26%	11 23%	52 26%	91 26%h	19 32%Yh	55 34%zXYhb	21 30%h	44 23%	17 17%	13 14%	12 27%	20 20%	33 23%	347 24%	45 27%
5-6 (Net)	186 10%	153 10%	14 11%	13 15%	6 13%	24 12%	30 9%	9 16%Xh	26 16%zTXh	10 15%h	13 7%	8 7%	4 4%	6 14%	7 7%	17 12%	144 10%	21 13%
8-10 (Net)	1250 70%CV	1062 70%	91 71%	61 71%	36 75%	142 70%V	245 69%V	38 66%	91 57%	49 70%	137 72%V	83 81%zTV	74 81%V	32 73%	72 72%V	98 70%V	1009 70%	119 72%
7-10 (Net)	1484 83%NeV	1268 84%	106 82%	69 80%	41 83%	168 83%	302 85%V	48 82%	119 74%	58 83%	168 88%V	92 90%V	83 90%V	36 81%	83 82%	112 80%	1197 83%	141 85%
9-10 (Net)	778 44%CSU	653 43%	62 48%	38 44%	26 53%zO	68 34%	164 47%SU	17 29%	64 40%	27 38%	88 46%SU	56 55%zSUVc	56 61%zSTUV	17 38%	42 41%	53 38%	634 44%	67 41%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 359

D3a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Provide content that other websites or apps don't provide

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Important	20	12	8	1	*	18	*	4	16	4	4	6	6	20	1
1	1%Dfef	1%	1%	*	*	3%zCDF	*	1%	1%	1%	1%	2%	2%	1%e	*
2	14	8	6	3	*	8	3	8	6	9	3	*	2	10	3
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
3	18	12	6	6	3	6	4	2	16	9	4	3	2	14	4
	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
4	27	13	15	8	10	7	2	10	17	14	8	3	2	22	5
	2%	1%	2%	3%F	3%F	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%
5	124	69	55	30	18	48	29	39	83	42	36	25	22	95	24
	7%	7%	7%	10%zD	5%	7%	6%	6%	7%	6%	7%	8%	9%	7%	6%
6	157	89	68	24	29	64	41	42	115	55	52	18	31	124	30
	9%IX	10%	8%	8%	8%	9%	9%	7%	10%zl	8%	10%	6%	12%M	9%	7%
7	319	182	137	70	54	119	76	114	203	108	102	68	41	239	77
	18%Q	20%	16%	23%zD	16%	17%	17%	19%	18%	16%	19%	21%	16%	18%	19%
8	460	236	223	61	98	175	126	162	295	187	133	81	59	339	119
	26%CR	25%	26%	20%	28%C	26%	28%C	26%	26%	28%	25%	25%	23%	25%	29%
9	285	154	131	51	64	111	59	117	167	111	99	38	36	227	52
	16%meOSg	17%	16%	16%	18%	16%	13%	19%zm	15%	17%	19%M	12%	14%	17%e	13%
Extremely Important	272	129	143	44	55	112	61	103	168	110	68	57	37	207	61
10	15%	14%	17%	14%	16%	16%	14%	17%	15%	16%	13%	18%	15%	16%	15%
Don't know	80	28	52	10	14	14	42	16	63	21	18	22	18	36	39
	5%AEIdR	3%	6%zA	3%	4%	2%	10%zCDE	3%	6%zl	3%	3%	7%K	7%KL	3%	9%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 359

D3a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Provide content that other websites or apps don't provide

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.65mSVg	7.56	7.74	7.47	7.85zCE	7.57	7.73	7.80zm	7.56	7.70	7.64	7.67	7.47	7.62	7.74
1-3 (Net)	53 3%Df	32 3%	20 2%	10 3%	4 1%	32 5%zDF	7 2%	14 2%	38 3%	22 3%	12 2%	10 3%	9 4%	44 3%	8 2%
1-4 (Net)	80 4%Ff	45 5%	35 4%	18 6%F	13 4%	39 6%F	9 2%	24 4%	55 5%	36 5%	20 4%	13 4%	11 4%	66 5%	13 3%
1-2 (Net)	34 2%Df	20 2%	14 2%	4 1%	1 *	26 4%zDF	3 1%	12 2%	22 2%	13 2%	8 1%	7 2%	7 3%	30 2%	4 1%
4-7 (Net)	627 35%B	352 38%zB	275 33%	132 43%zDEF	110 32%	237 35%	148 33%	205 33%	418 36%	219 33%	197 37%	114 35%	96 38%	479 36%	136 33%
5-6 (Net)	281 16%lh	157 17%	123 15%	54 18%	46 13%	111 16%	69 16%	80 13%	198 17%l	97 14%	88 17%	43 13%	53 21%zKM	219 16%	54 13%
8-10 (Net)	1017 57%cmSV	519 56%	497 59%	156 51%	216 63%zC	399 59%C	247 56%	382 62%zm	630 55%	408 61%zN	300 57%	177 55%	133 52%	772 58%	233 56%
7-10 (Net)	1336 75%mnCg	701 75%	634 75%	226 73%	270 79%	517 76%	323 73%	496 80%zm	833 72%	516 77%N	402 76%N	245 76%	174 68%	1011 76%	310 75%
9-10 (Net)	557 31%mc	283 30%	274 32%	95 31%	118 34%	223 33%	121 27%	220 36%zm	335 29%	221 33%	167 32%	96 30%	73 29%	434 33%	114 27%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 359

D3a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Provide content that other websites or apps don't provide

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Important	20	18	1	-	1	11	*	-	3	-	-	-	1	-	2	-	7	12
1	1% <b>D</b> Fef	1%	1%	-	3% <b>Q</b>	6% <b>z</b> TXyc	*	-	2% <b>T</b>	-	-	-	1%	-	2%	-	*	7% <b>zf</b>
2	14	13	1	-	*	4	3	-	1	-	3	-	-	2	-	-	8	4
	1%	1%	*	-	1%	2%	1%	-	*	-	1%	-	-	5% <b>zc</b>	-	-	1%	3% <b>zf</b>
3	18	15	1	2	1	4	3	-	4	1	*	*	-	1	-	1	14	4
	1%	1%	*	2%	2%	2%	1%	-	2%	1%	*	*	-	3%	-	1%	1%	3%
4	27	23	2	1	2	2	5	*	4	-	2	1	4	1	-	3	19	2
	2%	2%	1%	1%	3%	1%	1%	1%	3%	-	1%	1%	4%	3%	-	2%	1%	2%
5	124	108	7	7	2	11	25	5	22	7	16	4	2	4	5	10	96	15
	7%	7%	6%	8%	4%	5%	7%	8%	13% <b>z</b> STYh	9%	8%	4%	2%	9%	5%	7%	7%	9%
6	157	128	11	12	5	20	32	8	8	10	4	8	4	2	10	22	128	12
	9% <b>i</b> X	8%	9%	14% <b>z</b> O	10%	10% <b>X</b>	9% <b>X</b>	14% <b>X</b>	5%	14% <b>V</b> X	2%	8% <b>X</b>	5%	4%	10% <b>X</b>	16% <b>z</b> VXh	9%	7%
7	319	280	23	9	7	44	52	9	33	11	42	14	24	7	19	25	266	27
	18% <b>Q</b>	18% <b>Q</b>	18%	11%	14%	22%	15%	16%	21%	15%	22%	13%	26% <b>T</b>	16%	19%	18%	19%	16%
8	460	401	29	21	9	52	101	22	33	23	48	31	17	12	25	38	370	44
	26% <b>CR</b>	27% <b>R</b>	22%	24%	18%	26%	29%	37% <b>V</b> h	21%	32%	25%	30%	19%	26%	25%	27%	26%	27%
9	285	224	36	15	10	17	58	8	23	11	29	19	21	7	20	13	234	16
	16% <b>m</b> eOSg	15%	28% <b>z</b> OQ	17%	20%	8%	16% <b>S</b>	13%	14%	16%	15%	18% <b>S</b>	23% <b>Sc</b>	16%	20% <b>S</b>	9%	16%	10%
Extremely Important	272	232	12	16	12	26	57	7	23	9	33	24	17	8	11	18	221	23
10	15%	15%	9%	19% <b>P</b>	25% <b>z</b> OP	13%	16%	11%	14%	13%	17%	23% <b>z</b>	19%	17%	11%	13%	15%	14%
Don't know	80	71	6	3	*	10	17	*	8	-	14	2	2	-	9	10	72	4
	5% <b>A</b> EIdR	5% <b>R</b>	5%	4%	1%	5%	5%	1%	5%	-	7% <b>W</b>	2%	2%	-	9% <b>W</b>	7% <b>W</b>	5%	2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 359

D3a\_3. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Provide content that other websites or apps don't provide

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.65mSVg	7.62	7.77	7.76	7.77	7.06	7.77SV	7.67	7.29	7.65	7.84SV	8.18zSVW ac	7.94SV	7.43	7.73S	7.47	7.72zg	6.91
1-3 (Net)	53 3%Df	46 3%	2 2%	2 2%	3 6%	19 10%zTUWXY hc	7 2%	- -	8 5%	1 1%	3 2%	* *	1 1%	3 8%XYc	2 2%	1 1%	29 2%	21 13%zf
1-4 (Net)	80 4%Ff	69 5%	4 3%	3 3%	4 9%zOP	22 11%zTUWXY bc	12 3%	* 1%	12 7%	1 1%	5 2%	1 1%	5 5%	5 11%UWXY	2 2%	4 3%	49 3%	23 14%zf
1-2 (Net)	34 2%Df	31 2%	2 1%	- -	2 3%Q	16 8%zTWXYc	4 1%	- -	4 2%	- -	3 1%	- -	1 1%	2 5%c	2 2%	- -	15 1%	17 10%zf
4-7 (Net)	627 35%B	539 36%	44 34%	29 34%	15 31%	77 38%	114 32%	22 38%	67 42%Y	27 38%	64 34%	27 26%	33 37%	14 33%	34 34%	60 43%Y	509 35%	56 34%
5-6 (Net)	281 16%lh	236 16%	19 15%	19 22%z	7 14%	31 15%	57 16%	13 22%h	30 18%h	16 23%Xh	20 10%	12 12%	6 6%	6 13%	15 15%	32 23%zXh	224 16%	27 16%
8-10 (Net)	1017 57%CmSV	858 57%	77 60%	52 60%	30 63%	95 47%	216 61%SVc	36 62%	78 49%	43 61%	110 58%	74 72%zSVXb c	55 60%	26 60%	56 56%	69 49%	825 57%	84 51%
7-10 (Net)	1336 75%mNcg	1137 75%	101 78%	61 71%	37 76%	140 69%	268 76%	45 77%	111 69%	53 76%	152 80%Vc	88 85%zSVc	79 86%zSVc	34 76%	75 75%	93 67%	1091 76%g	111 67%
9-10 (Net)	557 31%Sc	456 30%	48 37%	31 36%	22 45%zO	43 21%	115 32%S	14 24%	45 28%	20 29%	61 32%S	43 41%zSc	38 41%Sc	15 33%	31 31%	31 22%	455 32%	40 24%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 360

D3a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Present content in a unique/innovative way**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Important	14	11	2	3	-	11	*	4	10	2	5	3	3	12	2
1	1% <b>Bf</b>	1%	*	1%	-	2% <b>zDF</b>	*	1%	1%	*	1%	1%	1%	1%	*
2	20	11	9	*	3	11	5	6	14	6	9	3	2	17	3
	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
3	9	7	2	2	1	3	3	1	8	5	4	-	1	7	2
	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%	-	*	*	1%
4	46	22	24	10	5	16	14	11	35	18	17	8	3	32	13
	3% <b>f</b>	2%	3%	3%	2%	2%	3%	2%	3%	3%	3%	2%	1%	2%	3%
5	114	63	51	26	14	43	30	28	84	38	31	30	15	82	29
	6% <b>l</b>	7%	6%	9% <b>D</b>	4%	6%	7%	5%	7% <b>l</b>	6%	6%	9%	6%	6%	7%
6	188	114	74	39	29	75	44	52	135	70	56	30	32	139	46
	11% <b>B</b>	12% <b>zB</b>	9%	13%	9%	11%	10%	8%	12%	10%	11%	9%	13%	10%	11%
7	331	177	154	61	67	131	73	113	218	134	98	48	50	263	66
	19%	19%	18%	20%	19%	19%	16%	18%	19%	20%	19%	15%	20%	20%	16%
8	443	245	197	77	90	166	110	170	269	158	141	84	61	334	103
	25%	26%	23%	25%	26%	24%	25%	28%	23%	24%	27%	26%	24%	25%	25%
9	294	149	145	43	75	112	64	120	174	112	93	54	35	237	52
	17% <b>e</b>	16%	17%	14%	22% <b>zCF</b>	16%	14%	19% <b>zm</b>	15%	17%	18%	17%	14%	18% <b>e</b>	13%
Extremely Important	237	105	132	36	48	96	57	93	143	98	61	46	32	173	61
10	13% <b>A</b>	11%	16% <b>zA</b>	12%	14%	14%	13%	15%	12%	15%	12%	14%	12%	13%	15%
Don't know	80	27	53	11	11	15	42	19	60	28	14	17	21	36	38
	4% <b>AEldR</b>	3%	6% <b>zA</b>	4%	3%	2%	10% <b>zCDE</b>	3%	5%	4%	3%	5%	8% <b>zKL</b>	3%	9% <b>zd</b>

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 360

D3a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Present content in a unique/innovative way

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.57AmSV 9	7.44	7.72zA	7.41	7.87zCEF	7.50	7.55	7.81zm	7.44	7.65	7.49	7.59	7.50	7.58	7.56
1-3 (Net)	43 2%Bf	30 3%B	13 2%	5 2%	4 1%	25 4%zD	9 2%	12 2%	32 3%	13 2%	17 3%	6 2%	6 3%	35 3%	7 2%
1-4 (Net)	90 5%Df	52 6%	37 4%	16 5%	9 3%	42 6%D	23 5%	23 4%	67 6%	31 5%	34 6%	14 4%	10 4%	67 5%	20 5%
1-2 (Net)	34 2%f	23 2%	11 1%	3 1%	3 1%	22 3%z	6 1%	11 2%	23 2%	8 1%	14 3%	6 2%	6 2%	29 2%	5 1%
4-7 (Net)	680 38%lY	376 40%	304 36%	136 44%zD	116 34%	266 39%	161 36%	204 33%	472 41%zl	260 39%	201 38%	117 36%	101 40%	515 39%	154 37%
5-6 (Net)	302 17%BDI	177 19%zB	125 15%	65 21%D	44 13%	119 17%	74 17%	80 13%	219 19%zl	108 16%	86 16%	60 19%	48 19%	221 17%	74 18%
8-10 (Net)	974 55%lm	499 54%	474 56%	155 50%	213 62%zCF	375 55%	231 52%	383 62%zm	586 51%	368 55%	295 56%	183 57%	127 50%	744 56%	216 52%
7-10 (Net)	1306 73%FmeVg	676 73%	628 74%	216 70%	280 81%zCEF	506 74%	304 69%	495 80%zm	804 70%	503 75%	393 75%	232 72%	178 69%	1007 76%ze	282 68%
9-10 (Net)	531 30%AmS	254 27%	277 33%zA	79 26%	123 36%zCF	209 31%	121 27%	213 34%zm	317 28%	211 31%	154 29%	100 31%	67 26%	410 31%	113 27%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 360

D3a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Present content in a unique/innovative way

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Important	14	13	-	*	1	5	-	-	4	1	1	-	1	-	-	-	7	6
1	1%Bf	1%	-	*	2%P	3%zT	-	-	2%zT	2%T	*	-	1%	-	-	-	1%	4%zf
2	20	19	1	1	-	7	3	-	3	-	2	-	*	-	3	*	13	7
	1%	1%	*	1%	-	4%z	1%	-	2%	-	1%	-	*	-	3%	*	1%	4%zf
3	9	6	1	1	1	1	*	-	2	*	*	1	-	-	-	1	6	1
	1%	*	1%	1%	2%zO	*	*	-	1%	1%	*	1%	-	-	-	1%	*	1%
4	46	40	2	3	1	6	13	-	2	1	6	4	1	2	2	2	28	13
	3%f	3%	2%	4%	3%	3%	4%	-	2%	2%	3%	3%	1%	5%	2%	2%	2%	8%zf
5	114	100	8	5	1	8	21	2	22	3	14	2	10	3	8	8	97	6
	6%l	7%	6%	5%	3%	4%	6%	3%	14%zSTUWY	4%	7%	2%	11%Y	7%	8%	5%	7%	4%
6	188	156	16	11	5	23	27	9	14	13	13	10	9	6	14	16	142	26
	11%B	10%	12%	13%	10%	12%	8%	15%	9%	19%zTX	7%	10%	10%	14%	14%	12%	10%	15%
7	331	291	15	14	10	42	73	15	28	11	39	12	17	9	15	30	283	21
	19%	19%	12%	17%	22%P	21%	21%	27%Y	18%	15%	21%	12%	19%	20%	15%	21%	20%z	13%
8	443	384	31	19	9	51	83	18	30	25	50	30	23	13	22	38	354	40
	25%	25%	24%	22%	19%	25%	23%	30%	19%	36%zTV	26%	29%	25%	29%	22%	27%	25%	24%
9	294	237	35	13	9	26	55	8	31	9	26	23	13	4	19	22	238	21
	17%e	16%	27%zOQ	15%	18%	13%	16%	14%	19%	13%	14%	23%	14%	10%	19%	16%	17%	13%
Extremely Important	237	200	11	16	10	17	59	6	15	5	28	20	14	7	12	17	194	20
10	13%A	13%	8%	18%P	22%zOP	8%	17%S	10%	9%	8%	15%	19%SV	15%	16%	12%	12%	14%	12%
Don't know	80	68	9	3	-	14	19	*	8	1	12	2	3	-	4	6	72	3
	4%AELdR	4%R	7%R	4%	-	7%	5%	1%	5%	1%	6%	2%	3%	-	4%	4%	5%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 360

D3a\_4. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Present content in a unique/innovative way

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.57AmSVg	7.54	7.74	7.65	7.78	7.12	7.73SV	7.68	7.16	7.38	7.63S	8.05zSVW	7.57	7.54	7.49	7.65S	7.63zg	6.94
1-3 (Net)	43 2%Bf	38 3%	2 1%	2 2%	2 4%	14 7%zTXc	4 1%	-	9 6%zT	2 2%	3 1%	1 1%	2 2%	-	3 3%	2 1%	26 2%	14 9%zf
1-4 (Net)	90 5%Df	78 5%	4 3%	5 6%	3 6%	20 10%zUc	16 5%	-	11 7%	3 5%	9 5%	4 4%	2 3%	2 5%	5 5%	4 3%	54 4%	27 16%zf
1-2 (Net)	34 2%f	32 2%	1 *	1 1%	1 2%	13 6%zTXyc	3 1%	-	7 4%T	1 2%	2 1%	-	2 2%	-	3 3%	* *	20 1%	13 8%zf
4-7 (Net)	680 38%IY	587 39%	42 32%	33 38%	18 37%	80 40%	133 38%	26 45%Y	67 42%Y	28 40%	72 38%	28 27%	37 40%	20 45%	39 39%	56 40%	550 38%	66 40%
5-6 (Net)	302 17%BDI	256 17%	24 19%	16 18%	6 13%	32 16%	48 14%	11 18%	36 23%T	16 23%	27 14%	12 12%	19 21%	9 20%	22 22%	24 17%	240 17%	32 19%
8-10 (Net)	974 55%mi	821 54%	77 60%	48 56%	29 59%	94 47%	198 56%	32 55%	76 48%	40 57%	104 55%	73 70%zSTVXbc	50 55%	24 55%	54 54%	77 55%	787 55%	82 49%
7-10 (Net)	1306 73%FmeVg	1112 73%	92 72%	62 72%	39 81%	136 68%	270 76%V	47 81%V	104 65%	50 72%	143 75%	85 82%SV	67 74%	33 74%	69 69%	106 76%	1070 75%g	103 62%
9-10 (Net)	531 30%AmS	437 29%	46 36%	29 34%	19 40%zO	43 21%	115 32%S	14 24%	46 29%	14 20%	54 28%	43 42%zSUWX	27 30%	11 25%	32 32%	39 28%	432 30%	42 25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 361

D3a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Important	9	7	2	1	2	5	1	2	8	2	5	-	3	9	1
1	1%	1%	*	*	*	1%	*	*	1%	*	1%	-	1%	1%	*
2	7	7	1	1	1	5	1	1	6	2	5	-	*	7	-
	*B	1%	*	*	*	1%	*	*	1%	*	1%	-	*	1%	-
3	16	11	5	6	*	5	5	3	13	6	3	6	2	10	6
	1%	1%	1%	2%D	*	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
4	43	22	21	10	12	10	11	15	28	17	14	5	6	30	13
	2%	2%	3%	3%	4%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%
5	80	45	36	16	18	26	21	27	52	27	19	23	11	60	17
	5%	5%	4%	5%	5%	4%	5%	4%	5%	4%	4%	7%zL	4%	5%	4%
6	156	74	82	34	20	64	39	38	116	52	45	29	31	122	31
	9%Dl	8%	10%	11%D	6%	9%	9%	6%	10%zl	8%	8%	9%	12%	9%	7%
7	284	163	122	52	53	120	59	107	178	110	90	48	37	223	60
	16%	17%	14%	17%	16%	18%	13%	17%	15%	16%	17%	15%	14%	17%	14%
8	427	230	197	66	87	165	109	154	268	177	114	78	58	314	107
	24%h	25%	23%	21%	25%	24%	25%	25%	23%	26%	22%	24%	23%	24%	26%
9	343	187	156	53	69	139	81	139	203	124	115	58	46	267	70
	19%mrS	20%	18%	17%	20%	20%	18%	22%zm	18%	18%	22%	18%	18%	20%	17%
Extremely Important	330	150	180	58	72	128	72	115	214	130	101	53	46	249	76
10	19%AP	16%	21%zA	19%	21%	19%	16%	19%	19%	19%	19%	16%	18%	19%	18%
Don't know	80	37	43	11	11	14	44	16	64	24	16	23	18	41	35
	5%ElDR	4%	5%	4%	3%	2%	10%zCDE	3%	6%zl	4%	3%	7%KL	7%L	3%	8%zd

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 361

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.88A	7.78	7.99zA	7.72	8.00	7.91	7.86	8.02zm	7.81	7.95	7.89	7.78	7.80	7.88	7.90
1-3 (Net)	33	26	8	8	3	15	7	6	27	9	13	6	5	26	7
	2%B	3%zB	1%	3%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%
1-4 (Net)	76	47	29	18	15	25	18	21	56	27	27	12	11	55	20
	4%	5%	3%	6%	4%	4%	4%	3%	5%	4%	5%	4%	4%	4%	5%
1-2 (Net)	17	14	3	2	2	10	2	3	14	4	10	-	3	16	1
	1%B	2%zB	*	1%	1%	1%	1%	*	1%	1%	2%zM	-	1%	1%	*
4-7 (Net)	564	303	261	112	103	220	129	187	374	205	168	106	85	434	121
	32%	33%	31%	36%	30%	32%	29%	30%	33%	31%	32%	33%	33%	33%	29%
5-6 (Net)	236	118	118	50	37	90	59	65	168	78	63	53	42	182	48
	13%l	13%	14%	16%	11%	13%	13%	11%	15%l	12%	12%	16%	16%	14%	12%
8-10 (Net)	1100	566	533	177	228	433	262	408	685	431	330	189	149	830	252
	62% <b>m</b>	61%	63%	57%	66% <b>C</b>	64%	59%	66% <b>zm</b>	60%	64%	63%	58%	58%	62%	61%
7-10 (Net)	1384	729	654	229	281	552	321	515	862	541	421	236	186	1053	312
	78% <b>FmNV</b>	78%	78%	74%	82% <b>CF</b>	81% <b>zCF</b>	73%	83% <b>zm</b>	75%	81% <b>zMN</b>	80% <b>N</b>	73%	73%	79%	75%
9-10 (Net)	672	337	336	111	141	268	153	254	417	254	216	111	92	516	145
	38%	36%	40%	36%	41%	39%	35%	41%	36%	38%	41%	34%	36%	39%	35%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 361

D3a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Important	9	8	1	-	1	-	2	-	1	-	1	-	1	-	2	*	6	1
1	1%	*	1%	-	2%zO	-	*	-	1%	-	1%	-	1%	-	2%	*	*	1%
2	7	5	1	1	1	*	1	-	1	-	*	-	-	-	3	-	7	-
	*B	*	*	1%	1%	*	*	-	*	-	*	-	-	-	3%zT	-	1%	-
3	16	14	-	2	*	*	6	-	4	-	*	*	2	-	-	-	12	2
	1%	1%	-	3%z	1%	*	2%	-	3%	-	*	*	2%	-	-	*	1%	1%
4	43	36	4	1	1	2	7	1	2	1	3	3	6	5	5	1	33	5
	2%	2%	3%	1%	3%	1%	2%	2%	1%	2%	2%	3%	6%zSc	11%zSTVXc	5%	1%	2%	3%
5	80	70	6	2	2	15	12	5	11	7	6	3	3	-	4	5	64	10
	5%	5%	4%	3%	3%	7%	3%	8%	7%	9%T	3%	3%	4%	-	4%	4%	4%	6%
6	156	135	7	9	5	12	25	11	17	10	15	10	12	9	3	11	125	9
	9%DI	9%	6%	11%	10%	6%	7%	19%zSTXb	11%	14%b	8%	10%	13%b	19%zSTb	3%	8%	9%	6%
7	284	246	19	13	6	47	60	8	26	8	29	11	14	3	17	23	231	27
	16%	16%	14%	16%	12%	23%zYa	17%	14%	16%	12%	15%	10%	15%	7%	17%	17%	16%	16%
8	427	366	29	20	12	48	92	16	32	23	48	24	11	12	22	37	347	46
	24%h	24%	23%	23%	24%	24%	26%h	27%h	20%	32%h	25%h	24%	12%	27%	22%	26%h	24%	28%
9	343	284	38	15	6	25	67	11	33	8	44	22	19	7	19	29	272	32
	19%mRS	19%R	30%zOQR	17%	12%	12%	19%	18%	21%	12%	23%S	21%	21%	17%	19%	20%	19%	19%
Extremely Important	330	281	14	19	16	42	67	5	22	13	34	27	22	9	19	23	267	30
10	19%AP	19%P	11%	22%P	32%zOP	21%	19%	9%	14%	18%	18%	26%UV	24%U	20%	19%	16%	19%	18%
Don't know	80	67	10	3	*	10	14	1	11	-	9	3	2	-	6	10	71	3
	5%IdR	4%R	8%R	3%	1%	5%	4%	2%	7%W	-	5%	3%	2%	-	6%	7%W	5%	2%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 361

D3a\_5. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

Have content that appeals to a wide range of different audiences across the UK

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.88A	7.87	7.92	7.91	8.01	7.90	7.93	7.49	7.61	7.71	8.04UV	8.21UV	7.72	7.68	7.71	8.04U	7.89	7.88
1-3 (Net)	33 2%B	27 2%	2 1%	3 4%	2 4%	1 *	9 2%	- -	6 4%S	- -	2 1%	* *	3 3%	- -	5 5%S	1 1%	26 2%	3 2%
1-4 (Net)	76 4%	63 4%	5 4%	4 5%	3 6%	3 2%	16 4%	1 2%	8 5%	1 2%	5 3%	3 3%	9 10%zSXc	5 11%SXc	10 10%zSXc	2 1%	59 4%	8 5%
1-2 (Net)	17 1%B	13 1%	2 1%	1 1%	2 3%zO	* *	2 1%	- -	2 1%	- -	2 1%	- -	1 1%	- -	5 5%zSTc	* *	14 1%	1 1%
4-7 (Net)	564 32%	488 32%	36 28%	26 31%	13 28%	76 37%	105 30%	25 44%XY	56 35%	26 38%	53 28%	27 26%	35 38%	16 37%	29 29%	40 29%	453 32%	51 31%
5-6 (Net)	236 13%l	205 14%	13 10%	12 14%	6 13%	26 13%	37 10%	16 27%zSTXY bc	28 17%b	17 24%zTXbc	21 11%	13 13%	15 17%	9 19%	7 7%	16 12%	189 13%	19 11%
8-10 (Net)	1100 62%m	931 62%	82 63%	54 63%	33 68%	115 57%	226 64%	31 54%	87 54%	44 62%	126 66%	73 71%V	52 57%	28 63%	61 60%	88 63%	885 62%	108 65%
7-10 (Net)	1384 78%FmNV	1177 78%	100 78%	68 78%	39 80%	162 80%	287 81%V	40 68%	113 70%	52 74%	155 81%V	83 81%	66 72%	31 70%	78 77%	112 80%	1116 78%	135 82%
9-10 (Net)	672 38%	565 37%	53 41%	34 39%	21 44%	67 33%	134 38%	16 27%	55 34%	21 30%	78 41%	49 47%SUW	41 45%	16 36%	38 38%	52 37%	538 38%	62 38%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 362

D3a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Provide distinctive online programmes and content**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Not At All Important	14	11	4	*	-	13	*	1	13	*	8	-	6	13	1
1	1%K	1%	*	*	-	2%zCDF	*	*	1%l	*	1%K	-	2%zKM	1%	*
2	9	4	4	2	*	3	3	3	6	4	5	-	-	7	1
	*	*	1%	1%	*	*	1%	*	1%	1%	1%	-	-	1%	*
3	15	9	6	2	3	7	4	2	12	3	8	1	3	10	5
	1%f	1%	1%	1%	1%	1%	1%	*	1%	*	2%	*	1%	1%	1%
4	37	23	15	10	7	11	10	13	24	14	13	8	2	26	10
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%
5	81	46	35	16	12	28	25	26	53	29	18	20	15	53	26
	5%	5%	4%	5%	4%	4%	6%	4%	5%	4%	3%	6%	6%	4%	6%
6	161	80	81	33	35	60	32	53	108	60	47	28	25	120	38
	9%T	9%	10%	11%	10%	9%	7%	9%	9%	9%	9%	9%	10%	9%	9%
7	325	186	138	65	61	131	68	108	216	117	97	67	44	258	63
	18%	20%	16%	21%	18%	19%	15%	17%	19%	17%	18%	21%	17%	19%	15%
8	483	252	230	76	98	187	122	181	299	199	142	78	64	364	112
	27%	27%	27%	25%	29%	27%	27%	29%	26%	30%	27%	24%	25%	27%	27%
9	320	174	145	54	75	125	66	126	192	112	104	64	40	251	63
	18%	19%	17%	18%	22%F	18%	15%	20%	17%	17%	20%	20%	16%	19%	15%
Extremely Important	258	118	141	38	39	106	75	90	168	107	69	43	39	192	63
10	15%AV	13%	17%zA	12%	11%	16%	17%D	15%	15%	16%	13%	13%	15%	14%	15%
Don't know	74	29	45	11	14	10	39	16	57	24	18	14	18	36	33
	4%AEIdR	3%	5%A	3%	4%E	2%	9%zCDE	3%	5%l	4%	3%	4%	7%zKL	3%	8%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

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	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Total mentions	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.75AV	7.65	7.85zA	7.62	7.82	7.72	7.83	7.89zm	7.68	7.85	7.66	7.77	7.63	7.76	7.72
1-3 (Net)	38	24	14	4	3	24	8	5	32	8	20	1	10	31	7
	2%IKM	3%	2%	1%	1%	3%zD	2%	1%	3%zl	1%	4%zKM	*	4%KM	2%	2%
1-4 (Net)	76	47	29	14	10	34	17	18	56	22	33	9	11	57	17
	4%	5%	3%	4%	3%	5%	4%	3%	5%	3%	6%zK	3%	4%	4%	4%
1-2 (Net)	23	15	8	2	*	17	4	3	19	5	12	-	6	20	3
	1% D	2%	1%	1%	*	2%zD	1%	1%	2%	1%	2%zKM	-	2%KM	2%	1%
4-7 (Net)	604	335	269	125	115	229	134	200	401	220	175	124	85	458	136
	34%	36%	32%	41%zF	34%	34%	30%	32%	35%	33%	33%	38%	33%	34%	33%
5-6 (Net)	242	126	116	50	47	88	57	79	161	89	65	48	40	173	63
	14%T	14%	14%	16%	14%	13%	13%	13%	14%	13%	12%	15%	16%	13%	15%
8-10 (Net)	1061	544	516	169	211	418	263	396	659	418	315	185	143	807	238
	60% mV	58%	61%	55%	61%	61%	59%	64%zm	57%	62%	60%	57%	56%	61%	57%
7-10 (Net)	1386	730	655	234	272	549	331	504	875	535	412	252	187	1065	301
	78%meV	78%	78%	76%	79%	80%	75%	82%zm	76%	80%N	78%	78%	73%	80%ze	73%
9-10 (Net)	578	292	286	93	113	231	141	215	360	219	173	107	79	442	126
	33%	31%	34%	30%	33%	34%	32%	35%	31%	33%	33%	33%	31%	33%	30%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 362

D3a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Provide distinctive online programmes and content**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Not At All Important	14	13	-	-	1	3	*	-	3	-	1	-	1	-	5	-	10	4
1	1% <b>K</b>	1%	-	-	2% <b>P</b>	1%	*	-	2% <b>T</b>	-	*	-	1%	-	5% <b>zTXc</b>	-	1%	3% <b>zf</b>
2	9	6	2	1	*	*	2	-	2	-	1	-	*	-	-	-	7	-
	*	*	2%	1%	1%	*	1%	-	1%	-	*	-	*	-	-	-	1%	-
3	15	12	*	2	*	-	3	-	2	-	2	*	-	2	-	2	8	2
	1% <b>f</b>	1%	*	3% <b>zO</b>	1%	-	1%	-	1%	-	1%	*	-	5% <b>zST</b>	-	2%	1%	1%
4	37	32	3	1	2	3	6	-	4	-	3	3	1	3	5	3	30	3
	2%	2%	2%	1%	4%	1%	2%	-	2%	-	2%	3%	1%	8% <b>zSTW</b>	5%	2%	2%	2%
5	81	75	3	2	2	10	19	5	10	6	13	3	1	1	1	7	68	7
	5%	5%	2%	3%	4%	5%	5%	9% <b>b</b>	6%	8% <b>b</b>	7%	2%	1%	3%	1%	5%	5%	4%
6	161	134	9	12	5	17	15	5	22	11	10	7	17	6	9	13	124	16
	9% <b>T</b>	9%	7%	14% <b>zO</b>	11%	9%	4%	9%	14% <b>TX</b>	16% <b>TX</b>	5%	7%	19% <b>zSTXY</b>	14% <b>T</b>	9%	10%	9%	9%
7	325	285	20	12	8	48	77	11	32	7	36	20	12	4	12	26	264	35
	18%	19%	16%	14%	16%	24% <b>W</b>	22% <b>W</b>	19%	20%	10%	19%	19%	13%	8%	12%	19%	18%	21%
8	483	411	37	25	11	59	90	15	36	24	47	32	23	13	34	38	391	47
	27%	27%	29%	28%	22%	29%	26%	26%	23%	34%	25%	31%	25%	29%	34%	27%	27%	29%
9	320	267	34	11	8	27	73	10	27	15	40	17	19	5	14	21	254	25
	18%	18%	27% <b>zOQ</b>	13%	16%	13%	21%	17%	17%	21%	21%	17%	20%	11%	14%	15%	18%	15%
Extremely Important	258	218	11	17	12	24	55	11	13	6	29	21	15	10	16	19	214	21
10	15% <b>AV</b>	14%	9%	20% <b>P</b>	24% <b>zOP</b>	12%	16% <b>V</b>	19%	8%	8%	15%	20% <b>V</b>	16%	23% <b>V</b>	15%	14%	15%	13%
Don't know	74	61	9	3	*	11	12	*	9	2	9	1	2	-	5	9	64	5
	4% <b>AEIdR</b>	4%	7% <b>R</b>	4%	1%	6%	4%	1%	6%	3%	5%	1%	2%	-	5%	7% <b>Y</b>	4%	3%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 362

D3a\_6. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

**Provide distinctive online programmes and content**

Base = All who have used BBC online services in the past 3 months

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Total mentions	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.75AV	7.73	7.87	7.81	7.80	7.62	7.89V	7.91V	7.27	7.71	7.84V	8.03V	7.79	7.55	7.56	7.71	7.77	7.56
1-3 (Net)	38	31	3	3	2	3	6	-	7	-	4	*	2	2	5	2	26	6
	2%IKM	2%	2%	3%	3%	2%	2%	-	4%	-	2%	*	2%	5%	5%	2%	2%	4%
1-4 (Net)	76	63	5	4	3	6	12	-	11	-	7	3	3	6	10	6	56	9
	4%	4%	4%	5%	7%	3%	3%	-	7%W	-	4%	3%	3%	13%zSTUW	10%zSTUW	4%	4%	6%
1-2 (Net)	23	19	2	1	1	3	3	-	5	-	2	-	2	-	5	-	17	4
	1%D	1%	2%	1%	3%	2%	1%	-	3%	-	1%	-	2%	-	5%zTc	-	1%	3%
4-7 (Net)	604	525	35	27	17	78	117	22	68	24	61	32	32	15	26	49	486	60
	34%	35%	27%	31%	35%	39%	33%	37%	42%zb	34%	32%	32%	35%	33%	26%	35%	34%	36%
5-6 (Net)	242	208	12	14	7	28	34	10	32	17	23	10	19	7	9	20	192	22
	14%T	14%	9%	17%	15%	14%	10%	18%	20%zTY	24%zTXVb	12%	9%	20%T	17%	9%	14%	13%	13%
8-10 (Net)	1061	896	82	53	30	109	218	36	77	44	116	69	56	28	64	79	859	94
	60%mv	59%	64%	61%	62%	54%	62%V	62%	48%	63%	61%V	67%V	61%	62%	64%V	56%	60%	57%
7-10 (Net)	1386	1180	103	65	38	157	295	47	109	51	152	89	68	31	75	105	1123	129
	78%meV	78%	80%	75%	78%	78%	84%zV	81%	68%	73%	80%V	87%VWa	74%	70%	75%	75%	78%	78%
9-10 (Net)	578	485	46	28	19	51	128	21	40	21	69	38	33	15	29	41	468	46
	33%	32%	35%	33%	40%	25%	36%SV	36%	25%	29%	36%	37%	36%	33%	29%	29%	33%	28%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 363

D3a\_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Have a mix of different types of content	2382 61%FmMNe PRWc	1161 61%	1218 61%	374 69%zF	469 72%zF	875 69%zF	664 46%	809 72%zm	1547 56%	751 71%zLMN	657 66%zMN	491 56%N	483 49%	1686 70%ze	663 48%
Have high quality content	2476 63%FmMNe PRWc	1224 64%	1248 62%	405 74%zF	472 73%zF	909 71%zF	690 48%	815 73%zm	1638 60%	781 74%zLMN	688 69%zMN	507 58%N	500 51%	1771 73%ze	676 49%
Provide content that other websites or apps don't provide	2211 57%FmMNe RScg	1094 57%	1115 56%	364 67%zF	436 67%zF	799 63%zF	611 43%	752 67%zm	1437 52%	698 66%zMN	619 62%zMN	455 52%N	439 45%	1573 65%ze	609 44%
Present content in a unique/innovative way	2181 56%FmMNe PVWcg	1078 57%	1102 55%	347 64%zF	441 68%zEF	797 62%zF	596 41%	761 68%zm	1399 51%	682 65%zMN	606 61%zMN	455 52%N	438 45%	1570 65%ze	584 42%
Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	2350 60%FmMNe PRWc	1151 60%	1196 60%	372 68%zF	470 73%zF	871 68%zF	636 44%	804 72%zm	1521 56%	744 70%zMN	662 67%zMN	472 54%N	472 48%	1668 69%ze	647 47%
Provide distinctive online programmes and content	2315 59%FmMNe RWc	1132 59%	1181 59%	383 70%zF	444 69%zF	856 67%zF	631 44%	774 69%zm	1517 55%	729 69%zMN	640 64%zMN	477 55%N	469 48%	1657 68%ze	625 45%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 363

D3a\_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Have a mix of different types of content	2382	2008	182	123	68	237	473	115	208	76	263	145	116	58	116	202	1925	222	
		61%FmMNe	62%PR	55%	64%PR	55%	63%W	65%VWc	69%VWc	56%	46%	62%W	78%zSTVW	64%W	64%W	61%W	54%	61%	61%
Have high quality content	2476	2090	189	127	69	249	481	115	213	89	273	148	132	61	122	206	1994	230	
		63%FmMNe	64%PR	57%	66%PR	56%	66%VWc	66%VWc	70%VWc	57%	54%	64%c	79%zSTVW	73%zVWc	67%	64%	55%	63%	63%
Provide content that other websites or apps don't provide	2211	1861	171	116	62	187	435	115	195	82	247	139	119	59	109	174	1816	170	
		57%FmMNe	57%R	52%	60%R	50%	50%	60%SWc	69%zSVWX	52%	50%	58%c	74%zSTVW	66%zSVWc	65%SWc	57%	47%	58%zg	46%
Present content in a unique/innovative way	2181	1839	160	118	64	187	441	117	186	77	245	129	109	54	110	185	1777	179	
		56%FmMNe	56%P	48%	61%PR	52%	50%	60%zSVWc	71%zSVWX	50%	47%	58%	69%zSVWX	60%W	60%	58%	50%	56%g	49%
Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	2350	1985	179	120	66	235	463	109	204	83	266	143	107	55	118	201	1893	226	
		60%FmMNe	61%PR	54%	62%R	54%	62%W	63%VWc	66%VWc	55%	51%	62%Wc	77%zSTVW	59%	61%	62%	54%	60%	62%
Provide distinctive online programmes and content	2315	1953	180	118	64	208	466	121	197	83	256	141	121	54	112	194	1878	206	
		59%FmMNe	60%R	54%	61%R	52%	55%	64%zSVWc	73%zSVWX	53%	60%	60%	75%zSTVW	67%zSVWc	60%	59%	52%	60%	56%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 364

D3a\_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)

Base = All who have used BBC online services in the past 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1906	992	913	339	393	725	449	693	1198	724	558	321	303	1327	534
WeightedBase	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
EffectiveBase	1340	704	635	259	286	499	305	481	852	505	395	232	209	958	365
Have a mix of different types of content	1432 81%CFmN	746 80%	685 81%	234 76%	291 85%zCF	570 84%zCF	337 76%	533 86%zm	891 78%	551 82%N	426 81%	261 81%	194 76%	1093 82%ze	320 77%
Have high quality content	1484 83%NeV	781 84%	701 83%	247 80%	291 85%	587 86%zCF	359 81%	533 86%zm	944 82%	572 86%N	449 85%N	262 81%	200 78%	1139 86%ze	329 79%
Provide content that other websites or apps don't provide	1336 75%mNcg	701 75%	634 75%	226 73%	270 79%	517 76%	323 73%	496 80%zm	833 72%	516 77%N	402 76%N	245 76%	174 68%	1011 76%	310 75%
Present content in a unique/innovative way	1306 73%FmeVg	676 73%	628 74%	216 70%	280 81%zCEF	506 74%	304 69%	495 80%zm	804 70%	503 75%	393 75%	232 72%	178 69%	1007 76%ze	282 68%
Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1384 78%FmNV	729 78%	654 78%	229 74%	281 82%CF	552 81%zCF	321 73%	515 83%zm	862 75%	541 81%zMN	421 80%N	236 73%	186 73%	1053 79%	312 75%
Provide distinctive online programmes and content	1386 78%meV	730 78%	655 78%	234 76%	272 79%	549 80%	331 75%	504 82%zm	875 76%	535 80%N	412 78%	252 78%	187 73%	1065 80%ze	301 73%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 364

D3a\_sum. Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps... (7-10)

Base = All who have used BBC online services in the past 3 months

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1906	1459	153	158	136	168	362	63	168	71	195	95	77	38	78	144	1540	175
WeightedBase	1777	1513	129	86	49	202	354	58*	160	70*	190	103*	92*	44*	100*	140	1436	165
EffectiveBase	1340	1077	107	129	127	123	243	47	129	58	144	79	64	33	64	103	1075	122
Have a mix of different types of content	1432	1218	105	69	40	168	292	46	119	51	161	90	71	34	75	112	1150	138
	81%CFmN	81%	81%	79%	83%	83%	83%	79%	74%	72%	84%VW	88%VW	77%	77%	75%	80%	80%	84%
Have high quality content	1484	1268	106	69	41	168	302	48	119	58	168	92	83	36	83	112	1197	141
	83%NeV	84%	82%	80%	83%	83%	85%V	82%	74%	83%	88%V	90%V	90%V	81%	82%	80%	83%	85%
Provide content that other websites or apps don't provide	1336	1137	101	61	37	140	268	45	111	53	152	88	79	34	75	93	1091	111
	75%mNcg	75%	78%	71%	76%	69%	76%	77%	69%	76%	80%Vc	85%zSVc	86%zSVc	76%	75%	67%	76%	67%
Present content in a unique/innovative way	1306	1112	92	62	39	136	270	47	104	50	143	85	67	33	69	106	1070	103
	73%FmeVg	73%	72%	72%	81%	68%	76%V	81%V	65%	72%	75%	82%SV	74%	74%	69%	76%	75%	62%
Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.	1384	1177	100	68	39	162	287	40	113	52	155	83	66	31	78	112	1116	135
	78%FmNV	78%	78%	78%	80%	80%	81%V	68%	70%	74%	81%V	81%	72%	70%	77%	80%	78%	82%
Provide distinctive online programmes and content	1386	1180	103	65	38	157	295	47	109	51	152	89	68	31	75	105	1123	129
	78%meV	78%	80%	75%	78%	78%	84%zV	81%	68%	73%	80%V	87%VWa	74%	70%	75%	75%	78%	78%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 365  
**D3b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**Base = All who have used BBC websites/apps in the last 3 months**

Summary Table												
	BBC.co.uk offers me something that other websites/apps do not	BBC Sport offers me something that other websites/apps do not	BBC News offers me something that other websites/apps do not	BBC Weather offers me something that other websites/apps do not	BBC CBeebies Playtime offers me something that other websites/apps do not	BBC Music offers me something that other websites/apps do not	BBC Food offers me something that other websites/apps do not	BBC iWonder offers me something that other websites/apps do not	BBC+ offers me something that other websites/apps do not	BBC Bitesize offers me something that other websites/apps do not	BBC CBeebies Storytime offers me something that other websites/apps do not	BBC Sounds offers me something that other websites/apps do not
UnweightedBase	588	682	1152	974	127	155	372	46	67	116	101	12
WeightedBase	505	607	1047	897	101	128	331	35	48	85	76	14
EffectiveBase	417	477	815	690	83	105	255	33	49	76	64	10
Not At All Agree 1	8 2%	12 2%	30 3%	16 2%	- -	1 1%	3 1%	- -	- -	* *	- -	1 8%
2	3 *	6 1%	9 1%	10 1%	- -	* *	1 *	- -	1 3%	1 1%	- -	- -
3	6 1%	9 1%	20 2%	25 3%	- -	* *	3 1%	- -	- -	- -	* *	- -
4	21 4%	16 3%	52 5%	33 4%	2 2%	1 1%	7 2%	3 8%	3 5%	- -	- -	2 17%
5	31 6%	34 6%	99 9%	71 8%	2 2%	4 3%	17 5%	1 3%	3 6%	7 8%	3 4%	1 6%
6	57 11%	69 11%	116 11%	110 12%	6 6%	9 7%	36 11%	5 13%	2 3%	5 6%	9 12%	- -
7	104 21%	111 18%	180 17%	158 18%	11 11%	27 21%	56 17%	3 8%	12 24%	12 15%	10 13%	1 6%
8	118 23%	170 28%	215 21%	194 22%	24 23%	40 31%	78 24%	5 16%	6 11%	23 27%	20 26%	4 31%
9	70 14%	96 16%	165 16%	155 17%	23 22%	23 18%	71 21%	9 26%	12 25%	13 15%	16 21%	2 14%
Agree Completely 10	81 16%	75 12%	127 12%	100 11%	33 33%	17 13%	46 14%	6 17%	8 17%	22 26%	15 20%	2 17%
Don't know	7 1%	9 1%	33 3%	24 3%	1 1%	7 5%	14 4%	4 11%	2 5%	2 2%	3 4%	- -
Total mentions	505 100%	607 100%	1047 100%	897 100%	101 100%	128 100%	331 100%	35 100%	48 100%	85 100%	76 100%	14 100%
Mean	7.47	7.45	7.15	7.23	8.53	7.89	7.73	7.84	7.71	8.07	8.08	6.99
1-3 (Net)	16 3%	27 4%	60 6%	51 6%	- -	2 1%	7 2%	- -	1 3%	1 1%	* *	1 8%
1-4 (Net)	38 7%	42 7%	112 11%	85 9%	2 2%	3 2%	14 4%	3 8%	4 8%	1 1%	* *	3 25%
1-2 (Net)	10 2%	18 3%	39 4%	26 3%	- -	1 1%	4 1%	- -	1 3%	1 1%	- -	1 8%

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 365  
**D3b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Summary Table											
	BBC.co.uk offers me something that other websites/apps do not	BBC Sport offers me something that other websites/apps do not	BBC News offers me something that other websites/apps do not	BBC Weather offers me something that other websites/apps do not	BBC CBeebies Playtime offers me something that other websites/apps do not	BBC Music offers me something that other websites/apps do not	BBC Food offers me something that other websites/apps do not	BBC iWonder offers me something that other websites/apps do not	BBC+ offers me something that other websites/apps do not	BBC Bitesize offers me something that other websites/apps do not	BBC CBeebies Storytime offers me something that other websites/apps do not	BBC Sounds offers me something that other websites/apps do not
WeightedBase	505	607	1047	897	101	128	331	35	48	85	76	14
EffectiveBase	417	477	815	690	83	105	255	33	49	76	64	10
4-7 (Net)	213 42%	230 38%	447 43%	372 42%	21 20%	41 32%	116 35%	11 31%	19 39%	25 29%	23 30%	4 29%
5-6 (Net)	88 17%	103 17%	215 21%	181 20%	8 8%	13 10%	53 16%	6 16%	4 9%	12 15%	13 16%	1 6%
8-10 (Net)	269 53%	341 56%	507 48%	449 50%	79 79%	80 62%	194 59%	20 58%	26 54%	57 68%	50 66%	9 63%
7-10 (Net)	373 74%	452 75%	687 66%	607 68%	90 89%	106 83%	250 76%	23 66%	38 78%	70 82%	60 79%	10 69%
9-10 (Net)	151 30%	172 28%	292 28%	255 28%	56 55%	40 31%	117 35%	15 42%	21 43%	35 41%	31 40%	4 32%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 366  
**D3b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC.co.uk offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	588	332	255	111	103	254	120	210	373	252	184	80	72	432	143
WeightedBase	505	294	211	94*	82*	220	109*	171	332	218	164	73*	50*	398	97*
EffectiveBase	417	240	176	87	79	173	81	145	270	175	135	57	53	318	95
Not At All Agree 1	8 2%	7 2%	1 *	3 3%	1 1%	4 2%	* *	5 3%	3 1%	5 2%	1 1%	1 1%	* 1%	6 2%	1 1%
2	3 *	3 1%	- -	* *	* *	2 1%	* *	1 *	2 1%	1 *	2 1%	- -	* 1%	2 *	1 1%
3	6 1%df	3 1%	3 2%	* *	2 3%	3 1%	1 1%	- -	6 2%	- -	5 3%K	* *	1 2%K	2 1%	* *
4	21 4%K	13 4%	8 4%	3 3%	3 4%	15 7%zF	- -	7 4%	14 4%	3 2%	6 3%	10 14%zKL	2 4%	19 5%	3 3%
5	31 6%BL	25 8%zB	6 3%	7 7%	5 6%	13 6%	6 6%	13 7%	18 5%	14 6%	5 3%	9 12%zL	3 7%	26 6%	5 5%
6	57 11%l	32 11%	25 12%	11 12%	7 9%	21 10%	18 16%	12 7%	45 14%l	25 12%	19 11%	6 9%	7 14%	45 11%	11 11%
7	104 21%M	62 21%	42 20%	20 21%	16 20%	45 20%	23 21%	33 19%	71 21%	48 22%M	37 22%M	7 10%	11 23%	83 21%	20 21%
8	118 23%	59 20%	57 27%	18 19%	20 25%	55 25%	25 23%	43 25%	75 22%	45 21%	40 25%	24 33%	8 17%	94 24%	22 23%
9	70 14%	38 13%	32 15%	11 12%	13 16%	34 15%	13 11%	23 13%	47 14%	36 17%	24 14%	6 8%	5 10%	60 15%	10 10%
Agree Completely 10	81 16%E	50 17%	30 14%	19 21%E	14 17%	23 11%	24 22%E	31 18%	49 15%	41 19%	22 14%	9 12%	9 18%	58 14%	22 23%zd
Don't know	7 1%Af	1 *	5 3%	2 2%	- -	5 2%	* *	4 2%	3 1%	- -	5 3%K	- -	2 4%K	4 1%	1 1%
Total mentions	505 100%	294 100%	211 100%	94 100%	82 100%	220 100%	109 100%	171 100%	332 100%	218 100%	164 100%	73 100%	50 100%	398 100%	97 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 366  
**D3b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC.co.uk offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	505	294	211	94*	82*	220	109*	171	332	218	164	73*	50*	398	97*
EffectiveBase	417	240	176	87	79	173	81	145	270	175	135	57	53	318	95
Mean	<b>7.47M</b>	7.34	7.65	7.51	7.58	7.25	<b>7.77E</b>	7.54	7.43	<b>7.66M</b>	7.47	6.98	7.37	7.45	7.67
1-3 (Net)	16 3%	12 4%	4 2%	3 3%	3 4%	9 4%	1 1%	6 3%	10 3%	6 3%	8 5%	1 2%	2 4%	10 3%	3 3%
1-4 (Net)	38 7%FK	26 9%	12 6%	6 6%	6 8%F	24 11%zF	1 1%	13 7%	25 7%	9 4%	13 8%	12 16%zK	4 7%	29 7%	5 5%
1-2 (Net)	10 2%B	10 3%B	1 *	3 3%	1 1%	6 3%	1 1%	6 3%	5 1%	6 3%	3 2%	1 1%	1 1%	8 2%	2 2%
4-7 (Net)	213 42%Q	132 45%	81 38%	40 43%	32 38%	94 43%	47 43%	65 38%	148 45%	91 42%	66 40%	33 45%	24 47%	172 43%	39 40%
5-6 (Net)	88 17%	57 19%	31 15%	18 19%	12 15%	34 16%	24 22%	25 14%	63 19%	39 18%	23 14%	16 21%	10 21%	71 18%	16 17%
8-10 (Net)	269 53%	148 50%	120 57%	48 52%	48 58%	112 51%	61 56%	97 57%	171 51%	122 56%	86 52%	39 53%	23 45%	212 53%	55 56%
7-10 (Net)	373 74%MS	210 71%	162 77%	68 73%	64 78%	157 71%	84 77%	130 76%	241 73%	170 78%M	122 75%	46 63%	34 68%	294 74%	75 77%
9-10 (Net)	151 30%	88 30%	63 30%	30 32%	27 33%	57 26%	36 33%	54 32%	96 29%	77 35%zM	46 28%	14 20%	14 28%	118 30%	32 33%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 366  
**D3b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC.co.uk offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	588	441	43	48	56	49	116	17	45	18	71	33	20	9	23	40	492	52
WeightedBase	505	429	31*	25*	20*	60*	114*	15**	38*	16**	63*	32**	24**	9**	25**	32**	428	42*
EffectiveBase	417	330	32	39	51	36	80	13	37	16	59	29	15	8	19	27	349	39
Not At All Agree 1	8	7	*	-	*	*	1	*	1	-	2	1	1	-	-	1	7	-
	2%	2%	1%	-	1%	1%	1%	2%	3%	-	3%	3%	3%	-	-	2%	2%	-
2	3	2	-	1	*	-	-	-	-	-	-	-	1	-	-	*	1	1
	*	*	-	3%	1%	-	-	-	-	-	-	-	5%	-	-	1%	*	3% <b>f</b>
3	6	6	-	*	-	1	3	1	-	-	*	-	*	-	-	-	3	-
	1% <b>df</b>	1%	-	2%	-	1%	2%	8%	-	-	1%	-	3%	-	-	-	1%	-
4	21	18	2	1	-	5	5	-	2	-	3	1	-	-	2	-	18	2
	4% <b>K</b>	4%	6%	5%	-	8%	4%	-	6%	-	4%	4%	-	-	10%	-	4%	4%
5	31	27	2	-	2	-	5	1	4	3	6	1	4	-	1	1	30	1
	6% <b>BL</b>	6%	5%	-	12% <b>Q</b>	-	5%	8%	11% <b>S</b>	20%	10% <b>S</b>	2%	16%	-	5%	3%	7%	1%
6	57	49	3	2	3	17	8	3	4	2	6	1	5	3	1	1	45	6
	11% <b>l</b>	11%	10%	8%	13%	28% <b>zTX</b>	7%	18%	10%	10%	9%	4%	21%	31%	3%	4%	11%	15%
7	104	88	7	3	5	13	26	*	8	5	11	8	6	-	2	10	87	13
	21% <b>M</b>	21%	24%	14%	22%	22%	22%	2%	22%	29%	17%	25%	24%	-	9%	30%	20%	31%
8	118	99	7	8	4	10	28	1	8	3	14	9	4	1	13	8	102	8
	23%	23%	23%	34%	18%	17%	24%	10%	20%	18%	22%	29%	17%	15%	51%	24%	24%	20%
9	70	56	6	6	2	7	11	4	3	3	13	4	1	2	5	3	62	5
	14%	13%	21%	23%	11%	11%	10%	24%	8%	19%	21%	12%	5%	23%	21%	8%	15%	12%
Agree Completely 10	81	71	3	3	4	6	25	4	7	1	9	7	2	2	*	8	69	6
	16% <b>E</b>	16%	9%	12%	20%	9%	21%	28%	19%	4%	14%	21%	7%	28%	1%	25%	16%	14%
Don't know	7	7	-	-	-	2	3	-	*	-	*	-	-	-	-	1	4	-
	1% <b>Af</b>	2%	-	-	-	3%	3%	-	1%	-	*	-	-	-	-	3%	1%	-
Total mentions	505	429	31	25	20	60	114	15	38	16	63	32	24	9	25	32	428	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 366  
**D3b\_1. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC.co.uk offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	505	429	31*	25*	20*	60*	114*	15**	38*	16**	63*	32**	24**	9**	25**	32**	428	42*
EffectiveBase	417	330	32	39	51	36	80	13	37	16	59	29	15	8	19	27	349	39
Mean	7.47M	7.45	7.47	7.74	7.48	7.08	7.67	7.66	7.24	7.19	7.45	7.73	6.49	7.98	7.53	7.91	7.50	7.40
1-3 (Net)	16 3%	14 3%	* 1%	1 4%	1 3%	1 2%	4 3%	2 10%	1 3%	- -	2 3%	1 4%	2 8%	* 3%	- -	1 3%	11 3%	1 3%
1-4 (Net)	38 7%FK	33 8%	2 7%	2 9%	1 3%	6 10%	9 8%	2 10%	4 9%	- -	5 7%	2 8%	2 8%	* 3%	2 10%	1 3%	29 7%	3 7%
1-2 (Net)	10 2%B	9 2%	* 1%	1 3%	1 3%	* 1%	1 1%	* 2%	1 3%	- -	2 3%	1 3%	2 8%	- -	- -	1 3%	8 2%	1 3%
4-7 (Net)	213 42%Q	183 43%	14 46%	7 27%	10 48%Q	35 58%	44 38%	4 27%	19 48%	9 59%	25 40%	11 35%	15 62%	3 31%	7 27%	12 36%	180 42%	22 52%
5-6 (Net)	88 17%	76 18%	5 16%	2 8%	5 25%Q	17 28%T	13 11%	4 25%	8 21%	5 30%	12 19%	2 7%	9 38%	3 31%	2 8%	2 6%	75 18%	7 17%
8-10 (Net)	269 53%	225 53%	16 53%	17 69%z	10 50%	23 38%	64 56%	10 63%	18 47%	7 41%	36 57%	20 61%	7 30%	6 65%	18 73%	18 57%	233 54%	19 45%
7-10 (Net)	373 74%MS	314 73%	24 77%	20 83%	15 72%	36 60%	89 78%S	10 64%	27 69%	11 70%	47 73%	28 86%	13 54%	6 65%	20 82%	28 87%	320 75%	32 76%
9-10 (Net)	151 30%	127 29%	9 30%	9 35%	6 32%	12 21%	36 31%	8 53%	11 27%	4 24%	22 35%	10 32%	3 12%	4 50%	5 22%	10 33%	131 31%	11 26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base, \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 367  
**D3b\_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Sport offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	682	520	162	107	132	287	156	240	435	288	199	110	85	507	160
WeightedBase	607	477	130	99*	114	254	140	210	392	255	178	106*	68*	483	117
EffectiveBase	477	366	112	78	101	194	106	162	313	200	145	76	56	365	106
Not At All Agree 1	12 2%	12 2%	-	-	*	10 4%z	1 1%	5 2%	7 2%	2 1%	3 2%	2 2%	4 6%zK	6 1%	5 5%zd
2	6 1%	6 1%	*	2 2%	-	3 1%	2 1%	2 1%	4 1%	2 1%	2 1%	1 1%	*	6 1%	1 1%
3	9 1%	7 2%	2 1%	* *	2 2%	3 1%	3 2%	3 2%	6 1%	3 1%	3 2%	2 2%	1 1%	8 2%	1 1%
4	16 3%	13 3%	2 2%	4 4%	* *	8 3%	3 2%	5 2%	10 3%	4 2%	8 4%	3 3%	1 1%	13 3%	2 2%
5	34 6%	25 5%	9 7%	4 4%	5 4%	13 5%	12 9%	12 6%	22 6%	15 6%	11 6%	4 4%	5 7%	30 6%	4 3%
6	69 11%	55 12%	13 10%	9 9%	13 11%	31 12%	15 11%	21 10%	48 12%	28 11%	21 12%	9 9%	11 16%	57 12%	11 9%
7	111 18%	90 19%	21 16%	23 23%	21 18%	46 18%	21 15%	38 18%	72 18%	50 20%	30 17%	18 17%	14 20%	91 19%	19 16%
8	170 28%Y	135 28%	35 27%	25 26%	29 25%	68 27%	47 34%	48 23%	122 31%z	73 29%	56 32%	24 23%	16 23%	130 27%	36 31%
9	96 16%m	72 15%	24 19%	19 20%	20 18%	41 16%	15 11%	49 23%zm	44 11%	37 15%	20 11%	30 28%zKLN	9 13%	79 16%	16 14%
Agree Completely 10	75 12%R	57 12%	18 14%	13 13%	22 19%zEF	26 10%	14 10%	24 11%	51 13%	35 14%	20 11%	12 11%	8 12%	56 12%	19 16%
Don't know	9 1%A	3 1%	5 4%zA	-	1 1%	2 1%	5 4%z	3 1%	6 2%	5 2%	4 2%	*	-	6 1%	2 2%
Total mentions	607 100%	477 100%	130 100%	99 100%	114 100%	254 100%	140 100%	210 100%	392 100%	255 100%	178 100%	106 100%	68 100%	483 100%	117 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 367  
**D3b\_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Sport offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	607	477	130	99*	114	254	140	210	392	255	178	106*	68*	483	117
EffectiveBase	477	366	112	78	101	194	106	162	313	200	145	76	56	365	106
Mean	7.45ER	7.37	7.73	7.67	7.91zEF	7.23	7.29	7.52	7.39	7.57	7.29	7.63	7.07	7.42	7.53
1-3 (Net)	27 4%	25 5%	2 2%	2 2%	2 2%	16 6%	6 5%	10 5%	17 4%	8 3%	8 5%	5 5%	5 8%	20 4%	7 6%
1-4 (Net)	42 7%D	38 8%	4 3%	6 6%	3 2%	25 10%D	9 7%	15 7%	28 7%	12 5%	16 9%	8 8%	6 9%	33 7%	9 8%
1-2 (Net)	18 3%B	18 4%	* *	2 2%	* *	13 5%zD	3 2%	7 3%	11 3%	5 2%	5 3%	3 3%	5 7%	12 2%	6 5%
4-7 (Net)	230 38%	184 39%	46 35%	39 40%	39 34%	100 39%	52 37%	77 37%	153 39%	97 38%	69 39%	34 32%	30 44%	191 40%	36 31%
5-6 (Net)	103 17%V	81 17%	22 17%	13 13%	18 15%	45 18%	28 20%	33 16%	70 18%	43 17%	31 18%	13 13%	16 23%	87 18%	15 13%
8-10 (Net)	341 56%	264 55%	77 59%	58 59%	72 63%	136 53%	76 54%	121 58%	216 55%	146 57%	97 54%	66 62%	33 48%	265 55%	71 61%
7-10 (Net)	452 75%	354 74%	98 75%	81 81%	93 81%	182 72%	97 69%	159 76%	288 74%	196 77%	126 71%	84 79%	46 68%	356 74%	90 78%
9-10 (Net)	172 28%Fm	129 27%	42 32%	33 33%	43 37%zF	68 27%	29 21%	73 35%zm	95 24%	72 28%	40 23%	42 40%zL	17 25%	135 28%	35 30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 367  
**D3b\_2. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Sport offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	682	504	65	61	52	60	125	25	56	27	70	38	23	13	19	48	564	55
WeightedBase	607	504	52*	31*	19*	71*	110*	24**	49*	23**	73*	42*	25**	14**	24**	50*	506	45*
EffectiveBase	477	371	45	53	49	42	88	20	45	23	52	31	18	11	16	32	391	37
Not At All Agree 1	12	7	4	-	1	*	1	-	2	-	-	-	1	-	-	3	12	-
	2%	1%	7%zO	-	5%	-	1%	-	5%	-	-	-	3%	-	-	6%	2%	-
2	6	4	1	*	1	-	2	2	-	-	-	-	-	-	-	1	5	*
	1%	1%	2%	1%	3%	-	1%	6%	-	-	-	-	-	-	-	2%	1%	1%
3	9	7	1	1	*	1	1	-	1	-	3	-	*	-	1	-	8	-
	1%	1%	1%	3%	3%	2%	1%	-	3%	-	4%	-	2%	-	-	-	2%	-
4	16	11	3	1	*	-	2	-	*	1	5	-	-	1	-	1	12	-
	3%	2%	6%	3%	2%	-	2%	-	1%	6%	6%	-	-	9%	-	2%	2%	-
5	34	25	5	2	3	3	4	1	-	-	4	10	-	-	1	1	27	4
	6%	5%	9%	6%	15%zO	4%	4%	3%	-	-	6%	23%zSTVXc	-	-	5%	3%	5%	9%
6	69	60	5	2	1	12	9	7	3	4	3	6	5	3	5	4	57	2
	11%	12%	9%	7%	7%	17%	8%	29%	7%	19%	4%	15%	18%	21%	20%	7%	11%	4%
7	111	96	7	5	3	22	28	2	10	2	12	7	4	2	1	5	94	10
	18%	19%	14%	17%	14%	31%zc	26%	7%	21%	9%	17%	17%	16%	17%	5%	10%	19%	22%
8	170	145	12	8	5	15	28	6	17	8	19	3	9	5	15	20	146	11
	28%Y	29%	22%	26%	25%	21%	25%Y	25%	35%Y	33%	27%Y	8%	34%	36%	63%	40%Y	29%	23%
9	96	74	11	7	5	8	15	2	7	5	17	8	3	2	-	6	77	14
	16% <b>m</b>	15%	21%	23%	24%	11%	13%	9%	15%	22%	23%	20%	11%	17%	-	13%	15%	31%zf
Agree Completely 10	75	66	5	3	1	9	17	5	5	2	9	7	4	-	2	7	61	4
	12% <b>R</b>	13%	9%	11%	3%	12%	16%	20%	10%	10%	12%	16%	16%	-	7%	14%	12%	9%
Don't know	9	8	-	1	-	1	3	-	2	-	-	1	-	-	-	1	7	-
	1%A	2%	-	3%	-	2%	3%	-	4%	-	-	2%	-	-	-	2%	1%	-
Total mentions	607	504	52	31	19	71	110	24	49	23	73	42	25	14	24	50	506	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	607	504	52*	31*	19*	71*	110*	24**	49*	23**	73*	42*	25**	14**	24**	50*	506	45*
EffectiveBase	477	371	45	53	49	42	88	20	45	23	52	31	18	11	16	32	391	37
Mean	7.45ER	7.51PR	6.92	7.60	6.86	7.47	7.64	7.34	7.49	7.71	7.57	7.33	7.61	7.21	7.52	7.41	7.42	7.87
1-3 (Net)	27 4%	18 4%	5 10%	1 4%	2 11%zO	1 2%	3 3%	2 6%	4 7%	- -	3 4%	- -	1 5%	- -	- -	4 8%	24 5%	* 1%
1-4 (Net)	42 7%D	30 6%	8 15%zO	2 7%	2 12%	1 2%	6 5%	2 6%	4 8%	1 6%	8 11%	- -	1 5%	1 9%	- -	5 11%	37 7%	* 1%
1-2 (Net)	18 3%B	12 2%	5 9%zO	* 1%	2 8%zO	* *	2 2%	2 6%	2 5%	- -	- -	- -	1 3%	- -	- -	4 8%X	17 3%	* 1%
4-7 (Net)	230 38%	193 38%	20 38%	10 33%	7 37%	37 52%Vc	44 40%	9 39%	14 28%	8 34%	24 33%	23 55%zVc	9 34%	6 47%	7 31%	11 22%	190 38%	16 35%
5-6 (Net)	103 17%V	85 17%	10 19%	4 13%	4 22%	15 21%	14 12%	8 33%	3 7%	4 19%	7 10%	16 38%zTVXc	5 18%	3 21%	6 26%	5 10%	84 17%	6 13%
8-10 (Net)	341 56%	285 57%	27 52%	18 59%	10 52%	31 44%	60 54%	13 54%	30 60%	15 66%	45 62%	18 43%	16 61%	7 53%	17 69%	34 67%	284 56%	29 64%
7-10 (Net)	452 75%	381 76%	35 66%	24 77%	13 66%	53 76%	88 80%Y	14 61%	40 81%Y	17 75%	58 79%	25 60%	20 77%	10 70%	18 74%	39 77%	378 75%	39 86%
9-10 (Net)	172 28%Fm	140 28%	16 30%	10 34%	5 27%	17 23%	32 29%	7 29%	12 25%	7 33%	26 35%	15 35%	7 27%	2 17%	2 7%	14 27%	139 27%	18 41%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 368  
**D3b\_3. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC News offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1152	624	528	173	233	462	284	394	750	451	349	186	166	807	316
WeightedBase	1047	576	471	156	205	414	272	335	705	408	318	180	141	780	249
EffectiveBase	815	442	373	129	172	324	193	277	536	318	250	136	112	584	218
Not At All Agree 1	30 3%	17 3%	13 3%	-	4 2%	19 5%zC	7 3%	8 2%	23 3%	10 2%	7 2%	3 1%	11 8%zKLM	22 3%	8 3%
2	9 1%O	5 1%	4 1%	1 1%	1 *	4 1%	3 1%	3 1%	6 1%	6 1%	3 1%	* -	- -	4 1%	4 2%
3	20 2%	11 2%	9 2%	6 4%	3 1%	9 2%	3 1%	5 2%	15 2%	7 2%	8 2%	4 2%	2 1%	14 2%	3 1%
4	52 5%NTf	23 4%	29 6%	4 3%	12 6%	27 7%	9 3%	20 6%	33 5%	16 4%	25 8%zKN	10 5%N	1 1%	42 5%	10 4%
5	99 9%	59 10%	40 8%	21 13%	15 7%	36 9%	27 10%	31 9%	67 9%	31 8%	31 10%	25 14%K	12 8%	77 10%	21 8%
6	116 11%	65 11%	51 11%	11 7%	27 13%	45 11%	33 12%	35 10%	81 12%	44 11%	28 9%	22 12%	21 15%	85 11%	27 11%
7	180 17%V	105 18%	75 16%	23 14%	33 16%	76 18%	48 18%	55 16%	125 18%	71 18%	52 16%	29 16%	28 20%	144 18%	36 14%
8	215 21%	129 22%	86 18%	39 25%	41 20%	84 20%	50 19%	74 22%	141 20%	88 22%	62 19%	41 23%	25 17%	161 21%	52 21%
9	165 16%S	90 16%	75 16%	25 16%	33 16%	63 15%	44 16%	62 19%	99 14%	71 17%	51 16%	21 12%	23 16%	120 15%	44 18%
Agree Completely 10	127 12%	67 12%	60 13%	24 15%	29 14%	45 11%	29 11%	38 11%	88 13%	51 12%	40 13%	23 13%	13 9%	92 12%	32 13%
Don't know	33 3%AEd	5 1%	28 6%zA	3 2%	7 3%	5 1%	18 7%zCE	6 2%	27 4%	13 3%	12 4%	3 1%	5 4%	18 2%	13 5%d

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**- BBC News offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	1047	576	471	156	205	414	272	335	705	408	318	180	141	780	249
EffectiveBase	815	442	373	129	172	324	193	277	536	318	250	136	112	584	218
Total mentions	1047	576	471	156	205	414	272	335	705	408	318	180	141	780	249
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.15ESg	7.14	7.15	7.44E	7.31	6.94	7.17	7.24	7.09	7.28	7.10	7.11	6.91	7.13	7.24
1-3 (Net)	60	33	26	7	8	33	12	15	44	23	17	7	13	40	15
	6%	6%	6%	4%	4%	8%z	5%	5%	6%	6%	5%	4%	9%	5%	6%
1-4 (Net)	112	57	55	11	20	59	22	35	77	39	43	16	14	82	25
	11%Tf	10%	12%	7%	10%	14%zCF	8%	10%	11%	10%	13%	9%	10%	11%	10%
1-2 (Net)	39	22	17	1	5	24	10	10	29	16	10	3	11	27	12
	4%C	4%	4%	1%	2%	6%zC	4%	3%	4%	4%	3%	2%	8%zLM	3%	5%
4-7 (Net)	447	253	195	58	88	184	118	140	306	163	137	85	62	348	93
	43%W	44%	41%	37%	43%	44%	43%	42%	43%	40%	43%	48%	44%	45%	37%
5-6 (Net)	215	124	91	32	42	81	60	66	148	75	60	47	33	163	48
	21%T	22%	19%	20%	20%	20%	22%	20%	21%	18%	19%	26%	24%	21%	19%
8-10 (Net)	507	285	222	88	103	192	124	174	329	210	152	85	60	373	128
	48%Sg	50%	47%	56%z	50%	46%	45%	52%	47%	51%	48%	47%	43%	48%	51%
7-10 (Net)	687	391	297	111	136	268	172	229	454	281	204	114	88	516	164
	66%Sg	68%	63%	71%	67%	65%	63%	68%	64%	69%	64%	63%	63%	66%	66%
9-10 (Net)	292	157	136	49	62	108	73	101	187	121	91	45	36	211	76
	28%S	27%	29%	31%	30%	26%	27%	30%	27%	30%	28%	25%	25%	27%	30%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1152	879	88	94	91	110	221	36	92	37	119	65	44	20	45	90	931	122
WeightedBase	1047	900	65*	48*	33*	133*	208	35**	86*	34*	117*	76*	51*	23**	52*	85*	847	116*
EffectiveBase	815	656	64	81	86	77	154	28	73	31	92	54	36	17	38	65	658	83
Not At All Agree 1	30	27	*	2	1	6	3	*	8	2	1	1	2	-	2	1	21	4
	3%	3%	1%	5%	3%	4%	2%	1%	9%zTXc	6%	1%	2%	4%	-	4%	1%	3%	3%
2	9	5	2	1	1	-	3	-	1	-	-	-	-	-	-	1	8	*
	1%O	1%	4%zO	2%	3%zO	-	1%	-	1%	-	-	-	-	-	-	1%	1%	*
3	20	16	2	1	1	3	5	1	2	-	4	*	-	-	-	*	16	3
	2%	2%	2%	3%	4%	2%	3%	2%	2%	-	3%	1%	-	-	-	*	2%	3%
4	52	47	3	2	1	13	2	-	4	-	12	4	4	3	4	1	34	16
	5%NTf	5%	4%	4%	2%	10%zTc	1%	-	5%T	-	10%zTc	6%T	7%T	14%	7%T	1%	4%	14%zf
5	99	90	4	4	2	19	14	3	11	2	13	8	5	1	6	8	77	14
	9%	10%	6%	7%	7%	14%	7%	9%	12%	5%	11%	11%	10%	6%	11%	9%	9%	12%
6	116	95	12	5	4	17	17	7	5	2	8	15	5	5	4	9	90	15
	11%	11%	18%	10%	13%	13%	8%	19%	6%	7%	19%zTVX	11%	23%	9%	11%	11%	11%	13%
7	180	151	15	9	5	29	47	6	7	5	18	8	11	1	9	9	148	17
	17%V	17%	23%	18%	15%	22%V	23%Vc	17%	9%	14%	15%	11%	22%	3%	18%	11%	17%	15%
8	215	189	13	8	6	24	42	5	18	8	23	14	10	4	15	25	179	20
	21%	21%	19%	16%	17%	18%	20%	15%	21%	25%	20%	18%	20%	19%	28%	29%	21%	18%
9	165	140	10	9	6	8	37	6	16	9	19	13	6	5	10	12	140	14
	16%S	16%	15%	18%	19%	6%	18%S	17%	19%S	28%S	17%S	17%S	12%	20%	19%S	14%	16%	12%
Agree Completely 10	127	111	3	6	6	12	31	7	9	4	15	12	4	4	2	12	105	10
	12%	12%	5%	13%	17%P	9%	15%	20%	10%	13%	13%	15%	8%	16%	4%	14%	12%	9%
Don't know	33	30	2	1	-	1	8	-	5	1	4	1	3	-	1	7	30	2
	3%AEd	3%	3%	2%	-	1%	4%	-	5%	4%	3%	1%	6%	-	1%	8%zS	4%	2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	1047	900	65*	48*	33*	133*	208	35**	86*	34*	117*	76*	51*	23**	52*	85*	847	116*
EffectiveBase	815	656	64	81	86	77	154	28	73	31	92	54	36	17	38	65	658	83
Total mentions	1047	900	65	48	33	133	208	35	86	34	117	76	51	23	52	85	847	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.15ESg	7.16	6.94	7.04	7.25	6.51	7.51zSV	7.57	6.71	7.71	7.14	7.26S	6.91	7.30	7.04	7.56SV	7.24zg	6.55
1-3 (Net)	60 6%	47 5%	4 7%	5 10%	3 10%	9 6%	12 6%	1 3%	11 3%	2 6%	5 4%	2 2%	2 4%	- -	2 4%	3 3%	45 5%	8 7%
1-4 (Net)	112 11%Tf	94 10%	7 11%	7 14%	4 12%	22 16%Tc	13 6%	1 3%	15 18%zTc	2 6%	17 15%Tc	6 8%	6 11%	3 14%	6 11%	4 4%	79 9%	24 20%zf
1-2 (Net)	39 4%C	31 3%	3 4%	3 7%	2 6%	6 4%	6 3%	* 1%	9 10%zTX	2 6%	1 1%	1 2%	2 4%	- -	2 4%	2 3%	29 3%	4 4%
4-7 (Net)	447 43%W	383 43%	33 51%	19 40%	12 37%	79 59%zTVWX c	79 38%	16 45%	28 32%	8 25%	50 43%	36 47%	26 50%W	10 46%	23 45%	27 32%	349 41%	61 53%zf
5-6 (Net)	215 21%T	185 21%	15 23%	8 18%	6 20%	36 27%T	31 15%	10 28%	16 18%	4 12%	20 17%	23 30%T	11 21%	7 29%	10 19%	17 20%	167 20%	29 25%
8-10 (Net)	507 48%Sg	440 49%	26 40%	23 48%	17 53%	44 33%	110 53%S	18 52%	43 50%S	22 65%Sh	57 49%S	38 50%	21 40%	12 54%	26 51%	49 57%S	424 50%g	44 38%
7-10 (Net)	687 66%Sg	592 66%	42 64%	32 66%	22 68%	73 55%	157 75%zSVY	24 69%	50 59%	26 79%SV	75 65%	47 61%	32 62%	13 57%	36 69%	58 68%	572 67%zg	61 53%
9-10 (Net)	292 28%S	252 28%	14 21%	15 32%	12 36%P	20 15%	68 32%S	13 36%	25 29%S	14 41%S	34 29%S	24 32%S	10 20%	8 36%	12 23%	24 28%	245 29%	24 21%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 369  
**D3b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Weather offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	974	486	487	161	169	381	263	338	630	377	270	177	150	662	291
WeightedBase	897	449	447	140	152	340	264	292	599	352	250	172	122	655	230
EffectiveBase	690	344	345	123	125	271	178	238	451	260	197	129	107	479	203
Not At All Agree 1	16 2%	9 2%	7 2%	3 2%	* *	10 3%	2 1%	8 3%	8 1%	6 2%	6 2%	1 1%	3 3%	10 2%	5 2%
2	10 1%	7 2%	3 1%	3 2%	* *	4 1%	3 1%	2 1%	8 1%	4 1%	3 1%	1 1%	2 2%	6 1%	4 2%
3	25 3%C	11 2%	14 3%	* *	5 3%	9 3%	11 4%C	5 2%	20 3%	8 2%	6 3%	4 2%	7 5%	23 3%	2 1%
4	33 4%	13 3%	20 4%	7 5%	5 3%	11 3%	10 4%	13 4%	20 3%	7 2%	15 6%K	9 5%	2 2%	27 4%	6 3%
5	71 8%Cl	33 7%	38 9%	5 4%	10 7%	30 9%	27 10%C	13 4%	58 10%zl	24 7%	23 9%	12 7%	12 10%	45 7%	26 11%zd
6	110 12%	61 14%	48 11%	22 16%	21 14%	32 10%	34 13%	34 12%	75 12%	40 11%	34 14%	25 14%	12 9%	72 11%	35 15%
7	158 18%XY	85 19%	73 16%	28 20%	23 15%	63 19%	44 17%	57 19%	101 17%	65 18%	39 16%	34 20%	20 17%	125 19%	32 14%
8	194 22%B	111 25%	83 19%	26 19%	39 25%	74 22%	56 21%	57 19%	138 23%	84 24%	46 19%	40 23%	24 20%	146 22%	45 19%
9	155 17%m	67 15%	88 20%	27 20%	31 21%	61 18%	36 14%	65 22%zm	87 15%	62 18%	43 17%	27 16%	23 19%	120 18%	34 15%
Agree Completely 10	100 11%	46 10%	54 12%	17 12%	14 9%	46 14%	23 9%	38 13%	61 10%	43 12%	24 9%	17 10%	15 12%	71 11%	26 11%
Don't know	24 3%AEld	6 1%	18 4%zA	1 1%	4 3%E	1 *	17 7%zCE	1 *	23 4%zl	9 3%	10 4%	3 2%	2 1%	10 2%	14 6%zd

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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 369  
**D3b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Weather offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	897	449	447	140	152	340	264	292	599	352	250	172	122	655	230
EffectiveBase	690	344	345	123	125	271	178	238	451	260	197	129	107	479	203
Total mentions	897	449	447	140	152	340	264	292	599	352	250	172	122	655	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23	7.19	7.28	7.31	7.43	7.27	7.02	7.43	7.13	7.42L	7.00	7.26	7.13	7.27	7.10
1-3 (Net)	51	27	25	6	5	23	17	15	36	18	16	6	12	39	12
	6%	6%	6%	5%	4%	7%	6%	5%	6%	5%	6%	3%	10%M	6%	5%
1-4 (Net)	85	40	44	14	10	34	27	28	56	25	31	15	14	66	18
	9%f	9%	10%	10%	7%	10%	10%	10%	9%	7%	12%	9%	12%	10%	8%
1-2 (Net)	26	16	11	6	1	14	5	10	16	9	9	2	6	16	10
	3%	4%	2%	4%D	*	4%D	2%	3%	3%	3%	4%	1%	5%	2%	4%
4-7 (Net)	372	193	179	62	59	136	115	116	255	136	111	80	46	269	100
	42%RX	43%	40%	44%	39%	40%	44%	40%	43%	38%	45%	46%	38%	41%	43%
5-6 (Net)	181	94	87	27	31	62	61	47	133	64	57	37	24	117	62
	20%ld	21%	19%	19%	20%	18%	23%	16%	22%	18%	23%	21%	19%	18%	27%zd
8-10 (Net)	449	223	224	70	83	180	115	159	286	190	113	84	62	337	105
	50%FS	50%	50%	50%	55%	53%	43%	55%	48%	54%	45%	49%	51%	51%	46%
7-10 (Net)	607	309	297	98	106	243	159	216	387	254	152	118	82	462	137
	68%FmLe	69%	67%	70%	70%	71%F	60%	74%zm	65%	72%zL	61%	68%	68%	70%ze	60%
9-10 (Net)	255	113	142	45	45	107	59	103	148	105	67	44	38	191	60
	28%FmS	25%	32%	32%	30%	31%F	22%	35%zm	25%	30%	27%	26%	31%	29%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**D3b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Weather offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	974	731	77	92	74	91	177	29	76	33	98	48	40	20	46	73	780	97
WeightedBase	897	757	62*	51*	27*	108*	173	29**	71*	32**	94*	57*	46*	24**	53*	72*	725	85*
EffectiveBase	690	547	53	72	70	68	122	21	60	27	72	40	34	17	40	51	546	71
Not At All Agree 1	16 2%	11 2%	2 3%	1 1%	2 8%zOQ	1 1%	2 1%	* 1%	2 3%	- -	- -	- -	3 7%zX	2 7%	- -	1 2%	12 2%	2 2%
2	10 1%	8 1%	- -	2 4%zO	1 2%	1 1%	4 2%	- -	1 1%	- -	* *	* 1%	- -	- -	- -	1 1%	8 1%	2 2%
3	25 3%C	22 3%	1 2%	1 3%	1 2%	6 6%	8 5%	- -	1 2%	- -	3 3%	- -	1 3%	- -	2 5%	- -	16 2%	7 8%zf
4	33 4%	28 4%	2 3%	3 7%	1 2%	4 4%	4 3%	1 3%	7 9%zT	- -	5 5%	1 2%	2 4%	- -	1 2%	3 5%	24 3%	5 5%
5	71 8%CI	61 8%	3 5%	5 10%	2 7%	5 5%	12 7%	6 19%	7 10%	4 14%	8 8%	5 8%	4 9%	1 5%	5 10%	4 5%	57 8%	9 10%
6	110 12%	91 12%	11 18%	5 10%	2 9%	12 11%	23 14%	5 17%	6 9%	4 12%	6 6%	10 17%	7 15%	2 10%	2 4%	14 20%Xb	92 13%	6 7%
7	158 18%XY	133 18%	12 19%	10 20%	3 11%	31 29%zXYc	37 21%XY	3 9%	14 20%X	5 15%	8 8%	4 6%	9 21%	5 21%	10 19%	8 10%	124 17%	13 15%
8	194 22%B	169 22%	11 18%	7 14%	7 26%	27 25%	28 16%	7 23%	14 19%	5 16%	21 22%	14 25%	8 18%	8 34%	20 37%zTV	18 25%	161 22%	19 23%
9	155 17% <b>m</b>	129 17%	11 18%	9 18%	6 23%	10 9%	33 19%	5 19%	8 12%	7 22%	24 26%zSV	11 20%	5 11%	3 13%	8 16%	13 17%	126 17%	13 15%
Agree Completely 10	100 11%	85 11%	6 9%	6 11%	3 9%	5 5%	19 11%	2 9%	9 12%	5 17%	15 16% <b>S</b>	12 21%zSb	5 12%	2 10%	2 5%	8 11%	86 12%	9 10%
Don't know	24 3%AEId	20 3%	3 5%	* 1%	- -	6 5%	2 1%	- -	3 4%	1 4%	5 5%	* 1%	- -	- -	1 3%	2 3%	19 3%	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**D3b\_4. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Weather offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	897	757	62*	51*	27*	108*	173	29**	71*	32**	94*	57*	46*	24**	53*	72*	725	85*
EffectiveBase	690	547	53	72	70	68	122	21	60	27	72	40	34	17	40	51	546	71
Total mentions	897	757	62	51	27	108	173	29	71	32	94	57	46	24	53	72	725	85
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.23	7.26	7.23	6.94	7.04	6.91	7.14	7.17	6.96	7.75	7.72zSVh	7.86zSVh	6.80	7.29	7.37	7.31	7.31	6.83
1-3 (Net)	51	41	3	4	3	8	14	*	4	-	3	*	4	2	2	2	36	11
	6%	5%	5%	8%	12%zO	8%	8%	1%	5%	-	4%	1%	10%	7%	5%	3%	5%	13%zf
1-4 (Net)	85	69	4	8	4	12	19	1	10	-	8	1	6	2	3	6	60	15
	9%l	9%	7%	15%	15%	12%	11%	4%	14%Y	-	9%	3%	13%	7%	6%	8%	8%	18%zf
1-2 (Net)	26	19	2	3	3	2	6	*	2	-	*	*	3	2	-	2	20	4
	3%	3%	3%	6%	10%zO	2%	4%	1%	3%	-	*	1%	7%	7%	-	3%	3%	5%
4-7 (Net)	372	313	27	24	8	52	77	14	34	13	26	19	22	8	18	29	297	31
	42%RX	41%	44%	47%R	29%	48%X	45%X	48%	48%X	40%	27%	33%	49%X	36%	35%	40%	41%	37%
5-6 (Net)	181	152	14	11	4	17	36	10	13	8	13	14	11	3	8	18	149	14
	20%ld	20%	23%	21%	15%	16%	21%	36%	19%	26%	14%	25%	24%	15%	14%	25%	21%	17%
8-10 (Net)	449	383	28	22	16	42	80	14	31	17	60	37	19	14	30	39	373	41
	50%FS	51%	46%	44%	58%	39%	46%	51%	43%	55%	64%zSTVh	65%zSTVh	42%	57%	58%	53%	51%	48%
7-10 (Net)	607	516	40	33	19	73	117	17	45	22	67	41	28	18	40	46	497	53
	68%FmLe	68%	64%	64%	70%	68%	68%	60%	63%	70%	72%	72%	62%	78%	77%	64%	69%	63%
9-10 (Net)	255	214	17	15	9	15	52	8	17	12	39	23	11	5	11	20	212	21
	28%FmS	28%	27%	29%	33%	14%	30%S	28%	24%	39%	42%zSVb	41%S	23%	23%	21%	28%	29%	25%

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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 370  
**D3b\_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC CBeebies Playtime offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	127	46	81	13	49	54	11	105	22	60	31	17	19	101	22
WeightedBase	101*	36**	65*	13**	37*	44*	7**	86*	14**	43*	26**	17**	16**	81*	18**
EffectiveBase	83	29	54	12	34	31	9	68	17	38	19	12	15	67	13
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	2	2	-	-	-	1	*	1	*	1	*	-	-	1	*
	2%	5%	-	-	-	3%	6%	1%	3%	3%	2%	-	-	2%	2%
5	2	1	1	1	1	-	-	1	1	1	-	-	1	1	1
	2%	3%	1%	6%	3%	-	-	1%	8%	3%	-	-	5%	1%	5%
6	6	5	1	-	4	2	-	4	2	3	2	1	-	6	*
	6%B	14%	1%	-	12%	4%	-	5%	11%	7%	7%	8%	-	7%	2%
7	11	3	8	2	3	4	2	8	3	8	2	1	1	9	2
	11%	8%	12%	15%	8%	10%	24%	9%	20%	18%	8%	3%	5%	11%	11%
8	24	6	17	4	9	9	1	19	4	9	7	6	2	20	3
	23%	18%	26%	31%	25%	21%	20%	22%	30%	21%	28%	34%	13%	25%	19%
9	23	10	13	3	11	8	1	21	2	7	6	4	6	16	6
	22%	27%	20%	22%	29%	17%	21%	24%	12%	17%	22%	25%	36%	19%	33%
Agree Completely 10	33	8	25	3	9	20	2	31	2	14	7	5	6	27	5
	33%	23%	38%	20%	24%	45%	28%	35%	16%	33%	29%	31%	41%	34%	27%
Don't know	1	*	1	1	-	*	-	1	-	-	1	-	-	1	*
	1%	1%	1%	6%	-	1%	-	1%	-	-	4%	-	-	1%	2%
Total mentions	101	36	65	13	37	44	7	86	14	43	26	17	16	81	18
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.53	8.09	8.77z	8.28	8.36	8.79	8.30	8.68z	7.65	8.31	8.54	8.68	8.96	8.52	8.50
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	101*	36**	65*	13**	37*	44*	7**	86*	14**	43*	26**	17**	16**	81*	18**
EffectiveBase	83	29	54	12	34	31	9	68	17	38	19	12	15	67	13
1-4 (Net)	2 2%	2 5%	-	-	-	1 3%	* 6%	1 1%	* 3%	1 3%	* 2%	-	-	1 2%	* 2%
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	21 20%	11 30%	10 15%	3 21%	8 23%	7 16%	2 30%	14 17%	6 42%	13 30%	4 17%	2 11%	2 10%	17 21%	3 19%
5-6 (Net)	8 8%B	6 17%	2 3%	1 6%	6 15%	2 4%	-	5 6%	3 20%	4 9%	2 7%	1 8%	1 5%	7 8%	1 6%
8-10 (Net)	79 79%	25 69%	55 84%	10 72%	28 77%	36 83%	5 70%	71 82%	8 58%	30 70%	20 79%	15 89%	14 90%	63 78%	14 79%
7-10 (Net)	90 89%	28 77%	63 96%z	12 88%	31 85%	41 93%	7 94%	79 91%	11 77%	37 88%	22 87%	16 92%	15 95%	72 89%	16 90%
9-10 (Net)	56 55%	18 51%	37 57%	5 41%	19 53%	27 62%	4 49%	51 60%	4 28%	21 49%	13 51%	9 56%	12 76%	43 53%	11 60%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 370  
**D3b\_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC CBeebies Playtime offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	127	95	12	14	6	8	20	2	19	4	15	4	4	2	6	11	101	14
WeightedBase	101*	81*	9**	8**	2**	7**	15**	1**	14**	3**	12**	3**	4**	2**	8**	11**	76*	13**
EffectiveBase	83	64	6	13	6	6	12	2	12	3	12	3	4	2	5	7	66	10
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	2	2	-	-	-	-	-	-	*	-	1	-	-	-	-	-	1	*
	2%	2%	-	-	-	-	-	-	3%	-	10%	-	-	-	-	-	2%	3%
5	2	2	-	-	-	-	-	-	1	-	1	-	-	-	-	-	2	-
	2%	3%	-	-	-	-	-	-	6%	-	10%	-	-	-	-	-	3%	-
6	6	5	-	1	-	-	3	-	1	-	-	*	1	-	-	-	3	-
	6%B	6%	-	11%	-	-	17%	-	9%	-	11%	-	21%	-	-	-	4%	-
7	11	8	1	2	*	2	1	-	1	*	-	-	1	-	1	3	7	4
	11%	10%	7%	19%	14%	29%	5%	-	8%	11%	-	-	19%	-	10%	23%	9%	27%
8	24	17	4	2	1	3	3	-	*	1	2	-	1	1	3	3	18	3
	23%	21%	47%	22%	31%	37%	19%	-	2%	18%	16%	-	32%	46%	41%	25%	24%	25%
9	23	17	4	2	-	-	2	*	4	2	3	3	-	1	-	*	20	*
	22%	21%	40%	21%	-	-	16%	39%	31%	72%	27%	89%	-	54%	-	4%	27%	2%
Agree Completely 10	33	29	1	2	1	2	6	1	5	-	4	-	1	-	4	5	23	5
	33%	36%	7%	27%	55%	34%	43%	61%	35%	-	35%	-	29%	-	49%	48%	31%	42%
Don't know	1	1	-	-	-	-	-	-	1	-	*	-	-	-	-	-	1	-
	1%	1%	-	-	-	-	-	-	6%	-	3%	-	-	-	-	-	1%	-
Total mentions	101	81	9	8	2	7	15	1	14	3	12	3	4	2	8	11	76	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.53	8.55	8.46	8.34	8.95	8.40	8.63	9.61	8.46	8.61	8.27	8.68	7.97	8.54	8.89	8.77	8.57	8.46
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**D3b\_5. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC CBeebies Playtime offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>101*</b>	81*	9**	8**	2**	7**	15**	1**	14**	3**	12**	3**	4**	2**	8**	11**	76*	13**
EffectiveBase	<b>83</b>	64	6	13	6	6	12	2	12	3	12	3	4	2	5	7	66	10
1-4 (Net)	<b>2</b>	2	-	-	-	-	-	-	*	-	1	-	-	-	-	-	1	*
	<b>2%</b>	2%	-	-	-	-	-	-	3%	-	10%	-	-	-	-	-	2%	3%
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	<b>21</b>	17	1	2	*	2	3	-	4	*	2	*	2	-	1	3	13	4
	<b>20%</b>	21%	7%	30%	14%	29%	22%	-	26%	11%	20%	11%	40%	-	10%	23%	18%	31%
5-6 (Net)	<b>8</b>	7	-	1	-	-	3	-	2	-	1	*	1	-	-	-	5	-
	<b>8%B</b>	9%	-	11%	-	-	17%	-	15%	-	10%	11%	21%	-	-	-	7%	-
8-10 (Net)	<b>79</b>	63	9	6	2	5	12	1	9	3	9	3	3	2	8	8	61	9
	<b>79%</b>	78%	93%	70%	86%	71%	78%	100%	68%	89%	77%	89%	60%	100%	90%	77%	81%	69%
7-10 (Net)	<b>90</b>	72	9	7	2	7	12	1	10	3	9	3	3	2	8	11	68	12
	<b>89%</b>	88%	100%	89%	100%	100%	83%	100%	76%	100%	77%	89%	79%	100%	100%	100%	90%	97%
9-10 (Net)	<b>56</b>	46	4	4	1	2	9	1	9	2	8	3	1	1	4	6	43	6
	<b>55%</b>	57%	46%	48%	55%	34%	59%	100%	66%	72%	62%	89%	29%	54%	49%	52%	57%	44%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 371  
**D3b\_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Music offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	155	86	68	25	56	55	19	77	78	74	42	24	15	129	23
WeightedBase	128	78*	50*	21**	51*	39*	17**	60*	69*	57*	35*	23**	13**	104*	22**
EffectiveBase	105	61	43	19	41	34	12	51	54	46	31	16	12	90	14
Not At All Agree 1	1 1%	- -	1 2%	1 4%	- -	- -	- -	- -	1 1%	- -	- -	1 3%	- -	1 1%	- -
2	* *	* *	- -	- -	* 1%	- -	- -	- -	* 1%	* 1%	- -	- -	- -	* *	- -
3	* *	* *	- -	- -	* 1%	- -	- -	* 1%	- -	* 1%	- -	- -	- -	* *	- -
4	1 1%	1 1%	- -	- -	* 1%	1 2%	- -	1 1%	* 1%	1 2%	- -	- -	- -	1 1%	- -
5	4 3%f	2 3%	2 4%	4 18%	- -	* 1%	- -	1 1%	3 5%	- -	4 11%zK	* 1%	- -	4 4%	* 1%
6	9 7%l	8 10%	1 2%	- -	3 5%	4 9%	2 14%	1 1%	8 11%l	5 8%	3 8%	1 2%	1 5%	6 5%	2 11%
7	27 21%	16 21%	10 21%	4 18%	9 17%	9 22%	5 32%	11 19%	16 23%	12 21%	6 18%	5 21%	3 26%	24 23%	3 12%
8	40 31%m	20 26%	19 38%	4 18%	20 40%	12 29%	4 23%	25 42%zm	15 21%	21 37%	9 24%	8 33%	2 18%	38 36%z	2 8%
9	23 18%	17 22%	6 13%	3 15%	10 20%	8 20%	2 11%	9 15%	15 21%	6 10%	7 20%	8 34%	2 20%	18 17%	6 26%
Agree Completely 10	17 13%d	10 13%	7 14%	6 29%	5 11%	5 12%	1 5%	11 19%	6 8%	7 12%	7 20%	1 4%	2 18%	10 9%	6 28%
Don't know	7 5%d	3 4%	3 7%	- -	2 5%	2 4%	3 15%	1 1%	6 8%	5 8%	- -	* 1%	2 13%	3 3%	3 15%
Total mentions	128 100%	78 100%	50 100%	21 100%	51 100%	39 100%	17 100%	60 100%	69 100%	57 100%	35 100%	23 100%	13 100%	104 100%	22 100%
Mean	7.89d	7.88	7.91	7.74	8.03	7.93	7.53	8.20zm	7.60	7.79	7.93	7.90	8.22	7.77	8.52

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**- BBC Music offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	128	78*	50*	21**	51*	39*	17**	60*	69*	57*	35*	23**	13**	104*	22**
EffectiveBase	105	61	43	19	41	34	12	51	54	46	31	16	12	90	14
1-3 (Net)	2 1%	1 1%	1 2%	1 4%	1 1%	- -	- -	* 1%	1 2%	1 1%	- -	1 3%	- -	2 1%	- -
1-4 (Net)	3 2%	2 2%	1 2%	1 4%	1 2%	1 2%	- -	1 2%	1 2%	2 3%	- -	1 3%	- -	3 3%	- -
1-2 (Net)	1 1%	* *	1 2%	1 4%	* 1%	- -	- -	- -	1 2%	* 1%	- -	1 3%	- -	1 1%	- -
4-7 (Net)	41 32%l	27 35%	13 27%	7 35%	12 23%	13 34%	8 46%	13 22%	27 40%	18 31%	13 37%	6 24%	4 31%	34 33%	5 24%
5-6 (Net)	13 10%l	10 13%	3 6%	4 18%	3 5%	4 10%	2 14%	1 2%	11 16%zl	5 8%	7 19%	1 3%	1 5%	9 9%	3 12%
8-10 (Net)	80 62%m	47 60%	32 64%	13 61%	36 71%	24 62%	7 39%	45 76%zm	35 50%	34 59%	22 63%	16 71%	7 55%	65 63%	13 61%
7-10 (Net)	106 83%m	63 81%	42 85%	17 78%	45 88%	33 84%	12 71%	56 94%zm	50 73%	46 81%	29 81%	21 92%	10 82%	89 85%	16 73%
9-10 (Net)	40 31%d	27 35%	13 26%	9 43%	16 31%	13 32%	3 16%	20 34%	20 29%	13 22%	14 39%	9 39%	5 37%	27 26%	12 54%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 371  
**D3b\_6. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Music offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	155	121	18	4	12	10	34	6	10	7	17	8	6	2	5	16	132	6
WeightedBase	128	114*	8**	2**	4**	9**	29**	4**	9**	8**	16**	8**	9**	4**	4**	14**	111*	3**
EffectiveBase	105	87	14	4	11	7	25	5	9	5	13	7	5	2	4	10	89	4
Not At All Agree 1	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	1%	1%	-	-	-	-	-	-	9%	-	-	-	-	-	-	-	1%	-
2	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	*	-
3	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	*	-
4	1	1	-	-	-	-	-	*	-	-	-	-	1	-	-	-	1	-
	1%	1%	-	-	-	-	-	9%	-	-	-	-	9%	-	-	-	1%	-
5	4	4	-	-	*	-	2	-	-	-	-	2	-	-	-	-	2	-
	3% <sup>f</sup>	3%	-	-	7%	-	6%	-	-	-	-	25%	-	-	-	-	2%	-
6	9	8	-	-	*	1	2	2	1	-	1	-	-	-	1	1	8	1
	7% <sup>l</sup>	7%	-	-	11%	13%	7%	39%	14%	-	6%	-	-	-	23%	4%	7%	16%
7	27	22	2	1	1	1	5	1	3	1	2	2	-	3	1	4	23	1
	21%	19%	23%	54%	34%	9%	18%	22%	29%	16%	10%	23%	-	71%	35%	26%	20%	39%
8	40	35	3	*	1	2	7	1	2	6	9	4	1	1	1	2	33	1
	31% <sup>m</sup>	31%	40%	16%	19%	19%	23%	21%	17%	69%	59%	52%	15%	29%	26%	14%	29%	37%
9	23	21	2	1	-	4	7	*	*	*	3	-	4	-	*	3	23	*
	18%	19%	18%	30%	-	42%	23%	9%	4%	4%	18%	-	42%	-	8%	21%	21%	9%
Agree Completely 10	17	14	2	-	1	1	3	-	2	1	1	-	1	-	-	5	16	-
	13% <sup>d</sup>	12%	19%	-	29%	7%	11%	-	27%	11%	7%	-	14%	-	-	33%	14%	-
Don't know	7	7	-	-	-	1	4	-	-	-	-	-	2	-	*	-	5	-
	5% <sup>d</sup>	6%	-	-	-	10%	12%	-	-	-	-	-	19%	-	8%	-	5%	-
Total mentions	128	114	8	2	4	9	29	4	9	8	16	8	9	4	4	14	111	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.89 <sup>d</sup>	7.86	8.33	7.77	7.79	8.23	7.89	6.73	7.37	8.09	8.10	7.01	8.39	7.29	7.21	8.41	7.97	7.40

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**- BBC Music offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>128</b>	114*	8**	2**	4**	9**	29**	4**	9**	8**	16**	8**	9**	4**	4**	14**	111*	3**
EffectiveBase	<b>105</b>	87	14	4	11	7	25	5	9	5	13	7	5	2	4	10	89	4
1-3 (Net)	<b>2</b>	2	-	-	-	-	*	-	1	-	-	-	-	-	-	*	2	-
	<b>1%</b>	1%	-	-	-	-	1%	-	9%	-	-	-	-	-	-	3%	1%	-
1-4 (Net)	<b>3</b>	3	-	-	-	-	*	*	1	-	-	-	1	-	-	*	3	-
	<b>2%</b>	2%	-	-	-	-	1%	9%	9%	-	-	-	9%	-	-	3%	2%	-
1-2 (Net)	<b>1</b>	1	-	-	-	-	*	-	1	-	-	-	-	-	-	-	1	-
	<b>1%</b>	1%	-	-	-	-	1%	-	9%	-	-	-	-	-	-	-	1%	-
4-7 (Net)	<b>41</b>	35	2	1	2	2	9	3	4	1	3	4	1	3	2	4	33	2
	<b>32%</b>	31%	23%	54%	53%	22%	30%	70%	43%	16%	16%	48%	9%	71%	58%	30%	30%	54%
5-6 (Net)	<b>13</b>	12	-	-	1	1	4	2	1	-	1	2	-	1	1	1	10	1
	<b>10%</b>	11%	-	-	19%	13%	12%	39%	14%	-	6%	25%	-	-	23%	4%	9%	16%
8-10 (Net)	<b>80</b>	71	6	1	2	6	17	1	4	7	13	4	6	1	1	9	71	1
	<b>62%<sup>m</sup></b>	62%	77%	46%	47%	68%	57%	30%	48%	84%	84%	52%	71%	29%	34%	68%	64%	46%
7-10 (Net)	<b>106</b>	93	8	2	3	7	22	2	7	8	15	6	6	4	3	13	94	3
	<b>83%<sup>m</sup></b>	81%	100%	100%	81%	77%	74%	52%	77%	100%	94%	75%	71%	100%	69%	94%	84%	84%
9-10 (Net)	<b>40</b>	35	3	1	1	5	10	*	3	1	4	-	5	-	*	8	39	*
	<b>31%<sup>d</sup></b>	31%	37%	30%	29%	49%	34%	9%	31%	14%	25%	-	56%	-	8%	54%	35%	9%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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Table 372  
**D3b\_7. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Food offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	372	146	226	60	96	149	67	163	209	169	110	45	48	276	88
WeightedBase	331	124	207	51*	79*	128*	73*	131	200	152	98*	44*	37*	253	68*
EffectiveBase	255	106	151	46	70	100	44	110	146	110	73	36	40	189	64
Not At All Agree 1	3 1%	3 3%B	-	1 3%	2 2%	* *	-	* *	3 1%	3 2%	-	* 1%	-	3 1%	-
2	1 *	1 1%	* *	1 1%	-	* *	-	-	1 *	* *	1 1%	-	-	* *	1 1%
3	3 1%	3 2%	-	1 1%	1 1%	1 1%	-	2 1%	1 *	1 1%	1 1%	-	1 2%	2 1%	1 1%
4	7 2%	-	7 3%	1 2%	-	2 1%	4 6%	2 1%	5 2%	4 3%	2 2%	-	-	5 2%	1 2%
5	17 5% <b>d</b>	6 5%	12 6%	5 9%	3 3%	6 5%	4 5%	5 4%	12 6%	8 5%	6 7%	-	3 9%	8 3%	7 10% <b>d</b>
6	36 11%	17 14%	19 9%	3 7%	10 12%	13 10%	9 13%	12 9%	23 12%	13 8%	10 10%	8 18%	5 14%	24 10%	11 16%
7	56 17% <b>K</b>	21 17%	35 17%	11 22%	14 17%	18 14%	13 18%	20 15%	37 18%	18 12%	17 18%	14 31% <b>zK</b>	7 20%	44 17%	12 17%
8	78 24%	26 21%	52 25%	10 20%	15 20%	35 28%	16 23%	30 23%	48 24%	34 22%	31 31%	8 19%	5 14%	65 26%	12 17%
9	71 21%	32 26%	39 19%	8 15%	23 29% <b>F</b>	31 24%	9 13%	33 25%	38 19%	38 25%	18 18%	8 19%	7 19%	58 23%	9 14%
Agree Completely 10	46 14% <b>Am</b>	11 8%	35 17%	9 18%	9 12%	20 15%	7 10%	27 20% <b>zm</b>	19 10%	30 20% <b>zLM</b>	8 8%	2 4%	6 15%	36 14%	8 12%
Don't know	14 4% <b>ld</b>	5 4%	9 4%	1 1%	3 4%	2 1%	9 12% <b>zE</b>	1 1%	13 7% <b>zl</b>	3 2%	4 4%	4 9%	3 7%	6 2%	7 10% <b>zd</b>
Total mentions	331 100%	124 100%	207 100%	51 100%	79 100%	128 100%	73 100%	131 100%	200 100%	152 100%	98 100%	44 100%	37 100%	253 100%	68 100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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- BBC Food offers me something that other websites/apps do not

Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	331	124	207	51*	79*	128*	73*	131	200	152	98*	44*	37*	253	68*
EffectiveBase	255	106	151	46	70	100	44	110	146	110	73	36	40	189	64
Mean	7.73me	7.51	7.86	7.47	7.83	7.93	7.42	8.06zm	7.50	7.91	7.57	7.53	7.63	7.83	7.33
1-3 (Net)	7	7	*	3	2	2	-	2	5	4	1	*	1	5	1
	2%Bf	5%zB	*	5%	3%	1%	-	2%	2%	3%	1%	1%	2%	2%	2%
1-4 (Net)	14	7	7	3	2	3	4	4	9	9	4	*	1	11	3
	4%	5%	3%	7%	3%	3%	6%	3%	5%	6%	4%	1%	2%	4%	4%
1-2 (Net)	4	4	*	2	2	1	-	*	4	3	1	*	-	3	1
	1%B	3%B	*	4%	2%	*	-	*	2%	2%	1%	1%	-	1%	1%
4-7 (Net)	116	43	72	20	26	39	31	39	77	43	36	21	16	82	31
	35%K	35%	35%	40%	33%	30%	42%	30%	39%	28%	37%	49%K	42%	32%	45%
5-6 (Net)	53	23	30	8	12	19	13	17	36	20	16	8	8	32	17
	16%d	18%	15%	16%	15%	15%	18%	13%	18%	13%	17%	18%	23%	13%	26%zd
8-10 (Net)	194	69	125	27	48	86	33	89	105	102	56	19	18	160	29
	59%mMe	56%	61%	53%	61%	67%zF	46%	68%zm	53%	67%zMIN	58%	42%	48%	63%ze	43%
7-10 (Net)	250	90	161	39	62	104	46	109	142	119	73	32	25	204	41
	76%Fme	72%	78%	76%	78%	81%F	64%	83%zm	71%	79%	75%	73%	68%	80%ze	60%
9-10 (Net)	117	43	74	17	33	50	17	59	57	68	26	10	13	94	17
	35%m	34%	36%	33%	41%F	39%	23%	46%zm	28%	45%zLM	26%	23%	34%	37%	26%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	372	289	31	24	28	30	72	16	28	16	45	23	7	8	19	25	301	32
WeightedBase	331	290	19**	12**	10**	31**	72*	11**	25**	14**	45*	27**	9**	12**	23**	21**	265	28**
EffectiveBase	255	209	21	20	26	23	46	13	19	13	34	19	5	7	16	19	201	23
Not At All Agree 1	3	3	-	-	-	-	2	*	-	1	-	-	-	-	-	-	2	-
	1%	1%	-	-	-	-	2%	3%	-	9%	-	-	-	-	-	-	1%	-
2	1	1	-	-	-	-	*	-	-	-	-	-	-	-	-	1	*	1
	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	3%	*	2%
3	3	3	-	-	-	1	-	-	-	-	1	-	-	-	-	1	1	-
	1%	1%	-	-	-	3%	-	-	-	-	2%	-	-	-	5%	-	*	-
4	7	7	-	-	-	2	3	-	1	-	-	-	-	-	-	-	6	-
	2%	2%	-	-	-	7%	5%	-	5%	-	-	-	-	-	-	-	2%	-
5	17	16	1	-	1	-	4	3	1	-	4	-	-	-	3	1	14	2
	5% <sup>d</sup>	6%	3%	-	6%	-	5%	24%	6%	-	10%	-	-	-	13%	5%	5%	9%
6	36	32	-	1	2	6	4	3	1	*	6	2	1	1	4	3	31	-
	11%	11%	-	12%	24%	18%	6%	23%	6%	3%	13%	8%	10%	9%	19%	12%	12%	-
7	56	47	5	3	1	4	12	2	4	2	9	2	1	5	3	4	48	2
	17% <sup>K</sup>	16%	29%	22%	12%	14%	16%	18%	17%	12%	20%	6%	14%	42%	13%	17%	18%	8%
8	78	66	5	4	2	5	15	2	3	2	11	10	1	5	5	7	61	8
	24%	23%	29%	33%	24%	15%	21%	19%	12%	15%	25%	36%	10%	42%	23%	33%	23%	30%
9	71	63	4	2	2	6	21	1	5	7	7	7	4	1	4	1	53	8
	21%	22%	20%	19%	19%	19%	29%	12%	19%	48%	16%	26%	45%	7%	16%	4%	20%	28%
Agree Completely 10	46	39	3	2	1	5	6	-	8	2	5	5	2	-	1	5	35	7
	14% <sup>Am</sup>	14%	18%	14%	15%	16%	8%	-	32%	12%	12%	20%	22%	-	5%	23%	13%	23%
Don't know	14	14	*	-	-	2	6	-	1	-	2	1	-	-	1	*	14	-
	4% <sup>ld</sup>	5%	2%	-	-	8%	8%	-	4%	-	4%	4%	-	-	5%	2%	5%	-
Total mentions	331	290	19	12	10	31	72	11	25	14	45	27	9	12	23	21	265	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	331	290	19**	12**	10**	31**	72*	11**	25**	14**	45*	27**	9**	12**	23**	21**	265	28**
EffectiveBase	255	209	21	20	26	23	46	13	19	13	34	19	5	7	16	19	201	23
Mean	7.73me	7.69	8.17	8.01	7.69	7.56	7.65	6.56	8.19	7.90	7.55	8.44	8.56	7.47	7.03	7.72	7.71	8.25
1-3 (Net)	7 2%Bf	7 2%	-	-	-	1 3%	2 2%	* 3%	-	1 9%	1 2%	-	-	-	1 5%	1 3%	3 1%	1 2%
1-4 (Net)	14 4%	14 5%	-	-	-	3 10%	5 7%	* 3%	1 5%	1 9%	1 2%	-	-	-	1 5%	1 3%	9 3%	1 2%
1-2 (Net)	4 1%B	4 1%	-	-	-	-	2 2%	* 3%	-	1 9%	-	-	-	-	-	1 3%	2 1%	1 2%
4-7 (Net)	116 35%K	101 35%	6 32%	4 34%	4 42%	12 39%	23 31%	7 66%	8 33%	2 15%	19 42%	4 15%	2 24%	6 51%	10 45%	7 35%	100 38%	5 17%
5-6 (Net)	53 16%d	48 16%	1 3%	1 12%	3 30%	6 18%	8 11%	5 47%	3 12%	* 3%	10 23%	2 8%	1 10%	1 9%	7 32%	4 18%	46 17%	2 9%
8-10 (Net)	194 59%me	168 58%	12 66%	8 66%	6 58%	16 51%	42 58%	4 31%	15 62%	11 76%	24 52%	22 82%	7 76%	6 49%	10 44%	13 60%	148 56%	23 81%
7-10 (Net)	250 76%Fme	215 74%	18 95%	11 88%	7 70%	20 64%	53 74%	6 50%	19 79%	12 88%	32 72%	24 88%	8 90%	11 91%	13 57%	16 77%	197 74%	25 89%
9-10 (Net)	117 35%me	102 35%	7 38%	4 33%	3 34%	11 35%	27 37%	1 12%	12 51%	9 61%	12 28%	12 46%	6 67%	1 7%	5 21%	6 27%	88 33%	14 51%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	46	24	22	5	19	15	7	26	19	26	10	4	6	39	7
WeightedBase	35*	20**	15**	5**	14**	9**	7**	15**	19**	15**	9**	6**	5**	26**	8**
EffectiveBase	33	17	16	4	12	11	6	19	15	18	8	3	5	29	6
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	3	-	3	-	-	1	1	-	3	-	1	1	-	1	1
	8%	-	18%	-	-	15%	22%	-	14%	-	14%	26%	-	5%	17%
5	1	-	1	-	-	-	1	-	1	1	-	-	-	1	-
	3%	-	6%	-	-	-	14%	-	5%	6%	-	-	-	4%	-
6	5	2	2	1	3	-	-	1	2	2	1	1	-	3	1
	13%	11%	16%	22%	24%	-	-	9%	11%	14%	13%	21%	-	13%	14%
7	3	2	1	1	1	1	-	1	2	1	1	-	1	3	-
	8%	10%	5%	24%	5%	8%	-	5%	10%	5%	14%	-	15%	10%	-
8	5	4	2	3	1	1	1	1	4	2	1	-	2	4	1
	16%	19%	11%	49%	6%	7%	20%	10%	21%	13%	14%	-	46%	15%	16%
9	9	5	4	*	3	3	3	6	3	6	2	-	2	7	1
	26%	26%	25%	6%	20%	32%	44%	39%	17%	37%	16%	-	38%	28%	17%
Agree Completely 10	6	4	2	-	3	3	-	4	2	3	2	1	-	5	1
	17%	22%	10%	-	23%	31%	-	28%	10%	20%	23%	12%	-	20%	8%
Don't know	4	2	1	-	3	1	-	1	2	1	1	2	-	1	2
	11%	12%	9%	-	23%	6%	-	10%	12%	5%	6%	41%	-	5%	28%
Total mentions	35	20	15	5	14	9	7	15	19	15	9	6	5	26	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.84	8.43	7.10	7.38	8.15	8.29	7.16	8.79	7.23	8.27	7.65	5.94	8.23	8.01	7.13
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 (Net)	3	-	3	-	-	1	1	-	3	-	1	1	-	1	1
	8%	-	18%	-	-	15%	22%	-	14%	-	14%	26%	-	5%	17%

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Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	35*	20**	15**	5**	14**	9**	7**	15**	19**	15**	9**	6**	5**	26**	8**
EffectiveBase	33	17	16	4	12	11	6	19	15	18	8	3	5	29	6
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	11	4	7	2	4	2	2	2	8	4	4	3	1	8	3
	31%	21%	45%	45%	29%	23%	36%	14%	40%	25%	40%	47%	15%	31%	31%
5-6 (Net)	6	2	3	1	3	-	1	1	3	3	1	1	-	4	1
	16%	11%	22%	22%	24%	-	14%	9%	16%	20%	13%	21%	-	16%	14%
8-10 (Net)	20	13	7	3	7	6	4	11	9	11	5	1	4	17	4
	58%	67%	46%	55%	48%	71%	64%	77%	48%	70%	54%	12%	85%	63%	41%
7-10 (Net)	23	15	8	4	7	7	4	12	11	11	6	1	5	19	4
	66%	77%	51%	78%	53%	79%	64%	81%	58%	74%	67%	12%	100%	73%	41%
9-10 (Net)	15	9	5	*	6	6	3	10	5	9	4	1	2	13	2
	42%	48%	35%	6%	42%	63%	44%	67%	27%	57%	39%	12%	38%	48%	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
UnweightedBase	46	37	5	2	2	7	14	2	4	-	5	-	-	-	4	1	40	3
WeightedBase	35*	31**	2**	1**	1**	8**	11**	2**	2**	-.**	4**	-.**	-.**	-.**	4**	1**	30**	2**
EffectiveBase	33	28	4	2	2	5	10	2	3	-	4	-	-	-	3	1	28	2
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	3	3	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-
	8%	9%	-	-	-	18%	-	-	-	-	-	-	-	-	32%	-	4%	-
5	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	3%	3%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	3%	-
6	5	5	-	-	-	1	1	-	-	-	-	-	-	-	1	1	3	-
	13%	15%	-	-	-	11%	12%	-	-	-	-	-	-	-	29%	100%	11%	-
7	3	3	-	-	-	1	-	1	-	-	1	-	-	-	-	-	1	1
	8%	9%	-	-	-	16%	-	45%	-	-	19%	-	-	-	-	-	5%	58%
8	5	5	-	-	-	1	3	-	-	-	-	-	-	-	1	-	5	*
	16%	17%	-	-	-	10%	30%	-	-	-	-	-	-	-	32%	-	17%	13%
9	9	6	1	1	1	-	2	1	2	-	2	-	-	-	*	-	9	-
	26%	21%	65%	51%	100%	-	16%	55%	100%	-	49%	-	-	-	7%	-	29%	-
Agree Completely 10	6	5	1	-	-	*	4	-	-	-	1	-	-	-	-	-	5	1
	17%	17%	35%	-	-	4%	34%	-	-	-	33%	-	-	-	-	-	18%	29%
Don't know	4	3	-	1	-	2	1	-	-	-	-	-	-	-	-	-	4	-
	11%	10%	-	49%	-	29%	7%	-	-	-	-	-	-	-	-	-	12%	-
Total mentions	35	31	2	1	1	8	11	2	2	-	4	-	-	-	4	1	30	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	-	-	-	100%	100%	100%	100%
Mean	7.84	7.69	9.35	9.00	9.00	6.04	8.65	8.10	9.00	-	8.95	-	-	-	6.23	6.00	8.11	8.00
1-3 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 (Net)	3	3	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-
	8%	9%	-	-	-	18%	-	-	-	-	-	-	-	-	32%	-	4%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 373  
**D3b\_8. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC iWonder offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	35*	31**	2**	1**	1**	8**	11**	2**	2**	-**	4**	-**	-**	-**	4**	1**	30**	2**
EffectiveBase	33	28	4	2	2	5	10	2	3	-	4	-	-	-	3	1	28	2
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	11	11	-	-	-	5	1	1	-	-	1	-	-	-	3	1	7	1
	31%	35%	-	-	-	57%	12%	45%	-	-	19%	-	-	-	60%	100%	24%	58%
5-6 (Net)	6	6	-	-	-	2	1	-	-	-	-	-	-	-	1	1	4	-
	16%	18%	-	-	-	23%	12%	-	-	-	-	-	-	-	29%	100%	14%	-
8-10 (Net)	20	17	2	1	1	1	9	1	2	-	3	-	-	-	2	-	19	1
	58%	55%	100%	51%	100%	14%	81%	55%	100%	-	81%	-	-	-	40%	-	64%	42%
7-10 (Net)	23	20	2	1	1	2	9	2	2	-	4	-	-	-	2	-	20	2
	66%	63%	100%	51%	100%	30%	81%	100%	100%	-	100%	-	-	-	40%	-	69%	100%
9-10 (Net)	15	12	2	1	1	*	6	1	2	-	3	-	-	-	*	-	14	1
	42%	38%	100%	51%	100%	4%	50%	55%	100%	-	81%	-	-	-	7%	-	47%	29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base, \*\* very small base (under 30) ineligible for sig testing



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 374  
**D3b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC+ offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	67	38	29	15	25	21	6	44	23	36	12	10	9	57	8
WeightedBase	48*	31**	18**	14**	13**	16**	5**	29*	19**	23**	10**	9**	6**	39*	8**
EffectiveBase	49	29	22	14	19	15	4	33	17	27	8	8	7	43	6
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1 3%	-	1 8%	-	-	1 8%	-	1 5%	-	1 6%	-	-	-	-	1 17%
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	3 5%	1 5%	1 6%	1 8%	* 2%	1 7%	-	2 8%	* 2%	* 1%	1 12%	-	1 20%	3 7%	-
5	3 6%	* 1%	3 15%	2 13%	1 8%	-	-	2 5%	1 7%	* 2%	1 12%	1 15%	-	3 8%	-
6	2 3%	1 2%	1 5%	-	1 9%	* 2%	-	1 3%	1 3%	-	* 3%	-	1 21%	1 2%	-
7	12 24% <sup>1</sup>	9 29%	3 15%	4 29%	1 8%	5 29%	2 34%	4 13%	8 41%	5 20%	3 31%	3 31%	1 18%	8 21%	3 38%
8	6 11%	3 11%	2 12%	1 9%	2 13%	2 11%	1 18%	3 11%	2 12%	4 17%	* 3%	1 8%	1 10%	5 13%	* 5%
9	12 25%	8 25%	5 26%	4 28%	5 34%	4 23%	-	9 31%	3 17%	10 43%	1 6%	1 13%	* 5%	12 30% <sup>z</sup>	* 4%
Agree Completely 10	8 17%	6 21%	2 11%	2 13%	3 26%	3 19%	-	7 24%	1 6%	3 12%	3 32%	1 13%	1 20%	8 19%	1 8%
Don't know	2 5%	2 6%	* 2%	-	-	-	2 48%	-	2 12%	-	-	2 20%	* 6%	-	2 27%
Total mentions	48 100%	31 100%	18 100%	14 100%	13 100%	16 100%	5 100%	29 100%	19 100%	23 100%	10 100%	9 100%	6 100%	39 100%	8 100%
Mean	7.71	8.11	7.07	7.53	8.24	7.49	7.35	7.85	7.49	8.03	7.48	7.55	7.01	7.95 <sup>z</sup>	6.36
1-3 (Net)	1 3%	-	1 8%	-	-	1 8%	-	1 5%	-	1 6%	-	-	-	-	1 17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 374  
**D3b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC+ offers me something that other websites/apps do not**

Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	48*	31**	18**	14**	13**	16**	5**	29*	19**	23**	10**	9**	6**	39*	8**
EffectiveBase	49	29	22	14	19	15	4	33	17	27	8	8	7	43	6
1-4 (Net)	4	1	3	1	*	3	-	4	*	2	1	-	1	3	1
	8%	5%	14%	8%	2%	15%	-	13%	2%	7%	12%	-	20%	7%	17%
1-2 (Net)	1	-	1	-	-	1	-	1	-	1	-	-	-	-	1
	3%	-	8%	-	-	8%	-	5%	-	6%	-	-	-	-	17%
4-7 (Net)	19	11	7	7	4	6	2	9	10	5	6	4	3	15	3
	39%	37%	41%	50%	28%	38%	34%	29%	53%	22%	58%	46%	58%	37%	38%
5-6 (Net)	4	1	3	2	2	*	-	2	2	*	2	1	1	4	-
	9%	3%	19%	13%	17%	2%	-	8%	11%	2%	15%	15%	21%	10%	-
8-10 (Net)	26	17	9	7	10	9	1	19	7	17	4	3	2	25	1
	54%	56%	50%	50%	72%	53%	18%	66%z	36%	72%	42%	34%	36%	63%z	17%
7-10 (Net)	38	26	12	11	11	14	2	23	15	21	7	6	3	33	5
	78%	86%	65%	79%	80%	83%	52%	79%	76%	91%	73%	65%	53%	84%z	56%
9-10 (Net)	21	14	7	6	8	7	-	16	5	13	4	2	2	20	1
	43%	46%	37%	41%	59%	42%	-	55%z	24%	55%	38%	26%	26%	50%z	12%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base, \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 374  
**D3b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC+ offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	67	55	7	-	5	4	17	-	12	2	6	1	1	-	1	11	45	6
WeightedBase	48*	42*	4**	-**	2**	5**	9**	-**	10**	1**	5**	1**	1**	-**	2**	9**	30*	5**
EffectiveBase	49	41	6	-	5	4	12	-	9	2	5	1	1	-	1	8	33	4
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1 3%	1 3%	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-	1 29%
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	3 5%	3 6%	-	-	-	-	*	-	1 12%	-	-	-	-	-	-	1 14%	1 4%	* 6%
5	3 6%	2 6%	1 14%	-	-	-	-	-	1 8%	-	-	-	-	-	-	2 18%	3 10%	-
6	2 3%	1 2%	1 13%	-	-	-	*	-	-	-	1 13%	-	-	-	-	-	1 2%	-
7	12 24%	11 26%	-	1 35%	3 50%	1 9%	-	3 30%	-	2 31%	-	-	-	2 100%	1 16%	8 26%	1 25%	
8	6 11%	4 9%	2 37%	-	-	3 38%	-	-	1 66%	-	-	-	-	-	-	-	3 11%	* 6%
9	12 25%	10 24%	1 28%	1 48%	3 50%	3 33%	-	1 13%	* 34%	2 33%	1 100%	-	-	-	3 3%	9 31%	1 25%	
Agree Completely 10	8 17%	8 19%	-	* 17%	-	1 13%	-	2 23%	-	1 24%	-	1 100%	-	-	2 27%	5 17%	-	
Don't know	2 5%	2 4%	* 8%	-	-	-	-	-	-	-	-	-	-	-	2 22%	-	* 8%	
Total mentions	48 100%	42 100%	4 100%	2 100%	5 100%	9 100%	-	10 100%	1 100%	5 100%	1 100%	1 100%	-	2 100%	9 100%	30 100%	5 100%	
Mean	7.71	7.69	7.58	8.47	8.01	8.30	-	6.70	8.34	8.24	9.00	10.00	-	7.00	7.12	7.91	5.84	
1-3 (Net)	1 3%	1 3%	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-	-	1 29%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 374  
**D3b\_9. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC+ offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	48*	42*	4**	-**	2**	5**	9**	-**	10**	1**	5**	1**	1**	-**	2**	9**	30*	5**
EffectiveBase	49	41	6	-	5	4	12	-	9	2	5	1	1	-	1	8	33	4
1-4 (Net)	4	4	-	-	-	-	*	-	3	-	-	-	-	-	-	1	1	2
	8%	9%	-	-	-	-	3%	-	26%	-	-	-	-	-	-	14%	4%	35%
1-2 (Net)	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	3%	3%	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	29%
4-7 (Net)	19	17	1	-	1	3	1	-	5	-	2	-	-	-	2	4	12	1
	39%	40%	27%	-	35%	50%	16%	-	50%	-	44%	-	-	-	100%	48%	41%	32%
5-6 (Net)	4	3	1	-	-	-	*	-	1	-	1	-	-	-	-	2	4	-
	9%	8%	27%	-	-	-	3%	-	8%	-	13%	-	-	-	-	18%	12%	-
8-10 (Net)	26	22	3	-	1	3	7	-	3	1	3	1	1	-	3	3	18	1
	54%	52%	65%	-	65%	50%	84%	-	36%	100%	56%	100%	100%	-	30%	59%	32%	
7-10 (Net)	38	33	3	-	2	5	8	-	6	1	4	1	1	-	2	4	26	3
	78%	78%	65%	-	100%	100%	93%	-	65%	100%	87%	100%	100%	-	100%	46%	85%	57%
9-10 (Net)	21	18	1	-	1	3	4	-	3	*	3	1	1	-	-	3	15	1
	43%	43%	28%	-	65%	50%	47%	-	36%	34%	56%	100%	100%	-	-	30%	48%	25%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base, \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 375  
**D3b\_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Bitesize offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	116	52	63	45	30	35	6	74	41	55	30	14	17	76	37
WeightedBase	85*	37*	47*	32*	17**	31**	5**	57*	27**	42*	22**	9**	12**	58*	25**
EffectiveBase	76	38	38	33	22	21	5	51	24	35	19	12	13	48	28
Not At All Agree 1	*	*	-	-	-	*	-	*	-	-	-	*	-	*	-
	*	1%	-	-	-	1%	-	1%	-	-	-	3%	-	1%	-
2	1	*	*	-	1	-	-	1	-	1	-	-	-	1	-
	1%	1%	1%	-	4%	-	-	1%	-	2%	-	-	-	1%	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	7	4	3	3	-	4	-	4	4	3	3	2	-	5	2
	8%	11%	6%	11%	-	12%	-	6%	13%	7%	12%	17%	-	9%	8%
6	5	3	3	2	1	2	-	2	3	*	2	2	1	4	1
	6%K	7%	6%	7%	7%	6%	-	4%	11%	1%	9%	22%	8%	7%	4%
7	12	7	6	6	1	6	-	8	4	6	5	-	1	7	6
	15%	18%	12%	17%	7%	18%	-	15%	14%	14%	24%	-	10%	12%	23%
8	23	11	12	9	4	7	3	17	6	13	6	1	3	17	6
	27%	29%	26%	28%	25%	21%	67%	29%	23%	30%	29%	14%	22%	28%	25%
9	13	2	10	4	6	2	1	10	2	7	1	1	3	9	4
	15%A	5%	21%	13%	32%	8%	15%	18%	9%	17%	6%	11%	26%	15%	18%
Agree Completely 10	22	9	12	7	4	9	1	13	8	11	4	3	4	15	5
	26%	25%	27%	22%	26%	31%	18%	23%	30%	25%	19%	33%	34%	26%	19%
Don't know	2	1	1	1	-	1	-	2	-	2	-	-	-	1	1
	2%	2%	2%	3%	-	3%	-	3%	-	4%	-	-	-	1%	4%
Total mentions	85	37	47	32	17	31	5	57	27	42	22	9	12	58	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.07	7.78	8.28	7.93	8.40	7.95	8.52	8.12	7.94	8.22	7.67	7.57	8.67	8.04	8.00
1-3 (Net)	1	1	*	-	1	*	-	1	-	1	-	*	-	1	-
	1%	2%	1%	-	4%	1%	-	2%	-	2%	-	3%	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 375  
**D3b\_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Bitesize offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	85*	37*	47*	32*	17**	31**	5**	57*	27**	42*	22**	9**	12**	58*	25**
EffectiveBase	76	38	38	33	22	21	5	51	24	35	19	12	13	48	28
1-4 (Net)	1 1%	1 2%	* 1%	-	1 4%	* 1%	-	1 2%	-	1 2%	-	* 3%	-	1 2%	-
1-2 (Net)	1 1%	1 2%	* 1%	-	1 4%	* 1%	-	1 2%	-	1 2%	-	* 3%	-	1 2%	-
4-7 (Net)	25 29%	13 36%	11 24%	11 35%	2 13%	11 37%	-	14 25%	10 38%	9 22%	10 45%	4 39%	2 18%	16 28%	9 35%
5-6 (Net)	12 15%	7 18%	6 12%	6 17%	1 7%	6 18%	-	6 10%	6 24%	3 8%	4 21%	4 39%	1 8%	9 16%	3 12%
8-10 (Net)	57 68%	22 60%	34 74%	20 63%	14 83%	18 60%	5 100%	40 70%	17 62%	30 73%	12 55%	5 58%	10 82%	40 69%	15 62%
7-10 (Net)	70 82%	29 78%	40 85%	26 80%	16 90%	24 78%	5 100%	49 85%	21 76%	36 86%	17 79%	5 58%	11 92%	47 81%	21 84%
9-10 (Net)	35 41%	11 30%	22 48%	11 35%	10 58%	12 38%	2 33%	24 41%	11 39%	18 43%	6 26%	4 43%	7 60%	24 41%	9 36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base, \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 375  
**D3b\_10. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Bitesize offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	116	93	4	5	14	10	20	4	11	3	14	8	4	2	7	10	89	7
WeightedBase	85*	75*	3**	2**	5**	9**	18**	2**	7**	2**	10**	7**	4**	2**	7**	7**	63*	4**
EffectiveBase	76	64	3	5	14	7	10	3	9	3	11	7	4	2	6	8	58	6
Not At All Agree 1	*	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	*	-
2	1	1	-	-	-	-	*	-	-	-	-	-	-	-	-	*	*	-
	1%	1%	-	-	-	-	2%	-	-	-	-	-	-	-	-	5%	1%	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	7	7	1	-	-	1	4	-	1	-	-	-	-	-	-	1	6	1
	8%	9%	19%	-	-	8%	21%	-	19%	-	-	-	-	-	-	12%	10%	16%
6	5	5	-	-	-	1	-	2	1	-	1	-	-	-	-	1	5	-
	6%K	7%	-	-	-	9%	-	86%	11%	-	10%	-	-	-	-	11%	8%	-
7	12	12	-	-	*	1	6	-	1	-	*	1	1	-	2	*	8	-
	15%	16%	-	-	7%	15%	32%	-	9%	-	3%	10%	31%	-	27%	5%	13%	-
8	23	20	1	-	2	3	3	-	3	*	5	3	1	1	1	1	16	3
	27%	27%	30%	-	34%	28%	18%	-	36%	20%	45%	44%	32%	40%	9%	17%	25%	59%
9	13	11	-	1	1	1	2	-	1	1	1	1	-	1	2	1	10	-
	15%A	14%	-	80%	18%	7%	14%	-	12%	35%	12%	15%	-	60%	25%	10%	15%	-
Agree Completely 10	22	18	2	*	2	3	2	-	1	1	3	2	1	-	3	3	16	1
	26%	24%	51%	20%	41%	34%	9%	-	14%	45%	29%	31%	18%	-	39%	40%	26%	26%
Don't know	2	2	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-
	2%	2%	-	-	-	-	5%	-	-	-	-	-	19%	-	-	-	1%	-
Total mentions	85	75	3	2	5	9	18	2	7	2	10	7	4	2	7	7	63	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.07	7.97	8.43	9.20	8.94	8.20	7.22	5.31	7.52	9.25	8.48	8.68	8.04	8.60	8.76	7.95	8.00	8.04
1-3 (Net)	1	1	-	-	-	-	*	*	-	-	-	-	-	-	-	*	1	-
	1%	1%	-	-	-	-	2%	14%	-	-	-	-	-	-	-	5%	1%	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**Base = All who have used BBC websites/apps in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
<b>WeightedBase</b>	<b>85*</b>	75*	3**	2**	5**	9**	18**	2**	7**	2**	10**	7**	4**	2**	7**	7**	63*	4**
EffectiveBase	76	64	3	5	14	7	10	3	9	3	11	7	4	2	6	8	58	6
1-4 (Net)	1	1	-	-	-	-	*	*	-	-	-	-	-	-	-	*	1	-
1%	1%	1%	-	-	-	-	2%	14%	-	-	-	-	-	-	-	5%	1%	-
1-2 (Net)	1	1	-	-	-	-	*	*	-	-	-	-	-	-	-	*	1	-
1%	1%	1%	-	-	-	-	2%	14%	-	-	-	-	-	-	-	5%	1%	-
4-7 (Net)	25	24	1	-	*	3	9	2	3	-	1	1	-	2	2	20	1	
29%	32%	19%	-	7%	31%	53%	86%	38%	-	13%	10%	31%	-	27%	28%	31%	16%	
5-6 (Net)	12	12	1	-	-	1	4	2	2	-	1	-	-	-	2	12	1	
15%	16%	19%	-	-	16%	21%	86%	30%	-	10%	-	-	-	-	23%	19%	16%	
8-10 (Net)	57	49	3	2	4	6	7	-	4	2	9	7	2	2	5	5	42	4
68%	65%	81%	100%	93%	69%	41%	-	62%	100%	87%	90%	49%	100%	73%	67%	66%	84%	
7-10 (Net)	70	61	3	2	5	8	13	-	5	2	9	7	3	2	7	5	50	4
82%	81%	81%	100%	100%	84%	72%	-	70%	100%	90%	100%	81%	100%	100%	72%	79%	84%	
9-10 (Net)	35	29	2	2	3	4	4	-	2	1	4	3	1	1	5	3	26	1
41%	38%	51%	100%	59%	41%	23%	-	26%	80%	41%	46%	18%	60%	64%	50%	41%	26%	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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**- BBC CBeebies Storytime offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	101	36	64	14	39	38	10	78	23	55	12	14	20	77	19
WeightedBase	76*	28**	47*	10**	32**	27**	7**	58*	18**	35*	14**	10**	17**	59*	13**
EffectiveBase	64	23	40	10	23	24	8	48	16	37	7	9	16	47	13
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	*	*	-	*	-	-	-	*	-	*	-	-	-	-	*
4	-	1%	-	3%	-	-	-	1%	-	1%	-	-	-	-	2%
5	3	1	2	1	1	-	1	-	3	1	-	1	1	1	2
6	4%	4%	5%	13%	4%	-	10%	-	17%	3%	-	13%	5%	2%	17%
7	9	6	4	-	3	6	1	7	2	2	3	3	1	9	*
8	12%	20%	8%	-	8%	21%	14%	12%	12%	6%	21%	33%	4%	15%	2%
9	10	6	4	1	7	2	*	7	3	6	3	-	*	8	1
10	13% <sup>f</sup>	21%	9%	8%	23%	6%	4%	12%	15%	18%	23%	-	2%	15%	10%
8	20	9	11	2	8	9	1	16	4	11	7	*	2	17	2
9	26%	30%	23%	19%	24%	34%	9%	27%	21%	31%	46%	3%	10%	30%	16%
Agree Completely 10	16	4	11	2	6	6	2	13	3	7	1	2	5	10	5
21%	14%	23%	23%	19%	21%	24%	24%	23%	14%	21%	9%	16%	33%	17%	41%
15	3	12	2	7	5	1	14	1	5	5	-	3	6	13	1
20%	10%	26%	21%	22%	18%	12%	25%	4%	15%	-	32%	38%	22%	9%	
Don't know	3	-	3	1	-	-	2	-	3	1	-	*	1	-	*
4%	-	7%	13%	-	-	26%	-	17%	4%	4%	-	3%	8%	-	2%
Total mentions	76	28	47	10	32	27	7	58	18	35	14	10	17	59	13
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	8.08	7.56	8.40 <sup>z</sup>	8.05	8.13	8.08	7.83	8.33 <sup>z</sup>	7.15	8.08	7.44	7.75	8.89	8.10	7.81
1-3 (Net)	*	*	-	*	-	-	-	*	-	*	-	-	-	-	*
	*	1%	-	3%	-	-	-	1%	-	1%	-	-	-	-	2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 376  
**D3b\_11. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
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**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	76*	28**	47*	10**	32**	27**	7**	58*	18**	35*	14**	10**	17**	59*	13**
EffectiveBase	64	23	40	10	23	24	8	48	16	37	7	9	16	47	13
1-4 (Net)	*	*	-	*	-	-	-	*	-	*	-	-	-	-	*
	*	1%	-	3%	-	-	-	1%	-	1%	-	-	-	-	2%
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	23	13	10	2	11	7	2	14	8	10	6	5	2	18	4
	30%	45%	21%	21%	35%	27%	28%	25%	45%	27%	45%	46%	11%	31%	29%
5-6 (Net)	13	7	6	1	4	6	2	7	5	3	3	5	2	10	3
	16%	24%	12%	13%	12%	21%	24%	12%	29%	9%	21%	46%	10%	17%	19%
8-10 (Net)	50	15	34	6	21	20	3	43	7	24	8	5	13	40	9
	66%	54%	72%	63%	65%	73%	46%	75%z	39%	68%	55%	51%	81%	69%	66%
7-10 (Net)	60	21	38	7	28	21	3	51	10	30	11	5	14	49	10
	79%	75%	81%	71%	88%	79%	50%	87%z	54%	86%	79%	51%	82%	83%	76%
9-10 (Net)	31	7	23	5	13	10	3	28	3	13	1	5	12	23	7
	40%	24%	49%	44%	41%	39%	37%	48%z	17%	36%	9%	48%	70%	39%	50%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	101	76	16	2	7	1	17	3	16	6	13	1	1	3	6	9	88	4
WeightedBase	76*	66*	7**	1**	2**	1**	12**	2**	11**	4**	14**	1**	1**	5**	10**	5**	67*	4**
EffectiveBase	64	50	12	2	7	1	13	2	11	5	8	1	1	3	5	7	56	2
Not At All Agree 1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	* *	* *	-	-	-	-	-	-	* 3%	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3 4%	2 3%	1 17%	-	-	-	-	-	-	-	1 9%	-	-	1 15%	-	-	3 5%	-
6	9 12%	9 14%	-	-	-	-	1 8%	1 53%	-	-	1 6%	-	-	-	5 55%	1 22%	9 14%	-
7	10 13% <sup>f</sup>	9 14%	1 8%	-	* 14%	-	4 29%	-	3 30%	-	-	-	-	2 48%	-	-	6 9%	3 84%
8	20 26%	17 26%	2 20%	1 50%	1 29%	-	3 22%	1 47%	-	1 14%	8 56%	1 100%	1 100%	-	2 25%	* 7%	19 28%	-
9	16 21%	13 20%	2 24%	-	1 43%	-	1 10%	-	4 33%	3 60%	1 9%	-	-	2 37%	2 20%	1 16%	13 19%	1 16%
Agree Completely 10	15 20%	13 20%	1 8%	1 50%	* 14%	1 100%	4 32%	-	4 34%	1 26%	1 9%	-	-	-	-	3 54%	14 20%	-
Don't know	3 4%	1 2%	2 22%	-	-	-	-	-	-	-	1 11%	-	-	-	-	-	3 5%	-
Total mentions	76 100%	66 100%	7 100%	1 100%	2 100%	1 100%	12 100%	2 100%	11 100%	4 100%	14 100%	1 100%	1 100%	5 100%	10 100%	5 100%	67 100%	4 100%
Mean	8.08	8.08	7.74	9.00	8.58	10.00	8.29	6.93	8.57	9.12	7.89	8.00	8.00	7.44	7.10	8.80	8.06	7.32
1-3 (Net)	* *	* *	-	-	-	-	-	-	* 3%	-	-	-	-	-	-	-	* *	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
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	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	76*	66*	7**	1**	2**	1**	12**	2**	11**	4**	14**	1**	1**	5**	10**	5**	67*	4**
EffectiveBase	64	50	12	2	7	1	13	2	11	5	8	1	1	3	5	7	56	2
1-4 (Net)	*	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	*	-
1-2 (Net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-7 (Net)	23	20	2	-	*	-	4	1	3	-	2	-	-	3	5	1	19	3
	30%	31%	26%	-	14%	-	37%	53%	30%	-	15%	-	-	63%	55%	22%	28%	84%
5-6 (Net)	13	11	1	-	-	-	1	1	-	-	2	-	-	1	5	1	13	-
	16%	17%	17%	-	-	-	8%	53%	-	15%	-	-	-	15%	55%	22%	19%	-
8-10 (Net)	50	44	4	1	2	1	8	1	7	4	10	1	1	2	4	4	45	1
	66%	66%	52%	100%	86%	100%	63%	47%	67%	100%	75%	100%	100%	37%	45%	78%	67%	16%
7-10 (Net)	60	53	5	1	2	1	11	1	11	4	10	1	1	4	4	4	51	4
	79%	80%	61%	100%	100%	100%	92%	47%	97%	100%	75%	100%	100%	85%	45%	78%	76%	100%
9-10 (Net)	31	27	2	1	1	1	5	-	7	4	3	-	-	2	2	3	26	1
	40%	41%	32%	50%	57%	100%	41%	-	67%	86%	18%	-	-	37%	20%	71%	39%	16%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base, \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 377  
**D3b\_20. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Sounds offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	12	5	7	-	3	5	4	3	9	10	-	-	2	4	8
WeightedBase	14**	4**	9**	..	4**	6**	4**	3**	11**	12**	..	..	1**	6**	8**
EffectiveBase	10	5	6	-	2	5	3	3	7	8	-	-	2	3	6
Not At All Agree 1	1 8%	1 26%	-	-	-	1 21%	-	-	1 11%	1 9%	-	-	-	-	1 14%
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	2 17%	-	2 25%	-	2 58%	-	-	-	2 21%	2 19%	-	-	-	2 41%	-
5	1 6%	-	1 9%	-	1 21%	-	-	-	1 8%	-	-	-	1 58%	-	1 10%
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 6%	1 19%	-	-	1 21%	-	-	1 30%	-	1 7%	-	-	-	1 15%	-
8	4 31%	1 28%	3 33%	-	-	1 22%	3 72%	1 43%	3 28%	4 35%	-	-	-	1 22%	3 37%
9	2 14%	1 27%	1 8%	-	-	1 14%	1 28%	1 27%	1 11%	1 11%	-	-	1 42%	-	2 24%
Agree Completely 10	2 17%	-	2 25%	-	-	2 43%	-	-	2 22%	2 19%	-	-	-	1 21%	1 14%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	14 100%	4 100%	9 100%	-	4 100%	6 100%	4 100%	3 100%	11 100%	12 100%	-	-	1 100%	6 100%	8 100%
Mean	6.99	6.25	7.34	-	4.85	7.52	8.28	7.98	6.73	7.02	-	-	6.66	6.62	7.23
1-3 (Net)	1 8%	1 26%	-	-	-	1 21%	-	-	1 11%	1 9%	-	-	-	-	1 14%
1-4 (Net)	3 25%	1 26%	2 25%	-	2 58%	1 21%	-	-	3 32%	3 28%	-	-	-	2 41%	1 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 377  
**D3b\_20. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Sounds offers me something that other websites/apps do not**

Base = All who have used BBC websites/apps in the last 3 months

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	14**	4**	9**	-**	4**	6**	4**	3**	11**	12**	-**	-**	1**	6**	8**
EffectiveBase	10	5	6	-	2	5	3	3	7	8	-	-	2	3	6
1-2 (Net)	1 8%	1 26%	-	-	-	1 21%	-	-	1 11%	1 9%	-	-	-	-	1 14%
4-7 (Net)	4 29%	1 19%	3 34%	-	4 100%	-	-	1 30%	3 29%	3 25%	-	-	1 58%	3 57%	1 10%
5-6 (Net)	1 6%	-	1 9%	-	1 21%	-	-	-	1 8%	-	-	-	1 58%	-	1 10%
8-10 (Net)	9 63%	2 55%	6 66%	-	-	4 79%	4 100%	2 70%	7 61%	8 65%	-	-	1 42%	2 43%	6 76%
7-10 (Net)	10 69%	3 74%	6 66%	-	1 21%	4 79%	4 100%	3 100%	7 61%	9 72%	-	-	1 42%	3 59%	6 76%
9-10 (Net)	4 32%	1 27%	3 34%	-	-	3 57%	1 28%	1 27%	4 33%	4 30%	-	-	1 42%	1 21%	3 39%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 377  
**D3b\_20. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Sounds offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	12	11	-	1	-	1	-	-	1	-	3	2	1	1	2	-	9	1
WeightedBase	14**	13**	..**	1**	..**	1**	..**	..**	1**	..**	3**	3**	2**	1**	2**	..**	9**	1**
EffectiveBase	10	9	-	1	-	1	-	-	1	-	3	2	1	1	2	-	7	1
Not At All Agree 1	1 8%	1 9%	-	-	-	-	-	-	-	-	-	1 34%	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	2 17%	2 17%	-	-	-	-	-	-	-	-	-	-	2 100%	-	-	-	-	-
5	1 6%	1 6%	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-	1 9%	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 6%	1 6%	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	1 9%	-
8	4 31%	4 32%	-	-	-	-	-	-	-	1 46%	2 66%	-	-	1 51%	-	-	4 47%	-
9	2 14%	1 10%	-	1 100%	-	-	-	-	-	1 23%	-	-	-	1 49%	-	-	2 22%	-
Agree Completely 10	2 17%	2 18%	-	-	-	1 100%	-	-	-	-	-	-	1 100%	-	-	-	1 13%	1 100%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	14 100%	13 100%	-	1 100%	-	1 100%	-	1 100%	-	3 100%	3 100%	2 100%	1 100%	2 100%	-	-	9 100%	1 100%
Mean	6.99	6.89	-	9.00	-	10.00	-	7.00	-	7.28	5.62	4.00	10.00	8.49	-	-	8.10	10.00
1-3 (Net)	1 8%	1 9%	-	-	-	-	-	-	-	-	1 34%	-	-	-	-	-	-	-
1-4 (Net)	3 25%	3 26%	-	-	-	-	-	-	-	-	1 34%	2 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 377  
**D3b\_20. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?**  
**- BBC Sounds offers me something that other websites/apps do not**  
**Base = All who have used BBC websites/apps in the last 3 months**

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	14**	13**	-**	1**	-**	1**	-**	-**	1**	-**	3**	3**	2**	1**	2**	-**	9**	1**
EffectiveBase	10	9	-	1	-	1	-	-	1	-	3	2	1	1	2	-	7	1
1-2 (Net)	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	8%	9%	-	-	-	-	-	-	-	-	34%	-	-	-	-	-	-	-
4-7 (Net)	4	4	-	-	-	-	1	-	1	-	2	-	-	-	-	-	2	-
	29%	30%	-	-	-	-	100%	-	32%	-	100%	-	-	-	-	-	19%	-
5-6 (Net)	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	6%	6%	-	-	-	-	-	-	32%	-	-	-	-	-	-	-	9%	-
8-10 (Net)	9	8	-	1	-	1	-	-	2	2	-	-	1	2	-	-	8	1
	63%	61%	-	100%	-	100%	-	-	68%	66%	-	-	100%	100%	-	-	81%	100%
7-10 (Net)	10	9	-	1	-	1	-	1	2	2	-	-	1	2	-	-	8	1
	69%	67%	-	100%	-	100%	-	100%	68%	66%	-	-	100%	100%	-	-	91%	100%
9-10 (Net)	4	4	-	1	-	1	-	-	1	-	-	-	1	1	-	-	3	1
	32%	28%	-	100%	-	100%	-	-	23%	-	-	-	100%	49%	-	-	35%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base, \*\* very small base (under 30) ineligible for sig testing



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 378

**E2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**

**Base = All respondents**

Summary Table				
	Watch/access TV channels	Watch catch up, on demand or video streaming services	Listen to radio	Access online and apps
UnweightedBase	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717
TV	3545 91%	1914 49%	660 17%	512 13%
Laptop/computer/netbook	713 18%	1175 30%	463 12%	1523 39%
Tablet	470 12%	719 18%	367 9%	1156 30%
Smartphone	413 11%	605 15%	846 22%	1487 38%
Digital radio	-	-	1499 38%	-
Analogue radio	-	-	1040 27%	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	258 7%
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	-	-	342 9%	205 5%
E-reader (e.g. Kindle)	-	-	-	244 6%
Games console	206 5%	372 10%	111 3%	278 7%
None of these	182 5%	1221 31%	986 25%	1246 32%
Total mentions	5528 141%	6006 154%	6314 162%	6908 177%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 379  
**E2\_1. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**

**Watch/access TV channels**

**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
TV	3545	1724	1819	452	521	1178	1394	1011	2502	953	890	815	886	2175	1293
	91%CDdT	90%	91%	83%	80%	92%CD	97%zCDE	90%	91%	90%	89%	93%zL	90%	90%	93%zd
Laptop/computer/ netbook	713	376	335	179	152	229	153	232	465	231	225	127	130	513	183
	18%BFmMN eQVg	20%B	17%	33%zDEF	23%zEF	18%F	11%	21%zm	17%	22%zMN	23%zMN	14%	13%	21%ze	13%
Tablet	470	228	242	114	86	191	78	210	255	163	131	82	94	338	116
	12%FmMNe U	12%	12%	21%zDEF	13%F	15%zF	5%	19%zm	9%	15%zMN	13%MN	9%	10%	14%ze	8%
Smartphone	413	221	191	113	100	155	44	191	214	134	128	77	75	300	101
	11%FmNeS	12%	10%	21%zDEF	15%zF	12%F	3%	17%zm	8%	13%zMN	13%zMN	9%	8%	12%ze	7%
Digital radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Analogue radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E-reader (e.g. Kindle)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games console	206	127	77	78	59	59	10	86	119	57	71	36	41	163	38
	5%BFme	7%zB	4%	14%zDEF	9%zEF	5%F	1%	8%zm	4%	5%	7%zMN	4%	4%	7%ze	3%
None of these	182	86	96	34	67	49	32	55	122	43	45	27	67	119	50
	5%FMeP	5%	5%	6%F	10%zCEF	4%F	2%	5%	4%	4%	5%	3%	7%zKM	5%	4%
Total mentions	5528	2762	2760	971	985	1861	1712	1785	3677	1582	1490	1164	1293	3609	1781
	141%	145%	138%	178%	152%	146%	119%	159%	134%	150%	150%	133%	132%	149%	129%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 379  
**E2\_1. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**  
**Watch/access TV channels**

Base = All respondents

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
TV	3545	2945	308	183	108	344	643	150	336	157	388	164	172	83	171	336	2863	347
		91%CDdT	90%	93%R	95%zOR	88%	91%	90%	96%TY	91%	88%	95%T	92%	90%	90%	90%	91%	95%zf
Laptop/computer/netbook	713	590	74	25	24	51	124	39	50	26	83	40	39	18	34	87	573	47
		18%BfMmN	18%Q	22%Q	13%	19%Q	14%	17%	23%SV	13%	16%	19%	21%V	22%V	20%	18%	23%zSTV	18%g
Tablet	470	381	56	22	11	37	78	10	41	16	55	27	19	7	21	71	372	33
		12%FmMNe	12%	17%zOR	11%	9%	10%	11%	6%	11%	10%	13%U	14%U	11%	8%	11%	19%zSTUV	12%
Smartphone	413	339	46	16	12	24	69	14	41	16	63	24	15	9	16	49	324	27
		11%FmNeS	10%	14%	8%	9%	6%	9%	8%	11%	9%	15%zST	13%S	8%	10%	8%	13%S	10%
Digital radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Analogue radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E-reader (e.g. Kindle)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games console	206	170	17	14	4	22	33	3	16	10	18	15	12	4	10	28	160	16
		5%Bfme	5%	5%	7%R	3%	6%	4%	2%	4%	6%	4%	8%U	6%	5%	5%	8%U	5%
None of these	182	161	7	5	9	21	45	6	21	5	19	11	2	-	17	15	151	10
		5%FMeP	5%P	2%	3%	7%zPQ	6%	6%ha	4%	5%	3%	4%	6%a	1%	-	9%zha	4%	5%
Total mentions	5528	4586	508	266	168	499	992	221	504	229	625	280	259	122	269	586	4442	481
		141%	153%	137%	136%	132%	136%	134%	135%	139%	147%	150%	144%	135%	141%	157%	141%	131%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 380  
**E2\_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**  
**Watch catch up, on demand or video streaming services**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
TV	1914	886	1026	283	343	718	571	641	1258	613	550	406	345	1393	491
	49%AFmNe OTUcf	47%	51%zA	52%F	53%F	56%zF	40%	57%zm	46%	58%zMN	55%zMN	46%N	35%	57%ze	35%
Laptop/computer/ netbook	1175	607	566	303	274	397	200	426	729	416	346	226	187	887	266
	30%BFmMN eQWg	32%B	28%	56%zDEF	42%zEF	31%F	14%	38%zm	27%	39%zMN	35%zMN	26%N	19%	37%ze	19%
Tablet	719	325	392	172	169	268	110	311	395	270	216	118	115	524	177
	18%FmMNe U	17%	20%	32%zEF	26%zEF	21%zF	8%	28%zm	14%	26%zMN	22%zMN	13%	12%	22%ze	13%
Smartphone	605	329	275	182	165	214	44	256	341	225	177	107	96	451	141
	15%BFmMN eQU	17%zB	14%	33%zDEF	25%zEF	17%F	3%	23%zm	12%	21%zMN	18%MN	12%	10%	19%ze	10%
Digital radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Analogue radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E-reader (e.g. Kindle)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games console	372	217	154	136	121	104	11	171	197	128	103	73	68	293	75
	10%BFmNe g	11%zB	8%	25%zDEF	19%zEF	8%F	1%	15%zm	7%	12%zMN	10%N	8%	7%	12%ze	5%
None of these	1221	594	626	68	108	292	754	190	1019	196	229	311	485	477	700
	31%CDEIK LdQY	31%	31%	12%	17%	23%CD	52%zCDE	17%	37%zl	19%	23%K	36%zKL	49%zKLM	20%	51%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 380

**E2\_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**

**Watch catch up, on demand or video streaming services**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	6006	2959	3039	1145	1179	1993	1688	1994	3940	1849	1620	1241	1295	4025	1850
	154%	155%	152%	210%	182%	156%	117%	178%	144%	175%	163%	142%	132%	166%	134%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 380  
**E2\_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**  
**Watch catch up, on demand or video streaming services**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
TV	1914	1547	189	121	57	214	278	59	178	71	217	117	98	42	119	156	1502	202
		49%AFmNe	47%	57%zOR	63%zOR	46%	57%zTUVW	38%	36%	47%TU	43%	51%TUc	63%zTUVW	54%TUc	46%	62%zTUVW	42%	55%zf
		OTUcf				c						Xac			Xac			
Laptop/computer/netbook	1175	998	93	46	38	102	266	41	98	34	117	77	62	38	52	110	946	81
		30%BfMmN	31%Q	28%	24%	27%	36%zSUVW	25%	26%	20%	28%	41%zSUVW	34%W	42%zSUVW	27%	29%	30%g	22%
		eQWg				X						Xbc		Xbc				
Tablet	719	603	62	34	20	62	144	16	57	32	86	38	37	14	30	86	558	66
		18%FmMNe	18%	19%	18%	16%	20%U	10%	15%	19%U	20%U	20%U	21%U	15%	15%	23%zUV	18%	18%
		U																
Smartphone	605	519	45	21	21	45	126	14	61	18	80	44	27	15	30	59	481	43
		15%BfMmN	16%Q	14%	11%	12%	17%U	9%	16%	11%	19%SU	23%zSUW	15%	17%	16%	16%	15%	12%
		eQU																
Digital radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Analogue radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E-reader (e.g. Kindle)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games console	372	317	27	18	10	36	75	12	39	12	34	20	18	8	21	43	302	17
		10%BfMNe	10%	8%	9%	9%	10%	7%	10%	7%	8%	11%	10%	8%	11%	12%	10%g	5%
		g																
None of these	1221	1042	91	46	42	99	242	78	123	71	143	27	44	27	53	134	1008	118
		31%CDK	32%Q	28%	24%	26%Y	33%Y	47%zSTVX	33%Y	43%zSTYh	34%Y	14%	25%Y	29%Y	28%Y	36%SYh	32%	32%
		LdQY						Yhabc		b								

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 380

E2\_2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?

Watch catch up, on demand or video streaming services

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	6006	5024	507	286	187	558	1132	221	556	237	677	322	286	143	304	587	4797	527
	154%	154%	153%	148%	152%	148%	155%	134%	149%	144%	159%	173%	158%	158%	159%	158%	152%	144%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 381  
E2\_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?

## Listen to radio

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
TV	660	325	334	85	92	247	237	213	445	197	167	143	153	447	199
17%eOTUV		17%	17%	16%	14%	19%zD	16%	19%	16%	19%	17%	16%	16%	18%ze	14%
Laptop/computer/ netbook	463	248	215	81	105	186	91	139	316	187	133	89	54	381	78
12%FNescg		13%	11%	15%zF	16%zF	15%zF	6%	12%	12%	18%zLMN	13%N	10%N	5%	16%ze	6%
Tablet	367	180	186	70	92	137	68	167	198	173	84	66	44	288	74
9%FmNe		9%	9%	13%zF	14%zF	11%F	5%	15%zm	7%	16%zLMN	8%N	8%N	5%	12%ze	5%
Smartphone	846	425	418	189	191	308	157	334	494	286	224	196	139	642	189
22%FmNe		22%	21%	35%zEF	29%zEF	24%zF	11%	30%zm	18%	27%zLN	23%N	22%N	14%	26%ze	14%
Digital radio	1499	764	734	203	246	518	532	443	1047	494	415	309	282	1015	464
38%Necf		40%	37%	37%	38%	41%	37%	40%	38%	47%zLMN	42%zMN	35%N	29%	42%ze	34%
Analogue radio	1040	536	502	136	151	343	410	303	729	283	280	254	223	684	340
27%NePRWbf		28%	25%	25%	23%	27%	29%D	27%	27%	27%	28%N	29%N	23%	28%ze	25%
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	342	166	175	81	88	124	48	169	171	141	88	74	40	279	56
9%FmNe		9%	9%	15%zEF	14%zEF	10%F	3%	15%zm	6%	13%zLMN	9%N	8%N	4%	11%ze	4%
E-reader (e.g. Kindle)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games console	111	52	58	42	30	31	8	60	49	49	19	21	22	88	18
3%Fme		3%	3%	8%zEF	5%zEF	2%F	1%	5%zm	2%	5%zLMN	2%	2%	2%	4%ze	1%
None of these	986	456	529	137	137	280	432	249	725	189	234	200	363	461	482
25%DEIKdQSYg		24%	26%	25%	21%	22%	30%zDE	22%	26%zl	18%	24%K	23%K	37%zKLM	19%	35%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 381

**E2\_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**

**Listen to radio**

**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	6314	3154	3153	1025	1132	2174	1983	2077	4174	1999	1643	1353	1319	4285	1899
	162%	165%	158%	188%	175%	170%	138%	185%	152%	189%	165%	154%	135%	177%	137%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 381  
E2\_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?

## Listen to radio

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
TV	660	501	93	49	17	65	99	15	42	22	77	36	34	16	39	56	530	64	
		17%eOTUV	15%	28%zOR	26%zOR	14%	17%	14%	9%	11%	13%	18%UV	19%UV	19%UV	18%	20%UV	15%	17%	
Laptop/computer/netbook	463	374	51	22	16	28	109	16	33	19	51	34	24	17	16	27	383	23	
		12%FNeSc	11%	15%	11%	13%	7%	15%zSVc	9%	9%	12%	12%	18%zSVbc	13%	19%SVbc	8%	7%	12%g	6%
Tablet	367	306	34	16	11	35	82	15	34	19	28	22	14	9	21	25	286	33	
		9%FmNe	9%	10%	8%	9%	9%	11%K	9%	9%	12%	7%	12%	8%	10%	11%	7%	9%	9%
Smartphone	846	725	60	38	23	79	157	33	91	33	85	59	37	20	58	73	677	75	
		22%FmNe	22%	18%	19%	19%	21%	21%	20%	24%	20%	20%	32%zSTUW	21%	23%	30%zTXc	20%	21%	20%
Digital radio	1499	1223	122	92	63	178	257	55	141	67	166	81	71	41	85	81	1177	162	
		38%Necf	38%	37%	48%zOP	51%zOP	47%zTUVc	35%c	33%c	38%c	41%c	39%c	44%c	39%c	46%c	44%c	22%	37%	44%zf
Analogue radio	1040	890	69	58	22	150	175	48	87	31	117	48	58	32	31	112	801	130	
		27%NePRW	27%PR	21%	30%PR	18%	40%zTVWX	24%	29%b	23%	19%	27%b	26%	32%Wb	36%TVWb	16%	30%Wb	25%	35%zf
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	342	299	21	14	9	32	71	9	37	15	38	21	17	6	24	26	263	29	
		9%FmNe	9%	6%	7%	7%	9%	10%	5%	10%	9%	9%	12%	10%	7%	12%	7%	8%	8%
E-reader (e.g. Kindle)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games console	111	97	5	5	4	13	26	3	8	5	13	2	6	4	3	13	90	4	
		3%Fme	3%	1%	3%	4%	4%	4%	2%	2%	3%	1%	4%	4%	2%	3%	3%	3%	1%
None of these	986	852	76	33	26	47	233	40	106	51	108	32	39	20	41	135	829	70	
		25%DEIKd	26%zQR	23%	17%	21%	12%	32%zSYhb	24%S	28%SY	31%SY	25%S	17%	21%S	22%S	22%S	36%zSUXY	26%zg	19%
		QSYg														hab			

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 381

E2\_3. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?

Listen to radio

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	6314	5266	530	326	191	627	1209	233	580	261	684	336	302	167	318	549	5037	589
	162%	162%	160%	168%	156%	166%	166%	141%	155%	159%	161%	180%	167%	184%	167%	148%	160%	160%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 382  
**E2\_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**

**Access online and apps**

**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
TV	512	252	259	94	115	205	97	201	306	162	130	110	110	387	111
	13%FmeTf	13%	13%	17%zF	18%zF	16%zF	7%	18%zm	11%	15%zN	13%	13%	11%	16%ze	8%
Laptop/computer/ netbook	1523	747	775	264	279	561	418	453	1055	499	452	308	263	1104	396
	39%FMNeR Vc	39%	39%	49%zF	43%zF	44%zF	29%	40%	39%	47%zMN	45%zMN	35%N	27%	46%ze	29%
Tablet	1156	529	625	196	236	473	251	461	689	425	298	232	202	837	299
	30%AFmNe Ubf	28%	31%zA	36%zF	36%zF	37%zF	17%	41%zm	25%	40%zLMN	30%N	26%N	21%	34%ze	22%
Smartphone	1487	749	736	280	352	613	242	576	890	496	418	313	259	1157	306
	38%FmNeQ Uc	39%	37%	51%zF	54%zEF	48%zF	17%	51%zm	32%	47%zMN	42%zMN	36%N	26%	48%ze	22%
Digital radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Analogue radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	258	125	133	90	71	79	18	136	117	125	57	43	32	210	43
	7%FmNeRg	7%	7%	17%zDEF	11%zEF	6%F	1%	12%zm	4%	12%zLMN	6%N	5%	3%	9%ze	3%
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	205	86	117	52	54	76	21	87	111	85	51	40	28	160	43
	5%FmNe	5%	6%	10%zEF	8%zF	6%F	1%	8%zm	4%	8%zLMN	5%N	5%	3%	7%ze	3%
E-reader (e.g. Kindle)	244	97	146	59	61	80	45	110	133	100	72	41	31	185	57
	6%AFmNeR	5%	7%zA	11%zEF	9%zEF	6%F	3%	10%zm	5%	9%zMN	7%N	5%	3%	8%ze	4%
Games console	278	150	127	99	80	75	24	136	137	99	63	60	56	199	74
	7%FmeU	8%	6%	18%zDEF	12%zEF	6%F	2%	12%zm	5%	9%zLN	6%	7%	6%	8%ze	5%
None of these	1246	589	656	76	84	272	813	186	1046	203	252	309	483	471	730
	32%CDEIK LdSY	31%	33%	14%	13%	21%CD	57%zCDE	17%	38%zl	19%	25%K	35%KL	49%zKLM	19%	53%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 382

**E2\_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**

**Access online and apps**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Total mentions	6908	3324	3575	1211	1332	2437	1928	2346	4483	2195	1792	1457	1464	4710	2059
	177%	174%	179%	222%	206%	191%	134%	209%	164%	208%	180%	166%	149%	194%	149%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 382  
**E2\_4. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?**

**Access online and apps**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
TV	512	407	67	25	12	64	72	12	39	18	59	29	22	12	39	42	384	62
	13%FmeTf	12%	20%zOQR	13%	10%	17%TUV	10%	7%	10%	11%	14%	16%U	12%	13%	20%zTUVWc	11%	12%	17%f
Laptop/computer/netbook	1523	1284	131	69	39	193	296	51	111	61	175	110	62	34	73	118	1209	158
	39%FMNeR	39%R	39%R	36%	31%	51%zTUVW	41%Vc	31%	30%	37%	41%Vc	59%zTUVW	34%	37%	38%	32%	38%	43%
Tablet	1156	979	86	59	32	145	225	29	97	58	121	77	57	22	40	107	893	137
	30%AFmNe	30%	26%	30%	26%	39%zTUVX	31%Ub	17%	26%	35%Ub	28%U	41%zTUVX	32%U	25%	21%	29%U	28%	37%zf
Smartphone	1487	1254	113	53	67	171	295	44	144	57	174	98	66	38	57	109	1195	137
	38%FmNeQ	38%Q	34%	27%	54%zOPQ	45%zUbc	40%Ubc	26%	39%Uc	35%	41%Ubc	53%zTUVW	37%	42%Uc	30%	29%	38%	37%
Digital radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Analogue radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)	258	227	17	10	4	16	63	9	30	7	27	13	10	10	18	22	205	13
	7%FmNeRg	7%R	5%	5%	3%	4%	9%S	6%	8%	5%	6%	7%	6%	11%S	9%	6%	6%	3%
Smart or wireless speaker (e.g. Amazon Echo, Google Home)	205	176	16	9	4	28	46	6	19	6	22	5	9	4	13	17	157	20
	5%FmNe	5%	5%	4%	3%	7%	6%	4%	5%	4%	5%	3%	5%	5%	7%	5%	5%	5%
E-reader (e.g. Kindle)	244	206	21	13	3	35	44	8	18	5	30	14	11	10	6	25	187	30
	6%AFmNeR	6%R	6%	7%R	3%	9%Wb	6%	5%	5%	3%	7%	7%	6%	11%Wb	3%	7%	6%	8%
Games console	278	236	25	11	6	29	53	3	31	12	28	16	12	7	16	29	215	18
	7%FmeU	7%	8%	6%	5%	8%U	7%U	2%	8%U	7%	6%	9%U	7%	8%	8%U	8%U	7%	5%
None of these	1246	1036	102	73	36	82	210	84	136	60	131	25	64	23	70	151	1021	113
	32%CDIEK	32%	31%	37%zR	29%	22%	29%SY	51%zSTVW	36%STY	36%SY	31%SY	13%	35%SY	26%Y	37%SY	41%zSTXY	32%	31%
	LdSY							XYhab							a			

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

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	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Total mentions	6908	5805	579	322	202	764	1305	245	626	284	767	388	313	161	332	621	5464	687
	177%	178%	174%	166%	164%	203%	179%	148%	167%	173%	180%	208%	173%	178%	174%	167%	173%	187%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 383

F1. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Definitely agree	1607 41%CDINP TW	766 40%	841 42%	178 33%	211 33%	508 40%CD	711 49%zCDE	426 38%	1172 43%zl	503 48%zLMN	431 43%MN	330 38%	343 35%	972 40%	603 44%z
Slightly agree	1049 27%FNeQ	500 26%	547 27%	170 31%zF	211 33%zEF	340 27%	328 23%	323 29%	718 26%	294 28%	271 27%	254 29%N	230 23%	707 29%ze	326 24%
Neither agree nor disagree	469 12%Febf	224 12%	244 12%	91 17%zEF	90 14%F	155 12%F	133 9%	153 14%	308 11%	106 10%	119 12%	122 14%K	122 12%	316 13%e	137 10%
Slightly disagree	266 7%	139 7%	127 6%	44 8%	50 8%	87 7%	85 6%	80 7%	184 7%	67 6%	52 5%	53 6%	94 10%zKLM	149 6%	113 8%zd
Definitely disagree	451 12%CKdOY	243 13%	208 10%	45 8%	70 11%	161 13%C	175 12%C	119 11%	323 12%	68 6%	112 11%K	100 11%K	171 17%zKLM	239 10%	191 14%zd
Don't Know	64 2%FeQ	34 2%	31 2%	17 3%zF	16 3%F	25 2%F	6 *	20 2%	37 1%	18 2%	10 1%	16 2%	20 2%	42 2%	14 1%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
1-2 (Net)	2656 68%CNPRV W	1266 66%	1388 69%	348 64%	422 65%	848 66%	1039 72%zCDE	749 67%	1889 69%	798 75%zLMN	701 70%N	584 67%N	573 58%	1679 69%	929 67%
4-5 (Net)	717 18%BKdOS Yb	382 20%zB	335 17%	88 16%	120 19%	249 19%	260 18%	199 18%	507 18%	135 13%	164 17%K	154 18%K	265 27%zKLM	388 16%	304 22%zd

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base



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Table 383

F1. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Definitely agree	1607	1348	113	102	45	164	264	58	147	53	209	74	81	47	98	152	1317	154	
	<b>TW</b>	<b>41%CDINP</b>	<b>41%P</b>	<b>34%</b>	<b>53%zOPR</b>	<b>36%</b>	<b>43%W</b>	<b>36%</b>	<b>35%</b>	<b>39%</b>	<b>33%</b>	<b>49%zTUVW</b>	<b>40%</b>	<b>45%</b>	<b>52%TUVW</b>	<b>51%zTUVW</b>	<b>41%</b>	<b>42%</b>	<b>42%</b>
Slightly agree	1049	900	81	39	29	91	237	51	82	40	106	64	47	27	53	103	838	99	
	<b>27%FNeQ</b>	<b>28%Q</b>	<b>24%</b>	<b>20%</b>	<b>24%</b>	<b>24%</b>	<b>32%zSVX</b>	<b>31%</b>	<b>22%</b>	<b>24%</b>	<b>25%</b>	<b>34%zSVX</b>	<b>26%</b>	<b>30%</b>	<b>28%</b>	<b>28%</b>	<b>27%</b>	<b>27%</b>	<b>27%</b>
Neither agree nor disagree	469	393	38	22	16	62	92	20	53	24	39	29	26	5	11	32	356	51	
	<b>12%Febf</b>	<b>12%</b>	<b>11%</b>	<b>11%</b>	<b>13%</b>	<b>16%zKabc</b>	<b>13%b</b>	<b>12%</b>	<b>14%bc</b>	<b>15%b</b>	<b>9%</b>	<b>15%abc</b>	<b>15%b</b>	<b>5%</b>	<b>6%</b>	<b>9%</b>	<b>11%</b>	<b>14%</b>	<b>14%</b>
Slightly disagree	266	224	25	9	8	19	48	15	23	22	28	9	13	7	5	33	220	22	
	<b>7%</b>	<b>7%</b>	<b>8%</b>	<b>5%</b>	<b>7%</b>	<b>5%</b>	<b>7%</b>	<b>9%b</b>	<b>6%</b>	<b>14%zSTVXY</b>	<b>7%</b>	<b>5%</b>	<b>7%</b>	<b>7%</b>	<b>3%</b>	<b>9%b</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>
Definitely disagree	451	337	70	22	21	30	75	16	56	24	42	11	13	5	16	51	371	36	
	<b>12%CKdOY</b>	<b>10%</b>	<b>21%zOQ</b>	<b>11%</b>	<b>17%zOQ</b>	<b>8%</b>	<b>10%</b>	<b>9%</b>	<b>15%SYha</b>	<b>15%SY</b>	<b>10%</b>	<b>6%</b>	<b>7%</b>	<b>5%</b>	<b>8%</b>	<b>14%SY</b>	<b>12%</b>	<b>10%</b>	
Don't Know	64	57	5	-	3	12	14	6	13	*	2	-	-	-	7	2	54	5	
	<b>2%FeQ</b>	<b>2%Q</b>	<b>1%</b>	<b>-</b>	<b>3%Q</b>	<b>3%XYc</b>	<b>2%</b>	<b>3%XYhc</b>	<b>4%zXYhc</b>	<b>*</b>	<b>*</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4%XYhc</b>	<b>1%</b>	<b>2%</b>	<b>5%</b>	<b>1%</b>
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
1-2 (Net)	2656	2247	194	141	74	255	501	109	229	93	315	138	128	74	152	254	2155	253	
	<b>68%CNPRV</b>	<b>69%zPR</b>	<b>58%</b>	<b>73%PR</b>	<b>60%</b>	<b>67%W</b>	<b>69%VW</b>	<b>66%</b>	<b>61%</b>	<b>57%</b>	<b>74%zVW</b>	<b>74%VW</b>	<b>71%W</b>	<b>82%zSTUV</b>	<b>79%zSTUV</b>	<b>68%W</b>	<b>68%</b>	<b>69%</b>	<b>69%</b>
	<b>W</b>													<b>Wc</b>	<b>Wc</b>				
4-5 (Net)	717	562	95	31	30	49	123	31	79	46	71	20	27	11	21	84	591	58	
	<b>18%BKdOS</b>	<b>17%</b>	<b>29%zOQ</b>	<b>16%</b>	<b>24%zOQ</b>	<b>13%</b>	<b>17%</b>	<b>19%</b>	<b>21%SYb</b>	<b>28%zSTXY</b>	<b>17%</b>	<b>11%</b>	<b>15%</b>	<b>13%</b>	<b>11%</b>	<b>23%SYb</b>	<b>19%</b>	<b>16%</b>	<b>16%</b>
	<b>Yb</b>								<b>hab</b>										

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

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Table 384

F2. To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Definitely agree	711 18% <b>BOTW</b>	387 20% <b>zB</b>	324 16%	91 17%	108 17%	248 19%	264 18%	197 18%	500 18%	183 17%	169 17%	161 18%	197 20%	438 18%	251 18%
Slightly agree	1031 26% <b>BR</b>	537 28% <b>zB</b>	492 25%	137 25%	172 27%	342 27%	380 26%	309 28%	714 26%	278 26%	279 28%	236 27%	238 24%	664 27%	350 25%
Neither agree nor disagree	824 21% <b>AFmLP</b> <b>S</b>	367 19%	455 23% <b>zA</b>	155 28% <b>zEF</b>	162 25% <b>zEF</b>	254 20%	253 18%	273 24% <b>zm</b>	540 20%	209 20%	175 18%	206 24% <b>L</b>	233 24% <b>zL</b>	513 21%	287 21%
Slightly disagree	505 13% <b>AVb</b>	212 11%	292 15% <b>zA</b>	77 14%	92 14%	166 13%	169 12%	140 13%	363 13%	116 11%	161 16% <b>zKMN</b>	107 12%	122 12%	316 13%	177 13%
Definitely disagree	742 19% <b>CDIMN</b> <b>c</b>	364 19%	378 19%	63 11%	84 13%	241 19% <b>CD</b>	355 25% <b>zCDE</b>	168 15%	568 21% <b>zl</b>	252 24% <b>zLMN</b>	193 19%	141 16%	156 16%	442 18%	289 21% <b>z</b>
Don't Know	95 2% <b>FmQ</b>	38 2%	57 3%	22 4% <b>zEF</b>	30 5% <b>zEF</b>	26 2%	17 1%	34 3%	56 2%	19 2%	18 2%	25 3%	34 3%	53 2%	29 2%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
1-2 (Net)	1741 45% <b>B</b>	924 48% <b>zB</b>	816 41%	229 42%	280 43%	590 46%	644 45%	506 45%	1214 44%	461 44%	448 45%	397 45%	435 44%	1101 45%	601 43%
4-5 (Net)	1247 32% <b>CDIMN</b>	577 30%	670 34%	140 26%	176 27%	407 32% <b>C</b>	523 36% <b>zCDE</b>	308 27%	931 34% <b>zl</b>	368 35% <b>zMN</b>	354 36% <b>zMN</b>	248 28%	278 28%	758 31%	466 34%

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UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Definitely agree	711	564	77	40	30	89	109	31	78	17	79	22	25	20	23	72	580	62
	18% <b>zBOTW</b>	17%	23% <b>zO</b>	21%	24% <b>zO</b>	24% <b>zTWYh</b>	15%	18%	21% <b>TWYb</b>	11%	18% <b>W</b>	12%	14%	22% <b>W</b>	12%	19% <b>W</b>	18%	17%
Slightly agree	1031	888	82	42	19	116	192	49	96	42	102	55	43	25	51	116	827	97
	26% <b>BR</b>	27% <b>R</b>	25% <b>R</b>	22%	16%	31% <b>BR</b>	26%	30%	26%	26%	24%	30%	24%	28%	26%	31%	26%	26%
Neither agree nor disagree	824	710	54	33	27	54	168	37	81	43	99	41	43	22	47	74	653	74
	21% <b>AFmLP</b>	22% <b>P</b>	16%	17%	22%	14%	23% <b>S</b>	22%	22% <b>S</b>	26% <b>S</b>	23% <b>S</b>	22%	24% <b>S</b>	24%	25% <b>S</b>	20%	21%	20%
Slightly disagree	505	412	49	25	19	42	100	22	32	37	65	26	20	7	12	49	407	53
	13% <b>AVb</b>	13%	15%	13%	15%	11%	14% <b>Vb</b>	13%	9%	23% <b>zSTVh</b>	15% <b>Vb</b>	14%	11%	8%	6%	13% <b>b</b>	13%	15%
Definitely disagree	742	607	56	53	26	67	143	23	73	22	72	37	49	16	54	51	608	76
	19% <b>CDIMN</b>	19%	17%	27% <b>zOP</b>	21%	18%	20%	14%	20%	14%	17%	20%	27% <b>zUWXc</b>	18%	28% <b>zSTUW</b>	14%	19%	21%
Don't Know	95	78	14	1	3	9	18	5	13	2	10	5	2	-	5	10	80	5
	2% <b>FmQ</b>	2% <b>Q</b>	4% <b>Q</b>	*	2%	2%	2%	3%	3%	1%	2%	3%	1%	-	3%	3%	3%	1%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-2 (Net)	1741	1451	159	82	49	204	301	80	174	59	181	77	68	45	73	188	1407	159
	45% <b>B</b>	45%	48%	42%	40%	54% <b>zTWXY</b>	41%	48%	47%	36%	42%	41%	38%	50%	38%	51% <b>TWhb</b>	45%	43%
4-5 (Net)	1247	1019	105	78	45	109	243	45	105	60	137	63	68	24	66	100	1015	129
	32% <b>CDIMN</b>	31%	32%	40% <b>zOP</b>	36%	29%	33%	27%	28%	36%	32%	34%	38% <b>c</b>	26%	34%	27%	32%	35%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 385

**NU1. Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
More than 10 times a day	159	98	61	21	27	62	49	45	112	70	34	32	24	129	24
	4%BNeg	5%zB	3%	4%	4%	5%	3%	4%	4%	7%zLMN	3%	4%	2%	5%ze	2%
Between 6 and 10 times a day	275	178	97	39	59	94	83	88	185	111	67	55	42	190	80
	7%BNe	9%zB	5%	7%	9%F	7%	6%	8%	7%	11%zLMN	7%N	6%	4%	8%e	6%
Between 2 and 5 times a day	1438	756	681	121	187	471	659	355	1075	433	373	330	302	874	545
	37%BCDIN Tc	40%zB	34%	22%	29%C	37%CD	46%zCDE	32%	39%zI	41%zN	38%N	38%N	31%	36%	39%z
Once a day	1120	494	626	143	181	344	452	321	788	251	292	272	305	678	417
	29%AKR	26%	31%zA	26%	28%	27%	31%zE	29%	29%	24%	29%K	31%K	31%K	28%	30%
4-6 days a week	196	82	114	51	49	57	38	61	132	41	69	39	46	128	62
	5%FRf	4%	6%	9%zEF	8%zEF	4%F	3%	5%	5%	4%	7%zK	4%	5%	5%	5%
2-3 days a week	197	83	113	39	40	80	38	83	111	46	52	40	59	134	56
	5%Fme	4%	6%	7%zF	6%F	6%F	3%	7%zm	4%	4%	5%	5%	6%	6%	4%
Once a week	193	75	118	45	37	68	42	66	125	45	37	46	65	120	70
	5%AFQ	4%	6%zA	8%zEF	6%F	5%F	3%	6%	5%	4%	4%	5%	7%zKL	5%	5%
Less often than once a week	106	52	53	36	18	35	17	30	73	22	29	17	37	65	36
	3%F	3%	3%	7%zDEF	3%F	3%F	1%	3%	3%	2%	3%	3%	4%	3%	3%
Less often than once a month	52	17	35	16	10	20	5	20	32	7	14	14	17	29	20
	1%FK	1%	2%	3%zF	2%F	2%F	*	2%	1%	1%	1%	2%	2%	1%	1%
Never	141	63	77	30	25	40	46	43	90	24	21	22	73	66	63
	4%KLdTV	3%	4%	6%zEF	4%	3%	3%	4%	3%	2%	2%	3%	7%zKLM	3%	5%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 385

**NU1. Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Don't know	30 1%AO	7 *	23 1%zA	4 1%	13 2%zEF	6 *	7 *	9 1%	17 1%	6 1%	5 1%	9 1%	10 1%	13 1%	11 1%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
Daily (Net)	2992 77%BCDIN c	1526 80%zB	1465 73%	325 60%	454 70%C	970 76%CD	1243 86%zCDE	810 72%	2160 79%zl	865 82%zLN	766 77%N	688 79%N	673 69%	1870 77%	1066 77%
Weekly (Net)	586 15%AFmKQ	240 13%	345 17%zA	134 25%zEF	127 20%zF	206 16%F	119 8%	209 19%zm	368 13%	132 12%	159 16%	125 14%	171 17%zK	382 16%	189 14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 385

**NU1. Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
More than 10 times a day	159 4%BNeg	132 4%	16 5%	9 5%	3 3%	15 4%	41 6%bc	4 3%	12 3%	4 2%	23 5%b	11 6%b	8 4%	4 5%	1 1%	8 2%	134 4%g	4 1%
Between 6 and 10 times a day	275 7%BNe	241 7%	15 5%	9 5%	9 8%	27 7%	66 9%UY	5 3%	28 7%	12 7%	43 10%zUY	6 3%	9 5%	7 7%	14 7%	24 6%	224 7%	17 5%
Between 2 and 5 times a day	1438 37%BCDIN Tc	1178 36%	108 33%	96 49%zOP	56 45%zOP	158 42%Tc	232 32%	63 38%c	140 38%c	64 39%c	156 37%c	77 41%Tc	82 45%Tc	30 33%	79 42%Tc	97 26%	1155 37%	171 47%zf
Once a day	1120 29%AKR	942 29%R	104 31%R	46 24%	28 23%	95 25%	222 30%W	54 33%W	114 31%	34 21%	113 26%	49 26%	54 30%	34 38%SW	60 32%	111 30%	916 29%	95 26%
4-6 days a week	196 5%FRf	173 5%R	10 3%	9 5%	3 2%	26 7%	35 5%	5 3%	17 5%	4 3%	15 4%	10 5%	12 7%	7 7%	13 7%	29 8%zX	135 4%	23 6%
2-3 days a week	197 5%Fme	163 5%	20 6%	7 3%	8 7%	11 3%	42 6%	12 7%	23 6%	9 6%	17 4%	14 7%S	7 4%	4 4%	7 4%	18 5%	160 5%	21 6%
Once a week	193 5%AFQ	169 5%	11 3%	5 2%	9 7%PQ	17 5%	43 6%	11 6%	14 4%	14 8%h	24 6%	10 5%	4 2%	4 4%	6 3%	22 6%	161 5%	14 4%
Less often than once a week	106 3%F	88 3%	10 3%	5 2%	3 2%	11 3%	26 4%h	2 1%	13 3%h	5 3%	12 3%	3 2%	-	-	4 2%	12 3%	82 3%	8 2%
Less often than once a month	52 1%FK	46 1%	4 1%	1 *	1 1%	6 2%	9 1%	1 1%	6 2%	6 4%zXh	4 1%	3 2%	-	2 2%	1 *	8 2%	43 1%	6 2%
Never	141 4%KLdTV	108 3%	24 7%zOR	7 4%	2 2%	6 2%	10 1%	7 4%	4 1%	11 7%STVYa	17 4%TV	2 1%	3 2%	-	4 2%	43 12%zSTUVX Yhab	118 4%	9 2%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 385

**NU1. Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Don't know	30	18	10	1	1	3	5	1	2	1	3	1	1	-	-	1	27	*
	1%AO	1%	3%zOQ	*	1%	1%	1%	1%	1%	1%	1%	*	*	-	-	*	1%	*
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily (Net)	2992	2493	243	160	96	296	561	126	295	114	335	144	153	75	155	239	2430	287
	77%BCDIN	77%	73%	83%zOP	78%	79%c	77%c	76%c	79%c	70%	79%c	77%c	85%zWc	83%c	81%Wc	64%	77%	78%
	c																	
Weekly (Net)	586	505	41	21	19	54	119	28	54	27	56	33	24	14	27	68	455	57
	15%AFmKQ	16%Q	12%	11%	16%	14%	16%	17%	14%	17%	13%	18%	13%	15%	14%	18%	14%	16%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 386

QIA1. In which of the following locations have you accessed the internet in the past 3 months?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
At home	3401	1674	1725	531	627	1228	1015	1080	2279	1002	930	741	729	2317	1000
	87%FmNeVg	88%	86%	97%zF	97%zF	96%zF	71%	96%zm	83%	95%zLMN	93%zMN	85%N	74%	96%ze	72%
At someone else's home	1887	894	992	422	429	680	355	722	1143	631	529	378	350	1390	454
	48%FmNeQXhg	47%	50%	77%zDEF	66%zEF	53%zF	25%	64%zm	42%	60%zLMN	53%zMN	43%N	36%	57%ze	33%
At work	1836	919	915	356	440	751	290	692	1125	687	561	336	252	1653	163
	47%FmNNe c	48%	46%	65%zEF	68%zEF	59%zF	20%	62%zm	41%	65%zLMN	56%zMN	38%N	26%	68%ze	12%
Whilst commuting/travelling / on the move	1926	956	966	406	459	748	312	737	1169	644	528	388	365	1468	418
	49%FmNNe Qh	50%	48%	75%zEF	71%zEF	59%zF	22%	66%zm	43%	61%zLMN	53%zMN	44%N	37%	61%ze	30%
In a public place e.g. café, library	1783	875	906	396	419	661	307	675	1082	649	515	312	307	1343	401
	46%FmNNe Ug	46%	45%	73%zDEF	65%zEF	52%zF	21%	60%zm	39%	61%zLMN	52%zMN	36%	31%	55%ze	29%
Elsewhere	1410	707	702	318	348	512	232	552	841	488	397	269	256	1051	325
	36%FmNNe Xg	37%	35%	58%zEF	54%zEF	40%zF	16%	49%zm	31%	46%zLMN	40%zMN	31%	26%	43%ze	23%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 386

Q1A1. In which of the following locations have you accessed the internet in the past 3 months?

Base = All respondents

	Nation				England Regions											Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
At home	3401	2854	282	162	103	330	658	139	305	138	369	179	162	79	178	318	2772	304	
		87%FmNeVg	88%	85%	84%	84%	87%	90%zV	84%	82%	84%	87%	96%zSTUV	90%V	87%	93%zUVWc	86%	88%zg	83%
At someone else's home	1887	1574	166	78	69	180	384	76	170	80	181	111	62	54	90	187	1532	153	
		48%FmMNeQXhg	48%Q	50%Q	40%	56%zOQ	48%h	53%zXh	46%	45%h	48%h	42%	60%zSUVXh	34%	60%zVXh	47%h	50%h	49%g	42%
At work	1836	1532	161	84	59	172	377	89	176	66	188	107	80	52	82	142	1490	156	
		47%FmMNe	47%	49%	43%	48%	46%	52%zWXc	54%Wc	47%c	40%	44%	57%zSWXh	44%	57%Wc	43%	38%	47%	43%
Whilst commuting/travelling / on the move	1926	1620	160	82	64	193	404	72	174	89	191	115	70	41	92	180	1557	161	
		49%FmMNe	50%Q	48%	42%	52%Q	51%h	55%zUVXh	43%	47%	54%h	45%	61%zUVXh	39%	45%	48%	48%	49%	44%
In a public place e.g. café, library	1783	1475	151	84	73	159	362	55	166	63	173	119	78	42	92	167	1463	124	
		46%FmMNe	45%	46%	43%	59%zOPQ	42%	50%zUWX	33%	44%U	38%	41%	64%zSTUV	43%	46%	48%U	45%U	46%g	34%
Elsewhere	1410	1153	127	66	65	124	285	55	126	49	126	83	51	43	64	147	1152	108	
		36%FmMNe	35%	38%	34%	52%zOPQ	33%	39%zXh	33%	34%	30%	30%	44%zSVWXh	28%	47%zSVWXh	34%	39%zXh	37%g	30%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 387

DC01. How many people live in your house, including yourself?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
One	838	410	427	58	68	194	517	-	838	148	217	157	316	358	453
	21% <b>CDEIK</b> MdOT	22%	21%	11%	11%	15% <b>CD</b>	36% <b>zCDE</b>	-	31% <b>zl</b>	14%	22% <b>K</b>	18%	32% <b>zKLM</b>	15%	33% <b>zd</b>
Two	1320	634	686	94	191	338	698	93	1219	357	349	311	303	762	526
	34% <b>CDEId</b>	33%	34%	17%	29% <b>C</b>	27% <b>C</b>	49% <b>zCDE</b>	8%	44% <b>zl</b>	34%	35%	36%	31%	31%	38% <b>zd</b>
Three	718	356	362	141	164	279	134	365	346	220	191	166	140	570	140
	18% <b>FmNe</b>	19%	18%	26% <b>zF</b>	25% <b>zF</b>	22% <b>zF</b>	9%	33% <b>zm</b>	13%	21% <b>zN</b>	19% <b>N</b>	19% <b>N</b>	14%	23% <b>ze</b>	10%
Four	636	309	326	130	147	305	54	409	216	200	142	160	134	484	141
	16% <b>FmNeP</b>	16%	16%	24% <b>zF</b>	23% <b>zF</b>	24% <b>zF</b>	4%	36% <b>zm</b>	8%	19% <b>zLN</b>	14%	18% <b>N</b>	14%	20% <b>ze</b>	10%
Five	235	115	119	76	46	95	18	156	76	87	53	47	48	153	73
	6% <b>FmY</b>	6%	6%	14% <b>zDEF</b>	7% <b>F</b>	7% <b>F</b>	1%	14% <b>zm</b>	3%	8% <b>zLMN</b>	5%	5%	5%	6%	5%
Six	97	48	49	27	17	47	6	68	25	23	26	26	22	69	26
	2% <b>Fm</b>	3%	2%	5% <b>zF</b>	3% <b>F</b>	4% <b>zF</b>	*	6% <b>zm</b>	1%	2%	3%	3%	2%	3%	2%
More than six	37	13	24	11	11	13	2	28	8	11	9	5	11	22	13
	1% <b>Fm</b>	1%	1%	2% <b>zF</b>	2% <b>F</b>	1% <b>F</b>	*	3% <b>zm</b>	*	1%	1%	1%	1%	1%	1%
Prefer not to say	27	20	6	8	4	6	9	1	13	10	7	4	6	9	12
	1% <b>Blmd</b>	1% <b>zB</b>	*	1%	1%	*	1%	*	*	1%	1%	1%	1%	*	1%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 387

DC01. How many people live in your house, including yourself?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
One	838	670	99	39	30	72	129	33	76	45	83	42	37	20	39	92	676	78
	21% <b>CDEIK</b>	21%	30% <b>zOQ</b>	20%	24%	19%	18%	20%	20%	27% <b>T</b>	20%	23%	21%	22%	20%	25% <b>T</b>	21%	21%
Two	1320	1076	127	80	36	142	226	61	131	46	147	68	54	26	63	112	1058	144
	34% <b>CDEId</b>	33%	38% <b>R</b>	41% <b>zOR</b>	30%	38%	31%	37%	35%	28%	35%	37%	30%	28%	33%	30%	34%	39% <b>z</b>
Three	718	608	55	33	22	80	134	23	65	38	91	30	35	16	41	55	567	71
	18% <b>FmNe</b>	19%	16%	17%	18%	21%	18%	14%	17%	23% <b>c</b>	21% <b>c</b>	16%	19%	17%	22%	15%	18%	19%
Four	636	561	24	27	24	58	120	33	68	23	60	35	35	19	34	75	525	50
	16% <b>FmNeP</b>	17% <b>zP</b>	7%	14% <b>P</b>	19% <b>P</b>	15%	16%	20%	18%	14%	14%	19%	19%	21%	18%	20%	17%	14%
Five	235	201	18	9	8	16	70	6	20	12	23	1	17	6	8	22	196	14
	6% <b>FmY</b>	6%	5%	5%	6%	4%	10% <b>zSVXY</b>	4%	5% <b>Y</b>	7% <b>Y</b>	5% <b>Y</b>	1%	10% <b>SY</b>	7% <b>Y</b>	4%	6% <b>Y</b>	6%	4%
Six	97	84	6	3	3	9	29	5	11	1	11	6	2	*	2	8	81	5
	2% <b>Fm</b>	3%	2%	2%	2%	2%	4% <b>z</b>	3%	3%	*	3%	3%	1%	*	1%	2%	3%	1%
More than six	37	33	2	1	-	*	11	4	3	-	2	4	-	2	3	4	30	3
	1% <b>Fm</b>	1%	*	1%	-	*	1%	2% <b>S</b>	1%	-	1%	2% <b>S</b>	-	2% <b>S</b>	1%	1%	1%	1%
Prefer not to say	27	24	1	2	*	-	11	-	-	-	9	-	-	1	-	4	23	*
	1% <b>Blmd</b>	1%	*	1%	*	-	1% <b>z</b>	-	-	-	2% <b>ZSV</b>	-	-	1%	-	1%	1%	*
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 388

DC02. Do you have any children living in your household? By children, we mean children under 16 living at home.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Yes	1121	503	616	166	321	576	58	1121	-	361	248	259	253	896	205
	29%AFmLN ePg	26%	31%zA	30%F	50%zCF	45%zCF	4%	100%zm	-	34%zLN	25%	30%	26%	37%ze	15%
No	2741	1378	1363	360	325	686	1370	-	2741	684	736	606	715	1518	1160
	70%BCDEI KdR	72%zB	68%	66%DE	50%	54%	95%zCDE	-	100%zl	65%	74%zK	69%	73%K	63%	84%zd
Prefer not to say	45	25	19	20	2	13	10	-	-	11	11	11	11	11	19
	1%Dlmd	1%	1%	4%zDEF	*	1%	1%	-	-	1%	1%	1%	1%	*	1% <b>d</b>
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 388

DC02. Do you have any children living in your household? By children, we mean children under 16 living at home.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Yes	1121	956	75	48	42	92	230	40	120	57	124	50	49	31	55	107	927	85
	ePg	29%AFmLN	29%P	22%	25%	34%zPQ	24%	31%	24%	32%	35%S	29%	27%	27%	35%	29%	29%	29%
No	2741	2263	253	144	80	281	489	125	250	107	288	136	131	58	136	263	2195	279
	KdR	70%BCDEI	69%	76%zOR	74%R	65%	75%T	67%	75%	67%	65%	68%	73%	73%	64%	71%	71%	71%
Prefer not to say	45	39	4	2	1	3	12	1	5	-	14	-	-	2	-	2	34	3
	1%Dimd	1%	1%	1%	*	1%	2%	1%	1%	-	3%zWYhbc	-	-	2%	-	1%	1%	1%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 389

DC03. Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.

Base = All who have children living in their household

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1206	498	706	187	360	595	64	1206	-	395	278	246	287	866	311
WeightedBase	1121	503	616	166	321	576	58*	1121	-**	361	248	259	253	896	205
EffectiveBase	795	332	464	128	243	385	41	795	-	268	190	162	180	587	217
0-4	467	184	281	81	200	171	15	467	-	136	100	104	127	372	87
	42%AEFQ	37%	46%zA	49%EF	62%zCEF	30%	26%	42%	-	38%	40%	40%	50%zK	42%	42%
5-7	312	134	179	32	112	160	9	312	-	112	71	64	65	244	61
	28%C	27%	29%	19%	35%zCF	28%	15%	28%	-	31%	29%	25%	26%	27%	30%
8-11	388	183	204	27	98	246	18	388	-	119	87	91	91	307	77
	35%C	36%	33%	16%	30%C	43%zCD	31%C	35%	-	33%	35%	35%	36%	34%	38%
12-15	363	164	199	52	43	242	27	363	-	117	85	89	73	279	76
	32%DS	33%	32%	31%D	13%	42%zCD	45%D	32%	-	32%	34%	34%	29%	31%	37%
Prefer not to say	60	33	27	11	19	26	4	60	-	21	15	16	8	48	10
	5%	7%	4%	6%	6%	5%	7%	5%	-	6%	6%	6%	3%	5%	5%
Total mentions	1590	698	890	202	472	844	72	1590	-	505	358	364	364	1250	310
	142%	139%	144%	122%	147%	146%	124%	142%	-	140%	144%	140%	144%	140%	152%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base, \*\* very small base (under 30) ineligible for sig testing

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 389

DC03. Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.

Base = All who have children living in their household

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	1206	929	83	81	113	72	257	42	116	53	118	48	45	28	42	108	1004	91
WeightedBase	1121	956	75*	48*	42*	92*	230	40**	120*	57*	124*	50*	49*	31**	55*	107*	927	85*
EffectiveBase	795	644	54	62	98	54	167	26	79	39	82	39	35	23	31	72	657	62
0-4	467	401	33	13	20	41	93	18	52	30	42	20	18	12	22	54	390	36
	42%AEFQ	42%Q	44%	27%	47%Q	44%	40%	46%	43%	52%	34%	40%	36%	38%	39%	51%X	42%	43%
5-7	312	264	22	16	10	24	75	11	23	14	35	7	17	8	19	31	253	25
	28%C	28%	29%	33%	24%	26%	33%VY	27%	19%	25%	29%	15%	34%	26%	34%	29%	27%	30%
8-11	388	333	21	20	14	39	74	11	39	21	44	19	13	13	29	32	331	31
	35%C	35%	28%	42%	34%	42%	32%	27%	32%	36%	36%	38%	26%	42%	52%zThc	29%	36%	36%
12-15	363	300	28	18	17	19	75	13	41	17	39	26	19	13	12	26	297	30
	32%DS	31%	38%	37%	40%	20%	33%	34%	35%	29%	31%	51%zSTXb	39%	41%	22%	24%	32%	35%
Prefer not to say	60	56	1	2	1	9	10	3	8	2	10	2	4	1	1	6	46	2
	5%	6%	2%	3%	3%	9%	4%	9%	7%	3%	8%	4%	7%	4%	1%	5%	5%	3%
Total mentions	1590	1355	105	68	62	132	328	56	163	83	171	74	71	47	82	148	1316	125
	142%	142%	141%	142%	148%	142%	143%	142%	136%	145%	138%	147%	143%	151%	148%	138%	142%	147%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 390

DC04. Are you responsible for the children under 16 in your household? Are you their parent or guardian?

Base = All who have children living in their household

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	1206	498	706	187	360	595	64	1206	-	395	278	246	287	866	311
WeightedBase	1121	503	616	166	321	576	58*	1121	-**	361	248	259	253	896	205
EffectiveBase	795	332	464	128	243	385	41	795	-	268	190	162	180	587	217
Yes	995	438	556	77	308	568	42	995	-	319	226	224	226	824	151
	89%CFe	87%	90%	46%	96%zCF	99%zCDF	71%C	89%	-	88%	91%	86%	89%	92%ze	74%
No	120	65	54	87	10	8	16	120	-	39	22	34	26	67	51
	11%BDEd	13%	9%	52%zDEF	3%	1%	27%zDE	11%	-	11%	9%	13%	10%	8%	25%zd
Prefer not to say	6	1	6	3	3	-	1	6	-	3	1	1	1	4	2
	1%	*	1%	2%E	1%	-	1%E	1%	-	1%	*	1%	*	*	1%
Total mentions	1121	503	616	166	321	576	58	1121	-	361	248	259	253	896	205
	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base, \*\* very small base (under 30) ineligible for sig testing



## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 390

DC04. Are you responsible for the children under 16 in your household? Are you their parent or guardian?

Base = All who have children living in their household

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	1206	929	83	81	113	72	257	42	116	53	118	48	45	28	42	108	1004	91
WeightedBase	1121	956	75*	48*	42*	92*	230	40**	120*	57*	124*	50*	49*	31**	55*	107*	927	85*
EffectiveBase	795	644	54	62	98	54	167	26	79	39	82	39	35	23	31	72	657	62
Yes	995	846	68	45	36	77	204	32	99	53	116	47	44	26	52	96	828	76
	89%CFe	88%	91%	93%	85%	83%	89%	81%	83%	93%	94%V	93%	89%	81%	93%	90%	89%	90%
No	120	105	6	3	6	14	26	7	19	4	7	4	6	5	4	11	94	9
	11%BDEd	11%	8%	7%	15%	15%	11%	19%	16%X	6%	5%	7%	11%	15%	7%	10%	10%	10%
Prefer not to say	6	5	1	-	-	1	-	-	2	*	1	-	-	1	-	-	4	-
	1%	1%	1%	-	-	2%	-	-	1%	1%	-	-	4%	-	-	-	*	-
Total mentions	1121	956	75	48	42	92	230	40	120	57	124	50	49	31	55	107	927	85
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base; \*\*very small base (under 30) ineligible for sig testing

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 391

DC05. Are you a carer for someone over the age of 16?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Yes	343	165	177	26	65	152	99	162	175	93	93	78	80	243	87
	9%CFme	9%	9%	5%	10%CF	12%zCF	7%	14%zm	6%	9%	9%	9%	8%	10%ze	6%
No	3516	1715	1800	503	577	1108	1329	945	2558	945	896	788	887	2164	1283
	90%Elc	90%	90%	92%E	89%	87%	92%zDE	84%	93%zl	89%	90%	90%	91%	89%	93%zd
Prefer not to say	48	26	21	16	6	16	10	14	8	19	6	10	13	19	14
	1%Fmdf	1%	1%	3%zDEF	1%	1%	1%	1%m	*	2%L	1%	1%	1%	1%	1%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 391

DC05. Are you a carer for someone over the age of 16?

Base = All respondents

	Nation				England Regions											Urbanity			
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Yes	343	288	26	18	10	34	68	8	35	7	36	10	12	9	18	52	271	10	32
	9%CFme	9%	8%	9%	8%	9%	9%	5%	9%	4%	8%	5%	7%	10%	9%	14%zUWXYh	9%	9%	
No	3516	2927	304	172	112	337	648	156	334	157	380	176	168	79	173	318	2852	335	
	90%EIc	90%	92%	89%	91%	89%	89%	95%c	89%	96%zSTVXac	89%	94%c	93%c	87%	91%	85%	90%	91%	
Prefer not to say	48	43	2	3	*	6	15	1	5	*	10	*	-	3	-	2	32	*	
	1%Fmdf	1%	1%	2%	*	2%	2%	1%	1%	*	2%	*	-	3%hb	-	*	1%	*	
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 392

DC06. Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
GCSE/O-Level/CSE/ standard grades or equivalent	873 22%DKT	431 23%	442 22%	146 27%zD	108 17%	300 23%D	320 22%D	269 24%	599 22%	145 14%	214 22%K	242 28%zKL	272 28%zKL	528 22%	323 23%
Vocational qualifications or equivalent (=NVQ1+2)	358 9%CKLXcf	179 9%	180 9%	33 6%	50 8%	111 9%	165 11%zCD	98 9%	260 9%	65 6%	61 6%	133 15%zKLN	99 10%KL	228 9%	128 9%
A-Level/Highers or equivalent (=NVQ3)	833 21%FmNec	417 22%	415 21%	194 36%zDEF	144 22%F	287 22%F	209 15%	285 25%zm	531 19%	202 19%	259 26%zKN	203 23%N	169 17%	583 24%ze	239 17%
Bachelor Degree or equivalent (=NVQ4)	841 22%FMNe	404 21%	435 22%	114 21%F	205 32%zCEF	323 25%zF	199 14%	247 22%	585 21%	385 36%zLMN	277 28%zMN	97 11%	82 8%	661 27%ze	171 12%
Masters/PhD or equivalent	303 8%FmMNe	155 8%	148 7%	33 6%	88 14%zCEF	120 9%zCF	62 4%	115 10%zm	188 7%	190 18%zLMN	79 8%MN	20 2%	14 1%	234 10%ze	66 5%
Other	117 3%CKO	61 3%	56 3%	8 1%	20 3%	39 3%	50 3%C	41 4%	73 3%	18 2%	32 3%	34 4%K	32 3%	64 3%	39 3%
No formal qualifications	529 14%CDEIK LdTY	239 13%	290 15%	11 2%	22 3%	81 6%CD	415 29%zCDE	55 5%	472 17%zl	40 4%	64 6%K	136 16%KL	289 29%zKLM	111 5%	400 29%zd
Don't know	52 1%d	21 1%	32 2%	6 1%	11 2%	16 1%	19 1%	12 1%	32 1%	10 1%	8 1%	11 1%	23 2%zKL	16 1%	19 1%
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 392

DC06. Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
GCSE/O-Level/CSE/standard grades or equivalent	873	714	87	47	26	86	124	32	87	30	111	44	42	23	34	102	712	79
	22%DKT	22%	26%	24%	21%	23%	17%	19%	23%T	18%	26%T	23%	23%	26%	18%	27%Tb	23%	22%
Vocational qualifications or equivalent (=NVQ1+2)	358	306	26	13	14	51	53	21	41	14	22	13	25	8	37	21	271	54
	9%CKLXcf	9%	8%	7%	12%Q	14%zTXc	7%	13%Xc	11%Xc	8%	5%	7%	14%TXc	8%	19%zTVWXYc	6%	9%	15%zf
A-Level/Highers or equivalent (=NVQ3)	833	706	65	38	25	84	162	41	67	40	94	51	42	20	51	56	674	68
	21%FmNec	22%	19%	20%	20%	22%c	22%c	25%c	18%	24%c	22%c	27%Vc	23%	22%	27%c	15%	21%	18%
Bachelor Degree or equivalent (=NVQ4)	841	705	62	50	24	71	194	30	80	32	87	52	30	23	38	68	685	70
	22%FMNe	22%	19%	26%P	19%	19%	27%zShc	18%	21%	20%	20%	28%Shc	17%	25%	20%	18%	22%	19%
Masters/PhD or equivalent	303	259	22	12	10	19	98	13	20	9	28	15	15	2	7	33	254	18
	8%FmMNe	8%	7%	6%	8%	5%	13%zSVWxa	8%	5%	5%	7%	8%	8%	3%	4%	9%	8%	5%
Other	117	86	19	2	9	9	29	2	11	4	10	*	9	-	5	7	96	6
	3%CKO	3%	6%zOQ	1%	7%zOQ	2%	4%Y	1%	3%	2%	2%	*	5%Y	-	3%	2%	3%	2%
No formal qualifications	529	437	45	31	16	52	65	26	65	37	61	7	17	15	17	75	420	69
	14%CDEIK	13%	14%	16%	13%	14%Y	9%Y	16%TY	18%TVhb	22%zSTXYhb	14%TY	4%	10%	16%Y	9%	20%zTYhb	13%	19%zf
Don't know	52	45	7	*	*	6	4	1	3	-	13	5	-	-	2	12	43	3
	1%d	1%	2%	*	*	1%	1%	1%	1%	-	3%zT	3%T	-	-	1%	3%zTV	1%	1%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 393

DC07. In which of the following income bands does your gross annual household income fall?

Base = All respondents

Total (z)	Gender		Age				Children in household		Social Group				Working	
	Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (I)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase 3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase 3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase 2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Up to GBP 10,000 376	161	216	62	32	73	209	67	307	26	55	72	224	111	255
10%ADEIKL dT	8%	11%zA	11%DE	5%	6%	15%zDE	6%	11%zl	2%	6%K	8%K	23%zKLM	5%	18%zd
GBP 10,000 - GBP 14,999 389	174	214	43	44	95	207	75	313	37	91	107	154	160	222
10%DEIKdT	9%	11%	8%	7%	7%	14%zCDE	7%	11%zl	3%	9%K	12%zK	16%zKL	7%	16%zd
GBP 15,000 - GBP 19,999 390	179	211	52	54	109	175	83	303	54	96	103	137	223	164
10%IKOTX	9%	11%	10%	8%	9%	12%zDE	7%	11%zl	5%	10%K	12%K	14%zKL	9%	12%zd
GBP 20,000 - GBP 29,999 604	326	277	90	124	195	194	175	427	118	186	166	135	445	157
15%BFKeT	17%zB	14%	17%	19%zF	15%	14%	16%	16%	11%	19%zKN	19%zKN	14%	18%ze	11%
GBP 30,000 - GBP 39,999 520	261	259	66	122	211	120	200	320	184	124	133	78	423	95
13%FmNeW	14%	13%	12%F	19%zCF	17%zCF	8%	18%zm	12%	17%zLN	13%N	15%N	8%	17%ze	7%
GBP 40,000 - GBP 49,999 363	188	175	55	83	155	70	139	224	146	126	69	21	322	38
9%FmNe	10%	9%	10%F	13%zF	12%zF	5%	12%zm	8%	14%zMN	13%zMN	8%N	2%	13%ze	3%
GBP 50,000 - GBP 74,999 336	192	144	47	74	159	57	140	192	185	85	52	14	308	23
9%BFmMN ec	10%zB	7%	9%F	11%zF	12%zCF	4%	12%zm	7%	18%zLMN	9%N	6%N	1%	13%ze	2%
GBP 75,000 and above 171	89	82	23	35	79	34	82	89	123	30	13	5	138	33
4%FmLMNe bc	5%	4%	4%	5%F	6%zF	2%	7%zm	3%	12%zLMN	3%N	1%	*	6%ze	2%
Prefer not to say 759	337	421	108	79	200	373	162	567	184	202	161	211	297	398
19%ADEId RYg	18%	21%zA	20%D	12%	16%	26%zCDE	14%	21%zl	17%	20%	18%	22%K	12%	29%zd
Total mentions 3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 393

DC07. In which of the following income bands does your gross annual household income fall?

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Up to GBP 10,000	376	319	28	20	10	30	48	8	43	29	52	10	15	12	9	63	297	32
	10%ADEIK LdT	10%	8%	10%	8%	8%	7%	5%	11%Tb	18%zSTUY hb	12%TUYb	5%	8%	14%TUYb	5%	17%zSTUYh b	9%	9%
GBP 10,000 - GBP 14,999	389	311	42	24	12	36	49	13	41	31	48	10	20	11	17	36	317	34
	10%DEIKd T	10%	13%	12%	10%	10%	7%	8%	11%	19%zSTUV XYbc	11%T	5%	11%	12%	9%	10%	10%	9%
GBP 15,000 - GBP 19,999	390	305	44	21	20	38	37	15	43	13	27	22	15	9	34	53	307	49
	10%IKOTX	9%	13%	11%	16%zO	10%T	5%	9%	11%TX	8%	6%	12%T	8%	10%	18%zSTWX h	14%zTX	10%	13%
GBP 20,000 - GBP 29,999	604	488	62	29	25	62	75	40	47	30	61	27	38	16	35	57	493	61
	15%BFKeT	15%	19%	15%	20%zO	17%T	10%	24%zTVXc	13%	18%T	14%	15%	21%TV	18%	18%T	15%	16%	17%
GBP 30,000 - GBP 39,999	520	434	45	23	17	64	86	27	37	7	50	49	33	16	23	43	417	56
	13%FmNeW	13%	13%	12%	14%	17%VW	12%W	16%W	10%	4%	12%W	26%zSTVW Xbc	18%VW	18%W	12%W	12%W	13%	15%
GBP 40,000 - GBP 49,999	363	309	29	14	11	40	82	23	36	16	29	17	11	4	19	31	291	41
	9%FmNe	9%	9%	7%	9%	11%	11%X	14%X	10%	10%	7%	9%	6%	4%	10%	8%	9%	11%
GBP 50,000 - GBP 74,999	336	288	20	19	9	36	91	12	39	12	35	23	9	5	9	16	282	26
	9%BFmMNe c	9%	6%	10%	7%	10%c	12%zhbc	7%	11%c	7%	8%	12%bc	5%	6%	5%	4%	9%	7%
GBP 75,000 and above	171	154	8	5	4	8	80	5	13	5	13	17	4	4	*	5	137	19
	4%FmLMNe bc	5%	2%	3%	3%	2%	11%zSUVWX hbc	3%	4%b	3%	3%	9%zSUVWX hbc	2%	4%b	*	1%	4%	5%
Prefer not to say	759	650	56	38	15	63	182	22	74	22	112	12	36	13	45	70	615	49
	19%ADEId RYg	20%R	17%	19%R	12%	17%Y	25%zSUWY a	13%	20%Y	13%	26%zSUWYa c	7%	20%Y	14%	23%WY	19%Y	19%g	13%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 394

DC08. What is your current working status?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Paid employment (30+ hours a week)	1561 40%BFmNe Wc	915 48%zB	645 32%	216 40%F	402 62%zCEF	706 55%zCF	236 16%	576 51%zm	977 36%	543 51%zLMN	446 45%zMN	329 38%N	242 25%	1561 64%ze	-
Paid employment (8-29 hours a week)	559 14%AFmeRT	162 9%	396 20%zA	93 17%F	105 16%F	204 16%F	157 11%	236 21%zm	321 12%	131 12%	157 16%	127 15%	144 15%	559 23%ze	-
Paid employment (less than 8 hours a week)	54 1%FmLdf	22 1%	33 2%	16 3%zF	11 2%F	18 1%	8 1%	16 1%	30 1%	25 2%zL	5 1%	11 1%	13 1%	-	54 4%zd
Self employed (30+ hours a week)	199 5%BDFNec	134 7%zB	65 3%	20 4%	16 3%	109 9%zCDF	53 4%	53 5%	146 5%	55 5%N	68 7%zN	47 5%N	30 3%	199 8%ze	-
Self employed (8-29 hours a week)	107 3%eV	53 3%	54 3%	14 3%	19 3%	37 3%	37 3%	31 3%	75 3%	28 3%	35 3%N	27 3%	18 2%	107 4%ze	-
Self employed (less than 8 hours a week)	33 1%Nd	18 1%	15 1%	12 2%zEF	6 1%	7 1%	8 1%	10 1%	23 1%	9 1%	11 1%	10 1%	3 *	-	33 2%zd
Retired	833 21%CDEIK LdRTY	382 20%	451 23%	-	1 *	8 1%	824 57%zCDE	16 1%	816 30%zl	182 17%	169 17%	240 27%zKL	242 25%zKL	-	833 60%zd
Studying full time	114 3%DEFd	59 3%	55 3%	102 19%zDEF	9 1%EF	3 *	* *	25 2%	84 3%	28 3%	45 5%zN	22 2%	19 2%	-	114 8%zd
Not in paid employment/Looking after the house or home	198 5%ACFmKL dPV	38 2%	160 8%zA	16 3%	41 6%CF	93 7%zCF	49 3%	90 8%zm	107 4%	25 2%	24 2%	38 4%K	111 11%zKLM	-	198 14%zd
Unemployed	151 4%FKLMdQ Sh	81 4%	69 3%	39 7%zEF	28 4%F	52 4%F	31 2%	48 4%	100 4%	11 1%	17 2%	16 2%	107 11%zKLM	-	151 11%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 394

DC08. What is your current working status?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Other	47	21	26	2	5	19	21	8	38	9	5	2	31	-	-
	1%LMde	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	*	3%zKLM	-	-
Prefer not to say	50	21	29	12	6	20	12	13	24	10	13	7	20	-	-
	1%md	1%	1%	2%F	1%	2%	1%	1%	1%	1%	1%	1%	2%	-	-
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 394

DC08. What is your current working status?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Paid employment (30+ hours a week)	1561	1319	120	67	55	142	351	69	168	47	148	99	66	36	72	121	1296	126
		40%BfMNe	36%	34%	45%PO	38%	48%zSWXh	42%W	45%WXc	29%	35%	53%zSWXh	36%	40%	38%	33%	41%zg	34%
		Wc					bc					bc						
Paid employment (8-29 hours a week)	559	462	50	34	13	54	83	25	45	21	70	28	41	11	27	57	454	47
		14%AFMeR	14%	15%	17%R	14%	11%	15%	12%	13%	16%T	15%	23%zTVW	12%	14%	15%	14%	13%
		T																
Paid employment (less than 8 hours a week)	54	47	5	2	1	4	5	2	3	3	4	2	4	1	10	10	35	8
		1%FmLdf	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	5%zSTVX	3%T	1%	2%
Self employed (30+ hours a week)	199	162	26	7	4	19	32	10	11	11	27	13	16	6	8	8	150	22
		5%BDFNec	5%	8%zQR	4%	5%	4%	6%	3%	7%c	6%c	7%c	9%Vc	7%	4%	2%	5%	6%
Self employed (8-29 hours a week)	107	92	10	4	1	23	22	4	3	3	15	7	-	4	6	5	77	14
		3%eV	3%	3%	2%	6%zTVhc	3%	2%	1%	2%	3%Vh	4%Vh	-	4%Vh	3%	1%	2%	4%
Self employed (less than 8 hours a week)	33	30	2	*	*	3	12	-	5	-	3	2	3	-	-	2	26	3
		1%Nd	1%	*	*	1%	2%	-	1%	-	1%	2%	-	-	*	*	1%	1%
Retired	833	673	78	62	20	93	105	27	95	37	103	22	38	17	45	92	656	113
		21%CDIEIK	21%	24%R	32%zOPR	25%TY	14%	16%	25%TY	22%TY	24%TY	12%	21%Y	18%	24%TY	25%TY	21%	31%zf
		LdRTY																
Studying full time	114	100	6	4	4	8	24	8	9	3	9	5	5	3	2	24	89	5
		3%DEFd	3%	2%	2%	2%	3%	5%	2%	2%	2%	3%	3%	3%	1%	6%zSVXb	3%	1%
Not in paid employment/Looking after the house or home	198	171	8	10	9	17	48	12	9	13	15	4	7	8	10	26	172	13
		5%ACFmKL	5%	3%	5%	4%	7%V	7%V	2%	8%VXY	3%	2%	4%	9%VXY	5%	7%V	5%	4%
		dPV																
Unemployed	151	121	16	3	11	6	22	7	19	20	15	3	1	2	8	17	126	10
		4%FKLMdQ	4%	5%Q	1%	1%	3%	4%	5%Sh	12%zSTUVX	4%	1%	*	2%	4%	5%Sh	4%	3%
		Sh								Yhabc								

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 394

DC08. What is your current working status?

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Other	47	38	6	1	3	4	13	-	*	5	6	1	-	2	3	4	35	1
	1%LMde	1%	2%	*	2%Q	1%	2%V	-	*	3%V	1%	1%	-	2%V	2%	1%	1%	*
Prefer not to say	50	44	4	1	1	3	13	2	6	1	12	1	-	1	-	4	39	5
	1%md	1%	1%	1%	1%	1%	2%	1%	2%	1%	3%z	1%	-	1%	-	1%	1%	1%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 395

SOCIAL GRADE. Social grade

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
A	279 7%LMNPR b	146 8%	133 7%	34 6%	61 9%zF	93 7%	91 6%	109 10%zm	168 6%	279 26%zLMN	-	-	-	191 8%	84 6%
B	777 20%BFmLM Ne	411 22%zB	366 18%	120 22%F	152 23%zF	282 22%F	224 16%	252 22%zm	517 19%	777 74%zLMN	-	-	-	566 23%ze	196 14%
C1	995 25%AFIKM Ne	423 22%	570 29%zA	167 31%zDF	155 24%	347 27%F	326 23%	248 22%	736 27%zl	-	995 100%zKMN	-	-	706 29%ze	272 20%
C2	876 22%BEKLN f	486 25%zB	390 20%	115 21%	146 22%	245 19%	371 26%zE	259 23%	606 22%	-	-	876 100%zKLN	-	529 22%	337 24%z
D	665 17%DKLMT	304 16%	362 18%	79 15%	88 14%	205 16%	293 20%zCDE	187 17%	472 17%	-	-	-	665 68%zKLM	420 17%	240 17%
E	314 8%CIKLMD QS	136 7%	178 9%	30 6%	47 7%	104 8%	133 9%C	66 6%	244 9%zl	-	-	-	314 32%zKLM	14 1%	254 18%zd
Total mentions	3907 100%	1906 100%	1998 100%	545 100%	648 100%	1276 100%	1438 100%	1121 100%	2741 100%	1057 100%	995 100%	876 100%	980 100%	2426 100%	1384 100%
AB (Net)	1057 27%BFmLM NeRW	557 29%zB	499 25%	154 28%F	213 33%zF	375 29%F	314 22%	361 32%zm	684 25%	1057 100%zLMN	-	-	-	757 31%ze	281 20%
C1 (Net)	995 25%AFIKM Ne	423 22%	570 29%zA	167 31%zDF	155 24%	347 27%F	326 23%	248 22%	736 27%zl	-	995 100%zKMN	-	-	706 29%ze	272 20%
C2 (Net)	876 22%BEKLN f	486 25%zB	390 20%	115 21%	146 22%	245 19%	371 26%zE	259 23%	606 22%	-	-	876 100%zKLN	-	529 22%	337 24%z
DE (Net)	980 25%ACDIK LMdSTYh	439 23%	539 27%zA	110 20%	134 21%	309 24%	427 30%zCDE	253 23%	715 26%	-	-	-	980 100%zKLM	434 18%	495 36%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 395

**SOCIAL GRADE.** Social grade

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
ABC1 (Net)	2051	981	1069	321	368	723	640	609	1420	1057	995	-	-	1463	552
	53%FMNeW	51%	53%	59%zF	57%zF	57%zF	44%	54%	52%	100%zMN	100%zMN	-	-	60%ze	40%
C2DE (Net)	1856	925	929	224	280	553	798	512	1321	-	-	876	980	963	832
	47%CDEKL dTY	49%	47%	41%	43%	43%	56%zCDE	46%	48%	-	-	100%zKL	100%zKL	40%	60%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 395

SOCIAL GRADE. Social grade

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity				
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)			
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379			
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367			
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260			
A	279	245	14	15	5	29	68	11	29	6	37	12	17	9	4	23	230	19			
		7% <b>m</b>	LMNPR	8% <b>PR</b>	4%	8%	4%		8% <b>b</b>	9% <b>zWb</b>	7%	8% <b>b</b>	4%	9% <b>b</b>	10% <b>b</b>	2%	6%	7%	5%		
B	777	655	63	37	22	80	181	26	73	22	77	46	29	23	35	62	618	78			
		20% <b>B</b>	FmLM	20%	19%	19%	18%		21% <b>Ne</b>	25% <b>zUWXc</b>	16%	20%	14%	18%	25% <b>W</b>	16%	25%	18%	17%	20%	21%
C1	995	828	81	54	32	80	190	44	84	35	112	60	62	18	46	97	812	86			
		25% <b>AFIKM</b>	25%	24%	28%	26%			21% <b>Ne</b>	25% <b>zSV</b>	34% <b>zSVWa</b>	20%	24%	26%			26%	23%			
C2	876	740	68	45	22	115	141	37	93	33	97	40	43	16	49	76	677	103			
		22% <b>BEKLN</b>	23%	21%	23%	18%			30% <b>zTWac</b>	19%	22%	25%	20%	23%	22%	24%	17%	26%	21%	28% <b>zf</b>	
D	665	534	71	36	24	58	99	33	66	34	67	21	23	16	45	71	552	61			
		17% <b>DKLMT</b>	16%	21% <b>O</b>	19%	15%	14%	20%	18%	21% <b>TY</b>	16%	11%	13%	18%	23% <b>TYh</b>	19%	17%	17%			
E	314	256	34	6	18	15	51	14	29	34	36	7	6	9	12	43	267	20			
		8% <b>CIKLMd</b>	8% <b>Q</b>	10% <b>Q</b>	3%	14% <b>zOQ</b>	4%	7%	8%	8%	21% <b>zSTUVX</b>	8% <b>S</b>	4%	3%	10%	6%	12% <b>zSTYh</b>	8%	5%		
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367			
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
AB (Net)	1057	901	77	52	27	109	250	37	102	28	114	58	47	32	39	85	848	97			
		27% <b>B</b>	FmLM	28% <b>R</b>	23%	27%	22%		29% <b>W</b>	34% <b>zUWXb</b>	22%	27% <b>W</b>	17%	27% <b>W</b>	31% <b>W</b>	26%	35% <b>Wbc</b>	20%	23%	27%	26%
C1 (Net)	995	828	81	54	32	80	190	44	84	35	112	60	62	18	46	97	812	86			
		25% <b>AFIKM</b>	25%	24%	28%	26%			21% <b>Ne</b>	25% <b>zSV</b>	34% <b>zSVWa</b>	20%	24%	26%			26%	23%			
C2 (Net)	876	740	68	45	22	115	141	37	93	33	97	40	43	16	49	76	677	103			
		22% <b>BEKLN</b>	23%	21%	23%	18%			30% <b>zTWac</b>	19%	22%	25%	20%	23%	22%	24%	17%	26%	21%	28% <b>zf</b>	
DE (Net)	980	790	105	43	42	74	150	47	94	68	103	28	30	25	57	114	819	81			
		25% <b>ACDIK</b>	24%	32% <b>zOQ</b>	22%	34% <b>zOQ</b>	19%	21%	29% <b>Yh</b>	25% <b>Y</b>	42% <b>zSTUV</b>	24% <b>Y</b>	15%	16%	28% <b>Y</b>	30% <b>STYh</b>	31% <b>zSTYh</b>	26% <b>z</b>	22%		

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 395

**SOCIAL GRADE. Social grade**

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
ABC1 (Net)	2051	1728	158	106	59	189	439	81	186	63	227	118	108	50	85	182	1660	183
	53%FMNeW	53%	48%	55%	48%	50%W	60%zSUVW	49%	50%W	38%	53%W	63%zSUVW	60%Wb	55%W	45%	49%	53%	50%
C2DE (Net)	1856	1530	174	88	64	188	291	84	188	101	200	68	72	41	106	190	1495	184
	47%CDEKL	47%	52%	45%	52%	50%TY	40%	51%TY	50%TY	62%zSTVX	47%	37%	40%	45%	55%TYh	51%TY	47%	50%
	dTY									Yha								

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 396

DC13. Ofcom wants to ensure that it talks to as representative a sample of people as possible.

Please indicate which of the following you consider yourself to be:

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Heterosexual or straight	3505	1730	1774	430	576	1176	1322	1038	2441	944	868	809	884	2215	1226
Gay or lesbian	86	53	33	21	24	25	16	13	73	23	29	13	21	60	25
Bisexual	97	41	54	57	19	15	5	32	62	30	34	14	19	65	31
Prefer not to say	181	68	112	25	21	51	83	30	141	55	51	33	42	71	91
Other	38	12	25	12	7	7	11	8	24	4	13	6	15	14	11
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g

\* small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 396

DC13. Ofcom wants to ensure that it talks to as representative a sample of people as possible.

Please indicate which of the following you consider yourself to be:

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Heterosexual or straight	3505	2897	314	179	115	334	625	152	344	141	375	169	164	85	181	328	2825	343
Gay or lesbian	86	74	5	5	2	14	13	5	10	5	13	2	1	1	3	6	66	8
Bisexual	97	86	5	4	2	4	18	7	10	7	7	8	8	2	4	10	79	3
Prefer not to say	181	171	4	4	2	20	68	1	6	11	24	6	8	*	2	24	155	9
Other	38	32	3	2	1	4	7	1	4	-	8	1	1	2	-	4	30	4
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/UV/W/X/Y/h/a/b/c - z/f/g  
 \* small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 397

**DC14. Have you gone through any part of a process (including thoughts or actions) to change from the sex you were described as at birth to the gender you identify with, or do you intend to?**  
**(This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Yes	113	76	34	38	42	25	8	63	49	57	26	16	14	92	19
	3%BfMNeg	4%zB	2%	7%zEF	7%zEF	2%F	1%	6%zm	2%	5%zLMN	3%	2%	1%	4%ze	1%
No	3675	1793	1882	487	586	1214	1388	1033	2610	955	946	841	934	2281	1322
	94%CDIKO	94%	94%	89%	90%	95%CD	97%zCD	92%	95%zl	90%	95%K	96%zK	95%K	94%	96%z
I prefer not to say	119	37	81	21	20	36	42	25	82	44	24	19	32	52	43
	3%AdPRY	2%	4%zA	4%	3%	3%	3%	2%	3%	4%zLM	2%	2%	3%	2%	3%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 397

**DC14. Have you gone through any part of a process (including thoughts or actions) to change from the sex you were described as at birth to the gender you identify with, or do you intend to?**  
**(This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).**

Base = All respondents

	Nation				England Regions												Urbanity	
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Yes	113	99	9	3	2	9	30	9	10	6	7	2	7	4	4	10	91	2
	3%BfMNeg	3%	3%	2%	2%	2%	4%	5%X	3%	4%	2%	1%	4%	5%	2%	3%	3%g	*
No	3675	3048	321	187	120	346	653	154	356	152	403	184	172	86	185	356	2961	360
	94%CDIKO	94%	97%	96%	97%zO	92%	89%	93%	95%T	93%	95%T	99%zSTUW	95%	95%	97%T	96%T	94%	98%zf
I prefer not to say	119	112	2	4	1	22	47	3	7	6	16	-	2	*	2	7	104	5
	3%AdPRY	3%zPR	1%	2%	1%	6%zVYhbc	6%zVYhab	2%	2%	3%Y	4%Y	-	1%	*	1%	2%	3%	1%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 398

DC15. Which of these, if any, limit your daily activities or the work you can do?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Breathlessness or chest pains	251 6% <b>CDEIKLd</b>	110 6%	141 7%	23 4%	22 3%	42 3%	164 11% <b>zCDE</b>	41 4%	206 7% <b>zl</b>	52 5%	45 5%	57 7%	96 10% <b>zKLM</b>	74 3%	157 11% <b>zd</b>
Poor vision, partial sight or blindness	132 3% <b>Eld</b>	64 3%	67 3%	20 4% <b>E</b>	21 3%	23 2%	68 5% <b>zE</b>	26 2%	105 4% <b>l</b>	31 3%	38 4%	27 3%	36 4%	56 2%	70 5% <b>zd</b>
Difficulty in speaking or in communicating	56 1% <b>Ld</b>	34 2%	22 1%	15 3% <b>zEF</b>	13 2%	13 1%	15 1%	17 1%	39 1%	16 2% <b>L</b>	5 *	16 2% <b>L</b>	20 2% <b>L</b>	23 1%	29 2% <b>zd</b>
Poor hearing, partial hearing or deafness	129 3% <b>BDEIKd</b>	79 4% <b>zB</b>	50 3%	11 2%	6 1%	17 1%	94 7% <b>zCDE</b>	16 1%	112 4% <b>zl</b>	21 2%	33 3%	33 4%	42 4% <b>K</b>	35 1%	92 7% <b>zd</b>
Cannot walk at all / use a wheelchair	54 1% <b>d</b>	20 1%	33 2%	5 1%	4 1%	16 1%	29 2% <b>zD</b>	10 1%	43 2%	14 1%	8 1%	9 1%	23 2% <b>zL</b>	18 1%	31 2% <b>zd</b>
Cannot walk far or manage stairs or can only do so with difficulty	237 6% <b>CDEIKLdh</b>	109 6%	128 6%	3 1%	7 1%	49 4% <b>CD</b>	178 12% <b>zCDE</b>	21 2%	213 8% <b>zl</b>	38 4%	38 4%	58 7% <b>KL</b>	103 11% <b>zKLM</b>	41 2%	178 13% <b>zd</b>
Limited ability to reach	63 2% <b>Dd</b>	31 2%	31 2%	4 1%	3 *	20 2%	36 2% <b>zCD</b>	11 1%	52 2%	18 2%	10 1%	14 2%	21 2%	22 1%	33 2% <b>zd</b>
Mental health problems or difficulties	242 6% <b>AFKd</b>	99 5%	141 7% <b>A</b>	74 14% <b>zDEF</b>	56 9% <b>zF</b>	86 7% <b>F</b>	27 2%	82 7%	160 6%	41 4%	58 6%	45 5%	98 10% <b>zKLM</b>	127 5%	101 7% <b>zd</b>
Dyslexia	54 1% <b>F</b>	28 1%	25 1%	12 2% <b>F</b>	16 3% <b>zF</b>	15 1%	11 1%	17 1%	38 1%	22 2% <b>M</b>	10 1%	6 1%	16 2%	33 1%	21 2%
Other illnesses or health problems which limit your daily activities or the work that you can do	162 4% <b>CDIMd</b>	72 4%	90 5%	6 1%	12 2%	52 4% <b>CD</b>	91 6% <b>zCDE</b>	26 2%	135 5% <b>zl</b>	42 4%	35 4%	23 3%	62 6% <b>zKLM</b>	59 2%	87 6% <b>zd</b>

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 398

DC15. Which of these, if any, limit your daily activities or the work you can do?

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Prefer not to say	113	56	56	16	17	35	46	32	67	36	20	34	24	66	37
	3% <b>m</b>	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	4% <b>L</b>	2%	3%	3%
None	2882	1427	1455	390	508	1017	967	885	1980	811	780	651	641	1993	857
	74% <b>FmNeV</b> <b>W</b>	75%	73%	71%	78% <b>zCF</b>	80% <b>zCF</b>	67%	79% <b>zm</b>	72%	77% <b>zN</b>	78% <b>zN</b>	74% <b>N</b>	65%	82% <b>ze</b>	62%
Don't know	40	16	24	15	7	12	6	14	20	17	8	5	10	21	8
	1% <b>Fme</b>	1%	1%	3% <b>zEF</b>	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%
Total mentions	4415	2147	2265	594	691	1397	1733	1198	3170	1157	1089	978	1192	2568	1702
	113%	113%	113%	109%	107%	109%	121%	107%	116%	110%	109%	112%	122%	106%	123%
Any disability (Net)	871	407	462	124	116	212	418	190	674	193	187	186	304	346	481
	22% <b>DEIKL</b> <b>dTUf</b>	21%	23%	23% <b>E</b>	18%	17%	29% <b>zCDE</b>	17%	25% <b>zl</b>	18%	19%	21%	31% <b>zKLM</b>	14%	35% <b>zd</b>

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 398

DC15. Which of these, if any, limit your daily activities or the work you can do?

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Breathlessness or chest pains	251	214	20	10	7	20	42	4	29	12	35	7	9	8	12	34	195	16
	6% <b>d</b>	CDEIKL 7%	6%	5%	6%	5%	6%	2%	8% <b>U</b>	7%	8% <b>U</b>	4%	5%	9%	6%	9% <b>U</b>	6%	4%
Poor vision, partial sight or blindness	132	110	11	6	4	16	24	*	15	3	11	8	3	3	6	22	100	12
	3% <b>EId</b>	3%	3%	3%	3%	4%	3%	*	4%	2%	2%	4%	2%	3%	3%	6% <b>zUX</b>	3%	3%
Difficulty in speaking or in communicating	56	47	6	1	2	7	11	-	9	*	2	-	-	-	9	9	44	3
	1% <b>Ld</b>	1%	2%	*	2%	2%	1%	-	2%	*	1%	-	-	-	5% <b>zTUWXYh</b>	2%	1%	1%
Poor hearing, partial hearing or deafness	129	107	14	5	3	19	17	7	15	5	8	5	1	2	11	17	102	12
	3% <b>BDEIKd</b>	3%	4%	2%	3%	5%	2%	4%	4%	3%	2%	3%	1%	2%	6% <b>Xh</b>	5%	3%	3%
Cannot walk at all / use a wheelchair	54	45	4	4	1	8	10	2	2	3	3	-	1	3	5	8	42	3
	1% <b>d</b>	1%	1%	2%	1%	2%	1%	1%	*	2%	1%	-	1%	4% <b>VXY</b>	3%	2%	1%	1%
Cannot walk far or manage stairs or can only do so with difficulty	237	189	28	14	6	23	43	4	27	14	25	6	3	8	12	24	187	24
	6% <b>d</b>	CDEIKL 6%	8%	7%	5%	6% <b>h</b>	6%	2%	7% <b>h</b>	9% <b>Uh</b>	6%	3%	1%	9% <b>h</b>	6%	7% <b>h</b>	6%	7%
Limited ability to reach	63	53	3	3	4	6	12	1	4	5	7	2	1	-	2	14	46	4
	2% <b>Dd</b>	2%	1%	2%	3% <b>P</b>	2%	2%	*	1%	3%	2%	1%	1%	-	1%	4% <b>zV</b>	1%	1%
Mental health problems or difficulties	242	206	18	11	8	22	36	6	27	15	21	11	10	11	14	32	182	20
	6% <b>AFKd</b>	6%	5%	5%	6%	6%	5%	4%	7%	9%	5%	6%	6%	12% <b>zTUX</b>	7%	9%	6%	5%
Dyslexia	54	49	1	2	2	3	10	2	5	8	3	5	3	2	2	6	42	6
	1% <b>F</b>	2%	*	1%	1%	1%	1%	1%	1%	5% <b>zSTX</b>	1%	3%	1%	2%	1%	2%	1%	2%
Other illnesses or health problems which limit your daily activities or the work that you can do	162	133	10	10	9	24	32	6	14	9	10	6	10	1	7	13	120	18
	4% <b>CDIMd</b>	4%	3%	5%	7% <b>zOP</b>	6% <b>X</b>	4%	3%	4%	5%	2%	3%	5%	2%	4%	3%	4%	5%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 398

DC15. Which of these, if any, limit your daily activities or the work you can do?

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Prefer not to say	113	103	4	4	3	22	24	1	9	3	25	4	-	1	2	12	93	8
	3% <sup>m</sup>	3%	1%	2%	2%	6% <sup>zUh</sup>	3%	1%	2%	2%	6% <sup>zUVhb</sup>	2%	-	1%	1%	3%	3%	2%
None	2882	2400	244	149	90	266	566	142	253	107	313	144	150	64	137	258	2353	277
	74% <sup>FmNev</sup>	74%	73%	77%	73%	71%	78% <sup>zSVWc</sup>	86% <sup>zSVWXabc</sup>	68%	65%	73%	77% <sup>VW</sup>	83% <sup>zSVWXabc</sup>	71%	72%	69%	75%	75%
Don't know	40	33	6	1	1	3	9	2	9	2	3	-	-	1	1	3	32	2
	1% <sup>Fme</sup>	1%	2%	*	1%	1%	1%	1%	2% <sup>z</sup>	1%	1%	-	-	1%	1%	1%	1%	1%
Total mentions	4415	3689	368	219	139	440	835	176	416	186	467	200	191	105	221	452	3539	405
	113%	113%	111%	113%	113%	117%	114%	106%	111%	113%	109%	107%	106%	116%	116%	121%	112%	110%
Any disability (Net)	871	722	79	40	30	86	132	21	103	53	85	38	31	25	50	99	677	80
	22% <sup>DEIKL</sup>	22%	24%	21%	24%	23% <sup>U</sup>	18%	13%	28% <sup>zTUXh</sup>	32% <sup>zTUXYh</sup>	20%	20%	17%	27% <sup>U</sup>	26% <sup>U</sup>	27% <sup>TU</sup>	21%	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

## Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 399  
**DC17. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.**  
**Base = All respondents**

	Summary Table			
	I am satisfied with my life	I feel very positive about my future	I don't like people to think badly of me	White lies are acceptable to avoid hurting people's feelings
UnweightedBase	3907	3907	3907	3907
WeightedBase	3907	3907	3907	3907
EffectiveBase	2717	2717	2717	2717
Strongly agree	631 16%	612 16%	629 16%	268 7%
Agree	1657 42%	1463 37%	1451 37%	1009 26%
Slightly agree	733 19%	762 20%	735 19%	1141 29%
Neither agree nor disagree	369 9%	472 12%	714 18%	713 18%
Slightly disagree	264 7%	351 9%	152 4%	308 8%
Disagree	173 4%	165 4%	144 4%	298 8%
Strongly disagree	79 2%	81 2%	81 2%	169 4%
Total mentions	3907 100%	3907 100%	3907 100%	3907 100%
T2B (Net)	2289 59%	2075 53%	2080 53%	1277 33%
B2B (Net)	253 6%	247 6%	226 6%	467 12%



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 400  
 DC17\_1. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.

- I am satisfied with my life

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Strongly agree	631	307	324	84	102	200	245	203	423	201	137	159	134	403	211
	16%LN	16%	16%	15%	16%	16%	17%	18%	15%	19%zLN	14%	18%LN	14%	17%	15%
Agree	1657	802	855	194	264	524	675	495	1143	459	400	398	400	1005	623
	42%C	42%	43%	36%	41%	41%	47%zCDE	44%	42%	43%	40%	45%	41%	41%	45%z
Slightly agree	733	352	381	98	127	228	280	180	551	169	213	152	199	446	271
	19%IKQRXf	18%	19%	18%	20%	18%	19%	16%	20%zl	16%	21%zK	17%	20%K	18%	20%
Neither agree nor disagree	369	178	192	71	55	130	114	100	261	96	85	84	104	231	122
	9%Fb	9%	10%	13%zDF	8%	10%	8%	9%	10%	9%	9%	10%	11%	10%	9%
Slightly disagree	264	131	131	47	51	94	72	71	189	67	92	35	69	187	73
	7%FMe	7%	7%	9%F	8%F	7%F	5%	6%	7%	6%	9%zKM	4%	7%M	8%ze	5%
Disagree	173	95	77	28	36	65	44	41	128	40	47	33	53	104	61
	4%F	5%	4%	5%F	6%F	5%F	3%	4%	5%	4%	5%	4%	5%	4%	4%
Strongly disagree	79	41	37	22	13	36	8	30	45	25	20	13	21	49	23
	2%Fm	2%	2%	4%zF	2%F	3%F	1%	3%	2%	2%	2%	1%	2%	2%	2%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
T2B (Net)	2289	1109	1179	278	366	724	921	698	1566	660	538	558	534	1408	834
	59%cmLN	58%	59%	51%	57%	57%	64%zCDE	62%zm	57%	62%zLN	54%	64%zLN	54%	58%	60%
B2B (Net)	253	136	115	51	49	101	52	71	174	65	68	46	74	153	84
	6%FS	7%	6%	9%zF	8%F	8%zF	4%	6%	6%	6%	7%	5%	8%	6%	6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 400  
 DC17\_1. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.  
**- I am satisfied with my life**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Strongly agree	631 16%LN	532 16%	44 13%	29 15%	26 21%zOPQ	83 22%zTWYc	100 14%	26 16%	71 19%W	17 11%	71 17%	24 13%	26 14%	16 17%	47 25%zTWYc	51 14%	505 16%	72 20%
Agree	1657 42%C	1374 42%	134 40%	93 48%z	56 45%	148 39%	328 45%	64 39%	141 38%	76 46%	195 46%	85 46%	72 40%	33 37%	75 39%	157 42%	1369 43%z	140 38%
Slightly agree	733 19%kQRX f	600 18%QR	92 28%zOQR	25 13%	16 13%	69 18%	133 18%X	40 24%VX	57 15%	34 20%X	52 12%	29 16%	45 25%VX	17 19%	43 23%X	80 22%X	564 18%	80 22%
Neither agree nor disagree	369 9%Fb	312 10%	26 8%	22 12%	9 7%	47 13%b	73 10%b	21 13%b	34 9%	17 10%b	48 11%b	12 6%	15 8%	6 7%	7 3%	33 9%	304 10%	32 9%
Slightly disagree	264 7%FMe	221 7%	16 5%	16 8%	10 8%	17 4%	45 6%	7 4%	33 9%	9 6%	34 8%	23 12%zSTUhc	9 5%	8 9%	11 6%	23 6%	208 7%	23 6%
Disagree	173 4%F	149 5%	16 5%	6 3%	3 2%	10 3%	33 4%	7 4%	28 8%zsb	5 3%	18 4%	10 5%	13 7%S	6 7%	4 2%	15 4%	140 4%	15 4%
Strongly disagree	79 2%Fm	70 2%	3 1%	3 1%	3 3%	3 1%	18 3%	- 2%	9 4%SU	7 2%	8 2%	4 2%	1 1%	3 4%U	4 2%	13 3%	66 2%	6 2%
Total mentions	3907 100%	3258 100%	332 100%	194 100%	123 100%	377 100%	730 100%	166 100%	374 100%	164 100%	426 100%	187 100%	181 100%	91 100%	191 100%	372 100%	3155 100%	367 100%
T2B (Net)	2289 59%cmLN	1906 58%	178 54%	122 63%P	82 67%zOP	231 61%	428 59%	90 55%	211 57%	93 57%	266 62%	109 58%	98 54%	49 54%	122 64%	208 56%	1875 59%	212 58%
B2B (Net)	253 6%FS	219 7%	19 6%	9 5%	6 5%	13 3%	51 7%	7 4%	37 10%zS	11 7%	27 6%	13 7%	14 8%	10 11%S	8 4%	28 7%	205 6%	21 6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 401  
 DC17\_2. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.  
**- I feel very positive about my future**  
 Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Strongly agree	612	290	322	100	127	198	187	217	393	191	142	148	131	423	173
	16%FmNe	15%	16%	18%F	20%zF	15%	13%	19%zm	14%	18%zLN	14%	17%	13%	17%ze	13%
Agree	1463	710	752	186	232	460	585	454	991	415	356	350	342	916	525
	37%m	37%	38%	34%	36%	36%	41%zCE	40%zm	36%	39%	36%	40%	35%	38%	38%
Slightly agree	762	376	386	114	123	259	267	212	547	196	214	165	187	464	283
	20%V	20%	19%	21%	19%	20%	19%	19%	20%	19%	22%	19%	19%	19%	20%
Neither agree nor disagree	472	233	239	62	72	157	181	107	355	119	128	98	127	266	185
	12%ldg	12%	12%	11%	11%	12%	13%	10%	13%zl	11%	13%	11%	13%	11%	13%
Slightly disagree	351	174	177	46	59	110	136	74	271	74	95	69	113	212	132
	9%IKT	9%	9%	8%	9%	9%	9%	7%	10%zl	7%	10%	8%	12%zKM	9%	10%
Disagree	165	82	82	18	23	62	63	36	126	39	39	34	54	94	61
	4%f	4%	4%	3%	3%	5%	4%	3%	5%	4%	4%	4%	6%	4%	4%
Strongly disagree	81	41	40	20	13	31	18	20	58	22	21	13	26	50	24
	2%F	2%	2%	4%zF	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%	2%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
T2B (Net)	2075	1001	1074	286	359	657	772	671	1384	606	498	498	473	1340	698
	53%mNe	52%	54%	52%	55%	51%	54%	60%zm	50%	57%zLN	50%	57%zLN	48%	55%ze	50%
B2B (Net)	247	123	122	38	35	93	81	56	184	61	59	47	80	143	86
	6%	6%	6%	7%	5%	7%	6%	5%	7%	6%	6%	5%	8%zM	6%	6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 401  
 DC17\_2. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.  
**- I feel very positive about my future**  
 Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Strongly agree	612	514	48	28	23	69	103	28	66	19	59	27	30	17	43	52	491	68
	16%FmNe	16%	14%	14%	18%	18%	14%	17%	18%	12%	14%	14%	17%	19%	23%zTWXc	14%	16%	19%
Agree	1463	1213	124	80	47	135	318	56	129	57	164	63	59	26	59	148	1205	125
	37%mb	37%	37%	41%	38%	36%	43%zVYha	34%	34%	35%	38%	34%	32%	29%	31%	40%	38%	34%
Slightly agree	762	630	76	34	22	76	140	41	53	44	81	42	35	12	42	66	603	84
	20%V	19%	23%	17%	18%	20%	19%	25%V	14%	27%zVa	19%	23%V	13%	22%	18%	19%	19%	23%
Neither agree nor disagree	472	397	35	25	14	47	85	23	48	17	55	18	21	14	17	52	391	29
	12%ldg	12%	11%	13%	12%	12%	12%	14%	13%	11%	13%	10%	12%	16%	9%	14%	12%g	8%
Slightly disagree	351	295	31	16	8	38	43	12	46	19	36	23	25	8	19	27	278	36
	9%IKT	9%	9%	8%	7%	10%	6%	7%	12%T	12%T	8%	12%T	14%Tc	8%	10%	7%	9%	10%
Disagree	165	139	11	10	5	10	29	6	17	5	21	9	9	8	5	21	121	18
	4%f	4%	3%	5%	4%	3%	4%	3%	4%	3%	5%	5%	5%	9%S	3%	6%	4%	5%
Strongly disagree	81	70	7	2	3	3	13	-	15	3	11	4	2	5	6	8	67	6
	2%F	2%	2%	1%	3%	1%	2%	-	4%zSU	2%	3%	2%	1%	5%SU	3%	2%	2%	2%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
T2B (Net)	2075	1727	172	108	69	204	421	83	195	76	223	90	89	44	102	199	1696	193
	53%mbNe	53%	52%	55%	56%	54%	58%zW	50%	52%	47%	52%	48%	49%	48%	53%	54%	54%	53%
B2B (Net)	247	209	18	12	9	13	42	6	32	8	32	13	11	13	11	29	188	25
	6%	6%	5%	6%	7%	3%	6%	3%	9%S	5%	7%S	7%	6%	14%zSTUW	6%	8%S	6%	7%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 402  
 DC17\_3. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.

- I don't like people to think badly of me

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Strongly agree	629	257	372	121	116	178	214	188	437	160	178	127	165	389	222
	16%AEf	13%	19%zA	22%zEF	18%E	14%	15%	17%	16%	15%	18%	14%	17%	16%	16%
Agree	1451	694	757	166	240	480	566	417	1024	395	354	346	356	906	520
	37%Cb	36%	38%	30%	37%C	38%C	39%C	37%	37%	37%	36%	39%	36%	37%	38%
Slightly agree	735	359	376	105	120	254	256	215	512	197	189	169	181	479	240
	19%Rc	19%	19%	19%	19%	20%	18%	19%	19%	19%	19%	19%	18%	20%	17%
Neither agree nor disagree	714	381	331	95	119	235	265	203	498	211	184	153	167	455	236
	18%Bb	20%zB	17%	17%	18%	18%	18%	18%	18%	20%	18%	17%	17%	19%	17%
Slightly disagree	152	79	72	24	25	54	49	43	105	35	40	36	40	80	69
	4%Q	4%	4%	4%	4%	4%	3%	4%	4%	3%	4%	4%	4%	3%	5%zd
Disagree	144	83	62	20	16	46	62	32	112	43	29	29	44	70	70
	4%d	4%	3%	4%	2%	4%	4%	3%	4%	4%	3%	3%	4%	3%	5%zd
Strongly disagree	81	53	27	14	11	30	26	25	53	15	22	17	28	47	27
	2%B	3%zB	1%	3%	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
T2B (Net)	2080	951	1129	287	356	657	780	604	1461	556	531	473	521	1295	741
	53%A	50%	57%zA	53%	55%	51%	54%	54%	53%	53%	53%	54%	53%	53%	54%
B2B (Net)	226	136	89	35	27	76	88	56	165	58	51	46	71	117	97
	6%BdW	7%zB	4%	6%	4%	6%	6%	5%	6%	5%	5%	5%	7%	5%	7%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 402

DC17\_3. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.

- I don't like people to think badly of me

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Strongly agree	629	537	45	23	23	84	98	28	67	21	64	31	28	10	53	54	482	79
	16%AEf	16%	14%	12%	19%Q	22%zTWXa	13%	17%	18%	13%	15%	17%	16%	11%	28%zTVWX	14%	15%	22%zcf
Agree	1451	1204	120	81	47	139	283	59	142	61	170	63	58	41	53	135	1204	125
	37%Cb	37%	36%	42%	38%	37%	39%b	36%	38%	37%	40%b	34%	32%	45%b	28%	36%	38%z	34%
Slightly agree	735	602	85	31	18	59	142	35	71	36	81	35	43	21	25	52	587	72
	19%Rc	18%	26%zOQR	16%	14%	16%	19%	21%	19%	22%c	19%	19%	24%bc	23%	13%	14%	19%	20%
Neither agree nor disagree	714	593	53	48	20	65	150	32	65	38	82	37	25	9	21	69	583	57
	18%bb	18%	16%	25%zOPR	16%	17%	21%ab	19%	17%	23%ab	19%b	20%	14%	10%	11%	19%	18%	16%
Slightly disagree	152	134	12	3	4	12	22	8	13	6	10	9	7	6	10	30	115	18
	4%Q	4%Q	3%	1%	3%	3%	3%	5%	3%	4%	2%	5%	4%	6%	5%	8%zSTVX	4%	5%
Disagree	144	121	10	6	8	14	25	4	11	1	15	8	12	1	3	26	114	13
	4%d	4%	3%	3%	6%zOP	4%	3%	2%	3%	1%	4%	4%	7%W	1%	7%zTVWb	4%	4%	3%
Strongly disagree	81	69	7	2	3	4	9	-	6	-	4	4	6	2	26	6	70	3
	2%B	2%	2%	1%	3%	1%	1%	-	2%	-	1%	2%	3%	3%	14%zSTUVW	2%	2%	1%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
T2B (Net)	2080	1741	165	104	70	223	382	87	209	82	234	94	86	51	105	188	1686	205
	53%A	53%	50%	54%	57%	59%h	52%	52%	56%	50%	55%	50%	48%	57%	55%	51%	53%	56%
B2B (Net)	226	189	17	8	11	18	34	4	17	1	19	12	18	4	30	32	184	16
	6%BdW	6%	5%	4%	9%zOQ	5%	5%	2%	4%	1%	5%	7%W	10%TUVWX	4%	16%zSTUVW	9%zTUW	6%	4%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 403  
**DC17\_4. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.**  
**- White lies are acceptable to avoid hurting people's feelings**  
**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Strongly agree	268	136	132	42	45	62	119	72	194	66	67	64	71	166	93
	7%EQT	7%	7%	8%E	7%	5%	8%E	6%	7%	6%	7%	7%	7%	7%	7%
Agree	1009	514	496	103	144	319	443	268	740	271	226	238	275	569	424
	26%CDLdOh	27%	25%	19%	22%	25%C	31%zCDE	24%	27%z	26%	23%	27%	28%L	23%	31%zd
Slightly agree	1141	530	610	163	190	420	369	356	770	311	326	241	263	749	373
	29%Fmec	28%	31%	30%	29%	33%zF	26%	32%	28%	29%	33%zMN	28%	27%	31%ze	27%
Neither agree nor disagree	713	346	366	98	126	224	265	177	523	200	196	158	159	460	226
	18%leR	18%	18%	18%	19%	18%	18%	16%	19%l	19%	20%	18%	16%	19%	16%
Slightly disagree	308	158	150	58	58	89	103	95	212	96	73	72	66	207	95
	8%P	8%	7%	11%zEF	9%	7%	7%	8%	8%	9%	7%	8%	7%	9%	7%
Disagree	298	133	164	43	58	96	101	92	198	74	70	67	87	171	119
	8%Q	7%	8%	8%	9%	8%	7%	8%	7%	7%	7%	8%	9%	7%	9%
Strongly disagree	169	89	80	38	27	66	38	61	105	37	37	36	59	103	54
	4%Fm	5%	4%	7%zF	4%	5%F	3%	5%	4%	3%	4%	4%	6%zKL	4%	4%
Total mentions	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
T2B (Net)	1277	650	628	145	189	381	562	340	933	337	293	302	345	735	517
	33%CEldY	34%	31%	27%	29%	30%	39%zCDE	30%	34%z	32%	29%	34%	35%L	30%	37%zd
B2B (Net)	467	222	244	82	85	162	139	153	303	111	106	103	146	274	173
	12%FmQU	12%	12%	15%zF	13%F	13%F	10%	14%	11%	11%	11%	12%	15%zKL	11%	13%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 403  
**DC17\_4. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.**  
**- White lies are acceptable to avoid hurting people's feelings**  
**Base = All respondents**

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshir e and Lincolns hire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Strongly agree	268	234	16	5	13	41	32	25	18	11	36	6	18	6	13	27	204	43
		7%EQT	7%Q	5%	3%	10%zPQ	11%zTVY	4%	15%zTVXyb	5%	8%T	3%	10%TY	6%	7%	7%	6%	12%zf
Agree	1009	814	108	50	38	95	200	42	120	32	100	37	29	26	44	89	841	94
		26%CDLdO	25%	32%zO	26%	31%zO	25%	27%h	26%	32%zWXYh	19%	23%	20%	16%	29%h	23%	24%	25%
Slightly agree	1141	941	105	63	32	119	208	51	97	45	124	61	62	30	57	87	914	107
		29%Fmec	29%	32%	32%	32%cc	28%	31%	26%	27%	29%	33%	34%cc	33%	30%	23%	29%	29%
Neither agree nor disagree	713	599	60	42	12	55	139	28	67	35	86	34	33	13	27	81	577	68
		18%leR	18%R	18%R	22%R	15%	19%	17%	18%	21%	20%	18%	18%	14%	14%	22%S	18%	19%
Slightly disagree	308	263	15	20	11	25	62	12	23	26	29	18	13	4	19	32	251	24
		8%P	8%P	5%	10%P	9%P	7%	9%	7%	6%	16%zSTUVX	7%	10%	7%	4%	10%	9%	8%
Disagree	298	258	20	9	11	24	60	5	25	13	34	19	19	6	13	40	241	20
		8%Q	8%Q	6%	9%Q	6%	8%	3%	7%	8%	8%	10%U	11%U	7%	7%	11%U	8%	6%
Strongly disagree	169	150	8	5	7	19	28	2	23	2	17	12	6	6	19	16	127	12
		4%Fm	5%	2%	2%	5%P	4%	1%	6%UW	1%	4%	6%UW	3%	7%UW	10%zTUWXc	4%	4%	3%
Total mentions	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91	191	372	3155	367
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
T2B (Net)	1277	1047	124	56	50	136	232	68	138	43	136	43	47	32	57	116	1046	137
		33%CEldY	32%	37%Q	29%	41%zOQ	36%Y	32%	41%WYh	37%WYh	26%	32%	23%	26%	35%	30%	31%	33%
B2B (Net)	467	409	28	13	18	42	88	7	49	15	51	31	25	12	31	56	368	32
		12%FmQU	13%Q	8%	7%	14%PQ	11%U	12%U	4%	13%U	9%	12%U	17%U	14%U	14%U	16%U	15%U	12%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

**BAN1. Banner 1**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
<b>Methodology</b>															
Online	1605	833	769	378	360	600	267	566	1026	568	520	276	241	1296	290
	41%BFmMN ebcf	44%zB	39%	69%zDEF	56%zEF	47%zF	19%	51%zm	37%	54%zMN	52%zMN	31%N	25%	53%ze	21%
F2F	2302	1073	1229	167	288	676	1171	555	1715	488	475	600	738	1130	1095
	59%ACDEI KLdRYa	56%	61%zA	31%	44%C	53%CD	81%zCDE	49%	63%zl	46%	48%	69%zKL	75%zKLM	47%	79%zd
<b>Sex</b>															
Male	1906	1906	-	291	311	625	679	503	1378	557	423	486	439	1264	600
	49%BILN eh	100%zB	-	53%zF	48%	49%	47%	45%	50%zl	53%zLN	43%	55%zLN	45%	52%ze	43%
Female	1998	-	1998	252	336	651	759	616	1363	499	570	390	539	1161	782
	51%ACmKNd	-	100%zA	46%	52%	51%	53%C	55%zm	50%	47%	57%zKM	45%	55%zKM	48%	56%zd
Male 16-34	602	602	-	291	311	-	-	208	382	201	142	145	114	460	128
	15%BEFmN eQg	32%zB	-	53%zEF	48%zEF	-	-	19%zm	14%	19%zLN	14%	17%N	12%	19%ze	9%
Male 35-54	625	625	-	-	-	625	-	266	349	195	159	135	136	552	58
	16%BCDFm e	33%zB	-	-	-	49%zCDF	-	24%zm	13%	18%zN	16%	15%	14%	23%ze	4%
Male 55+	679	679	-	-	-	-	679	29	647	161	123	205	189	251	414
	17%BCDEI LdOY	36%zB	-	-	-	-	47%zCDE	3%	24%zl	15%	12%	23%zKL	19%KL	10%	30%zd
Female 16-34	588	-	588	252	336	-	-	277	303	166	178	115	129	425	152
	15%AEFme	-	29%zA	46%zEF	52%zEF	-	-	25%zm	11%	16%	18%zMN	13%	13%	18%ze	11%
Female 35-54	651	-	651	-	-	651	-	310	338	180	189	109	173	504	123
	17%ACDFmM eS	-	33%zA	-	-	51%zCDF	-	28%zm	12%	17%M	19%M	12%	18%M	21%ze	9%
Female 55+	759	-	759	-	-	-	759	29	722	153	203	166	238	232	507
	19%ACDEIK dRT	-	38%zA	-	-	-	53%zCDE	3%	26%zl	14%	20%K	19%K	24%zKM	10%	37%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

BAN1. Banner 1

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Male ABC1	981	981	-	177	166	354	284	285	686	557	423	-	-	740	225
	25%BFMNe g	51%zB	-	32%zDF	26%F	28%zF	20%	25%	25%	53%zLMN	43%zMN	-	-	31%ze	16%
Male C2DE	925	925	-	115	145	271	395	218	692	-	-	486	439	524	375
	24%BEIKL dh	49%zB	-	21%	22%	21%	27%zCDE	19%	25%zl	-	-	55%zKLN	45%zKL	22%	27%zd
Female ABC1	1069	-	1069	143	201	369	356	323	734	499	570	-	-	722	326
	27%AFMNeW	-	53%zA	26%	31%zF	29%F	25%	29%	27%	47%zMN	57%zKMN	-	-	30%ze	24%
Female C2DE	929	-	929	109	135	282	403	293	629	-	-	390	539	439	456
	24%ACKLdT Y	-	47%zA	20%	21%	22%	28%zCDE	26%	23%	-	-	45%zKL	55%zKLM	18%	33%zd
<b>Age</b>															
16-24	545	291	252	545	-	-	-	166	360	154	167	115	110	344	187
	14%BDEFN PQfg	15%B	13%	100%zDEF	-	-	-	15%	13%	15%	17%zN	13%	11%	14%	13%
25-34	648	311	336	-	648	-	-	321	325	213	155	146	134	542	96
	17%CEfMn ecg	16%	17%	-	100%zCEF	-	-	29%zfm	12%	20%zLN	16%	17%	14%	22%ze	7%
35-44	607	285	321	-	-	607	-	353	246	190	166	115	135	508	79
	16%CDFme h	15%	16%	-	-	48%zCDF	-	32%zfm	9%	18%zMN	17%	13%	14%	21%ze	6%
45-54	669	340	330	-	-	669	-	223	441	185	181	129	174	548	101
	17%CDFme	18%	16%	-	-	52%zCDF	-	20%zfm	16%	18%	18%	15%	18%	23%ze	7%
55-64	596	285	312	-	-	-	596	42	548	137	149	129	182	382	189
	15%CDEIK eO	15%	16%	-	-	-	41%zCDE	4%	20%zl	13%	15%	15%	19%zK	16%	14%
65-74	489	227	262	-	-	-	489	11	477	111	109	134	136	89	394
	13%CDEIK dT	12%	13%	-	-	-	34%zCDE	1%	17%zl	11%	11%	15%zKL	14%	4%	28%zd
75+	352	166	186	-	-	-	352	5	345	66	68	109	109	13	338
	9%CDEIKL dRY	9%	9%	-	-	-	24%zCDE	*	13%zl	6%	7%	12%zKL	11%zKL	1%	24%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

**BAN1. Banner 1**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Net 16-34	1193	602	588	545	648	-	-	486	685	367	322	260	244	886	283
	31%EFmNe Qg	32%	29%	100%zEF	100%zEF	-	-	43%zm	25%	35%zN	32%N	30%	25%	37%ze	20%
Net 35-54	1276	625	651	-	-	1276	-	576	686	375	347	245	309	1056	180
	33%CDFmM e	33%	33%	-	-	100%zCDF	-	51%zm	25%	36%zM	35%M	28%	32%	44%ze	13%
Net 55+	1438	679	759	-	-	-	1438	58	1370	314	326	371	427	484	921
	37%CDEIK LdOTY	36%	38%	-	-	-	100%zCDE	5%	50%zl	30%	33%	42%zKL	44%zKL	20%	67%zd
<b>Social Grade</b>															
ABC1	2051	981	1069	321	368	723	640	609	1420	1057	995	-	-	1463	552
	53%FMNeW	51%	53%	59%zF	57%zF	57%zF	44%	54%	52%	100%zMN	100%zMN	-	-	60%ze	40%
C2DE	1856	925	929	224	280	553	798	512	1321	-	-	876	980	963	832
	47%CDEKL dTY	49%	47%	41%	43%	43%	56%zCDE	46%	48%	-	-	100%zKL	100%zKL	40%	60%zd
AB	1057	557	499	154	213	375	314	361	684	1057	-	-	-	757	281
	27%BFmLM NeRW	29%zB	25%	28%F	33%zF	29%F	22%	32%zm	25%	100%zLMN	-	-	-	31%ze	20%
C1	995	423	570	167	155	347	326	248	736	-	995	-	-	706	272
	25%AFIKM Ne	22%	29%zA	31%zDF	24%	27%F	23%	22%	27%zl	-	100%zKMN	-	-	29%ze	20%
C2	876	486	390	115	146	245	371	259	606	-	-	876	-	529	337
	22%BEKLN f	25%zB	20%	21%	22%	19%	26%zE	23%	22%	-	-	100%zKLN	-	22%	24%z
DE	980	439	539	110	134	309	427	253	715	-	-	-	980	434	495
	25%ACDIK LMdSTYh	23%	27%zA	20%	21%	24%	30%zCDE	23%	26%	-	-	-	100%zKLM	18%	36%zd
<b>Age With Social Grade</b>															
16-24 ABC1	321	177	143	321	-	-	-	76	234	154	167	-	-	212	103
	8%BDEFMN PQf	9%B	7%	59%zDEF	-	-	-	7%	9%	15%zMN	17%zMN	-	-	9%	7%
16-24 C2DE	224	115	109	224	-	-	-	89	125	-	-	115	110	132	84
	6%DEFmKL	6%	5%	41%zDEF	-	-	-	8%zm	5%	-	-	13%zKL	11%zKL	5%	6%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

**BAN1. Banner 1**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
25-34 ABC1	368	166	201	-	368	-	-	176	192	213	155	-	-	344	22
	9%CEfMmN e	9%	10%	-	57%zCEF	-	-	16%zm	7%	20%zLMN	16%zMN	-	-	14%ze	2%
25-34 C2DE	280	145	135	-	280	-	-	145	133	-	-	146	134	198	74
	7%CEfMkL e	8%	7%	-	43%zCEF	-	-	13%zm	5%	-	-	17%zKL	14%zKL	8%ze	5%
35-44 ABC1	356	169	188	-	-	356	-	203	146	190	166	-	-	325	21
	9%CDfMmN eW	9%	9%	-	-	28%zCDF	-	18%zm	5%	18%zMN	17%zMN	-	-	13%ze	2%
35-44 C2DE	250	117	133	-	-	250	-	150	100	-	-	115	135	183	59
	6%CDfMkL e	6%	7%	-	-	20%zCDF	-	13%zm	4%	-	-	13%zKL	14%zKL	8%ze	4%
45-54 ABC1	366	185	181	-	-	366	-	126	239	185	181	-	-	323	39
	9%CDfMmN eS	10%	9%	-	-	29%zCDF	-	11%zm	9%	18%zMN	18%zMN	-	-	13%ze	3%
45-54 C2DE	303	155	149	-	-	303	-	98	202	-	-	129	174	225	63
	8%CDfKLe	8%	7%	-	-	24%zCDF	-	9%	7%	-	-	15%zKL	18%zKL	9%ze	5%
55+ ABC1	640	284	356	-	-	-	640	29	608	314	326	-	-	259	368
	16%ACDEI MNdRV	15%	18%zA	-	-	-	44%zCDE	3%	22%zl	30%zMN	33%zMN	-	-	11%	27%zd
55+ C2DE	798	395	403	-	-	-	798	30	761	-	-	371	427	225	553
	20%CDEIK LdTY	21%	20%	-	-	-	56%zCDE	3%	28%zl	-	-	42%zKL	44%zKL	9%	40%zd
<b>Working Status</b>															
Paid employment (30+ hours)	1561	915	645	216	402	706	236	576	977	543	446	329	242	1561	-
	40%BFmNe Wc	48%zB	32%	40%F	62%zCEF	55%zCF	16%	51%zm	36%	51%zLMN	45%zMN	38%N	25%	64%ze	-
Paid employment (8-29 hours a week)	559	162	396	93	105	204	157	236	321	131	157	127	144	559	-
	14%AFmeRT	9%	20%zA	17%F	16%F	16%F	11%	21%zm	12%	12%	16%	15%	15%	23%ze	-
Paid employment (less than 8 hours a week)	54	22	33	16	11	18	8	16	30	25	5	11	13	-	54
	1%FmLdf	1%	2%	3%zF	2%F	1%	1%	1%	1%	2%zL	1%	1%	1%	-	4%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

**BAN1. Banner 1**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Self employed	339	205	134	47	41	153	99	94	244	92	113	84	50	306	33
	9%BDfNe RVcf	11%zB	7%	9%	6%	12%zDF	7%	8%	9%	9%N	11%zN	10%N	5%	13%ze	2%
Retired	833	382	451	-	1	8	824	16	816	182	169	240	242	-	833
	21%CDfEK LdRTY	20%	23%	-	*	1%	57%zCDE	1%	30%zl	17%	17%	27%zKL	25%zKL	-	60%zd
Studying full time	114	59	55	102	9	3	*	25	84	28	45	22	19	-	114
	3%DEfD	3%	3%	19%zDEF	1%EF	*	*	2%	3%	3%	5%zN	2%	2%	-	8%zd
Not in paid employment/Looking after the house or home	198	38	160	16	41	93	49	90	107	25	24	38	111	-	198
	5%ACfMkL dPV	2%	8%zA	3%	6%CF	7%zCF	3%	8%zm	4%	2%	2%	4%K	11%zKLM	-	14%zd
Unemployed	151	81	69	39	28	52	31	48	100	11	17	16	107	-	151
	4%FKLMdQ Sh	4%	3%	7%zEF	4%F	4%F	2%	4%	4%	1%	2%	2%	11%zKLM	-	11%zd
In work (8 hours or more)	2426	1264	1161	344	542	1056	484	896	1518	757	706	529	434	2426	-
	62%BFmNe Wc	66%zB	58%	63%F	84%zCF	83%zCF	34%	80%zm	55%	72%zMN	71%zMN	60%N	44%	100%ze	-
Out of work/ Retired/ Working less than 8 hours)	1384	600	782	187	96	180	921	205	1160	281	272	337	495	-	1384
	35%ADEIK LdTY	31%	39%zA	34%DE	15%	14%	64%zCDE	18%	42%zl	27%	27%	38%KL	51%zKLM	-	100%zd

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

**BAN1. Banner 1**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
<b>Methodology</b>																			
Online	1605	1334	125	85	62	137	278	67	159	75	174	124	74	58	60	129	1265	132	
	41%BFmMN ebcf	41%	38%	44%	50%zOP	36%	38%	40%	42%b	46%bc	41%	66%zSTUV WXhbc	41%	64%zSTUV WXhbc	32%	35%	40%	36%	
F2F	2302	1925	207	109	61	240	453	99	215	89	252	63	107	33	131	243	1890	235	
	59%ACDEI KLdRYa	59%R	62%R	56%	50%	64%Ya	62%Ya	60%Ya	58%Ya	54%Ya	59%Ya	34%	59%Ya	36%	68%zVWYa	65%zWYa	60%z	64%	
<b>Sex</b>																			
Male	1906	1588	172	85	61	184	373	90	192	77	208	86	68	42	82	186	1570	162	
	49%BILNe h	49%	52%	44%	50%	49%	51%h	55%h	51%h	47%	49%h	46%	38%	46%	43%	50%h	50%z	44%	
Female	1998	1668	160	109	62	193	357	75	182	87	218	101	113	49	108	186	1585	205	
	51%ACmKM d	51%	48%	56%	50%	51%	49%	45%	49%	53%	51%	54%	62%zTUVX c	54%	56%	50%	50%	56%	
Male 16-34	602	527	48	12	15	54	125	35	66	34	57	32	20	12	28	63	484	31	
	15%BEFmN eQg	16%zQ	14%Q	6%	13%Q	14%	17%	21%h	18%	21%h	13%	17%	11%	13%	15%	17%	15%g	8%	
Male 35-54	625	525	50	25	24	58	135	32	58	17	66	33	23	19	27	58	536	52	
	16%BCDFm e	16%	15%	13%	20%Q	15%	18%W	19%	16%	11%	15%	18%	12%	21%	14%	16%	17%z	14%	
Male 55+	679	536	73	49	21	72	113	23	68	25	85	21	26	11	27	65	550	80	
	17%BCDEI LdOY	16%	22%zO	25%zOR	17%	19%Y	16%	14%	18%	15%	20%Y	11%	14%	12%	14%	17%	17%	22%	
Female 16-34	588	500	36	26	26	60	114	26	45	24	68	29	35	13	31	54	460	45	
	15%AEFme	15%	11%	14%	21%zOPQ	16%	16%	12%	15%	16%	16%	16%	19%	14%	16%	15%	15%	12%	
Female 35-54	651	544	59	31	17	44	137	25	65	29	59	43	33	16	30	63	519	64	
	17%ACDFm MeS	17%	18%	16%	14%	12%	19%S	15%	17%	17%	14%	23%zSX	18%	18%	16%	17%	16%	17%	
Female 55+	759	623	65	51	19	89	106	24	72	34	91	28	45	19	47	69	605	96	
	19%ACDEI KdRT	19%	20%	27%zOR	15%	24%T	14%	14%	19%	21%	21%T	15%	25%T	21%	25%T	19%	19%	26%zf	

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

**BAN1. Banner 1**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Male ABC1	981	828	81	45	27	84	220	48	97	34	103	46	43	25	37	91	820	73
	25%BFMNe g	25%	24%	23%	22%	22%	30%zSWb	29%	26%	21%	24%	25%	24%	28%	19%	24%	26%zg	20%
Male C2DE	925	760	91	40	34	100	153	42	95	43	105	40	25	17	45	95	749	90
	24%BEIKL dh	23%	27%	21%	28%	27%h	21%	26%h	25%h	26%h	25%h	21%	14%	19%	24%	26%h	24%	24%
Female ABC1	1069	898	77	61	32	105	219	33	89	29	124	72	65	25	47	91	840	110
	27%AFMNe W	28%	23%	31%P	26%	28%W	30%UW	20%	24%	18%	29%W	39%zSUVW bc	36%zUVWc	27%	25%	24%	27%	30%
Female C2DE	929	769	83	48	30	88	138	42	92	57	95	29	48	24	61	95	745	94
	24%ACKLd TY	24%	25%	25%	24%	23%	19%	25%	25%Y	35%zSTVX Y	22%	15%	26%Y	26%	32%zTX Y	26%TY	24%	26%
Age																		
16-24	545	487	32	12	13	56	107	34	58	19	51	22	23	15	26	76	419	32
	14%BDEFN PQfg	15%zPQR	10%	6%	11%	15%	15%	21%zX	16%	12%	12%	12%	13%	17%	14%	20%zTWXY	13%g	9%
25-34	648	542	52	26	29	58	133	27	53	40	74	39	31	10	34	42	526	44
	17%CEFmN ecg	17%	16%	13%	23%zOPQ	15%	18%c	16%	14%	24%zSVac	17%c	21%c	17%	11%	18%	11%	17%	12%
35-44	607	499	58	30	20	51	139	33	55	21	63	30	16	14	24	52	506	44
	16%CDFme h	15%	17%	15%	16%	14%	19%zh	20%h	15%	13%	15%	16%	9%	15%	13%	14%	16%	12%
45-54	669	571	51	26	21	51	132	24	68	25	61	46	40	21	33	69	549	72
	17%CDFme	18%	16%	13%	17%	13%	18%	14%	18%	15%	14%	25%zSUX	22%	24%S	17%	19%	17%	19%
55-64	596	471	58	45	22	53	102	22	53	25	78	32	28	7	27	46	500	59
	15%CDEIK eO	14%	18%	23%zO	18%	14%	14%	13%	14%	15%	18%a	17%	15%	8%	14%	12%	16%	16%
65-74	489	390	54	32	13	53	65	16	46	18	62	14	20	16	29	51	386	62
	13%CDEIK dT	12%	16%O	16%zO	11%	14%T	9%	10%	12%	11%	15%TY	8%	11%	18%TY	15%	14%T	12%	17%zf
75+	352	298	26	23	5	55	52	10	41	16	36	3	23	7	18	37	269	55
	9%CDEIKL dRY	9%R	8%	12%R	4%	15%zTUXY	7%Y	6%	11%Y	10%Y	8%Y	1%	12%Y	8%Y	10%Y	10%Y	9%	15%zf

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

BAN1. Banner 1

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Net 16-34	1193	1029	84	38	42	114	240	61	111	59	125	62	55	25	60	117	945	75	
	<b>31%EFmNe</b>	<b>32%zPQ</b>	25%	20%	<b>34%PQ</b>	30%	33%	37%	30%	36%	29%	33%	30%	28%	31%	32%	<b>30%g</b>	21%	
Net 35-54	1276	1070	109	56	41	102	272	57	123	46	125	76	56	35	57	121	1055	116	
	<b>33%CDfM</b>	33%	33%	29%	34%	27%	<b>37%zSX</b>	34%	33%	28%	29%	<b>41%zSWX</b>	31%	39%	30%	32%	33%	32%	
Net 55+	1438	1159	139	100	40	161	219	47	139	59	177	49	70	30	74	134	1155	176	
	<b>37%CDEIK</b>	36%	<b>42%R</b>	<b>52%zOPR</b>	32%	<b>43%TUY</b>	30%	29%	<b>37%TY</b>	36%	<b>41%TUY</b>	26%	<b>39%Y</b>	34%	<b>39%Y</b>	36%	37%	<b>48%zf</b>	
<b>Social Grade</b>																			
ABC1	2051	1728	158	106	59	189	439	81	186	63	227	118	108	50	85	182	1660	183	
	<b>53%FMNeW</b>	53%	48%	55%	48%	<b>50%W</b>	<b>60%zSUVWbc</b>	49%	<b>50%W</b>	38%	<b>53%W</b>	<b>63%zSUVWbc</b>	<b>60%Wb</b>	<b>55%W</b>	45%	49%	53%	50%	
C2DE	1856	1530	174	88	64	188	291	84	188	101	200	68	72	41	106	190	1495	184	
	<b>47%CDEKLdTY</b>	47%	52%	45%	52%	<b>50%TY</b>	40%	<b>51%TY</b>	<b>50%TY</b>	<b>62%zSTVXYha</b>	47%	37%	40%	45%	<b>55%TYh</b>	<b>51%TY</b>	47%	50%	
AB	1057	901	77	52	27	109	250	37	102	28	114	58	47	32	39	85	848	97	
	<b>27%BFmLMNeRW</b>	<b>28%R</b>	23%	27%	22%	<b>29%W</b>	<b>34%zUWXbc</b>	22%	<b>27%W</b>	17%	<b>27%W</b>	<b>31%W</b>	26%	<b>35%Wbc</b>	20%	23%	27%	26%	
C1	995	828	81	54	32	80	190	44	84	35	112	60	62	18	46	97	812	86	
	<b>25%AFIKMNe</b>	25%	24%	28%	26%	21%	26%	27%	22%	21%	26%	<b>32%SV</b>	<b>34%zSVWa</b>	20%	24%	26%	26%	23%	
C2	876	740	68	45	22	115	141	37	93	33	97	40	43	16	49	76	677	103	
	<b>22%BEKLNf</b>	23%	21%	23%	18%	<b>30%zTWac</b>	19%	22%	25%	20%	23%	22%	24%	17%	26%	21%	21%	<b>28%zf</b>	
DE	980	790	105	43	42	74	150	47	94	68	103	28	30	25	57	114	819	81	
	<b>25%ACDIKLmDSTYh</b>	24%	<b>32%zOQ</b>	22%	<b>34%zOQ</b>	19%	21%	<b>29%Yh</b>	<b>25%Y</b>	<b>42%zSTUVXYhc</b>	<b>24%Y</b>	15%	16%	<b>28%Y</b>	<b>30%STYh</b>	<b>31%zSTYh</b>	<b>26%z</b>	22%	
<b>Age With Social Grade</b>																			
16-24 ABC1	321	293	15	6	8	35	59	18	36	10	27	15	18	10	14	50	240	19	
	<b>8%BDEFMN PQf</b>	<b>9%zPQ</b>	4%	3%	6%	9%	8%	11%	10%	6%	6%	8%	10%	11%	7%	<b>14%zTWX</b>	8%	5%	
16-24 C2DE	224	195	18	6	5	21	48	16	22	9	23	8	6	5	12	26	179	13	
	<b>6%DEFmKL</b>	6%	5%	3%	4%	6%	7%	<b>10%h</b>	6%	5%	6%	4%	3%	6%	6%	7%	6%	3%	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

**BAN1. Banner 1**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
25-34 ABC1	368	316	22	14	16	36	85	10	28	16	48	28	20	7	15	23	294	27	
	9%CEFMNe	10%	7%	7%	13%zOPQ	9%	12%c	6%	8%	10%	11%e	15%zUVC	11%	7%	8%	6%	9%	7%	
25-34 C2DE	280	226	30	12	12	23	48	17	25	24	26	12	12	3	19	18	232	17	
	7%CEFMKLe	7%	9%	6%	10%	6%	7%	10%	7%	14%zSTVXY	6%	6%	7%	3%	10%	5%	7%	5%	
35-44 ABC1	356	294	32	20	11	22	98	23	41	6	35	17	11	8	13	22	297	25	
	9%CDFMNeW	9%	10%	10%	9%	6%	13%zSWXhbc	14%SWc	11%Wc	3%	8%	9%	6%	8%	7%	6%	9%	7%	
35-44 C2DE	250	206	26	10	9	29	42	11	14	16	29	13	5	6	11	30	209	19	
	6%CDFMKLe	6%	8%	5%	8%	8%	6%	6%	4%	9%Vh	7%	7%	3%	7%	6%	8%V	7%	5%	
45-54 ABC1	366	311	32	14	10	21	75	12	37	13	36	27	23	9	18	38	305	37	
	9%CDFMNeS	10%	10%	7%	8%	6%	10%S	7%	10%	8%	9%	15%zS	13%S	10%	10%	10%	10%	10%	
45-54 C2DE	303	260	20	12	11	30	57	12	31	12	25	19	16	12	15	31	244	34	
	8%CDFKLe	8%	6%	6%	9%	8%	8%	7%	8%	7%	6%	10%	9%	13%X	8%	8%	8%	9%	
55+ ABC1	640	516	58	52	14	75	123	18	44	18	80	31	37	16	24	48	524	74	
	16%ACDEIMNdRV	16%	17%	27%zOPR	12%	20%UVWc	17%	11%	12%	11%	19%V	17%	20%VW	17%	13%	13%	17%	20%	
55+ C2DE	798	644	81	48	26	86	95	30	95	41	96	17	33	15	49	86	631	102	
	20%CDIEIKLdTY	20%	24%	25%	21%	23%TY	13%	18%	25%zTY	25%TY	23%TY	9%	19%Y	16%	26%TY	23%TY	20%	28%zf	
<b>Working Status</b>																			
Paid employment (30+ hours)	1561	1319	120	67	55	142	351	69	168	47	148	99	66	36	72	121	1296	126	
	40%BFMNeWc	40%	36%	34%	45%PO	38%	48%zSWXhbc	42%W	45%WXc	29%	35%	53%zSWXhbc	36%	40%	38%	33%	41%zg	34%	
Paid employment (8-29 hours a week)	559	462	50	34	13	54	83	25	45	21	70	28	41	11	27	57	454	47	
	14%AFMeRT	14%	15%	17%R	10%	14%	11%	15%	12%	13%	16%T	15%	23%zTVW	12%	14%	15%	14%	13%	
Paid employment (less than 8 hours a week)	54	47	5	2	1	4	5	2	3	3	4	2	4	1	10	10	35	8	
	1%FmLdf	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	5%zSTVX	3%T	1%	2%	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 404

**BAN1. Banner 1**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Self employed	339	284	38	12	6	46	66	13	18	14	45	22	19	10	14	15	254	39	
	Vcf	9%BDFNeR	9%R	11%QR	6%	5%	12%Vc	9%Vc	8%	5%	9%	11%Vc	12%Vc	10%c	11%c	7%	4%	8%	11%
Retired	833	673	78	62	20	93	105	27	95	37	103	22	38	17	45	92	656	113	
	LdRTY	21%CDEIK	21%	24%R	32%zOPR	17%	25%TY	14%	16%	25%TY	22%TY	24%TY	12%	21%Y	18%	24%TY	25%TY	21%	31%zf
Studying full time	114	100	6	4	4	8	24	8	9	3	9	5	5	3	2	24	89	5	
	3%DEFd	3%	2%	2%	4%	2%	3%	5%	2%	2%	2%	3%	3%	1%	6%zSVXb	3%	1%		
Not in paid employment/Looking after the house or home	198	171	8	10	9	17	48	12	9	13	15	4	7	8	10	26	172	13	
	dPV	5%ACFmKL	5%	3%	5%	8%zP	4%	7%V	7%V	2%	8%VXY	3%	2%	4%	9%VXY	5%	7%V	5%	4%
Unemployed	151	121	16	3	11	6	22	7	19	20	15	3	1	2	8	17	126	10	
	Sh	4%FKLMdQ	4%	5%Q	1%	9%zOQ	1%	3%	4%	5%Sh	12%zSTUVX	4%	1%	*	2%	4%	5%Sh	4%	3%
In work (8 hours or more)	2426	2035	206	112	73	239	488	108	227	82	260	147	123	56	113	192	1978	209	
	Wc	62%BfMNe	62%	62%	58%	59%	63%Wc	67%zWc	65%Wc	61%c	50%	61%Wc	79%zSTUV	68%Wc	62%	59%	52%	63%	57%
Out of work/ Retired/ Working less than 8 hours)	1384	1141	116	80	46	131	216	56	141	76	148	37	58	31	75	172	1104	153	
	LdTY	35%ADEIK	35%	35%	41%zO	38%	35%Y	30%Y	34%Y	38%TY	46%zSTXY	35%Y	20%	32%Y	34%Y	39%TY	46%zSTUX	35%	42%zf

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 405

**BAN2. Banner 2**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
<b>Nations</b>															
England	3258	1588	1668	487	542	1070	1159	956	2263	901	828	740	790	2035	1141
	83%FNQRg	83%	83%	89%zDEF	84%	84%	81%	85%	83%	85%N	83%	84%	81%	84%	82%
Scotland	332	172	160	32	52	109	139	75	253	77	81	68	105	206	116
	8%CIOQRS TUVWXYh abc	9%	8%	6%	8%	9%	10%C	7%	9%zI	7%	8%	8%	11%zK	8%	8%
Wales	194	85	109	12	26	56	100	48	144	52	54	45	43	112	80
	5%COPRST UVWXYhbc f	4%	5%	2%	4%	4%	7%zCDE	4%	5%	5%	5%	5%	4%	5%	6%
Northern Ireland	123	61	62	13	29	41	40	42	80	27	32	22	42	73	46
	3%OPQSTV WXYc	3%	3%	2%	4%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%
<b>TV Region</b>															
East of England	377	184	193	56	58	102	161	92	281	109	80	115	74	239	131
	10%ENPQR TUVWXYh bcf	10%	10%	10%	9%	8%	11%zE	8%	10%	10%	8%	13%zLN	8%	10%	9%
London	730	373	357	107	133	272	219	230	489	250	190	141	150	488	216
	19%FNePQ RSUVWXYh abcg	20%	18%	20%F	21%F	21%zF	15%	20%	18%	24%zLMN	19%	16%	15%	20%ze	16%
Midlands East	166	90	75	34	27	57	47	40	125	37	44	37	47	108	56
	4%PQRSTV WXYhbcg	5%	4%	6%zF	4%	4%	3%	4%	5%	3%	4%	4%	5%	4%	4%
Midlands West	374	192	182	58	53	123	139	120	250	102	84	93	94	227	141
	10%PQRST UVWXYhabc	10%	9%	11%	8%	10%	10%	11%	9%	10%	8%	11%	10%	9%	10%
North East and Cumbria	164	77	87	19	40	46	59	57	107	28	35	33	68	82	76
	4%KdPQRS TUVWXYhbc	4%	4%	4%	6%zE	4%	4%	5%	4%	3%	3%	4%	7%zKLM	3%	6%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 405

BAN2. Banner 2

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
North West	426 11%PQRST UVWYhbc g	208 11%	218 11%	51 9%	74 11%	125 10%	177 12%	124 11%	288 11%	114 11%	112 11%	97 11%	103 10%	260 11%	148 11%
Scotland	332 8%CIOQRS TUVWXYha bc	172 9%	160 8%	32 6%	52 8%	109 9%	139 10% <b>C</b>	75 7%	253 9% <b>z</b>	77 7%	81 8%	68 8%	105 11% <b>zK</b>	206 8%	116 8%
South	187 5%FNePQR STUVWXhbc	86 4%	101 5%	22 4%	39 6% <b>F</b>	76 6% <b>F</b>	49 3%	50 4%	136 5%	58 5% <b>N</b>	60 6% <b>N</b>	40 5%	28 3%	147 6% <b>ze</b>	37 3%
South East	181 5%ANPQRS TUVWXYbc f	68 4%	113 6% <b>zA</b>	23 4%	31 5%	56 4%	70 5%	49 4%	131 5%	47 4%	62 6% <b>zN</b>	43 5%	30 3%	123 5%	58 4%
South West	91 2%PQRSTV Xcf	42 2%	49 2%	15 3%	10 2%	35 3%	30 2%	31 3%	58 2%	32 3%	18 2%	16 2%	25 3%	56 2%	31 2%
Ulster	123 3%OPQSTV WXYc	61 3%	62 3%	13 2%	29 4%	41 3%	40 3%	42 4%	80 3%	27 3%	32 3%	22 3%	42 4%	73 3%	46 3%
Wales	194 5%COPRST UVWXYhbc f	85 4%	109 5%	12 2%	26 4%	56 4%	100 7% <b>zCDE</b>	48 4%	144 5%	52 5%	54 5%	45 5%	43 4%	112 5%	80 6%
West	191 5%PQRSTU VWXYhc	82 4%	108 5%	26 5%	34 5%	57 4%	74 5%	55 5%	136 5%	39 4%	46 5%	49 6%	57 6%	113 5%	75 5%
Yorkshire and Lincolnshire	372 10%DdPQR STUVWXYh ab	186 10%	186 9%	76 14% <b>zDEF</b>	42 6%	121 9%	134 9%	107 10%	263 10%	85 8%	97 10%	76 9%	114 12% <b>zK</b>	192 8%	172 12% <b>zd</b>
<b>Ethnicity</b>															
White	3396 87%ACDIO TU	1623 85%	1772 89% <b>zA</b>	421 77%	539 83% <b>C</b>	1087 85% <b>C</b>	1348 94% <b>zCDE</b>	916 82%	2452 89% <b>zl</b>	902 85%	855 86%	795 91% <b>zKLN</b>	845 86%	2120 87%	1199 87%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 405

**BAN2. Banner 2**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
BAME	501	277	223	120	107	187	87	205	282	155	137	77	133	303	178
	13%BFmMP QRWYhag	15%zB	11%	22%zDEF	17%zF	15%F	6%	18%zm	10%	15%M	14%M	9%	14%M	12%	13%
Black	135	76	58	26	20	52	36	48	85	29	45	23	38	82	48
	3%FPQRWY g	4%	3%	5%F	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%	3%
Asian/Asian British	229	121	108	55	48	96	30	98	123	75	60	35	59	128	88
	6%FmMPQR Whbg	6%	5%	10%zF	7%F	8%zF	2%	9%zm	4%	7%M	6%	4%	6%	5%	6%
Ind/Pak/Bang	135	72	63	21	33	57	23	72	61	39	23	22	51	83	47
	3%FmLPQR Whbg	4%	3%	4%F	5%zF	4%F	2%	6%zm	2%	4%	2%	2%	5%zLM	3%	3%
Other ethnic group	45	28	18	10	10	15	11	20	23	12	9	10	15	27	15
	1% m	1%	1%	2%	1%	1%	1%	2% m	1%	1%	1%	1%	1%	1%	1%
<b>Disability</b>															
Yes (Net all)	871	407	462	124	116	212	418	190	674	193	187	186	304	346	481
	22%DEIKL dTUf	21%	23%	23%E	18%	17%	29%zCDE	17%	25%zI	18%	19%	21%	31%zKLM	14%	35%zd
Disabled - 65 and over	295	149	146	-	-	-	295	11	284	42	56	95	102	16	275
	8%CDEIKL dRTYf	8%	7%	-	-	-	21%zCDE	1%	10%zI	4%	6%	11%zKL	10%zKL	1%	20%zd
Disabled - 64 and under	576	257	316	124	116	212	123	179	390	151	131	91	202	330	207
	15%FM	14%	16%	23%zEF	18%zF	17%F	9%	16%	14%	14%M	13%	10%	21%zKLM	14%	15%
No (all)	2882	1427	1455	390	508	1017	967	885	1980	811	780	651	641	1993	857
	74%FmNeV W	75%	73%	71%	78%zCF	80%zCF	67%	79%zm	72%	77%zN	78%zN	74%N	65%	82%ze	62%
Not disabled - 65 and over	524	234	290	-	-	-	524	6	518	131	118	138	137	84	439
	13%CDEId Y	12%	15%	-	-	-	36%zCDE	*	19%zI	12%	12%	16%L	14%	3%	32%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 405

**BAN2. Banner 2**

**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Not disabled - 64 and under	2358	1194	1165	390	508	1017	443	879	1461	680	662	513	504	1909	418
	60%BFmNe S	63%zB	58%	71%zF	78%zCF	80%zCF	31%	78%zm	53%	64%zMN	66%zMN	59%N	51%	79%ze	30%

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 405

**BAN2. Banner 2**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
<b>Nations</b>																		
England	3258	3258	-	-	-	377	730	166	374	164	426	187	181	91	191	372	2673	264
	83%FN PQ	100%zPQR	-	-	-	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	100%z	85%zg	72%
	Rg																	
Scotland	332	-	332	-	-	-	-	-	-	-	-	-	-	-	-	-	258	42
	8%ClOQRS	100%zOQR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	12%
	TUVWXYha																	
	bc																	
Wales	194	-	-	194	-	-	-	-	-	-	-	-	-	-	-	-	134	39
	5%CO PRST	-	-	100%zOPR	-	-	-	-	-	-	-	-	-	-	-	-	4%	10%zf
	UVWXYhbc																	
	f																	
Northern Ireland	123	-	-	-	123	-	-	-	-	-	-	-	-	-	-	-	91	22
	3%OPQSTV	-	-	-	100%zOPQ	-	-	-	-	-	-	-	-	-	-	-	3%	6%zf
	WXYc																	
<b>TV Region</b>																		
East of England	377	377	-	-	-	377	-	-	-	-	-	-	-	-	-	-	240	105
	10%ENPQR	12%zPQR	-	-	-	100%zTUVWX	-	-	-	-	-	-	-	-	-	-	8%	29%zf
	TUVWXYha					Yhabc												
	bcf																	
London	730	730	-	-	-	-	730	-	-	-	-	-	-	-	-	-	634	5
	19%FN ePQ	22%zPQR	-	-	-	-	100%zSUVWX	-	-	-	-	-	-	-	-	-	20%zg	1%
	RSUVWXYh						Yhabc											
	abcg																	
Midlands East	166	166	-	-	-	-	-	166	-	-	-	-	-	-	-	-	152	5
	4%PQRSTV	5%zPQR	-	-	-	-	-	100%zSTVWX	-	-	-	-	-	-	-	-	5%zg	1%
	WXYhbcg							Yhabc										
Midlands West	374	374	-	-	-	-	-	-	374	-	-	-	-	-	-	-	311	37
	10%PQRST	11%zPQR	-	-	-	-	-	-	100%zSTUWX	-	-	-	-	-	-	-	10%	10%
	UWXYhabc								Yhabc									
North East and Cumbria	164	164	-	-	-	-	-	-	-	164	-	-	-	-	-	-	133	22
	4%KdPQRS	5%zPQR	-	-	-	-	-	-	-	100%zSTUVX	-	-	-	-	-	-	4%	6%
	TUVXYhbc									Yhabc								

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 405

BAN2. Banner 2

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
North West	426	426	-	-	-	-	-	-	-	-	426	-	-	-	-	-	380	17	
	11%PQRST UVWYhbc g	13%zPQR	-	-	-	-	-	-	-	-	100%zSTUVW Yhbc	-	-	-	-	-	12%zg	5%	
Scotland	332	-	332	-	-	-	-	-	-	-	-	-	-	-	-	-	258	42	
	8%ClOQRS TUVWXYha bc	100%zOQR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	12%	
South	187	187	-	-	-	-	-	-	-	-	-	187	-	-	-	-	159	14	
	5%FNePQR STUVWXhb c	6%zPQR	-	-	-	-	-	-	-	-	-	100%zSTUVW Xhbc	-	-	-	-	5%	4%	
South East	181	181	-	-	-	-	-	-	-	-	-	-	181	-	-	-	130	12	
	5%ANPQRS TUVWXYbc f	6%zPQR	-	-	-	-	-	-	-	-	-	-	100%zSTUVW XYabc	-	-	-	4%	3%	
South West	91	91	-	-	-	-	-	-	-	-	-	-	-	91	-	-	62	13	
	2%PQRSTV Xcf	3%zPQR	-	-	-	-	-	-	-	-	-	-	-	100%zSTUVW XYhbc	-	-	2%	3%	
Ulster	123	-	-	-	123	-	-	-	-	-	-	-	-	-	-	-	91	22	
	3%OPQSTV WXYc	-	-	-	100%zOPQ	-	-	-	-	-	-	-	-	-	-	-	3%	6%zf	
Wales	194	-	-	194	-	-	-	-	-	-	-	-	-	-	-	-	134	39	
	5%COPRST UVWXYhbc f	-	-	100%zOPR	-	-	-	-	-	-	-	-	-	-	-	-	4%	10%zf	
West	191	191	-	-	-	-	-	-	-	-	-	-	-	-	191	-	170	9	
	5%PQRSTU VWXYhc	6%zPQR	-	-	-	-	-	-	-	-	-	-	-	-	100%zSTUVW XYhac	-	5%zg	3%	
Yorkshire and Lincolnshire	372	372	-	-	-	-	-	-	-	-	-	-	-	-	-	372	303	26	
	10%DdPQR STUVWXYh ab	11%zPQR	-	-	-	-	-	-	-	-	-	-	-	-	100%zSTUV WXYhab	-	10%	7%	
<b>Ethnicity</b>																			
White	3396	2776	314	189	117	334	509	132	337	161	369	172	176	89	177	319	2724	357	
	87%ACDIO TU	85%	95%zO	98%zO	95%zO	88%TU	70%	80%T	90%TU	98%zSTUV XYbc	87%T	92%TU	97%zSTUV Xc	98%zSTUV Xc	93%TU	86%T	86%	97%zf	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 405

BAN2. Banner 2

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
BAME	501	473	18	5	5	43	215	33	37	3	56	13	5	2	14	53	424	10
	13%BFmMP QRWYhag	15%zPQR	5%	2%	4%	11%Wha	29%zSUVW XYhabc	20%zSVWY hab	10%Wha	2%	13%Wha	7%W	3%	2%	7%W	14%WWha	13%g	3%
Black	135	128	4	1	2	10	91	2	11	-	7	1	1	-	*	6	110	-
	3%FPQRWY g	4%zPQR	1%	*	1%	3%	12%zSUVWX Yhabc	1%	3%	-	2%	*	*	-	*	1%	4%g	-
Asian/Asian British	229	223	4	1	1	19	86	27	14	*	26	7	2	-	3	37	202	6
	6%FmMPQR Whabg	7%zPQR	1%	*	1%	5%W	12%zSVWX Yhab	16%zSVWXY hab	4%	*	6%Wha	4%	1%	-	2%	10%zSVWYh ab	6%zg	2%
Ind/Pak/Bang	135	130	3	1	1	10	52	19	13	*	16	2	-	-	-	18	123	*
	3%FmLPQR Whbg	4%zPQR	1%	*	*	3%	7%zSVWY hab	12%zSVWXY habc	3%hb	*	4%hb	1%	-	-	-	5%Whb	4%zg	*
Other ethnic group	45	38	4	1	1	3	18	-	5	1	8	*	-	-	-	3	40	*
	1% m	1%	1%	1%	1%	1%	2%z	-	1%	*	2%	*	-	-	-	1%	1%	*
<b>Disability</b>																		
Yes (Net all)	871	722	79	40	30	86	132	21	103	53	85	38	31	25	50	99	677	80
	22%DEIKL dTUF	22%	24%	21%	24%	23%U	18%	13%	28%zTUXh	32%zTUXY h	20%	20%	17%	27%U	26%U	27%TUh	21%	22%
Disabled - 65 and over	295	239	35	16	4	40	33	5	37	15	34	5	9	9	15	38	215	41
	8%CDEIKL dRTYf	7%R	11%R	8%R	4%	11%TUY	4%	3%	10%TUY	9%TUY	8%TY	3%	5%	9%Y	8%	10%TUY	7%	11%zf
Disabled - 64 and under	576	483	43	24	25	46	99	16	67	38	51	33	22	16	35	61	462	39
	15%FM	15%	13%	12%	21%zOPQ	12%	14%	10%	18%	23%zSTUX h	12%	17%	12%	18%	18%	16%	15%	11%
No (all)	2882	2400	244	149	90	266	566	142	253	107	313	144	150	64	137	258	2353	277
	74%FmNeV W	74%	73%	77%	73%	71%	78%zSVWc	86%zSVWX abc	68%	65%	73%	77%VW	83%zSVWX abc	71%	72%	69%	75%	75%
Not disabled - 65 and over	524	429	44	38	13	62	83	21	47	19	56	12	34	15	32	48	423	73
	13%CDEId Y	13%	13%	19%zOR	11%	17%Y	11%	13%	12%	11%	13%Y	6%	19%TY	16%Y	17%Y	13%Y	13%	20%zf

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 405

**BAN2. Banner 2**

Base = All respondents

	Nation				England Regions												Urbanity	
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
Not disabled - 64 and under	2358	1972	199	111	76	204	483	121	206	88	257	133	116	49	105	209	1930	204
	60% <b>S</b>	61% <b>FmNe</b>	60%	57%	62%	54%	66% <b>zSVWb</b>	73% <b>zSVWX</b>	55%	54%	60%	71% <b>zSVWX</b>	64%	54%	55%	56%	61%	56%

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 406

BAN3. Banner 3

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
<b>Religion</b>															
Christianity	1609	700	909	109	211	473	817	401	1200	429	387	396	397	872	700
	41%ACDEI dOUYc	37%	46%zA	20%	33%C	37%C	57%zCDE	36%	44%zl	41%	39%	45%zL	41%	36%	51%zd
Non Christian	2273	1195	1077	430	433	797	613	715	1524	620	600	475	578	1541	673
	58%BfMMe Rg	63%zB	54%	79%zDEF	67%zF	62%zF	43%	64%zm	56%	59%	60%M	54%	59%	64%ze	49%
No religion	2027	1080	945	395	368	704	559	595	1402	542	548	433	504	1384	593
	52%BFeRT X	57%zB	47%	73%zDEF	57%zF	55%zF	39%	53%	51%	51%	55%zM	49%	51%	57%ze	43%
Islam	89	37	52	17	28	33	11	51	36	28	20	9	33	54	31
	2%FmMPg	2%	3%	3%F	4%zF	3%F	1%	5%zm	1%	3%M	2%	1%	3%zM	2%	2%
Hinduism	50	26	24	5	14	21	11	29	20	17	9	10	14	36	13
	1% m	1%	1%	1%	2%F	2%	1%	3%zm	1%	2%	1%	1%	1%	2%	1%
Sikhism	37	22	13	5	10	14	7	16	21	6	7	9	15	22	13
	1%	1%	1%	1%	2%F	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Judaism	39	16	22	5	8	12	14	16	21	17	9	8	4	26	10
	1% N	1%	1%	1%	1%	1%	1%	1%	1%	2%zN	1%	1%	*	1%	1%
Budhism	12	7	5	2	2	5	2	4	7	4	3	2	3	7	4
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other	23	7	16	2	3	8	11	4	19	6	5	6	6	12	10
	1%	*	1%	*	*	1%	1%	*	1%	1%	*	1%	1%	*	1%
<b>Sexual Orientation</b>															
Hetrosexual or straight	3505	1730	1774	430	576	1176	1322	1038	2441	944	868	809	884	2215	1226
	90% CLOT	91%	89%	79%	89%C	92%zCD	92%zC	93%zm	89%	89%	87%	92%zL	90%	91%ze	89%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 406

**BAN3. Banner 3**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
<b>WeightedBase</b>	<b>3907</b>	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
LGB (Net Lesbian, Gay, Bisexual )	183	95	87	78	43	41	21	45	135	53	63	28	40	124	56
	5%EFM	5%	4%	14%zDEF	7%zEF	3%F	1%	4%	5%	5%	6%zM	3%	4%	5%	4%
Lesbian	33	-	33	9	8	8	8	4	29	10	12	2	9	18	14
	1%AM	-	2%zA	2%	1%	1%	1%	*	1%	1%	1%M	*	1%	1%	1%
Gay	53	53	-	12	16	18	8	8	45	14	16	12	12	41	11
	1%BFe	3%zB	-	2%F	2%zF	1%	1%	1%	2%	1%	2%	1%	1%	2%e	1%
Bisexual	97	41	54	57	19	15	5	32	62	30	34	14	19	65	31
	2%EF	2%	3%	10%zDEF	3%EF	1%F	*	3%	2%	3%	3%M	2%	2%	3%	2%
<b>Children</b>															
Yes	1121	503	616	166	321	576	58	1121	-	361	248	259	253	896	205
	29%AFmLN ePg	26%	31%zA	30%F	50%zCF	45%zCF	4%	100%zm	-	34%zLN	25%	30%	26%	37%ze	15%
Yes aged 0-4	467	184	281	81	200	171	15	467	-	136	100	104	127	372	87
	12%AFmeQ	10%	14%zA	15%zF	31%zCEF	13%F	1%	42%zm	-	13%	10%	12%	13%	15%ze	6%
Yes aged 5-7	312	134	179	32	112	160	9	312	-	112	71	64	65	244	61
	8%Fme	7%	9%	6%F	17%zCEF	13%zCF	1%	28%zm	-	11%zLMN	7%	7%	7%	10%ze	4%
Yes aged 8-11	388	183	204	27	98	246	18	388	-	119	87	91	91	307	77
	10%CFmeP	10%	10%	5%F	15%zCF	19%zCF	1%	35%zm	-	11%	9%	10%	9%	13%ze	6%
Yes aged 12-15	363	164	199	52	43	242	27	363	-	117	85	89	73	279	76
	9%DFmNeS	9%	10%	10%F	7%F	19%zCDF	2%	32%zm	-	11%N	9%	10%	7%	12%ze	5%
No	2741	1378	1363	360	325	686	1370	-	2741	684	736	606	715	1518	1160
	70%BCDEI KdR	72%zB	68%	66%DE	50%	54%	95%zCDE	-	100%zl	65%	74%zK	69%	73%K	63%	84%zd
<b>Education</b>															
Higher	1144	559	583	148	293	443	261	362	774	575	356	117	96	895	237
	29%FMNeg	29%	29%	27%F	45%zCEF	35%zCF	18%	32%zm	28%	54%zLMN	36%zMN	13%	10%	37%ze	17%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\* small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 406

BAN3. Banner 3

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Non-Higher	2710	1326	1383	391	344	817	1158	747	1935	471	630	748	860	1514	1128
	69%DEIKL dTY	70%	69%	72%DE	53%	64%D	81%zCDE	67%	71%zl	45%	63%K	85%zKL	88%zKL	62%	82%zd
<b>TV service</b>															
Pay TV	2304	1150	1151	348	421	825	710	788	1489	685	609	555	455	1605	652
	59%FmNeR cg	60%	58%	64%zF	65%zF	65%zF	49%	70%zm	54%	65%zN	61%N	63%zN	46%	66%ze	47%
Non Pay TV	1976	1005	970	239	283	600	854	475	1486	521	476	420	559	1112	818
	51%BCDEI dQf	53%zB	49%	44%	44%	47%	59%zCDE	42%	54%zl	49%	48%	48%	57%zKLM	46%	59%zd
<b>TV service connected to the internet</b>															
Yes	2775	1367	1405	446	522	1034	773	944	1798	881	756	598	540	1968	744
	71%FmNeT	72%	70%	82%zF	81%zF	81%zF	54%	84%zm	66%	83%zLMN	76%zMN	68%N	55%	81%ze	54%
No	1097	522	574	88	125	232	651	169	917	166	231	270	428	444	620
	28%CDEIK LdUY	27%	29%	16%	19%	18%	45%zCDE	15%	33%zl	16%	23%K	31%KL	44%zKLM	18%	45%zd
<b>News use</b>															
Daily	2992	1526	1465	325	454	970	1243	810	2160	865	766	688	673	1870	1066
	77%BCDIN c	80%zB	73%	60%	70%C	76%CD	86%zCDE	72%	79%zl	82%zLN	77%N	79%N	69%	77%	77%
Weekly	586	240	345	134	127	206	119	209	368	132	159	125	171	382	189
	15%AFmKQ	13%	17%zA	25%zEF	20%zF	16%F	8%	19%zm	13%	12%	16%	14%	17%zK	16%	14%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 406

BAN3. Banner 3

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
<b>Religion</b>																			
Christianity	1609	1295	146	79	89	174	304	30	157	59	199	59	75	29	85	124	1282	188	
		41%ACDEI	40%	44%	41%	73%zOPQ	46%UYac	42%UYc	18%	42%Uc	36%U	47%zUWY	32%U	41%U	32%U	45%UYc	33%U	41%	51%zf
Non Christian	2273	1947	181	115	30	201	420	134	216	105	226	127	105	61	106	246	1859	178	
		58%BFmMe	60%zR	55%R	59%R	24%	53%	57%	81%zSTVW	58%	64%X	53%	68%zSTXb	58%	68%SX	55%	66%zSTXb	59%g	49%
No religion	2027	1717	175	108	27	190	316	115	194	99	192	121	100	61	103	226	1640	171	
		52%BFERT	53%R	53%R	56%R	22%	50%	43%	70%zSTVX	52%T	61%TX	45%	65%zSTVX	56%T	67%zSTVX	54%T	61%zSTVX	52%	47%
Islam	89	85	1	2	1	3	37	1	10	1	15	1	1	*	*	15	78	1	
		2%FmMPg	3%zP	*	1%	1%	5%zSUWYh	1%	3%	1%	3%	1%	*	*	*	4%Sb	2%g	*	
Hinduism	50	47	3	-	-	2	19	16	2	1	1	4	1	-	-	1	45	2	
		1% <b>m</b>	1% <b>R</b>	1%	-	1%	3%zVXc	9%zSTVWX	*	*	*	2%	1%	-	-	*	1%	1%	
Sikhism	37	36	*	*	-	2	23	1	7	*	2	-	-	-	1	1	33	*	
		1%	1%	*	*	*	3%zSKYc	1%	2%	*	*	-	-	-	1%	*	1%	*	
Judaism	39	38	*	1	-	2	15	*	1	2	16	*	1	-	-	1	36	1	
		1% <b>N</b>	1%	*	-	*	2%zV	*	*	1%	4%zSVYbc	*	*	-	*	*	1%	*	
Budhism	12	10	*	1	1	*	2	*	1	*	1	1	1	-	1	2	9	2	
		*	*	*	*	*	*	*	*	*	*	*	*	-	1%	*	*	*	
Other	23	16	1	4	1	2	7	*	2	1	2	1	1	-	-	1	19	1	
		1%	*	*	2%zO	1%	*	1%	*	1%	*	*	*	-	-	*	1%	*	
<b>Sexual Orientation</b>																			
Hetrosexual or straight	3505	2897	314	179	115	334	625	152	344	141	375	169	164	85	181	328	2825	343	
		90% <b>CLOT</b>	89%	95%zO	92%	94%zO	89%	86%	92%	86%	88%	90%	91%	94%	95% <b>TWXc</b>	88%	90%	93% <b>zf</b>	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 406

**BAN3. Banner 3**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
<b>WeightedBase</b>	<b>3907</b>	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
LGB (Net Lesbian, Gay, Bisexual )	183	159	10	9	4	18	31	12	20	12	20	11	8	3	7	16	145	11
	5%EFM	5%	3%	5%	3%	5%	4%	7%	5%	7%	5%	6%	5%	3%	4%	4%	5%	3%
Lesbian	33	29	1	2	1	5	4	2	2	2	8	1	1	1	1	2	25	5
	1%AM	1%	*	1%	1%	1%	1%	1%	*	1%	2%	1%	*	1%	1%	1%	1%	1%
Gay	53	44	5	3	1	9	9	4	9	3	5	1	-	-	1	4	41	3
	1%BFe	1%	1%	2%	1%	2%	1%	2%	2%	2%	1%	*	-	-	1%	1%	1%	1%
Bisexual	97	86	5	4	2	4	18	7	10	7	7	8	8	2	4	10	79	3
	2%EF	3%	2%	2%	2%	1%	2%	4%	3%	4%S	2%	5%S	4%	2%	2%	3%	3%	1%
<b>Children</b>																		
Yes	1121	956	75	48	42	92	230	40	120	57	124	50	49	31	55	107	927	85
	29%AFmLN	29%P	22%	25%	34%zPQ	24%	31%	24%	32%	35%S	29%	27%	27%	35%	29%	29%	29%g	23%
	ePg																	
Yes aged 0-4	467	401	33	13	20	41	93	18	52	30	42	20	18	12	22	54	390	36
	12%AFmeQ	12%Q	10%	7%	16%zPQ	11%	13%	11%	14%	18%zX	10%	11%	10%	13%	11%	15%	12%	10%
Yes aged 5-7	312	264	22	16	10	24	75	11	23	14	35	7	17	8	19	31	253	25
	8%Fme	8%	7%	8%	8%	6%	10%zY	6%	6%	9%	8%	4%	9%	9%	10%	8%	8%	7%
Yes aged 8-11	388	333	21	20	14	39	74	11	39	21	44	19	13	13	29	32	331	31
	10%CFmeP	10%P	6%	10%	12%P	10%	10%	7%	10%	13%	10%	7%	15%	15%U	9%	10%	8%	8%
Yes aged 12-15	363	300	28	18	17	19	75	13	41	17	39	26	19	13	12	26	297	30
	9%DFmNeS	9%	9%	9%	14%zOP	5%	10%S	8%	11%S	10%	9%	14%Sc	11%S	14%S	6%	7%	9%	8%
No	2741	2263	253	144	80	281	489	125	250	107	288	136	131	58	136	263	2195	279
	70%BCDEI	69%	76%zOR	74%R	65%	75%T	67%	75%	67%	65%	68%	73%	73%	64%	71%	71%	70%	76%zf
	KdR																	
<b>Education</b>																		
Higher	1144	964	84	63	33	90	293	43	100	41	115	67	45	25	45	101	939	88
	29%FMNeg	30%	25%	32%	27%	24%	40%zSUWV	26%	27%	25%	27%	36%Sb	25%	28%	24%	27%	30%	24%
	Xhbc																	

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 406

**BAN3. Banner 3**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Non-Higher	2710	2249	241	131	90	282	434	122	271	123	299	115	135	65	144	260	2174	276	
	dTY	69%DEIKL	69%	73%	67%	73%	75%TY	59%	73%T	73%TY	75%TY	70%T	61%	75%TY	72%T	75%TY	70%T	69%	75%zf
<b>TV service</b>																			
Pay TV	2304	1922	185	132	65	214	420	107	219	114	265	107	110	63	119	185	1880	195	
	cg	59%FmNeR	59%	56%	68%zOPR	53%	57%	58%c	65%c	59%c	69%zSTVY	62%c	57%	61%c	69%c	62%c	50%	60%g	53%
Non Pay TV	1976	1660	164	83	69	189	343	72	194	79	252	94	96	39	87	216	1561	219	
	dQf	51%BCDEI	51%Q	50%	43%	56%zQ	50%	47%	43%	52%	48%	59%zSTUW	50%	53%	43%	45%	58%zTUab	49%	60%zf
<b>TV service connected to the internet</b>																			
Yes	2775	2304	245	134	93	271	477	133	255	122	305	151	132	71	142	247	2243	253	
	LdUY	71%FmNeT	71%	74%	69%	76%	72%	65%	80%zTVc	68%	74%	71%	81%zTVXc	73%	78%T	74%	66%	71%	69%
No	1097	922	87	58	29	100	243	32	117	42	119	34	44	20	49	122	882	114	
	LdUY	28%CDEIK	28%	26%	30%	24%	26%	33%zUY	20%	31%UY	26%	28%Y	18%	24%	22%	26%	33%UY	28%	31%
<b>News use</b>																			
Daily	2992	2493	243	160	96	296	561	126	295	114	335	144	153	75	155	239	2430	287	
	c	77%BCDIN	77%	73%	83%zOP	78%	79%c	77%c	76%c	79%c	70%	79%c	77%c	85%zWc	83%c	81%Wc	64%	77%	78%
Weekly	586	505	41	21	19	54	119	28	54	27	56	33	24	14	27	68	455	57	
	15%AFmKQ	16%Q	12%	11%	16%	14%	16%	17%	14%	17%	13%	18%	13%	15%	14%	18%	14%	16%	

Proportions/Mean: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \*small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 407

BAN4. Banner 4

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
UnweightedBase	3907	1876	2028	592	693	1275	1347	1206	2657	1090	1000	795	1022	2198	1589
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
<b>Watched any BBC TV channel</b>															
Yes (used at least once every 3 months)	3388	1661	1725	430	524	1093	1341	949	2404	944	886	776	782	2086	1232
	87%CDINP RTc	87%	86%	79%	81%	86%CD	93%zCDE	85%	88%zl	89%zN	89%zN	89%N	80%	86%	89%zd
Yes (monthly)	632	311	322	96	90	209	236	166	463	207	164	132	129	404	216
	16%NRTf	16%	16%	18%	14%	16%	16%	15%	17%	20%zLMN	16%	15%	13%	17%	16%
Yes (weekly)	2367	1150	1216	291	357	781	937	631	1710	686	637	544	500	1510	812
	61%CDINP RWc	60%	61%	53%	55%	61%CD	65%zCD	56%	62%zl	65%zN	64%zN	62%N	51%	62%z	59%
Yes (daily)	2138	1048	1089	195	267	671	1005	622	1499	609	535	497	497	1210	889
	55%CDNdT U	55%	54%	36%	41%	53%CD	70%zCDE	56%	55%	58%N	54%	57%N	51%	50%	64%zd
No	498	234	263	111	120	173	94	165	325	110	102	92	193	326	144
	13%FmKLe OQ	12%	13%	20%zEF	18%zEF	14%F	7%	15%fm	12%	10%	10%	10%	20%zKLM	13%e	10%
<b>Listened to any BBC radio station</b>															
Yes (used at least in last 3 months)	2225	1180	1044	313	376	735	800	647	1556	741	595	492	397	1509	680
	57%BNeTW c	62%zB	52%	57%	58%	58%	56%	58%	57%	70%zLMN	60%N	56%N	41%	62%ze	49%
Yes (monthly)	288	159	129	52	54	98	84	84	201	118	73	54	43	192	89
	7%FNr	8%	6%	10%F	8%	8%	6%	7%	7%	11%zLMN	7%N	6%	4%	8%	6%
Yes (weekly)	1175	626	548	159	215	421	380	367	796	404	320	253	198	839	326
	30%BFNeW	33%zB	27%	29%	33%F	33%zF	26%	33%	29%	38%zLMN	32%N	29%N	20%	35%ze	24%
Yes (daily)	1220	680	539	123	174	416	508	351	861	430	311	264	215	810	391
	31%BCDNe TW	36%zB	27%	23%	27%	33%CD	35%zCD	31%	31%	41%zLMN	31%N	30%N	22%	33%ze	28%
No	1665	716	947	228	269	537	632	470	1173	311	396	381	577	909	698
	43%AKdQS g	38%	47%zA	42%	41%	42%	44%	42%	43%	29%	40%K	44%K	59%zKLM	37%	50%zd

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 407

**BAN4. Banner 4**

**Base = All respondents**

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
<b>Used any BBC On-demand</b>															
Yes (used at least once every 3 months)	1583	777	804	261	299	590	433	552	1013	564	502	279	239	1167	390
	41% <b>FmMNe</b> <b>UV</b>	41%	40%	48% <b>zF</b>	46% <b>zF</b>	46% <b>zF</b>	30%	49% <b>zm</b>	37%	53% <b>zMN</b>	50% <b>zMN</b>	32% <b>N</b>	24%	48% <b>ze</b>	28%
Yes (monthly)	320	140	178	61	49	118	92	99	219	115	116	43	47	236	80
	8% <b>FMNe</b>	7%	9%	11% <b>zF</b>	8%	9% <b>F</b>	6%	9%	8%	11% <b>zMN</b>	12% <b>zMN</b>	5%	5%	10% <b>ze</b>	6%
Yes (weekly)	1000	497	503	163	179	384	274	342	645	358	309	182	151	735	249
	26% <b>FmMNe</b>	26%	25%	30% <b>zF</b>	28% <b>F</b>	30% <b>zF</b>	19%	31% <b>zm</b>	24%	34% <b>zMN</b>	31% <b>zMN</b>	21% <b>N</b>	15%	30% <b>ze</b>	18%
Yes (daily)	309	171	139	56	79	112	61	141	165	128	85	51	45	220	80
	8% <b>BFmMNe</b> <b>g</b>	9%	7%	10% <b>zF</b>	12% <b>zEF</b>	9% <b>F</b>	4%	13% <b>zm</b>	6%	12% <b>zLMN</b>	9% <b>N</b>	6%	5%	9% <b>ze</b>	6%
No	2317	1127	1189	283	347	685	1002	569	1722	491	490	595	740	1254	992
	59% <b>CDEIK</b> <b>LdQXY</b>	59%	60%	52%	53%	54%	70% <b>zCDE</b>	51%	63% <b>zI</b>	47%	49%	68% <b>zKL</b>	76% <b>zKLM</b>	52%	72% <b>zd</b>

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 407

**BAN4. Banner 4**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
<b>Used any BBC Online</b>															
Yes (used at least once every 3 months)	1777	932	844	308	344	682	443	617	1150	669	528	323	256	1331	415
	45%BFmMN ePRUc	49%zB	42%	57%zF	53%zF	53%zF	31%	55%zm	42%	63%zLMN	53%zMN	37%N	26%	55%ze	30%
Yes (monthly)	351	168	183	85	45	125	95	105	244	127	108	63	53	257	86
	9%FNeP	9%	9%	16%zDEF	7%	10%F	7%	9%	9%	12%zMN	11%zMN	7%	5%	11%ze	6%
Yes (weekly)	1069	538	530	194	206	421	247	382	684	382	337	198	151	792	265
	27%FmMNe Rc	28%	27%	36%zF	32%zF	33%zF	17%	34%zm	25%	36%zMN	34%zMN	23%N	15%	33%ze	19%
Yes (daily)	891	525	366	118	196	356	221	327	558	376	244	163	109	686	187
	23%BFmMN e	28%zB	18%	22%F	30%zCF	28%zCF	15%	29%zm	20%	36%zLMN	24%MN	19%N	11%	28%ze	14%
No	2119	968	1149	234	303	592	991	501	1586	385	464	548	722	1091	961
	54%ACDEI KLdSY	51%	58%zA	43%	47%	46%	69%zCDE	45%	58%zl	36%	47%K	63%zKL	74%zKLM	45%	69%zd
<b>Number of BBC platforms used</b>															
None	296	144	152	56	70	97	72	98	195	50	49	62	135	168	106
	8%FKLQS	8%	8%	10%zF	11%zEF	8%F	5%	9%	7%	5%	5%	7%	14%zKLM	7%	8%
One	853	369	483	82	111	247	413	191	649	129	175	211	339	399	430
	22%ACDEI KLdQS	19%	24%zA	15%	17%	19%	29%zCDE	17%	24%zl	12%	18%K	24%KL	35%zKLM	16%	31%zd
Two	1014	470	544	135	136	275	469	230	767	212	245	289	267	549	441
	26%DEIKd RT	25%	27%	25%	21%	22%	33%zCDE	21%	28%zl	20%	25%K	33%zKLN	27%K	23%	32%zd
Three	883	451	431	127	162	324	270	297	580	297	257	177	152	642	225
	23%FmNeR c	24%	22%	23%	25%F	25%zF	19%	27%zm	21%	28%zMN	26%zMN	20%N	16%	26%ze	16%
Four	861	472	388	145	169	333	214	306	549	368	268	138	86	668	183
	22%BFmMN eV	25%zB	19%	27%zF	26%zF	26%zF	15%	27%zm	20%	35%zLMN	27%zMN	16%N	9%	28%ze	13%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 407

**BAN4. Banner 4**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
Preview only															
Yes	1251	590	661	123	142	347	639	241	997	286	290	256	418	600	616
	32%CDEIK dQ	31%	33%	23%	22%	27%D	44%zCDE	21%	36%zl	27%	29%	29%	43%zKLM	25%	44%zd
No	2656	1316	1337	422	506	929	799	881	1744	770	705	620	561	1826	768
	68%FmNec g	69%	67%	77%zF	78%zEF	73%zF	56%	79%zm	64%	73%zN	71%N	71%N	57%	75%ze	56%
Yes, under 50	494	233	260	123	142	229	-	200	285	147	142	68	137	365	114
	13%FmMeQ	12%	13%	23%zEF	22%zF	18%zF	-	18%zm	10%	14%M	14%M	8%	14%M	15%ze	8%
Yes, over 50	757	357	400	-	-	118	639	40	712	139	148	188	281	235	502
	19%CDEIK LdTU	19%	20%	-	-	9%CD	44%zCDE	4%	26%zl	13%	15%	21%KL	29%zKLM	10%	36%zd
No, under 50	1633	812	818	422	506	705	-	785	826	510	423	365	334	1304	290
	42%FmNeP Qg	43%	41%	77%zEF	78%zEF	55%zF	-	70%zm	30%	48%zLMN	43%N	42%N	34%	54%ze	21%
No, over 50	1024	504	519	-	-	224	799	95	918	260	282	255	227	522	478
	26%CDEIN dORc	26%	26%	-	-	18%CD	56%zCDE	9%	33%zl	25%	28%N	29%N	23%	22%	35%zd
Linear TV only															
Yes	381	188	193	14	32	103	231	64	310	59	94	102	125	171	198
	10%CDEIK dRU	10%	10%	3%	5%	8%CD	16%zCDE	6%	11%zl	6%	9%K	12%K	13%zKL	7%	14%zd
No	3526	1718	1806	531	616	1173	1207	1057	2431	997	901	774	854	2255	1186
	90%FmNeO T	90%	90%	97%zEF	95%zEF	92%zF	84%	94%zm	89%	94%zLMN	91%N	88%	87%	93%ze	86%
Yes, under 55	150	86	64	14	32	103	-	56	89	19	39	35	58	106	40
	4%FmKeRU	5%	3%	3%F	5%F	8%zCDF	-	5%zm	3%	2%	4%K	4%K	6%zK	4%e	3%
Yes, over 55	231	102	129	-	-	-	231	8	221	41	55	67	68	65	158
	6%CDEIKd RY	5%	6%	-	-	-	16%zCDE	1%	8%zl	4%	6%	8%K	7%K	3%	11%zd
No, under 55	2319	1141	1175	531	616	1173	-	1007	1282	724	631	470	495	1836	423
	59%FmMNe Qg	60%	59%	97%zEF	95%zEF	92%zF	-	90%zm	47%	68%zLMN	63%zMN	54%	51%	76%ze	31%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 407

**BAN4. Banner 4**

Base = All respondents

	Total (z)	Gender		Age				Children in household		Social Group				Working	
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-54 (E)	55+ (F)	Yes (l)	No (m)	AB (K)	C1 (L)	C2 (M)	DE (N)	Yes (d)	No (e)
WeightedBase	3907	1906	1998	545	648	1276	1438	1121	2741	1057	995	876	980	2426	1384
EffectiveBase	2717	1314	1400	426	476	855	969	795	1895	753	706	565	697	1545	1132
No, over 55	1207	577	630	-	-	-	1207	50	1148	273	270	304	359	419	763
	31% <b>CDEIK</b> LdOT	30%	32%	-	-	-	84% <b>zCDE</b>	4%	42% <b>zl</b>	26%	27%	35% <b>zKL</b>	37% <b>zKL</b>	17%	55% <b>zd</b>

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 407

**BAN4. Banner 4**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
UnweightedBase	3907	2892	349	327	339	293	707	148	335	156	385	165	146	80	143	334	3135	379
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
<b>Watched any BBC TV channel</b>																		
Yes (used at least once every 3 months)	3388	2844	266	180	98	343	610	150	336	138	381	164	163	84	172	302	2745	326
	87%CDINP RTc	87%PR	80%	93%zOPR	79%	91%Tc	84%	91%c	90%Tc	84%	89%Tc	88%	90%c	93%Tc	90%c	81%	87%	89%
Yes (monthly)	632	520	66	32	14	84	96	35	60	18	60	35	26	20	31	55	474	97
	16%NRTF	16%	20%R	17%	12%	22%zTWXc	13%	21%TW	16%	11%	14%	19%	15%	22%	16%	15%	15%	26%zf
Yes (weekly)	2367	2000	175	128	64	262	445	113	224	80	272	128	110	62	127	178	1904	238
	61%CDINP RWc	61%PR	53%	66%PR	52%	69%zTVWc	61%Wc	68%Wc	60%Wc	49%	64%Wc	69%Wc	61%c	68%Wc	66%Wc	48%	60%	65%
Yes (daily)	2138	1756	186	127	69	192	330	71	232	91	260	96	107	56	115	205	1755	191
	55%CDNdT U	54%	56%	66%zOPR	56%	51%	45%	43%	62%zSTUY	56%T	61%zSTU	51%	59%TU	62%TU	60%TU	55%TU	56%	52%
No	498	393	66	14	25	33	111	16	34	25	43	23	16	6	19	66	395	40
	13%FmKLe OQ	12%Q	20%zOQ	7%	20%zOQ	9%	15%SVX	9%	9%	15%	10%	12%	9%	7%	10%	18%zSUVX ha	13%	11%
<b>Listened to any BBC radio station</b>																		
Yes (used at least in last 3 months)	2225	1848	172	135	71	263	369	104	212	72	248	120	104	57	111	189	1781	233
	57%BNeTW c	57%	52%	69%zOPR	57%	70%zTVWX hbc	51%	63%TWc	57%W	44%	58%TW	64%TWc	57%W	63%TW	58%W	51%	56%	63%zf
Yes (monthly)	288	256	15	12	4	39	51	19	26	6	32	19	15	6	12	30	221	36
	7%FNRR	8%R	5%	6%	3%	10%W	7%	11%W	7%	4%	8%	10%	8%	7%	6%	8%	7%	10%
Yes (weekly)	1175	983	92	66	35	134	211	64	106	35	120	70	46	27	69	101	958	118
	30%BFNeW	30%	28%	34%	29%	36%W	29%	39%zTWXh c	28%	21%	28%	38%Whc	25%	29%	36%W	27%	30%	32%
Yes (daily)	1220	995	98	85	42	143	181	44	135	37	146	53	69	36	56	96	971	128
	31%BCDNe TW	31%	30%	44%zOPR	34%	38%zTUWc	25%	26%	36%TWc	22%	34%TWc	29%	38%TWc	40%TWc	29%	26%	31%	35%
No	1665	1396	158	59	52	113	360	60	160	91	175	67	74	33	80	183	1359	133
	43%AKdQS g	43%Q	48%Q	30%	42%Q	30%	49%zSUXY a	36%	43%S	56%zSUVX Yhab	41%S	36%	41%S	36%	42%S	49%zSUY	43%g	36%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 407

**BAN4. Banner 4**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity	
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolns hire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
<b>Used any BBC On-demand</b>																		
Yes (used at least once every 3 months)	1583	1313	131	94	45	144	296	47	129	56	196	106	76	44	86	132	1267	142
	41% <b>FmMNe</b>	40%	40%	49% <b>zOPR</b>	36%	38%	41% <b>U</b>	28%	35%	34%	46% <b>zUVWc</b>	57% <b>zSTUV</b>	42% <b>U</b>	49% <b>UVWc</b>	45% <b>U</b>	35%	40%	39%
Yes (monthly)	320	265	26	20	9	37	54	8	31	10	40	25	12	5	18	25	244	38
	8% <b>FMNe</b>	8%	8%	11%	8%	10%	7%	5%	8%	6%	9%	13% <b>zTUC</b>	7%	5%	9%	7%	8%	10%
Yes (weekly)	1000	829	84	58	29	84	189	31	80	35	125	69	49	32	59	77	820	88
	26% <b>FmMNe</b>	25%	25%	30%	24%	22%	26%	18%	21%	21%	29% <b>UVc</b>	37% <b>zSTUV</b>	27%	35% <b>SUVWc</b>	31% <b>UVc</b>	21%	26%	24%
Yes (daily)	309	258	24	15	12	21	58	11	23	10	41	20	17	9	9	40	242	18
	8% <b>BFmMNe</b>	8%	7%	8%	10%	6%	8%	7%	6%	6%	10%	11%	9%	10%	4%	11% <b>Sb</b>	8%	5%
No	2317	1940	199	100	78	232	434	118	244	107	230	78	104	46	105	240	1884	225
	59% <b>CDEIK</b>	60% <b>Q</b>	60% <b>Q</b>	51%	63% <b>Q</b>	62% <b>Y</b>	59% <b>Y</b>	71% <b>zTXyh</b>	65% <b>zXYa</b>	65% <b>XY</b>	54% <b>Y</b>	42%	58% <b>Y</b>	51%	55% <b>Y</b>	65% <b>XYa</b>	60%	61%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base

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Table 407

**BAN4. Banner 4**

Base = All respondents

	Nation				England Regions											Urbanity		
	Total (z)	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
<b>Used any BBC Online</b>																		
Yes (used at least once every 3 months)	1777	1513	129	86	49	202	354	58	160	70	190	103	92	44	100	140	1436	165
	45% <b>BfMmN</b> ePRUC	46% <b>PR</b>	39%	44%	40%	54% <b>zU</b> VXc	48% <b>Uc</b>	35%	43%	43%	45%	55% <b>zU</b> VXc	51% <b>Uc</b>	49%	53% <b>Uc</b>	38%	45%	45%
Yes (monthly)	351	315	15	12	9	51	64	8	34	10	36	28	10	11	31	31	271	37
	9% <b>FNeP</b>	10% <b>zP</b>	5%	6%	7%	14% <b>zTU</b> Wh	9%	5%	9%	6%	9%	15% <b>zTU</b> WXh c	6%	12%	16% <b>zTU</b> WXh c	8%	9%	10%
Yes (weekly)	1069	916	75	51	27	134	221	40	91	42	106	57	59	25	61	80	857	108
	27% <b>FmMNe</b> Rc	28% <b>R</b>	23%	26%	22%	36% <b>zU</b> VXc	30% <b>c</b>	24%	24%	26%	25%	31%	32% <b>c</b>	28%	32% <b>c</b>	22%	27%	29%
Yes (daily)	891	742	72	44	33	82	163	27	80	37	103	63	44	22	50	70	746	68
	23% <b>BfMmN</b> e	23%	22%	23%	27%	82%	22%	16%	21%	23%	24%	34% <b>zSTU</b> VXc	24%	24%	26%	19%	24%	19%
No	2119	1740	199	107	74	175	376	107	212	94	234	83	88	46	91	232	1715	199
	54% <b>ACDEI</b> KLdSY	53%	60%	55%	60% <b>zO</b>	46%	52%	65% <b>zSTY</b> h b	57% <b>SY</b>	57% <b>Y</b>	55% <b>Y</b>	44%	49%	51%	47%	62% <b>zSTY</b> h b	54%	54%
<b>Number of BBC platforms used</b>																		
None	296	236	41	5	14	15	79	8	20	18	25	9	8	2	14	37	237	22
	8% <b>FKLQS</b>	7% <b>Q</b>	12% <b>zOQ</b>	3%	12% <b>zOQ</b>	4%	11% <b>zSVX</b> Yh a	5%	5%	11% <b>SV</b> Ha	6%	5%	4%	2%	8%	10% <b>Sa</b>	8%	6%
One	853	710	79	31	34	47	162	47	87	45	94	32	42	20	33	100	705	70
	22% <b>ACDEI</b> KLdQS	22% <b>Q</b>	24% <b>Q</b>	16%	27% <b>zOQ</b>	13%	22% <b>S</b>	29% <b>SY</b> h b	23% <b>S</b>	27% <b>S</b>	22% <b>S</b>	17%	23% <b>S</b>	22%	17%	27% <b>zSY</b> h b	22%	19%
Two	1014	847	82	59	26	128	159	50	111	39	100	37	47	23	46	107	818	109
	26% <b>DEIKd</b> RT	26%	25%	30% <b>R</b>	21%	34% <b>zTX</b> Y	22%	30%	30% <b>TY</b>	24%	24%	20%	26%	26%	24%	29% <b>T</b>	26%	30%
Three	883	747	66	48	21	98	170	29	95	34	107	47	38	18	48	63	696	87
	23% <b>FmNeR</b> c	23% <b>R</b>	20%	25% <b>R</b>	17%	26% <b>c</b>	23% <b>c</b>	17%	25% <b>c</b>	21%	25% <b>c</b>	25%	21%	20%	25%	17%	22%	24%
Four	861	718	64	50	28	88	159	31	61	28	100	62	47	28	50	65	700	79
	22% <b>BfMmN</b> eV	22%	19%	26%	23%	23%	22%	19%	16%	17%	24% <b>V</b>	33% <b>zSTU</b> VXc	26% <b>V</b>	30% <b>VW</b> c	26% <b>V</b>	17%	22%	22%

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/I/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
\*small base



# Ofcom - BBC Performance Tracker - April 2018 to April 2019

Table 407

**BAN4. Banner 4**

Base = All respondents

	Total (z)	Nation				England Regions											Urbanity		
		England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367	
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260	
Preview only																			
Yes	1251	1045	120	43	42	125	225	42	128	46	135	54	55	26	53	157	997	141	
		32% <b>CDEIK</b>	32% <b>Q</b>	36% <b>Q</b>	22%	34% <b>Q</b>	33%	31%	26%	34%	28%	32%	29%	30%	28%	28%	42% <b>zSTUW</b>	32%	38% <b>zf</b>
No	2656	2213	212	150	81	252	505	123	245	118	292	133	126	65	138	216	2159	226	
		68% <b>FmNec</b>	68%	64%	78% <b>zOPR</b>	66%	67% <b>c</b>	69% <b>c</b>	74% <b>c</b>	66%	72% <b>c</b>	68% <b>c</b>	71% <b>c</b>	70% <b>c</b>	72% <b>c</b>	58%	68% <b>g</b>	62%	
Yes, under 50	494	419	43	14	18	43	110	25	41	17	50	28	18	10	20	58	396	41	
		13% <b>FmMeQ</b>	13% <b>Q</b>	13% <b>Q</b>	7%	15% <b>Q</b>	11%	15%	11%	10%	12%	15%	10%	11%	10%	16%	13%	11%	
Yes, over 50	757	626	77	29	24	82	115	18	87	29	85	26	37	16	33	99	601	100	
		19% <b>CDEIK</b>	19%	23% <b>Q</b>	15%	20%	22% <b>U</b>	16%	11%	23% <b>TUY</b>	18%	20% <b>U</b>	14%	21% <b>U</b>	17%	17%	27% <b>zTUY</b>	19%	27% <b>zf</b>
No, under 50	1633	1395	115	69	54	150	335	91	166	75	166	87	72	37	75	140	1319	120	
		42% <b>FmNeP</b>	43% <b>zPQ</b>	35%	36%	44% <b>PQ</b>	40%	46% <b>zc</b>	55% <b>zSXhb</b>	44%	46%	39%	47%	40%	41%	39%	42% <b>g</b>	33%	
No, over 50	1024	818	97	81	26	102	170	32	79	44	126	46	54	28	63	75	840	106	
		26% <b>CDEIN</b>	25%	29% <b>R</b>	42% <b>zOPR</b>	21%	27%	23%	20%	21%	27%	30% <b>UVc</b>	24%	30%	31%	33% <b>TUVc</b>	20%	27%	29%
Linear TV only																			
Yes	381	338	22	18	3	45	94	5	48	16	50	11	10	7	15	37	319	39	
		10% <b>CDEIK</b>	10% <b>zR</b>	7% <b>R</b>	9% <b>R</b>	3%	12% <b>U</b>	13% <b>zUYh</b>	3%	13% <b>UYh</b>	10%	12% <b>U</b>	6%	5%	8%	8%	10% <b>U</b>	10%	11%
No	3526	2921	310	176	120	332	636	160	326	149	377	176	171	84	176	335	2836	328	
		90% <b>FmNeO</b>	90%	93%	91%	97% <b>zOPQ</b>	88%	87%	97% <b>zSTVX</b>	87%	90%	88%	94% <b>TV</b>	95% <b>TV</b>	92%	92%	90%	90%	89%
Yes, under 55	150	137	6	5	2	7	53	*	18	4	15	8	2	3	6	21	133	8	
		4% <b>FmKeRU</b>	4% <b>R</b>	2%	2%	2%	7% <b>zSUWXh</b>	*	5% <b>U</b>	2%	4%	4% <b>U</b>	1%	3%	3%	6% <b>SU</b>	4% <b>z</b>	2%	
Yes, over 55	231	200	16	13	1	39	41	5	30	12	34	2	8	4	9	17	187	31	
		6% <b>CDEIKd</b>	6% <b>R</b>	5% <b>R</b>	7% <b>R</b>	1%	10% <b>zTUYc</b>	6% <b>Y</b>	3%	8% <b>Y</b>	7% <b>Y</b>	8% <b>Y</b>	1%	4%	5%	4%	6%	8%	
No, under 55	2319	1962	188	89	81	209	458	118	216	102	235	130	108	58	111	218	1867	183	
		59% <b>FmINe</b>	60% <b>Q</b>	57% <b>Q</b>	46%	66% <b>zPQ</b>	55%	63% <b>X</b>	71% <b>zSVXb</b>	58%	62%	55%	70% <b>zSVXc</b>	60%	64%	58%	59% <b>g</b>	50%	

Proportions/Means: Columns Tested (5% risk level) - z/A/B - z/C/D/E/F - z/l/m - z/K/L/M/N - z/d/e - z/O/P/Q/R - z/S/T/U/V/W/X/Y/h/a/b/c - z/f/g  
 \* small base

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Table 407

**BAN4. Banner 4**

Base = All respondents

	Nation				England Regions											Urbanity		
	England (O)	Scotland (P)	Wales (Q)	Northern Ireland (R)	East of England (S)	London (T)	Midlands East (U)	Midlands West (V)	North East and Cumbria (W)	North West (X)	South (Y)	South East (h)	South West (a)	West (b)	Yorkshire and Lincolnshire (c)	Urban (f)	Rural (g)	
WeightedBase	3907	3258	332	194	123	377	730	166	374	164	426	187	181	91*	191	372	3155	367
EffectiveBase	2717	2128	253	260	307	222	480	105	249	121	290	130	113	68	114	243	2173	260
No, over 55	1207	959	123	87	39	123	178	42	109	47	142	46	63	26	65	117	969	145
LdOT	31% CDEIK	29%	37% zO	45% zOR	31%	33% T	24%	26%	29%	29%	33% T	25%	35% T	29%	34% T	32% T	31%	39% zf