BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

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Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

URBANITY INDICATOR

Base : All respondents

		Total	AGE						SEG						AREA		
			16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample		1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total		1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Large City		131	28	21	30	22	14	17	16	54	18	42	71	61	131	-	-
		12%	20%	12%	16%	11%	9%	7%	7%	16%	8%	14%	13%	11%	14%	-%	-%
			def	f	ef					gil		gi	gi		no		
Smaller city/ large town		183	21	29	35	27	27	44	69	51	29	34	120	63	183	-	-
		16%	15%	17%	19%	14%	16%	17%	31%	15%	12%	11%	21%	11%	19%	-%	-%
									hijkl				hijl		no		
Medium Town		321	44	38	53	60	43	83	56	104	64	98	160	161	321	-	-
		29%	31%	23%	29%	31%	26%	32%	25%	30%	26%	32%	28%	29%	34%	-%	-%
															no		
Small town within 10 miles		214	23	41	27	37	36	50	34	61	60	60	94	119	214	-	-
		19%	16%	25%	15%	19%	22%	19%	15%	18%	25%	19%	17%	22%	22%	-%	-%
				c							ghk			gk	no		
Small town more than 10 miles		108	13	12	14	22	16	30	15	28	29	36	43	65	108	-	-
		10%	9%	7%	8%	11%	10%	11%	7%	8%	12%	12%	8%	12%	11%	-%	-%
												k		k	no		
Rural area within 10 miles		49	7	5	9	10	10	7	11	14	12	11	26	24	-	49	-
		4%	5%	3%	5%	5%	6%	3%	5%	4%	5%	4%	5%	4%	-%	32%	-%
																mo	
Rural area more than 10 miles		105	6	19	14	19	16	31	18	31	29	27	49	56	-	105	105
		9%	4%	11%	8%	9%	10%	12%	8%	9%	12%	9%	9%	10%	-%	68%	100%
				a				a								m	mn

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Table 1

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

URBANITY INDICATOR

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Large City	131	131	-	-	46	52	30	123	118	77	53	52	32	47
	12%	19% bc	-%	-%	12%	13%	10%	12%	12%	12%	12%	11%	12%	13%
Smaller city/ large town	183	115	-	68	94	49	23	154	141	116	75	86	28	69
	16%	17% b	-%	27% ab	25% ef	13% f	8%	15%	14%	19% h	16%	18% l	10%	19% l
Medium Town	321	215	45	62	100	112	101	307	299	174	147	128	89	105
	29%	31%	27%	25%	26%	29%	34% d	30%	31%	28%	32%	26%	34% k	29%
Small town within 10 miles	214	164	16	33	67	77	60	186	184	117	90	96	48	69
	19%	24% bc	10%	13%	18%	20%	20%	18%	19%	19%	20%	20%	18%	19%
Small town more than 10 miles	108	16	75	16	35	38	33	103	99	56	42	47	27	34
	10%	2%	44% ac	7% a	9%	10%	11%	10%	10%	9%	9%	10%	10%	9%
Rural area within 10 miles	49	33	-	16	9	20	16	45	41	23	21	22	18	9
	4%	5% b	-%	7% b	2%	5%	6% d	4%	4%	4%	4%	4%	7% m	3%
Rural area more than 10 miles	105	16	33	56	29	44	31	100	93	58	32	53	23	28
	9%	2%	19% a	22% a	8%	11%	11%	10%	10%	9%	7%	11%	9%	8%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Table 1

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

URBANITY INDICATOR

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Large City	131	16	9	2	87	67	13	24	100	43	56	32
	12%	7%	5%	2%	14%	12%	6%	19%	10%	7%	15%	24%
					ab	f		ef	i		hi	hij
Smaller city/ large town	183	62	53	20	78	54	65	21	172	143	30	10
	16%	26%	27%	22%	12%	10%	31%	17%	18%	23%	8%	8%
		d	d				eg	e	jk	hjk		
Medium Town	321	70	56	33	188	171	47	40	281	149	132	40
	29%	29%	29%	37%	30%	31%	23%	32%	29%	24%	36%	31%
						f					hi	
Small town within 10 miles	214	40	33	20	115	103	41	11	194	131	63	20
	19%	17%	17%	22%	18%	19%	20%	9%	20%	21%	17%	15%
						g	g					
Small town more than 10 miles	108	21	18	4	66	62	16	8	92	56	36	15
	10%	9%	9%	5%	10%	11%	8%	7%	9%	9%	10%	12%
Rural area within 10 miles	49	6	6	1	37	30	4	9	46	28	18	3
	4%	3%	3%	1%	6%	5%	2%	7%	5%	5%	5%	2%
						f		f				
Rural area more than 10 miles	105	23	20	11	66	57	21	11	94	63	32	10
	9%	10%	10%	12%	10%	11%	10%	9%	10%	10%	9%	8%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

URBANITY INDICATOR

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Large City	131	91	87	85	64	55	64	90	56	30	13	37	36	59
	12%	10%	11%	11%	10%	9%	10%	10%	14% ij	9%	5%	10%	13%	12%
Smaller city/ large town	183	145	135	102	100	108	135	154	37	48	87	53	31	99
	16%	16%	16%	14%	16%	18% c	22% abcdeg	17% c	9%	15% h	33% hi	15%	11%	21% kl
Medium Town	321	266	254	239	179	184	154	267	130	101	50	118	94	110
	29%	30% f	31% f	32% f	29%	30%	25%	30% f	33% j	32% j	19%	33% m	34% m	23%
Small town within 10 miles	214	168	150	140	111	116	126	171	69	65	61	69	41	104
	19%	19%	18%	19%	18%	19%	21%	19%	17%	20%	23%	19%	15%	22% l
Small town more than 10 miles	108	88	80	75	62	61	46	84	49	27	16	38	22	48
	10%	10%	10%	10%	10%	10%	8%	9%	12% j	8%	6%	11%	8%	10%
Rural area within 10 miles	49	42	40	38	34	30	33	41	23	15	8	11	21	17
	4%	5%	5%	5%	6%	5%	5%	5%	6%	5%	3%	3%	8% km	4%
Rural area more than 10 miles	105	89	84	70	67	60	54	88	35	34	26	34	29	42
	9%	10%	10%	9%	11%	10%	9%	10%	9%	11%	10%	9%	11%	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

URBANITY INDICATOR

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Large City	131	18	71	42	13	12	9	3	11	86	96	35	69	3	17
	12%	8%	14% a	12%	7%	7%	6%	3%	7%	11% f	12%	11%	13% m	2%	21%
Smaller city/ large town	183	27	86	70	45	44	38	18	39	127	129	53	69	37	7
	16%	12%	17%	19% a	23% i	24% i	24% i	21%	23% i	16%	16%	17%	13%	27% l	9%
Medium Town	321	82	159	80	76	71	62	33	64	205	228	93	179	36	26
	29%	37% c	30% c	22%	39% i	39% i	39% i	38%	38% i	26%	28%	30%	34%	26%	32%
Small town within 10 miles	214	29	95	89	30	29	27	15	28	164	148	66	90	26	8
	19%	13%	18%	25% ab	15%	16%	17%	17%	17%	21%	18%	21%	17%	19%	10%
Small town more than 10 miles	108	29	43	36	12	11	11	5	11	80	72	36	53	13	5
	10%	13%	8%	10%	6%	6%	7%	6%	7%	10%	9%	12%	10%	10%	6%
Rural area within 10 miles	49	9	27	13	5	5	5	5	5	41	40	9	24	5	7
	4%	4%	5%	4%	3%	3%	3%	6%	3%	5%	5%	3%	4%	4%	9%
Rural area more than 10 miles	105	30	41	34	12	11	8	8	8	83	87	18	45	16	11
	9%	13% b	8%	9%	6%	6%	5%	9%	5%	11% fh	11% k	6%	8%	12%	13%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Table 2

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

LOCATION

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
URBAN	957 86%	128 90%	141 85%	159 87%	167 85%	137 84%	225 85%	190 87%	298 87%	199 83%	269 88%	489 87%	468 86%	957 100% no	- -%	- -%
ALL RURAL	154 14%	14 10%	24 15%	23 13%	29 15%	27 16%	38 15%	29 13%	45 13%	41 17%	38 12%	75 13%	79 14%	- -%	154 100% m	105 100% m
REMOTE RURAL	105 9%	6 4%	19 11% a	14 8%	19 9%	16 10%	31 12% a	18 8%	31 9%	29 12%	27 9%	49 9%	56 10%	- -%	105 68% m	105 100% mn

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

LOCATION

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
URBAN	957 86%	642 93% bc	137 81% c	179 71%	343 90% ef	328 84%	246 84%	873 86%	840 86%	540 87%	408 89%	410 85%	223 84%	324 90% kl
ALL RURAL	154 14%	49 7%	33 19% a	72 29% ab	38 10%	63 16% d	47 16% d	145 14%	134 14%	81 13%	53 11%	75 15% m	42 16% m	38 10%
REMOTE RURAL	105 9%	16 2%	33 19% a	56 22% a	29 8%	44 11%	31 11%	100 10%	93 10%	58 9%	32 7%	53 11%	23 9%	28 8%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

LOCATION

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
URBAN	957 86%	208 88%	170 86%	78 87%	534 84%	456 84%	183 88%	104 84%	840 86%	523 85%	317 86%	117 90%
ALL RURAL	154 14%	29 12%	27 14%	12 13%	103 16%	87 16%	25 12%	20 16%	141 14%	91 15%	50 14%	14 10%
REMOTE RURAL	105 9%	23 10%	20 10%	11 12%	66 10%	57 11%	21 10%	11 9%	94 10%	63 10%	32 9%	10 8%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

LOCATION

Base : All respondents

| | | NEWS MEDIA EVER USE | | | | | WEBSITES | | WATCH STV/ ITV NEWS PROGRAMMES | | | LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME | | |
	Total	TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
URBAN	957	759	707	640	515	524	525	767	342	271	227	315	224	419
	86%	85%	85%	86%	84%	85%	86%	86%	86%	85%	87%	87%	82%	88%
												l		l
ALL RURAL	154	131	124	107	101	90	86	130	57	50	34	45	50	59
	14%	15%	15%	14%	16%	15%	14%	14%	14%	15%	13%	13%	18%	12%
													km	
REMOTE RURAL	105	89	84	70	67	60	54	88	35	34	26	34	29	42
	9%	10%	10%	9%	11%	10%	9%	10%	9%	11%	10%	9%	11%	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

LOCATION

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
URBAN	957 86%	185 82%	455 87%	317 87%	176 91% i	167 91% i	147 92% i	75 85%	153 92% i	663 84%	673 84%	283 91% j	461 87%	115 85%	64 78%
ALL RURAL	154 14%	39 18%	68 13%	47 13%	17 9%	16 9%	13 8%	13 15%	14 8%	124 16% defh	127 16% k	27 9%	68 13%	21 15%	18 22%
REMOTE RURAL	105 9%	30 13% b	41 8%	34 9%	12 6%	11 6%	8 5%	8 9%	8 5%	83 11% fh	87 11% k	18 6%	45 8%	16 12%	11 13%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Table 3

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SCOTTISH PARLIAMENTARY ELECTORAL REGION

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
LOTHIAN	164	18	29	34	30	22	31	53	49	26	36	103	62	164	-	-
	15%	13%	17%	19%	15%	13%	12%	24%	14%	11%	12%	18%	11%	17%	-%	-%
				f				hijl				ijl		no		
MID SCOTLAND & FIFE	148	14	18	20	28	24	44	27	43	35	43	70	78	115	33	16
	13%	10%	11%	11%	14%	14%	17%	12%	13%	15%	14%	12%	14%	12%	21%	16%
															m	
SOUTH OF SCOTLAND	169	21	24	24	31	26	45	24	44	44	57	68	102	137	33	33
	15%	15%	14%	13%	16%	16%	17%	11%	13%	18%	19%	12%	19%	14%	21%	31%
										gk	ghk		ghk		m	m
CENTRAL SCOTLAND	165	26	23	27	32	24	35	26	46	37	56	72	93	149	16	-
	15%	18%	14%	15%	16%	14%	13%	12%	13%	15%	18%	13%	17%	16%	11%	-%
											gk		k	o	o	
GLASGOW	131	28	21	30	22	14	17	16	54	18	42	71	61	131	-	-
	12%	20%	12%	16%	11%	9%	7%	7%	16%	8%	14%	13%	11%	14%	-%	-%
		def	f	ef					gil		gi	gi		no		
WEST OF SCOTLAND	82	12	13	10	21	11	14	10	26	20	27	36	46	82	-	-
	7%	9%	8%	6%	11%	7%	5%	5%	7%	8%	9%	6%	8%	9%	-%	-%
					f									no		
HIGHLANDS AND ISLANDS	67	5	11	11	11	9	20	11	19	18	19	31	36	11	56	56
	6%	4%	6%	6%	5%	6%	8%	5%	6%	7%	6%	5%	7%	1%	36%	53%
														m	m	mn
NORTH EAST	184	17	27	27	23	34	56	52	62	43	27	114	70	167	16	-
	17%	12%	16%	15%	12%	21%	21%	24%	18%	18%	9%	20%	13%	17%	11%	-%
						d	ad	jl	jl	j		jl		no	o	

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SCOTTISH PARLIAMENTARY ELECTORAL REGION

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
LOTHIAN	164 15%	164 24% bc	- -%	- -%	80 21% ef	45 12% f	18 6%	134 13%	121 12%	91 15%	59 13%	90 19% l	16 6%	57 16% l
MID SCOTLAND & FIFE	148 13%	148 21% bc	- -%	- -%	43 11%	49 13%	50 17% d	133 13%	126 13%	79 13%	66 14%	60 12%	46 17% m	42 12%
SOUTH OF SCOTLAND	169 15%	- -%	169 100% ac	- -%	53 14%	53 14%	57 20% e	162 16%	157 16%	89 14%	59 13%	86 18% l	30 11%	53 15%
CENTRAL SCOTLAND	165 15%	165 24% bc	- -%	- -%	34 9%	65 17% d	65 22% d	156 15%	156 16%	94 15%	82 18%	76 16%	42 16%	47 13%
GLASGOW	131 12%	131 19% bc	- -%	- -%	46 12%	52 13%	30 10%	123 12%	118 12%	77 12%	53 12%	52 11%	32 12%	47 13%
WEST OF SCOTLAND	82 7%	82 12% bc	- -%	- -%	35 9% f	31 8%	14 5%	79 8%	75 8%	43 7%	45 10%	24 5%	23 9% k	36 10% k
HIGHLANDS AND ISLANDS	67 6%	- -%	- -%	67 27% ab	21 6%	29 7%	15 5%	63 6%	58 6%	38 6%	29 6%	32 7%	19 7%	16 5%
NORTH EAST	184 17%	- -%	- -%	184 73% ab	68 18%	67 17%	43 15%	166 16%	162 17%	109 18%	69 15%	65 13%	57 22% k	62 17%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Table 3

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SCOTTISH PARLIAMENTARY ELECTORAL REGION

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
LOTHIAN	164	42	33	13	77	62	48	9	151	111	40	13
	15%	18%	17%	15%	12%	11%	23%	7%	15%	18%	11%	10%
		d					eg		j	jk		
MID SCOTLAND & FIFE	148	30	26	12	85	75	21	20	139	98	41	9
	13%	13%	13%	14%	13%	14%	10%	16%	14%	16%	11%	7%
									k	jk		
SOUTH OF SCOTLAND	169	26	20	10	109	90	34	10	145	93	51	25
	15%	11%	10%	11%	17%	17%	16%	8%	15%	15%	14%	19%
					ab	g	g					
CENTRAL SCOTLAND	165	31	24	12	98	85	16	27	141	62	79	25
	15%	13%	12%	14%	15%	16%	8%	21%	14%	10%	22%	19%
						f		f	i		hi	i
GLASGOW	131	16	9	2	87	67	13	24	100	43	56	32
	12%	7%	5%	2%	14%	12%	6%	19%	10%	7%	15%	24%
					ab	f		ef	i		hi	hij
WEST OF SCOTLAND	82	16	15	7	45	51	8	2	72	31	41	10
	7%	7%	8%	8%	7%	9%	4%	2%	7%	5%	11%	8%
						fg					hi	
HIGHLANDS AND ISLANDS	67	22	21	12	37	37	15	7	63	41	22	4
	6%	9%	11%	13%	6%	7%	7%	6%	6%	7%	6%	3%
			d									
NORTH EAST	184	54	49	21	100	76	52	26	171	135	36	12
	17%	23%	25%	23%	16%	14%	25%	21%	17%	22%	10%	9%
		d	d				e		jk	hjk		

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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SCOTTISH PARLIAMENTARY ELECTORAL REGION

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
LOTHIAN	164	124	112	79	79	81	117	133	25	39	87	62	25	78
	15%	14%	13%	11%	13%	13%	19%	15%	6%	12%	33%	17%	9%	16%
		c					abcdeg	c		h	hi	l		l
MID SCOTLAND & FIFE	148	125	119	105	111	99	91	131	53	46	39	44	41	63
	13%	14%	14%	14%	18%	16%	15%	15%	13%	14%	15%	12%	15%	13%
					ac									
SOUTH OF SCOTLAND	169	133	126	118	92	85	72	131	73	42	30	70	22	78
	15%	15%	15%	16%	15%	14%	12%	15%	18%	13%	11%	19%	8%	16%
				f					j			l		l
CENTRAL SCOTLAND	165	130	123	121	69	107	72	126	62	57	22	61	49	55
	15%	15%	15%	16%	11%	17%	12%	14%	15%	18%	8%	17%	18%	12%
			d	df		df			j	j		m	m	
GLASGOW	131	91	87	85	64	55	64	90	56	30	13	37	36	59
	12%	10%	11%	11%	10%	9%	10%	10%	14%	9%	5%	10%	13%	12%
									ij					
WEST OF SCOTLAND	82	70	67	61	43	45	40	69	31	33	8	18	33	31
	7%	8%	8%	8%	7%	7%	7%	8%	8%	10%	3%	5%	12%	6%
									j	j			km	
HIGHLANDS AND ISLANDS	67	58	54	46	47	35	40	59	22	21	20	24	20	23
	6%	7%	7%	6%	8%	6%	7%	7%	6%	6%	8%	7%	7%	5%
NORTH EAST	184	157	142	132	111	107	116	156	77	52	42	44	48	91
	17%	18%	17%	18%	18%	17%	19%	17%	19%	16%	16%	12%	18%	19%
														k

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SCOTTISH PARLIAMENTARY ELECTORAL REGION

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
LOTHIAN	164	32	72	61	28	27	23	11	24	123	120	44	86	15	2
	15%	14%	14%	17%	14%	15%	14%	13%	14%	16%	15%	14%	16%	11%	3%
MID SCOTLAND & FIFE	148	29	64	55	22	22	20	12	20	117	106	42	54	25	13
	13%	13%	12%	15%	11%	12%	12%	14%	12%	15%	13%	14%	10%	18% l	16%
SOUTH OF SCOTLAND	169	44	69	56	20	20	17	8	17	125	115	54	84	20	9
	15%	20% b	13%	15%	10%	11%	11%	9%	10%	16% d	14%	18%	16%	14%	11%
CENTRAL SCOTLAND	165	30	89	46	30	28	23	15	24	111	118	47	86	15	17
	15%	13%	17%	13%	15%	15%	14%	17%	14%	14%	15%	15%	16%	11%	21%
GLASGOW	131	18	71	42	13	12	9	3	11	86	96	35	69	3	17
	12%	8%	14% a	12%	7%	7%	6%	3%	7%	11% f	12%	11%	13% m	2%	21%
WEST OF SCOTLAND	82	14	45	23	25	22	21	8	22	47	55	27	52	4	3
	7%	6%	9%	6%	13% i	12% i	13% i	9%	13% i	6%	7%	9%	10% m	3%	4%
HIGHLANDS AND ISLANDS	67	20	29	19	16	15	13	12	14	47	55	12	32	11	5
	6%	9%	5%	5%	8%	8%	8%	14%	8%	6%	7%	4%	6%	8%	6%
NORTH EAST	184	37	84	63	41	39	35	17	36	130	134	49	65	42	14
	17%	16%	16%	17%	21%	21%	22%	20%	22%	17%	17%	16%	12%	31% l	18%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SCOTTISH REGION

Base : All respondents

		Total	AGE						SEG						AREA		
			16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample		1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total		1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
CENTRAL BELT		691	99	104	120	131	94	142	132	219	135	204	351	340	642	49	16
		62%	70%	63%	66%	67%	58%	54%	60%	64%	56%	67%	62%	62%	67%	32%	16%
			ef		f	f						i			no	o	
SOUTHERN SCOTLAND		169	21	24	24	31	26	45	24	44	44	57	68	102	137	33	33
		15%	15%	14%	13%	16%	16%	17%	11%	13%	18%	19%	12%	19%	14%	21%	31%
											gk	ghk		ghk		m	m
NORTH/ HIGHLANDS & ISLANDS		251	22	37	38	33	43	76	64	81	61	45	145	106	179	72	56
		23%	16%	23%	21%	17%	26%	29%	29%	24%	25%	15%	26%	19%	19%	47%	53%
							ad	ad	jl	j	j		jl			m	m

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SCOTTISH REGION

Base : All respondents

		REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
			SOUTHERN			3 TO				ANY				
	Total	CENTRAL BELT	SCOTLAND	NORTH/ H&I	UNDER 3 HRS	UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	CATCH- UP	ANY ON- DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
CENTRAL BELT	691 62%	691 100% bc	- -%	- -%	238 63%	242 62%	178 61%	626 62%	596 61%	385 62%	305 66%	302 62%	159 60%	230 64%
SOUTHERN SCOTLAND	169 15%	- -%	169 100% ac	- -%	53 14%	53 14%	57 20% e	162 16%	157 16%	89 14%	59 13%	86 18% l	30 11%	53 15%
NORTH/ HIGHLANDS & ISLANDS	251 23%	- -%	- -%	251 100% ab	89 23%	96 25%	58 20%	229 23%	221 23%	147 24%	97 21%	97 20%	76 29% km	78 22%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Table 4

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SCOTTISH REGION

Base : All respondents

		ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
	Total	ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
CENTRAL BELT	691	135	107	47	392	340	107	81	602	344	258	89
	62%	57%	54%	52%	62%	63%	51%	65%	61%	56%	70%	68%
						f		f	i		hi	i
SOUTHERN SCOTLAND	169	26	20	10	109	90	34	10	145	93	51	25
	15%	11%	10%	11%	17%	17%	16%	8%	15%	15%	14%	19%
					ab	g	g					
NORTH/ HIGHLANDS & ISLANDS	251	76	71	33	137	113	67	33	234	176	58	17
	23%	32%	36%	36%	21%	21%	32%	26%	24%	29%	16%	13%
		d	d				e		jk	hjk		

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SCOTTISH REGION

Base : All respondents

	Total	NEWS MEDIA EVER USE					WEBSITES		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
CENTRAL BELT	691	541	508	451	365	387	384	550	227	205	169	222	184	285
	62%	61%	61%	60%	59%	63%	63%	61%	57%	64%	65% h	62%	67% m	60%
SOUTHERN SCOTLAND	169	133	126	118	92	85	72	131	73	42	30	70	22	78
	15%	15%	15%	16% f	15%	14%	12%	15%	18% j	13%	11%	19% l	8%	16% l
NORTH/ HIGHLANDS & ISLANDS	251	215	196	179	158	142	156	215	99	73	62	68	68	114
	23%	24%	24%	24%	26%	23%	25%	24%	25%	23%	24%	19%	25%	24%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 4

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SCOTTISH REGION

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
CENTRAL BELT	691 62%	123 55%	341 65% a	227 62%	117 61%	110 60%	94 59%	50 57%	100 60%	485 62%	496 62%	195 63%	348 66% m	63 46%	53 65%
SOUTHERN SCOTLAND	169 15%	44 20% b	69 13%	56 15%	20 10%	20 11%	17 11%	8 9%	17 10%	125 16% d	115 14%	54 18%	84 16%	20 14%	9 11%
NORTH/ HIGHLANDS & ISLANDS	251 23%	57 25%	113 22%	81 22%	57 29% i	54 29% i	48 30% i	30 34%	49 30% i	177 23%	189 24%	61 20%	97 18%	53 39% l	19 24%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

S1. RESPONDENT'S GENDER

Base : All respondents

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Male	547	80	79	88	91	65	144	111	149	142	145	261	287	469	78	53
	49%	56%	48%	48%	46%	40%	55%	51%	44%	59%	47%	46%	52%	49%	51%	51%
		e					e			hjk			hk			
Female	564	62	85	94	105	99	119	109	194	99	162	303	261	488	76	51
	51%	44%	52%	52%	54%	60%	45%	49%	56%	41%	53%	54%	48%	51%	49%	49%
						af			il		i	il				

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

S1. RESPONDENT'S GENDER

Base : All respondents

		REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
			SOUTHERN			3 TO				ANY				
	Total	CENTRAL BELT	SCOTLAND	NORTH/ H&I	UNDER 3 HRS	UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	CATCH- UP	ANY ON- DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Male	547 49%	333 48%	85 50%	129 52%	182 48%	202 52%	130 44%	489 48%	462 47%	282 45%	216 47%	242 50%	128 48%	177 49%
Female	564 51%	358 52%	84 50%	121 48%	199 52%	189 48%	164 56%	528 52%	512 53%	339 55%	245 53%	243 50%	137 52%	184 51%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

S1. RESPONDENT'S GENDER

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Male	547	129	107	47	298	274	98	55	491	329	162	57
	49%	54%	54%	52%	47%	50%	47%	44%	50%	54%	44%	43%
		d								jk		
										j		
Female	564	108	90	43	340	269	109	70	490	284	205	74
	51%	46%	46%	48%	53%	50%	53%	56%	50%	46%	56%	57%
					a						hi	i

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

S1. RESPONDENT'S GENDER

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Male	547	437	406	366	324	330	290	448	184	163	143	183	132	232
	49%	49%	49%	49%	53%	54%	47%	50%	46%	51%	55%	51%	48%	49%
							f				h			
Female	564	453	424	381	292	284	322	448	215	157	118	177	142	245
	51%	51%	51%	51%	47%	46%	53%	50%	54%	49%	45%	49%	52%	51%
							e		j					

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Table 5

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

S1. RESPONDENT'S GENDER

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Male	547 49%	114 51%	256 49%	177 49%	92 47%	87 48%	78 49%	44 49%	80 48%	399 51%	391 49%	156 50%	256 48%	72 53%	42 51%
Female	564 51%	110 49%	266 51%	188 51%	102 53%	96 52%	81 51%	44 51%	86 52%	388 49%	409 51%	155 50%	273 52%	63 47%	40 49%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

S2. RESPONDENT'S AGE

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
16-24 years	142 13%	142 100% bcdef	- -%	- -%	- -%	- -%	- -%	16 7%	57 17% g	27 11%	41 13% g	74 13% g	68 12% g	128 13% o	14 9%	6 6%
25-34 years	165 15%	- -%	165 100% acdef	- -%	- -%	- -%	- -%	27 12%	63 18% il	26 11%	47 15%	91 16%	74 13%	141 15%	24 16%	19 18%
35-44 years	182 16%	- -%	- -%	182 100% abdef	- -%	- -%	- -%	39 18%	55 16%	42 18%	45 15%	94 17%	88 16%	159 17%	23 15%	14 13%
45-54 years	195 18%	- -%	- -%	- -%	195 100% abcef	- -%	- -%	43 20%	59 17%	49 20%	44 14%	102 18%	93 17%	167 17%	29 19%	19 18%
55-64 years	163 15%	- -%	- -%	- -%	- -%	163 100% abcdf	- -%	33 15%	42 12%	34 14%	54 18% h	75 13%	88 16%	137 14%	27 17%	16 16%
65-74 years	159 14%	- -%	- -%	- -%	- -%	- -%	159 60% abcde	39 18% h	39 11%	31 13%	50 16%	78 14%	81 15%	139 14%	21 13%	15 15%
75 years or over	104 9%	- -%	- -%	- -%	- -%	- -%	104 40% abcde	20 9%	29 8%	31 13%	25 8%	48 9%	56 10%	86 9%	18 11%	16 15% m
Refused	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Table 6

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

S2. RESPONDENT'S AGE

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
16-24 years	142 13%	99 14% c	21 12%	22 9%	72 19% ef	45 11% f	16 5%	120 12%	113 12%	86 14%	104 23% ghi	40 8%	32 12%	69 19% kl
25-34 years	165 15%	104 15%	24 14%	37 15%	77 20% ef	56 14% f	21 7%	133 13%	127 13%	97 16%	103 22% ghi	58 12%	40 15%	67 18% k
35-44 years	182 16%	120 17%	24 14%	38 15%	76 20% f	59 15%	34 12%	162 16%	155 16%	118 19%	90 19%	77 16%	45 17%	60 17%
45-54 years	195 18%	131 19% c	31 18%	33 13%	64 17%	82 21% f	42 14%	182 18%	171 18%	129 21%	87 19%	103 21% lm	38 14%	54 15%
55-64 years	163 15%	94 14%	26 15%	43 17%	37 10%	68 17% d	54 19% d	160 16% j	157 16% j	89 14% j	46 10%	71 15%	45 17%	47 13%
65-74 years	159 14%	79 11%	28 16%	52 21% a	35 9%	52 13%	71 24% de	157 15% ij	152 16% ij	71 11% j	20 4%	85 18% m	33 13%	41 11%
75 years or over	104 9%	63 9%	17 10%	24 10%	19 5%	29 7%	54 18% de	102 10% ij	98 10% ij	31 5% j	11 2%	50 10% m	32 12% m	23 6%
Refused	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

S2. RESPONDENT'S AGE

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
16-24 years	142	24	20	8	70	60	17	17	101	48	53	40
	13%	10%	10%	9%	11%	11%	8%	14%	10%	8%	14% hi	31% hij
25-34 years	165	23	21	5	93	90	17	9	133	63	70	32
	15%	10%	11%	6%	15%	16% fg	8%	7%	14%	10%	19% hi	24% hi
35-44 years	182	42	33	14	100	87	36	19	160	88	72	22
	16%	18%	17%	16%	16%	16%	17%	15%	16%	14%	20% i	17%
45-54 years	195	38	30	16	122	105	37	17	179	103	76	16
	18%	16%	15%	18%	19%	19%	18%	14%	18%	17%	21% k	13%
55-64 years	163	47	38	25	89	75	36	25	154	116	38	9
	15%	20% d	19%	28%	14%	14%	17%	20%	16% jk	19% jk	10%	7%
65-74 years	159	40	33	13	96	74	38	24	154	120	34	5
	14%	17%	17%	15%	15%	14%	18%	19%	16% jk	20% hjk	9%	4%
75 years or over	104	24	22	8	67	51	27	13	99	74	25	5
	9%	10%	11%	9%	11%	9%	13%	10%	10% k	12% jk	7%	4%
Refused	1	-	-	-	-	-	-	-	1	1	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

S2. RESPONDENT'S AGE

Base : All respondents

	Total	TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
							NEWS MEDIA EVER USE		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
16-24 years	142 13%	83 9%	75 9%	68 9%	59 10%	52 8%	92 15% abcdeg	89 10%	19 5%	50 16% h	32 12% h	27 7%	38 14% k	77 16% k
25-34 years	165 15%	103 12%	85 10%	78 10%	79 13% e	55 9%	115 19% abcdeg	108 12%	35 9%	39 12%	59 23% hi	37 10%	38 14%	90 19% k
35-44 years	182 16%	139 16%	130 16%	113 15%	110 18% e	74 12%	124 20% abceg	145 16% e	53 13%	55 17%	52 20% h	60 17%	49 18%	73 15%
45-54 years	195 18%	168 19%	158 19%	142 19%	130 21%	105 17%	129 21%	167 19%	70 18%	62 19%	47 18%	67 19%	49 18%	79 17%
55-64 years	163 15%	148 17% f	141 17% f	125 17% f	99 16%	120 19% f	78 13%	145 16%	72 18% j	50 16%	32 12%	62 17%	41 15%	60 13%
65-74 years	159 14%	151 17% f	148 18% f	132 18% f	90 15% f	122 20% df	55 9%	149 17% f	86 21% ij	42 13%	27 10%	64 18% l	32 12%	63 13%
75 years or over	104 9%	97 11% f	93 11% df	88 12% df	49 8% f	84 14% dfg	17 3%	93 10% f	65 16% ij	23 7%	12 4%	43 12% m	26 10%	34 7%
Refused	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Table 6

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

S2. RESPONDENT'S AGE

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
16-24 years	142 13%	13 6%	62 12% a	66 18% ab	18 9%	16 9%	14 9%	8 9%	18 11%	83 11%	90 11%	52 17% j	55 10%	10 7%	11 14%
25-34 years	165 15%	23 10%	67 13%	74 20% ab	18 9%	17 9%	12 8%	7 7%	13 8%	115 15% defh	121 15%	44 14%	69 13%	17 12%	5 6%
35-44 years	182 16%	35 16%	85 16%	62 17%	35 18%	33 18%	27 17%	17 19%	27 17%	125 16%	126 16%	56 18%	84 16%	21 15%	15 19%
45-54 years	195 18%	41 18%	99 19%	55 15%	38 20%	37 20%	34 22%	15 17%	35 21%	141 18%	147 18%	49 16%	104 20%	28 21%	9 11%
55-64 years	163 15%	36 16%	83 16%	45 12%	34 18%	32 18%	28 18%	13 15%	29 18%	120 15%	131 16% k	32 10%	79 15%	28 21%	12 14%
65-74 years	159 14%	45 20% bc	73 14%	42 11%	33 17%	32 17%	27 17%	18 21%	27 17%	121 15%	114 14%	45 14%	81 15%	21 16%	15 18%
75 years or over	104 9%	30 13% c	53 10% c	21 6%	18 9%	17 9%	16 10%	11 12%	16 10%	81 10%	71 9%	33 11%	57 11%	12 9%	15 18%
Refused	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.　Data is tested at the 95% confidence level.

S3. HOUSEHOLD'S SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE 16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	SEG AB g	C1 h	C2 i	DE j	ABC1 k	C2DE l	AREA URBAN m	ALL RURAL n	REMOTE RURAL o
Significance Level: 95%																
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
AB	220 20%	16 12%	27 17%	39 22% a	43 22% a	33 20% a	59 23% a	220 100% hijkl	- -%	- -%	- -%	220 39% hijl	- -%	190 20%	29 19%	18 17%
C1	344 31%	57 40% ef	63 39% ef	55 30%	59 30%	42 26%	67 26%	- -%	344 100% gijkl	- -%	- -%	344 61% gijl	- -%	298 31%	45 29%	31 30%
C2	241 22%	27 19%	26 16%	42 23%	49 25% b	34 21%	62 23%	- -%	- -%	241 100% ghjkl	- -%	- -%	241 44% ghjk	199 21%	41 27%	29 28%
DE	307 28%	41 29%	47 29%	45 25%	44 23%	54 33% d	75 28%	- -%	- -%	- -%	307 100% ghikl	- -%	307 56% ghik	269 28%	38 25%	27 25%

Columns Tested:　a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

S3. HOUSEHOLD'S SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH- UP	ANY ON- DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
AB	220	132	24	64	95	81	34	202	189	149	103	106	48	66
	20%	19%	14%	25% ab	25% f	21% f	11%	20%	19%	24% gh	22%	22%	18%	18%
C1	344	219	44	81	135	122	71	310	297	210	175	144	76	124
	31%	32%	26%	32%	36% f	31% f	24%	30%	31%	34%	38% gh	30%	29%	34%
C2	241	135	44	61	79	93	60	223	213	143	90	97	77	67
	22%	20%	26%	24%	21%	24%	20%	22%	22%	23%	20%	20%	29% km	18%
DE	307	204	57	45	71	96	129	283	274	119	93	137	65	105
	28%	30% c	34% c	18%	19%	24%	44% de	28% ij	28% ij	19%	20%	28%	25%	29%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

S3. HOUSEHOLD'S SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
AB	220 20%	65 27% d	57 29% d	25 28%	110 17%	101 19%	50 24%	24 20%	208 21% jk	155 25% jk	53 14%	11 9%
C1	344 31%	72 30%	62 31%	21 23%	199 31%	166 31%	66 32%	39 31%	300 31%	179 29%	121 33%	44 34%
C2	241 22%	48 20%	37 19%	19 21%	145 23%	116 21%	43 21%	33 27%	216 22%	141 23%	74 20%	25 19%
DE	307 28%	53 22%	41 21%	25 28%	185 29% ab	160 29%	49 24%	28 22%	257 26%	138 22%	119 32% hi	50 39% hi

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

S3. HOUSEHOLD'S SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
AB	220	189	181	150	154	141	159	198	62	76	71	76	50	94
	20%	21%	22%	20%	25%	23%	26%	22%	15%	24%	27%	21%	18%	20%
					c		ac			h	h			
C1	344	267	251	219	189	177	214	275	107	105	88	109	81	154
	31%	30%	30%	29%	31%	29%	35%	31%	27%	33%	34%	30%	30%	32%
							ace							
C2	241	200	187	171	135	125	129	199	92	72	51	75	69	97
	22%	23%	22%	23%	22%	20%	21%	22%	23%	22%	20%	21%	25%	20%
DE	307	234	212	208	138	171	110	224	138	68	51	100	73	133
	28%	26%	25%	28%	22%	28%	18%	25%	35%	21%	20%	28%	27%	28%
		f	f	df		df		f	ij					

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

S3. HOUSEHOLD'S SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
AB	220 20%	45 20%	108 21%	67 18%	44 23%	43 24%	39 25%	19 22%	39 24%	164 21%	162 20%	58 19%	109 21%	35 26%	9 11%
C1	344 31%	70 31%	156 30%	118 32%	67 35%	63 34%	55 35%	26 29%	58 35%	233 30%	238 30%	106 34%	152 29%	38 28%	36 44%
C2	241 22%	45 20%	119 23%	77 21%	37 19%	35 19%	31 19%	21 23%	32 19%	178 23%	179 22%	62 20%	121 23%	27 20%	15 19%
DE	307 28%	65 29%	139 27%	103 28%	45 23%	42 23%	34 21%	23 26%	37 22%	212 27%	222 28%	85 27%	146 28%	36 27%	22 27%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	AB g	C1 h	C2 i	DE j	ABC1 k	C2DE l	URBAN m	ALL RURAL n	REMOTE RURAL o
				AGE						SEG					AREA	
Significance Level: 95%																
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Standard broadband through a phone line or cable service - perhaps using a Wi-Fi router - which is not superfast, so the download speed is less than 30MB/ second	506 46%	66 47%	69 42%	81 45%	91 47%	85 52%	112 43%	111 51% j	159 46% j	121 50% j	114 37%	271 48% j	235 43%	421 44%	85 55% m	68 65% m
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	418 38%	74 52% ef	82 50% ef	96 53% ef	89 45% ef	42 26% f	35 13%	86 39%	150 44% ijl	74 31%	108 35%	237 42% ijl	182 33%	365 38% o	54 35% o	17 16%
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or a cable service - so the download speed is 30MB/ second or higher. This includes Fibre services such as BT Infinity, Sky Fibre, Talk Talk Fibre and all cable broadband from Virgin Media	371 33%	51 36% f	73 44% ef	84 46% ef	82 42% ef	42 26% f	40 15%	98 44% ijl	133 39% jl	75 31% j	65 21%	231 41% ijl	140 26%	323 34% o	48 31%	25 23%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built-in connectivity to any device with a SIM card	37 3%	12 8% bcdf	4 2%	5 2%	6 3%	5 3%	6 2%	7 3%	20 6% ijl	4 2%	6 2%	27 5% ijl	10 2%	32 3%	6 4%	6 5%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Some other way	3	-	1	1	1	-	1	-	2	-	2	2	2	2	1	1
	*%	-%	*%	*%	1%	-%	*%	-%	1%	-%	1%	*%	*%	*%	1%	1%
																m
Don't have internet access at home	161	-	7	6	13	30	104	9	25	38	90	33	128	145	16	11
	14%	-%	4%	3%	7%	19%	40%	4%	7%	16%	29%	6%	23%	15%	11%	11%
			a	a	a	abcd	abcde			ghk	ghik		ghik			
Don't know	4	1	-	-	-	1	2	-	2	1	1	2	2	4	-	-
	*%	1%	-%	-%	-%	1%	1%	-%	1%	*%	*%	*%	*%	*%	-%	-%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Standard broadband through a phone line or cable service - perhaps using a Wi-Fi router - which is not superfast, so the download speed is less than 30MB/ second	506 46%	264 38%	82 48% a	160 64% ab	185 49%	171 44%	127 43%	456 45%	434 45%	317 51% ghj	191 41%	222 46%	114 43%	169 47%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	418 38%	311 45% bc	45 27%	62 25%	150 39%	167 43% f	77 26%	375 37%	355 36%	245 40%	201 44% gh	180 37%	102 38%	137 38%
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or a cable service - so the download speed is 30MB/ second or higher. This includes Fibre services such as BT Infinity, Sky Fibre, Talk Talk Fibre and all cable broadband from Virgin Media	371 33%	260 38% c	53 32%	58 23%	157 41% f	147 37% f	57 19%	344 34%	328 34%	268 43% gh	243 53% ghi	154 32%	104 39% km	113 31%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built-in connectivity to any device with a SIM card	37 3%	22 3%	3 2%	13 5%	17 4%	13 3%	6 2%	33 3%	31 3%	24 4%	23 5%	14 3%	11 4%	12 3%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Some other way	3	2	-	1	1	-	2	3	3	2	2	-	1	2
	*%	*%	-%	1%	*%	-%	1%	*%	*%	*%	*%	-%	*%	1%
Don't have internet access at home	161	108	27	26	22	39	96	157	151	24	9	89	32	41
	14%	16%	16%	11%	6%	10%	33%	15%	15%	4%	2%	18%	12%	11%
		c				d	de	ij	ij			lm		
Don't know	4	4	-	-	-	2	2	4	4	1	1	1	1	2
	*%	1%	-%	-%	-%	1%	1%	*%	*%	*%	*%	*%	*%	1%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Standard broadband through a phone line or cable service - perhaps using a Wi-Fi router - which is not superfast, so the download speed is less than 30MB/ second	506 46%	109 46%	92 47%	45 50%	287 45%	235 43%	100 48%	61 49%	461 47% k	304 50% jk	157 43%	45 34%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	418 38%	79 33%	62 31%	33 37%	240 38%	211 39%	69 33%	38 31%	354 36%	220 36%	134 37%	64 49% hij
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or a cable service - so the download speed is 30MB/ second or higher. This includes Fibre services such as BT Infinity, Sky Fibre, Talk Talk Fibre and all cable broadband from Virgin Media	371 33%	94 40% d	79 40% d	36 40%	205 32%	195 36%	67 32%	36 29%	327 33%	191 31%	136 37%	44 34%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built-in connectivity to any device with a SIM card	37 3%	8 3%	8 4%	3 3%	22 3%	17 3%	9 4%	4 3%	32 3%	23 4%	9 2%	5 4%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Some other way	3	-	-	-	1	1	-	-	2	1	1	1
	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	1%
Don't have internet access at home	161	35	27	9	98	83	34	17	144	97	47	16
	14%	15%	14%	10%	15%	15%	16%	14%	15%	16%	13%	13%
Don't know	4	-	-	-	4	2	1	1	4	3	1	-
	*%	-%	-%	-%	1%	*%	*%	1%	*%	1%	*%	-%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Table 8

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
					NEWS MEDIA EVER USE				WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Standard broadband through a phone line or cable service - perhaps using a Wi-Fi router - which is not superfast, so the download speed is less than 30MB/ second	506 46%	412 46%	378 46%	335 45%	302 49%	282 46%	328 54% abceg	419 47%	174 44%	149 46%	139 53% h	153 43%	106 39%	247 52% kl
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	418 38%	314 35%	292 35%	249 33%	239 39% ce	189 31%	294 48% abcdeg	323 36% e	109 27%	124 39% h	121 46% h	129 36%	97 36%	191 40%
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or a cable service - so the download speed is 30MB/ second or higher. This includes Fibre services such as BT Infinity, Sky Fibre, Talk Talk Fibre and all cable broadband from Virgin Media	371 33%	300 34%	288 35%	244 33%	228 37% e	185 30%	257 42% abceg	306 34%	111 28%	125 39% h	91 35%	117 32%	120 44% km	134 28%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built-in connectivity to any device with a SIM card	37 3%	28 3%	25 3%	18 2%	20 3%	22 4%	26 4%	28 3%	10 3%	5 2%	17 6% hi	12 3%	6 2%	20 4%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Some other way	3	1	1	1	-	1	1	1	-	1	1	-	1	3
	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	1%
Don't have internet access at home	161	139	132	133	58	114	5	134	99	29	17	81	34	46
	14%	16%	16%	18%	9%	19%	1%	15%	25%	9%	6%	22%	13%	10%
		df	df	df	f	df		df	ij			lm		
Don't know	4	4	4	4	2	4	1	4	1	3	-	-	2	2
	*%	*%	*%	1%	*%	1%	*%	*%	*%	1%	-%	-%	1%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Table 8

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Standard broadband through a phone line or cable service - perhaps using a Wi-Fi router - which is not superfast, so the download speed is less than 30MB/ second	506 46%	94 42%	223 43%	188 52% ab	74 38%	68 37%	56 35%	31 36%	60 36%	387 49% defh	368 46%	137 44%	219 41%	62 46%	37 45%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	418 38%	76 34%	192 37%	151 41%	61 32%	58 32%	51 32%	30 34%	54 33%	293 37%	288 36%	130 42%	199 38%	50 37%	19 23%
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or a cable service - so the download speed is 30MB/ second or higher. This includes Fibre services such as BT Infinity, Sky Fibre, Talk Talk Fibre and all cable broadband from Virgin Media	371 33%	74 33%	201 38% c	97 27%	85 44% i	81 44% i	73 46% i	38 43%	76 46% i	242 31%	266 33%	105 34%	198 37%	53 39%	24 29%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built-in connectivity to any device with a SIM card	37 3%	7 3%	17 3%	14 4%	6 3%	6 3%	6 4%	2 2%	6 4%	26 3%	22 3%	15 5%	13 2%	6 5%	4 5%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

A1. (SHOWCARD) Which of these methods do you or does anyone in your household use to connect to the internet at home - using a computer, a tablet, a smartphone, or any other internet-connected device? (MULTI CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Some other way	3 *%	- -%	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	2 *%	3 *%	1 *%	1 *%	1 1%	- -%
Don't have internet access at home	161 14%	50 23% bc	74 14%	37 10%	32 17%	32 17%	28 18%	18 20%	28 17%	113 14%	126 16%	35 11%	89 17%	18 13%	17 21%
Don't know	4 *%	- -%	2 *%	2 1%	- -%	- -%	- -%	- -%	- -%	4 1%	2 *%	2 1%	2 *%	- -%	- -%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Virgin Media (Cable TV)	199	24	31	35	45	27	38	47	61	42	49	108	91	193	6	-
	18%	17%	19%	19%	23%	16%	14%	21%	18%	17%	16%	19%	17%	20%	4%	-%
					f									no	o	
Sky Satellite TV	354	52	58	73	58	43	70	79	118	88	70	197	158	297	57	43
	32%	37%	35%	40%	29%	26%	27%	36%	34%	37%	23%	35%	29%	31%	37%	41%
		ef		def				j	j	jl		jl				m
Freesat Satellite TV	26	3	-	4	6	4	9	6	10	7	2	16	9	15	10	6
	2%	2%	-%	2%	3%	2%	3%	3%	3%	3%	1%	3%	2%	2%	7%	6%
					b		b		j	j		j			m	m
Other Satellite TV	8	2	4	1	1	-	-	-	4	1	3	4	4	7	1	1
	1%	1%	2%	1%	1%	-%	-%	-%	1%	*%	1%	1%	1%	1%	*%	1%
			f													
Freeview (through a set-top box or television set)	421	48	42	50	69	78	133	62	122	81	156	183	238	357	65	48
	38%	34%	26%	28%	35%	48%	50%	28%	35%	34%	51%	33%	43%	37%	42%	46%
					b	abcd	abcd				ghikl		ghik			
BT TV (formerly BT Vision)	66	3	10	10	11	16	15	15	21	13	16	36	29	52	14	8
	6%	2%	6%	5%	5%	10%	6%	7%	6%	5%	5%	6%	5%	5%	9%	8%
						a										
Talk Talk TV	37	5	5	6	11	4	5	3	13	10	10	16	20	32	5	1
	3%	4%	3%	3%	6%	3%	2%	1%	4%	4%	3%	3%	4%	3%	3%	1%
					f											
YouView	3	-	-	-	1	1	1	-	2	-	1	2	1	3	-	-
	*%	-%	-%	-%	1%	1%	*%	-%	1%	-%	*%	*%	*%	*%	-%	-%
EE TV	6	1	2	1	-	-	2	-	4	-	2	4	2	6	-	-
	1%	1%	1%	1%	-%	-%	1%	-%	1%	-%	1%	1%	*%	1%	-%	-%
Other	48	10	12	7	9	6	4	11	19	6	13	30	19	40	8	5
	4%	7%	7%	4%	5%	4%	1%	5%	5%	2%	4%	5%	3%	4%	5%	5%
		f	f		f											

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

			AGE						SEG						AREA	
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
No TV in the household	33	5	11	8	6	2	1	7	10	9	7	17	16	26	7	3
	3%	4%	6%	4%	3%	1%	*%	3%	3%	4%	2%	3%	3%	3%	5%	3%
		f	ef	f	f											
ANY PAY TV SERVICE	651	85	105	123	123	87	129	143	214	151	144	357	295	572	79	50
	59%	60%	63%	68%	63%	53%	49%	65%	62%	63%	47%	63%	54%	60%	51%	48%
		f	f	ef	f			jl	jl	jl		jl		no		

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Virgin Media (Cable TV)	199 18%	176 25% bc	8 5%	15 6%	84 22% e	64 16%	47 16%	184 18%	178 18%	143 23% gh	120 26% gh	81 17%	48 18%	70 19%
Sky Satellite TV	354 32%	175 25%	72 42% a	108 43% a	118 31%	143 37% f	86 29%	339 33%	328 34%	237 38% g	170 37%	156 32%	92 35%	107 30%
Freesat Satellite TV	26 2%	14 2%	2 1%	9 4%	10 3%	9 2%	6 2%	23 2%	22 2%	14 2%	8 2%	7 1%	13 5% km	6 2%
Other Satellite TV	8 1%	7 1%	- -%	1 *%	5 1%	3 1%	- -%	2 *%	2 *%	1 *%	1 *%	1 *%	- -%	7 2% kl
Freeview (through a set-top box or television set)	421 38%	266 38%	68 40%	88 35%	117 31%	159 41% d	138 47% d	407 40% ij	391 40% ij	169 27%	115 25%	208 43% lm	88 33%	125 35%
BT TV (formerly BT Vision)	66 6%	31 4%	7 4%	28 11% ab	26 7%	21 5%	18 6%	63 6%	61 6%	48 8%	32 7%	28 6%	21 8%	17 5%
Talk Talk TV	37 3%	26 4%	7 4%	4 2%	17 5%	12 3%	7 2%	36 4%	33 3%	31 5%	24 5%	16 3%	13 5% m	7 2%
YouView	3 *%	2 *%	- -%	1 *%	- -%	2 *%	1 *%	3 *%	3 *%	2 *%	1 *%	2 *%	- -%	1 *%
EE TV	6 1%	4 1%	2 1%	- -%	2 1%	- -%	4 1% e	5 1%	6 1%	4 1%	5 1%	2 *%	1 *%	3 1%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Other	48	29	7	12	26	15	6	37	32	30	25	16	15	17
	4%	4%	4%	5%	7% f	4%	2%	4%	3%	5%	5% h	3%	6%	5%
No TV in the household	33	24	2	7	3	3	1	3	2	2	5	3	2	28
	3%	3%	1%	3%	1%	1%	*%	*%	*%	*%	1% h	1%	1%	8% kl
ANY PAY TV SERVICE	651	403	96	151	244	238	157	618	596	455	347	278	172	201
	59%	58%	57%	60%	64% f	61%	54%	61%	61%	73% gh	75% gh	57%	65% km	56%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Table 9

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

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A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Virgin Media (Cable TV)	199	41	32	20	112	88	36	29	173	94	79	26
	18%	17%	16%	22%	18%	16%	17%	23%	18%	15%	22% i	20%
Sky Satellite TV	354	84	67	33	214	204	62	32	322	201	121	33
	32%	35%	34%	36%	34%	38% fg	30%	26%	33%	33%	33%	25%
Freesat Satellite TV	26	7	7	1	15	15	5	3	26	17	9	-
	2%	3%	4%	1%	2%	3%	2%	2%	3%	3%	2%	-%
Other Satellite TV	8	-	-	-	2	1	1	-	6	4	2	2
	1%	-%	-%	-%	*%	*%	*%	-%	1%	1%	*%	2%
Freeview (through a set-top box or television set)	421	88	74	31	249	212	80	46	368	241	128	53
	38%	37%	37%	34%	39%	39%	38%	37%	38%	39%	35%	40%
BT TV (formerly BT Vision)	66	21	19	9	35	28	19	10	62	46	16	4
	6%	9%	10% d	10%	6%	5%	9%	8%	6%	7%	4%	3%
Talk Talk TV	37	7	7	2	28	28	5	2	33	15	17	4
	3%	3%	4%	2%	4%	5%	2%	2%	3%	3%	5%	3%
YouView	3	2	2	-	1	2	-	1	3	1	2	-
	*%	1%	1% d	-%	*%	*%	-%	1%	*%	*%	*%	-%
EE TV	6	-	-	-	5	3	1	1	5	4	1	1
	1%	-%	-%	-%	1%	1%	*%	1%	1%	1%	*%	1%
Other	48	9	8	3	26	19	7	10	42	25	17	6
	4%	4%	4%	3%	4%	3%	3%	8% e	4%	4%	5%	5%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
No TV in the household	33	2	2	-	3	3	2	-	25	21	4	8
	3%	1%	1%	-%	*%	1%	1%	-%	3%	3%	1%	6%
										j		hj
ANY PAY TV SERVICE	651	150	123	61	388	345	120	74	584	352	232	67
	59%	63%	62%	68%	61%	64%	58%	59%	60%	57%	63%	51%
											k	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Virgin Media (Cable TV)	199 18%	159 18%	151 18%	132 18%	104 17%	106 17%	133 22% deg	157 18%	61 15%	68 21% h	45 17%	66 18%	48 18%	85 18%
Sky Satellite TV	354 32%	299 34%	281 34%	257 34%	220 36%	192 31%	229 37% e	305 34%	139 35% j	114 35% j	69 27%	108 30%	97 36%	150 31%
Freesat Satellite TV	26 2%	23 3%	22 3%	16 2%	17 3%	17 3%	14 2%	23 3%	7 2%	9 3%	9 4%	7 2%	8 3%	11 2%
Other Satellite TV	8 1%	6 1%	2 *%	1 *%	2 *%	1 *%	6 1% c	2 *%	1 *%	- -%	5 2% hi	- -%	- -%	8 2% kl
Freeview (through a set-top box or television set)	421 38%	349 39% f	325 39% f	303 41% f	230 37% f	254 41% f	175 29%	344 38% f	172 43% ij	111 35%	86 33%	152 42%	100 36%	170 36%
BT TV (formerly BT Vision)	66 6%	60 7%	58 7%	52 7%	42 7%	36 6%	37 6%	61 7%	30 8%	18 6%	13 5%	21 6%	23 8% m	21 4%
Talk Talk TV	37 3%	32 4%	31 4%	25 3%	24 4%	25 4%	22 4%	31 3%	11 3%	11 4%	10 4%	10 3%	12 5%	14 3%
YouView	3 *%	3 *%	3 *%	3 *%	2 *%	1 *%	3 *%	3 *%	- -%	2 1%	1 *%	- -%	2 1%	1 *%
EE TV	6 1%	4 *%	4 *%	3 *%	1 *%	2 *%	4 1%	4 *%	1 *%	2 1%	2 1%	2 1%	2 1%	2 *%
Other	48 4%	36 4%	31 4%	23 3%	32 5% c	19 3%	32 5% c	38 4%	9 2%	14 5%	19 7% h	13 4%	14 5%	21 4%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

	Total	TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
			NEWS MEDIA EVER USE						WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
No TV in the household	33	1	1	-	14	12	19	12	-	-	25	2	2	28
	3%	*%	*%	-%	2%	2%	3%	1%	-%	-%	9%	*%	1%	6%
					abc	abc	abcg	abc			hi			kl
ANY PAY TV SERVICE	651	543	514	460	383	354	418	547	236	210	138	204	177	270
	59%	61%	62%	61%	62%	58%	68%	61%	59%	66%	53%	57%	65%	57%
							abcdeg			j			km	

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Table 9

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Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Virgin Media (Cable TV)	199	38	95	66	43	39	34	20	36	130	137	63	102	17	14
	18%	17%	18%	18%	22%	21%	21%	22%	22%	17%	17%	20%	19%	13%	18%
Sky Satellite TV	354	70	178	106	54	50	42	26	46	268	267	88	185	43	22
	32%	31%	34%	29%	28%	27%	26%	30%	27%	34%	33%	28%	35%	31%	26%
Freesat Satellite TV	26	4	12	9	6	6	6	3	6	20	16	10	8	5	4
	2%	2%	2%	2%	3%	3%	4%	3%	4%	2%	2%	3%	2%	4%	5%
Other Satellite TV	8	-	1	7	-	-	-	-	-	6	1	7	1	-	-
	1%	-%	*%	2%	-%	-%	-%	-%	-%	1%	*%	2%	*%	-%	-%
				ab								j			
Freeview (through a set-top box or television set)	421	98	191	132	75	70	63	37	66	293	307	114	204	52	32
	38%	44%	37%	36%	39%	38%	39%	42%	40%	37%	38%	37%	39%	39%	39%
BT TV (formerly BT Vision)	66	14	37	14	20	20	17	7	17	42	56	9	24	17	10
	6%	6%	7%	4%	10%	11%	11%	8%	10%	5%	7%	3%	5%	13%	13%
			c		i	i	i		i		k			l	
Talk Talk TV	37	5	22	10	5	5	5	-	5	28	24	12	22	5	-
	3%	2%	4%	3%	3%	3%	3%	-%	3%	4%	3%	4%	4%	4%	-%
YouView	3	-	2	1	1	1	1	1	1	2	3	-	2	-	-
	*%	-%	*%	*%	1%	1%	1%	1%	1%	*%	*%	-%	*%	-%	-%
EE TV	6	-	6	-	-	-	-	-	-	5	3	3	4	1	1
	1%	-%	1%	-%	-%	-%	-%	-%	-%	1%	*%	1%	1%	1%	1%
			c												
Other	48	9	23	16	7	7	6	2	6	35	35	13	23	6	3
	4%	4%	4%	4%	4%	4%	4%	2%	4%	4%	4%	4%	4%	4%	4%
No TV in the household	33	-	4	28	-	-	-	-	-	25	19	13	3	1	-
	3%	-%	1%	8%	-%	-%	-%	-%	-%	3%	2%	4%	1%	1%	-%
				ab						defh					

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A2. (SHOWCARD) Which, if any, of the following types of television does your household receive at the moment? Please think about all of the TV sets in your house. (MULTI CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
ANY PAY TV SERVICE	651	126	332	193	120	111	95	51	101	464	476	175	331	82	45
	59%	56%	64%	53%	62%	61%	60%	58%	61%	59%	60%	56%	63%	60%	55%
			c												

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A3. (SHOWCARD) During an average week, on how many days do you personally watch television programmes - using a TV set, a computer or tablet, or a mobile phone? (SINGLE CODE)

Base : All respondents

		Total	AGE						SEG						AREA		
			16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample		1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total		1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
1 day or less	(1.0)	51	3	11	8	9	8	11	7	18	14	12	25	26	37	13	13
		5%	2%	7%	4%	5%	5%	4%	3%	5%	6%	4%	4%	5%	4%	9%	13%
																m	m
2 days	(2.0)	47	15	7	5	13	6	2	12	13	13	10	25	22	44	4	4
		4%	11%	4%	3%	7%	3%	1%	5%	4%	5%	3%	4%	4%	5%	2%	3%
			bcef	f		f	f										
3 days	(3.0)	38	12	12	2	8	3	1	8	15	6	9	23	15	32	6	4
		3%	8%	7%	1%	4%	2%	*%	4%	4%	2%	3%	4%	3%	3%	4%	4%
			cef	cef		f											
4 days	(4.0)	45	15	8	9	7	4	2	12	17	8	7	29	15	36	9	7
		4%	11%	5%	5%	4%	3%	1%	5%	5%	3%	2%	5%	3%	4%	6%	6%
			bcdef	f	f	f							jl				
5 days	(5.0)	41	12	5	8	6	4	6	6	15	9	11	21	20	36	5	5
		4%	8%	3%	4%	3%	2%	2%	3%	4%	4%	4%	4%	4%	4%	3%	4%
			bdef														
6 days	(6.0)	29	4	6	5	4	3	7	7	11	4	7	18	11	26	3	2
		3%	3%	4%	3%	2%	2%	3%	3%	3%	2%	2%	3%	2%	3%	2%	2%
7 days/ Every day	(7.0)	815	70	106	133	142	133	231	157	240	179	240	396	419	706	109	69
		73%	49%	64%	73%	72%	82%	88%	71%	70%	75%	78%	70%	76%	74%	71%	66%
				a	a	a	abd	abcd				hk		hk			
Never watch TV	(0.0)	46	9	10	13	7	3	3	11	15	8	11	26	19	40	6	1
		4%	7%	6%	7%	4%	2%	1%	5%	4%	3%	4%	5%	4%	4%	4%	1%
			ef	f	ef												
Mean number of days		5.9	5.0	5.4	5.8	5.8	6.2	6.5	5.8	5.7	5.9	6.1	5.8	6.0	5.9	5.7	5.5
					a	a	ab	abcd				k					
Standard deviation		2.13	2.34	2.40	2.26	2.18	1.87	1.52	2.17	2.19	2.15	2.00	2.18	2.07	2.10	2.26	2.31
Standard error		.06	.20	.19	.17	.16	.15	.09	.15	.12	.14	.11	.09	.09	.07	.17	.21

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A3. (SHOWCARD) During an average week, on how many days do you personally watch television programmes - using a TV set, a computer or tablet, or a mobile phone? (SINGLE CODE)

Base : All respondents

		Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
			CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample		1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total		1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
1 day or less	(1.0)	51	24	6	21	25	17	9	47	41	26	25	24	9	18
		5%	3%	4%	8%	7%	4%	3%	5%	4%	4%	6%	5%	3%	5%
					a	f									
2 days	(2.0)	47	37	2	8	36	9	2	39	34	29	30	17	8	23
		4%	5%	1%	3%	9%	2%	1%	4%	3%	5%	6%	3%	3%	6%
			b			ef						gh			kl
3 days	(3.0)	38	25	6	7	26	11	1	30	29	23	28	10	9	19
		3%	4%	4%	3%	7%	3%	*%	3%	3%	4%	6%	2%	3%	5%
						ef	f					gh			k
4 days	(4.0)	45	32	3	10	23	21	1	41	38	21	27	15	13	17
		4%	5%	2%	4%	6%	5%	*%	4%	4%	3%	6%	3%	5%	5%
						f	f					i			
5 days	(5.0)	41	28	5	8	27	12	2	36	36	21	23	12	13	16
		4%	4%	3%	3%	7%	3%	1%	4%	4%	3%	5%	2%	5%	4%
						ef	f								
6 days	(6.0)	29	17	9	2	13	14	2	29	27	23	20	8	10	11
		3%	3%	5%	1%	3%	4%	1%	3%	3%	4%	4%	2%	4%	3%
				c		f	f								
7 days/ Every day	(7.0)	815	496	132	187	232	307	276	795	770	479	307	397	201	217
		73%	72%	78%	75%	61%	78%	94%	78%	79%	77%	67%	82%	76%	60%
							d	de	j	j	j		m	m	
Never watch TV	(0.0)	46	33	5	8	-	-	-	-	-	-	-	2	3	41
		4%	5%	3%	3%	-%	-%	-%	-%	-%	-%	-%	*%	1%	11%
															kl
Mean number of days		5.9	5.8	6.2	5.8	5.5	6.2	6.7	6.2	6.2	6.2	5.8	6.3	6.2	5.1
				a			d	de	j	j	j		m	m	
Standard deviation		2.13	2.16	1.84	2.21	2.11	1.64	1.15	1.73	1.67	1.74	1.97	1.75	1.72	2.62
Standard error		.06	.08	.14	.13	.11	.08	.07	.05	.05	.07	.09	.08	.11	.14

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A3. (SHOWCARD) During an average week, on how many days do you personally watch television programmes - using a TV set, a computer or tablet, or a mobile phone? (SINGLE CODE)

Base : All respondents

		Total	ANY CHANGES/ SERVICES WOULD WATCH LESS		ANY STV/ ITV	NONE	BBC SCOTLAND VIEWING		DON'T KNOW	FOLLOW NEWS		LESS OFTEN	NO
			ANY	ANY BBC			ADDITION	INSTEAD		EVER	DAILY		
Significance Level: 95%			a	b	*c	d	e	f	g	h	i	j	k
Unweighted total		1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample		1103	238	198	92	632	540	207	123	974	610	364	128
Total		1111	238	197	90	638	543	208	124	980	613	367	131
1 day or less	(1.0)	51	13	13	5	26	21	11	6	46	30	16	5
		5%	5%	6%	5%	4%	4%	6%	5%	5%	5%	4%	4%
2 days	(2.0)	47	10	9	5	22	18	12	2	37	27	10	10
		4%	4%	4%	6%	3%	3%	6%	2%	4%	4%	3%	8% hj
3 days	(3.0)	38	6	6	4	19	13	7	5	25	10	15	13
		3%	3%	3%	5%	3%	2%	3%	4%	3%	2%	4% i	10% hij
4 days	(4.0)	45	11	7	2	23	24	1	9	35	17	18	10
		4%	5%	3%	2%	4%	4% f	*%	7% f	4%	3%	5% hi	8% hi
5 days	(5.0)	41	10	9	6	18	19	4	6	30	11	20	10
		4%	4%	5%	6%	3%	3%	2%	4%	3%	2%	5% i	8% hi
6 days	(6.0)	29	7	7	3	16	13	7	3	27	12	15	2
		3%	3%	3%	3%	3%	2%	3%	2%	3%	2%	4% i	2%
7 days/ Every day	(7.0)	815	181	147	66	508	433	164	92	743	480	263	73
		73%	76%	75%	73%	80%	80%	79%	74%	76% k	78% jk	72% k	56%
Never watch TV	(0.0)	46	-	-	-	5	2	2	1	38	26	11	8
		4%	-%	-%	-%	1%	*%	1%	1%	4%	4%	3%	6%
Mean number of days		5.9	6.1	6.0	6.0	6.2	6.3	6.1	6.1	6.0 k	6.0 k	5.9 k	5.2
Standard deviation		2.13	1.79	1.88	1.88	1.75	1.67	1.94	1.80	2.08	2.13	1.99	2.35
Standard error		.06	.12	.13	.19	.07	.07	.13	.16	.07	.09	.10	.21

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A3. (SHOWCARD) During an average week, on how many days do you personally watch television programmes - using a TV set, a computer or tablet, or a mobile phone? (SINGLE CODE)

Base : All respondents

		Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
			TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample		1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total		1111	890	830	747	616	614	612	897	399	320	261	360	274	478
1 day or less	(1.0)	51	41	39	32	32	28	34	41	12	15	19	15	10	26
		5%	5%	5%	4%	5%	5%	6%	5%	3%	5%	7% h	4%	4%	5%
2 days	(2.0)	47	31	29	22	30	26	31	34	3	15	19	12	11	25
		4%	4%	4%	3%	5%	4%	5% c	4%	1%	5% h	7% h	3%	4%	5%
3 days	(3.0)	38	21	20	7	17	15	19	24	3	11	11	10	7	21
		3%	2% c	2% c	1%	3% c	2% c	3% c	3% c	1%	3% h	4% h	3%	3%	4%
4 days	(4.0)	45	30	27	22	24	20	27	30	7	16	11	11	13	21
		4%	3%	3%	3%	4%	3%	4%	3%	2%	5% h	4% h	3%	5%	4%
5 days	(5.0)	41	27	24	20	20	17	22	26	4	19	8	12	10	18
		4%	3%	3%	3%	3%	3%	4%	3%	1%	6% h	3% h	3%	4%	4%
6 days	(6.0)	29	27	26	23	21	17	15	27	5	14	8	8	8	13
		3%	3%	3%	3%	3%	3%	3%	3%	1%	4% h	3%	2%	3%	3%
7 days/ Every day	(7.0)	815	708	662	619	452	470	433	694	363	231	149	289	213	313
		73%	80% df	80% df	83% defg	73%	77% f	71%	77% f	91% ij	72% j	57%	80% m	78% m	66%
Never watch TV	(0.0)	46	4	3	3	20	22	30	20	2	-	36	3	2	40
		4%	*%	*%	*%	3% abc	4% abc	5% abcg	2% abc	1%	-%	14% hi	1%	1%	8% kl
Mean number of days		5.9	6.2 def	6.2 def	6.4 defg	5.9	6.0 f	5.7	6.1 f	6.6 ij	6.0 j	4.9	6.2 m	6.2 m	5.4
Standard deviation		2.13	1.73	1.73	1.62	2.10	2.06	2.26	1.93	1.32	1.79	2.79	1.74	1.75	2.48
Standard error		.06	.06	.06	.06	.08	.08	.09	.06	.07	.10	.17	.09	.11	.11

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A3. (SHOWCARD) During an average week, on how many days do you personally watch television programmes - using a TV set, a computer or tablet, or a mobile phone? (SINGLE CODE)

Base : All respondents

		Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
			MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%			a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total		1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample		1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total		1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
1 day or less	(1.0)	51	9	21	20	14	14	13	8	13	32	38	13	23	5	2
		5%	4%	4%	5%	7%	7%	8% i	10%	8%	4%	5%	4%	4%	4%	3%
2 days	(2.0)	47	4	23	20	10	9	7	3	9	27	34	13	23	3	1
		4%	2%	4%	5% a	5%	5%	4%	3%	5%	3%	4%	4%	4%	3%	1%
3 days	(3.0)	38	8	14	16	6	6	6	3	6	19	27	11	11	7	4
		3%	4%	3%	4%	3%	3%	4%	3%	4%	2%	3%	4%	2%	5% l	5%
4 days	(4.0)	45	6	25	14	9	7	4	4	5	26	30	15	23	4	4
		4%	3%	5%	4%	5%	4%	2%	4%	3%	3%	4%	5%	4%	3%	5%
5 days	(5.0)	41	6	20	14	6	6	5	3	5	24	24	16	19	3	4
		4%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	5%	4%	2%	5%
6 days	(6.0)	29	4	17	8	5	5	5	2	5	22	18	11	11	4	6
		3%	2%	3%	2%	2%	3%	3%	2%	3%	3%	2%	4%	2%	3%	7%
7 days/ Every day	(7.0)	815	186	397	232	144	137	121	65	125	598	605	211	415	107	61
		73%	83% bc	76% c	64%	75%	75%	76%	74%	75%	76%	76% k	68%	78%	79%	74%
Never watch TV	(0.0)	46	1	5	40	-	-	-	-	-	38	24	22	4	2	-
		4%	*%	1%	11% ab	-%	-%	-%	-%	-%	5% defh	3%	7% j	1%	1%	-%
Mean number of days		5.9	6.3 c	6.1 c	5.2	6.0	6.0	6.0	5.9	6.0	6.0	6.0 k	5.6	6.2	6.2	6.3
Standard deviation		2.13	1.64	1.81	2.62	1.96	1.96	1.97	2.06	1.99	2.11	2.05	2.30	1.79	1.80	1.52
Standard error		.06	.11	.08	.14	.14	.14	.16	.22	.15	.08	.07	.13	.08	.15	.17

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

		Total	AGE						SEG						AREA		
			16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample		1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total		1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Less than 1 hour	(0.5)	32 3%	5 4%	9 5% f	8 4% f	5 2%	2 2%	3 1%	13 6% ijl	12 4% il	2 1%	5 1%	25 5% ijl	7 1%	24 3%	8 5%	6 5%
1 hour (less than 2)	(1.0)	114 10%	24 17% f	16 10%	22 12% f	21 11% f	17 10% f	13 5%	26 12%	37 11%	26 11%	25 8%	63 11%	51 9%	109 11% no	5 3%	5 5%
2 hours (less than 3)	(2.0)	235 21%	43 30% def	52 32% def	46 25% ef	39 20% e	18 11%	37 14%	55 25% jl	86 25% jl	51 21% j	42 14%	141 25% jl	93 17%	209 22%	25 16%	18 17%
3 hours (less than 4)	(3.0)	224 20%	32 22% f	40 24% f	38 21% f	45 23% f	34 21% f	34 13%	53 24% jl	77 22% j	45 19%	49 16%	130 23% jl	94 17%	192 20%	32 21%	23 22%
4 hours (less than 5)	(4.0)	167 15%	13 9%	16 10%	20 11%	37 19% abc	34 21% abc	47 18% ab	28 13%	45 13%	48 20% ghk	47 15%	72 13%	95 17% k	136 14%	32 20% m	20 19%
5 hours (less than 6)	(5.0)	107 10%	8 6%	10 6%	12 6%	17 9%	21 13% ab	40 15% abcd	19 9%	33 10%	24 10%	31 10%	52 9%	55 10%	88 9%	19 12%	14 13%
6 hours (less than 7)	(6.0)	68 6%	4 3%	6 3%	6 3%	11 6%	10 6%	32 12% abcd	10 4%	17 5%	10 4%	32 10% ghik	27 5%	42 8%	54 6%	14 9%	9 9%
7 hours (less than 8)	(7.0)	37 3%	2 1%	2 1%	2 1%	3 2%	9 6% bcd	18 7% abcd	1 *%	6 2%	12 5% ghk	17 6% ghk	7 1%	30 5% ghk	34 4%	3 2%	2 2%
8 hours (less than 9)	(8.0)	32 3%	- -%	2 1%	8 5% a	5 3%	5 3%	11 4% a	2 1%	5 1%	6 3%	18 6% ghk	7 1%	25 4% ghk	26 3%	6 4%	3 3%
9 hours or more	(9.5)	50 4%	2 1%	2 1%	6 3%	6 3%	9 6% ab	25 9% abcd	2 1%	10 3%	7 3%	30 10% ghik	12 2%	37 7% ghik	44 5%	6 4%	3 3%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

			AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
NEVER WATCH TV (0.0)	46 4%	9 7% ef	10 6% f	13 7% ef	7 4%	3 2%	3 1%	11 5%	15 4%	8 3%	11 4%	26 5%	19 4%	40 4%	6 4%	1 1%
UNDER 3 HOURS	381 34%	72 51% def	77 47% def	76 42% ef	64 33% ef	37 23%	54 20%	95 43% ijl	135 39% jl	79 33% j	71 23%	230 41% ijl	151 28%	343 36% n	38 25%	29 27%
3 TO UNDER 5 HOURS	392 35%	45 31%	56 34%	59 32%	82 42% f	68 42% f	81 31%	81 37%	122 35%	93 39%	96 31%	202 36%	189 35%	328 34%	63 41%	44 42%
5 OR MORE HOURS	293 26%	16 11%	21 13%	34 19%	42 21% ab	54 33% abcd	125 48% abcde	34 15%	71 21%	60 25% gk	129 42% ghikl	105 19%	189 34% ghik	246 26%	47 31%	31 30%
Mean number of hours	3.5	2.5	2.7	3.0 a	3.3 ab	4.0 abcd	4.6 abcde	2.8	3.1 g	3.5 ghk	4.4 ghikl	3.0	4.0 ghik	3.4	3.8	3.7
Standard deviation	2.27	1.70	1.78	2.26	2.06	2.28	2.42	1.75	2.04	2.11	2.65	1.94	2.47	2.29	2.16	2.05
Standard error	.07	.14	.14	.17	.15	.18	.15	.12	.11	.14	.15	.08	.11	.07	.16	.18

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.　Data is tested at the 95% confidence level.

A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

		Total	REGION CENTRAL BELT a	REGION SOUTHERN SCOTLAND b	REGION NORTH/ H&I c	WATCH TV PER DAY UNDER 3 HRS d	WATCH TV PER DAY 3 TO UNDER 5HRS e	WATCH TV PER DAY 5+ HRS f	CHANNELS/ SERVICES EVER WATCH ANY BBC g	CHANNELS/ SERVICES EVER WATCH ANY STV/ ITV h	CHANNELS/ SERVICES EVER WATCH ANY CATCH-UP i	CHANNELS/ SERVICES EVER WATCH ANY ON-DEMAND j	LIKELIHOOD WOULD WATCH NEW CHANNEL LIKELY k	LIKELIHOOD WOULD WATCH NEW CHANNEL NEUTRAL l	LIKELIHOOD WOULD WATCH NEW CHANNEL UNLIKELY m
Significance Level: 95%															
Unweighted total		1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample		1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total		1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Less than 1 hour	(0.5)	32 3%	16 2%	4 2%	11 5%	32 8% ef	- -%	- -%	28 3%	22 2%	18 3%	14 3%	10 2%	9 3%	13 4%
1 hour (less than 2)	(1.0)	114 10%	66 10%	14 8%	34 14%	114 30% ef	- -%	- -%	107 11%	93 10%	61 10%	51 11%	44 9%	25 9%	46 13%
2 hours (less than 3)	(2.0)	235 21%	156 23%	35 21%	44 17%	235 62% ef	- -%	- -%	215 21%	211 22%	164 26% gh	139 30% gh	97 20%	55 21%	83 23%
3 hours (less than 4)	(3.0)	224 20%	140 20%	26 15%	59 23% b	- -%	224 57% df	- -%	215 21%	200 21%	149 24%	121 26% gh	96 20%	50 19%	78 22%
4 hours (less than 5)	(4.0)	167 15%	103 15%	28 16%	37 15%	- -%	167 43% df	- -%	163 16%	160 16%	99 16%	63 14%	72 15%	57 21% km	39 11%
5 hours (less than 6)	(5.0)	107 10%	61 9%	14 8%	32 13%	- -%	- -%	107 37% de	105 10% j	106 11% ij	49 8%	31 7%	53 11% m	32 12% m	22 6%
6 hours (less than 7)	(6.0)	68 6%	44 6%	10 6%	14 6%	- -%	- -%	68 23% de	68 7% j	66 7% j	31 5%	18 4%	39 8% m	13 5%	16 4%
7 hours (less than 8)	(7.0)	37 3%	22 3%	12 7% ac	3 1%	- -%	- -%	37 12% de	37 4% j	36 4% j	13 2% j	2 *%	23 5% m	7 3%	6 2%
8 hours (less than 9)	(8.0)	32 3%	22 3%	7 4% c	3 1%	- -%	- -%	32 11% de	32 3%	30 3%	10 2%	7 2%	20 4%	5 2%	7 2%

Columns Tested:　a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

		Total	REGION CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	WATCH TV PER DAY UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	CHANNELS/ SERVICES EVER WATCH ANY BBC	ANY STV/ ITV	ANY CATCH- UP	ANY ON- DEMAND	LIKELIHOOD WOULD WATCH NEW CHANNEL LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample		1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total		1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
9 hours or more	(9.5)	50 4%	30 4%	13 8% c	7 3%	- -%	- -%	50 17% de	49 5%	49 5%	26 4%	15 3%	29 6% m	9 3%	11 3%
NEVER WATCH TV	(0.0)	46 4%	33 5%	5 3%	8 3%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	3 1%	41 11% kl
UNDER 3 HOURS		381 34%	238 34%	53 32%	89 36%	381 100% ef	- -%	- -%	350 34%	326 34%	243 39% gh	204 44% gh	151 31%	89 33%	142 39% k
3 TO UNDER 5 HOURS		392 35%	242 35%	53 32%	96 38%	- -%	392 100% df	- -%	378 37%	361 37%	247 40%	184 40%	168 35%	107 40% m	117 32%
5 OR MORE HOURS		293 26%	178 26%	57 34% ac	58 23%	- -%	- -%	293 100% de	289 28% ij	287 29% ij	130 21% j	73 16%	165 34% lm	66 25% m	62 17%
Mean number of hours		3.5	3.5	4.0 ac	3.2	1.6	3.4 d	6.6 de	3.7 ij	3.7 ij	3.4 j	3.1	4.0 lm	3.5 m	2.8
Standard deviation		2.27	2.27	2.57	1.99	.56	.50	1.64	2.21	2.21	2.04	1.87	2.34	2.04	2.18
Standard error		.07	.09	.20	.12	.03	.02	.10	.07	.07	.08	.09	.11	.12	.11

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

			ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		Total	ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%			a	b	*c	d	e	f	g	h	i	j	k
Unweighted total		1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample		1103	238	198	92	632	540	207	123	974	610	364	128
Total		1111	238	197	90	638	543	208	124	980	613	367	131
Less than 1 hour	(0.5)	32	9	8	4	13	9	10	3	27	18	9	5
		3%	4%	4%	5%	2%	2%	5% e	2%	3%	3%	3%	4%
1 hour (less than 2)	(1.0)	114	29	23	12	56	44	27	13	97	67	30	17
		10%	12%	12%	14%	9%	8%	13% e	10%	10%	11%	8%	13%
2 hours (less than 3)	(2.0)	235	53	41	18	124	114	39	24	199	116	82	36
		21%	22%	21%	20%	19%	21%	19%	19%	20%	19%	22%	28% i
3 hours (less than 4)	(3.0)	224	45	39	20	140	111	48	26	191	118	73	33
		20%	19%	20%	22%	22%	20%	23%	21%	20%	19%	20%	25%
4 hours (less than 5)	(4.0)	167	43	38	15	101	95	31	19	153	94	59	14
		15%	18%	19%	16%	16%	17%	15%	15%	16%	15%	16%	11%
5 hours (less than 6)	(5.0)	107	23	18	6	72	62	18	14	104	64	40	3
		10%	10%	9%	7%	11%	11%	9%	12%	11% k	10% k	11% k	2%
6 hours (less than 7)	(6.0)	68	15	14	7	45	44	13	3	63	42	22	5
		6%	6%	7%	8%	7%	8% g	6%	2%	6%	7%	6%	4%
7 hours (less than 8)	(7.0)	37	5	3	2	28	23	5	5	33	20	12	4
		3%	2%	2%	2%	4%	4%	2%	4%	3%	3%	3%	3%
8 hours (less than 9)	(8.0)	32	7	6	2	21	16	3	8	30	18	12	1
		3%	3%	3%	2%	3%	3%	1%	7% f	3%	3%	3%	1%
9 hours or more	(9.5)	50	9	7	4	33	23	11	8	46	29	16	4
		4%	4%	4%	5%	5%	4%	5%	7%	5%	5%	4%	3%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

		Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
			ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%			a	b	*c	d	e	f	g	h	i	j	k
Unweighted total		1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample		1103	238	198	92	632	540	207	123	974	610	364	128
Total		1111	238	197	90	638	543	208	124	980	613	367	131
NEVER WATCH TV	(0.0)	46	-	-	-	5	2	2	1	38	26	11	8
		4%	-%	-%	-%	1%	*%	1%	1%	4%	4%	3%	6%
UNDER 3 HOURS		381	90	72	35	193	167	76	40	322	201	121	58
		34%	38%	36%	39%	30%	31%	37%	32%	33%	33%	33%	45%
			d										hij
3 TO UNDER 5 HOURS		392	88	77	34	241	206	79	44	344	213	131	47
		35%	37%	39%	38%	38%	38%	38%	36%	35%	35%	36%	36%
5 OR MORE HOURS		293	60	48	21	199	169	51	39	276	173	103	17
		26%	25%	25%	24%	31%	31%	24%	31%	28%	28%	28%	13%
										k	k	k	
Mean number of hours		3.5	3.5	3.5	3.4	3.8	3.8	3.4	3.9	3.6	3.5	3.6	2.8
						a	f			k	k	k	
Standard deviation		2.27	2.14	2.12	2.21	2.24	2.14	2.25	2.46	2.29	2.32	2.24	2.02
Standard error		.07	.14	.15	.23	.09	.09	.16	.22	.07	.09	.12	.18

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

		Total	NEWS MEDIA EVER USE TV a	ANY BBC TV b	ANY STV/ ITV TV c	RADIO d	PRESS e	WEBSITES /APPS f	ANY BBC g	WATCH STV/ ITV NEWS PROGRAMMES MOST DAYS h	LESS OFTEN i	NEVER j	LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME LIKELY k	NEUTRAL l	UNLIKELY m
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample		1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total		1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Less than 1 hour	(0.5)	32 3%	22 3%	19 2%	12 2%	19 3%	16 3%	20 3% c	21 2%	2 *%	7 2% h	19 7% hi	5 1%	8 3%	19 4% k
1 hour (less than 2)	(1.0)	114 10%	84 9%	78 9%	59 8%	69 11% c	57 9%	74 12% c	87 10%	18 5%	36 11% h	43 16% h	35 10%	24 9%	55 12%
2 hours (less than 3)	(2.0)	235 21%	185 21%	169 20%	138 18%	130 21% e	103 17%	146 24% ce	183 20%	48 12%	89 28% h	61 24% h	65 18%	61 22%	108 23%
3 hours (less than 4)	(3.0)	224 20%	179 20%	169 20%	148 20%	136 22%	117 19%	134 22%	181 20%	70 18%	72 23%	49 19%	68 19%	55 20%	101 21%
4 hours (less than 5)	(4.0)	167 15%	147 17%	138 17%	135 18%	99 16%	109 18%	96 16%	142 16%	78 19% j	54 17% j	22 8%	53 15%	49 18%	66 14%
5 hours (less than 6)	(5.0)	107 10%	101 11%	93 11%	95 13% df	54 9%	73 12% f	51 8%	98 11%	66 17% ij	25 8%	13 5%	45 13% m	31 11% m	30 6%
6 hours (less than 7)	(6.0)	68 6%	61 7%	59 7%	57 8% f	38 6%	46 8%	30 5%	61 7%	34 9% j	20 6%	9 4%	31 9% m	20 7% m	17 4%
7 hours (less than 8)	(7.0)	37 3%	33 4% f	30 4% f	30 4% f	14 2%	21 3% f	7 1%	30 3% f	23 6% ij	7 2%	2 1%	15 4%	6 2%	15 3%
8 hours (less than 9)	(8.0)	32 3%	29 3% f	29 4% f	28 4% f	12 2%	18 3%	10 2%	30 3% f	24 6% ij	3 1%	3 1%	15 4% m	9 3%	7 1%
9 hours or more	(9.5)	50 4%	45 5% f	42 5% f	42 6% f	23 4%	31 5% f	13 2%	42 5% f	34 8% ij	8 3%	4 2%	24 7% l	6 2%	19 4%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

		Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
			TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample		1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total		1111	890	830	747	616	614	612	897	399	320	261	360	274	478
NEVER WATCH TV	(0.0)	46	4	3	3	20	22	30	20	2	-	36	3	2	40
		4%	*%	*%	*%	3%	4%	5%	2%	1%	-%	14%	1%	1%	8%
						abc	abc	abcg	abc			hi			kl
UNDER 3 HOURS		381	291	266	208	218	176	240	291	68	132	123	105	94	182
		34%	33%	32%	28%	35%	29%	39%	33%	17%	41%	47%	29%	34%	38%
			c			ce		abceg	c		h	h			k
3 TO UNDER 5 HOURS		392	326	307	284	235	227	229	323	148	126	71	120	104	167
		35%	37%	37%	38%	38%	37%	37%	36%	37%	39%	27%	33%	38%	35%
										j	j			
5 OR MORE HOURS		293	268	254	252	143	188	112	262	181	63	32	131	73	89
		26%	30%	31%	34%	23%	31%	18%	29%	45%	20%	12%	36%	27%	19%
			df	df	df	f	df		df	ij	j		lm	m	
Mean number of hours		3.5	3.8	3.8	4.0	3.4	3.7	3.0	3.7	4.6	3.3	2.3	4.0	3.5	3.0
			df	df	adefg	f	df		df	ij	j		lm	m	
Standard deviation		2.27	2.23	2.23	2.24	2.14	2.29	1.96	2.25	2.32	1.87	1.96	2.39	2.01	2.23
Standard error		.07	.07	.08	.08	.09	.09	.08	.08	.12	.10	.12	.13	.12	.10

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Table 11

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

		Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
			MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%			a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total		1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample		1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total		1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Less than 1 hour	(0.5)	32 / 3%	4 / 2%	12 / 2%	17 / 5%	7 / 4%	6 / 3%	6 / 4%	3 / 3%	7 / 4%	20 / 3%	20 / 3%	12 / 4%	10 / 2%	3 / 2%	3 / 3%
1 hour (less than 2)	(1.0)	114 / 10%	20 / 9%	47 / 9%	48 / 13% b	22 / 12%	22 / 12%	17 / 11%	11 / 12%	18 / 11%	74 / 9%	76 / 10%	38 / 12%	41 / 8%	20 / 14% l	6 / 7%
2 hours (less than 3)	(2.0)	235 / 21%	40 / 18%	111 / 21%	84 / 23%	43 / 22%	40 / 22%	35 / 22%	18 / 20%	36 / 21%	156 / 20%	165 / 21%	70 / 22%	111 / 21%	22 / 16%	18 / 22%
3 hours (less than 4)	(3.0)	224 / 20%	40 / 18%	110 / 21%	74 / 20%	41 / 21%	39 / 22%	35 / 22%	18 / 20%	36 / 22%	151 / 19%	172 / 21%	52 / 17%	99 / 19%	37 / 27% l	14 / 18%
4 hours (less than 5)	(4.0)	167 / 15%	26 / 12%	98 / 19% ac	43 / 12%	26 / 14%	23 / 13%	20 / 12%	12 / 14%	21 / 13%	127 / 16%	122 / 15%	45 / 15%	96 / 18%	17 / 12%	12 / 14%
5 hours (less than 6)	(5.0)	107 / 10%	32 / 14% c	53 / 10% c	22 / 6%	19 / 10%	17 / 9%	13 / 8%	8 / 9%	14 / 9%	85 / 11%	78 / 10%	29 / 9%	63 / 12%	15 / 11%	7 / 9%
6 hours (less than 7)	(6.0)	68 / 6%	21 / 9% c	38 / 7% c	10 / 3%	13 / 7%	13 / 7%	12 / 8%	8 / 9%	12 / 7%	50 / 6%	55 / 7%	13 / 4%	42 / 8%	11 / 8%	6 / 7%
7 hours (less than 8)	(7.0)	37 / 3%	10 / 5%	16 / 3%	10 / 3%	6 / 3%	6 / 3%	6 / 4%	4 / 5%	6 / 4%	26 / 3%	28 / 4%	8 / 3%	20 / 4%	2 / 2%	5 / 6%
8 hours (less than 9)	(8.0)	32 / 3%	14 / 6% bc	12 / 2%	5 / 1%	7 / 4%	7 / 4%	7 / 5%	2 / 2%	7 / 4%	23 / 3%	26 / 3%	5 / 2%	20 / 4%	3 / 2%	4 / 5%
9 hours or more	(9.5)	50 / 4%	16 / 7% c	22 / 4%	12 / 3%	9 / 5%	9 / 5%	8 / 5%	5 / 6%	8 / 5%	37 / 5%	34 / 4%	16 / 5%	26 / 5%	4 / 3%	7 / 9%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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A4. (SHOWCARD) On a day when you watch TV, for about how many hours do you view on average? (SINGLE CODE)

Base : All respondents

		WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
	Total	MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
NEVER WATCH TV (0.0)	46 4%	1 *%	5 1%	40 11% ab	- -%	- -%	- -%	- -%	- -%	38 5% defh	24 3%	22 7% j	4 1%	2 1%	- -%
UNDER 3 HOURS	381 34%	63 28%	169 32%	148 41% ab	72 37%	68 37%	58 36%	31 35%	61 37%	250 32%	261 33%	120 38%	161 30%	45 33%	26 32%
3 TO UNDER 5 HOURS	392 35%	66 30%	208 40% ac	117 32%	67 34%	63 34%	55 34%	30 34%	58 35%	278 35%	294 37%	97 31%	194 37%	54 40%	26 32%
5 OR MORE HOURS	293 26%	93 42% bc	141 27% c	59 16%	54 28%	52 29%	47 29%	27 31%	48 29%	222 28%	221 28%	72 23%	170 32%	35 26%	29 36%
Mean number of hours	3.5	4.2 bc	3.6 c	2.8	3.6	3.6	3.7	3.7	3.7	3.6	3.6 k	3.2	3.9 m	3.4	4.2
Standard deviation	2.27	2.46	2.11	2.18	2.27	2.30	2.34	2.34	2.32	2.30	2.24	2.34	2.22	2.06	2.56
Standard error	.07	.16	.09	.11	.16	.17	.18	.25	.18	.08	.08	.13	.10	.18	.28

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
BBC One	984	111	124	156	179	158	255	196	299	217	272	496	489	847	137	94
	89%	78%	76%	86%	91%	97%	97%	89%	87%	90%	88%	88%	89%	89%	89%	90%
				b	ab	abcd	abcd									
STV/ ITV	970	112	126	155	169	156	249	189	297	213	271	486	484	837	133	92
	87%	79%	76%	85%	87%	96%	95%	86%	86%	89%	88%	86%	88%	87%	86%	88%
				b	b	abcd	abcd									
Channel 4	895	114	116	136	156	142	230	179	266	194	256	445	450	773	122	83
	81%	80%	70%	75%	80%	87%	87%	81%	77%	81%	83%	79%	82%	81%	79%	79%
		b			b	bc	bcd									
BBC Two	801	61	88	118	145	145	242	177	233	173	218	410	390	689	112	79
	72%	43%	53%	65%	74%	89%	92%	81%	68%	72%	71%	73%	71%	72%	73%	75%
				ab	ab	abcd	abcd	hijkl								
Channel 5	782	83	101	117	143	126	212	148	235	169	230	383	399	695	87	55
	70%	58%	61%	65%	73%	77%	80%	67%	68%	70%	75%	68%	73%	73%	56%	52%
				ab	abc	abc					k			no		
BBC News channel	569	60	50	102	111	87	160	125	178	127	140	303	266	492	77	49
	51%	42%	30%	56%	57%	53%	61%	57%	52%	53%	45%	54%	49%	51%	50%	47%
		b		ab	ab	b	ab	jl				j				
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	550	75	91	111	105	72	96	120	185	127	119	305	246	484	66	42
	50%	53%	55%	61%	54%	44%	36%	55%	54%	53%	39%	54%	45%	51%	43%	40%
		f	ef	ef	f			jl	jl	jl		jl		o		
BBC iPlayer (BBC's catch-up service)	519	72	84	98	115	68	81	136	180	110	92	316	203	444	75	54
	47%	51%	51%	54%	59%	42%	31%	62%	52%	46%	30%	56%	37%	46%	49%	52%
		f	f	ef	ef	f		hijl	jl	jl		ijl	j			
Netflix	431	102	100	82	81	38	27	93	168	84	86	261	170	383	48	27
	39%	72%	61%	45%	41%	23%	10%	42%	49%	35%	28%	46%	31%	40%	31%	26%
		bcdef	cdef	ef	ef	f		jl	ijl			ijl		no		

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
STV 2	429 39%	49 35%	46 28%	75 41% b	89 46% ab	63 38% b	106 40% b	81 37%	127 37%	83 34%	139 45% hik	208 37%	222 40%	390 41% no	39 26%	24 23%
BBC Four	428 39%	42 30%	49 30%	68 37%	84 43% ab	70 43% ab	115 44% ab	114 52% hijkl	119 35%	89 37%	106 34%	233 41% hjl	195 36%	368 38%	60 39%	43 41%
STV Player (STV's catch-up service)	347 31%	49 34% f	58 35% f	66 36% f	80 41% ef	44 27% f	49 19%	81 37% jl	121 35% jl	76 32% j	69 23%	202 36% jl	145 27%	302 32%	45 29%	26 25%
BBC Three	305 27%	47 33%	43 26%	52 28%	60 31%	38 24%	64 24%	55 25%	86 25%	80 33% ghk	84 28%	141 25%	165 30%	253 26%	52 34% m	36 34%
All 4 (Channel 4's catch-up service)	301 27%	51 36% ef	54 33% ef	55 30% f	72 37% ef	37 23% f	31 12%	73 33% jl	112 33% jl	65 27% j	51 17%	185 33% jl	117 21%	267 28% o	35 22%	14 13%
BBC ALBA	291 26%	21 15%	21 13%	41 22% b	57 29% ab	49 30% ab	102 39% abcd	84 38% hijkl	78 23%	56 23%	73 24%	162 29% hl	129 24%	235 25%	56 37% m	45 43% m
ITV Hub (ITV's catch-up service)	274 25%	39 27% f	50 31% f	54 30% f	56 29% f	36 22%	39 15%	70 32% jl	95 28% jl	66 27% jl	44 14%	164 29% jl	110 20% j	237 25%	37 24%	21 20%
My 5 (Channel 5's catch-up service)	192 17%	29 20% f	37 23% ef	33 18% f	50 26% ef	23 14% f	20 8%	40 18%	68 20% j	46 19% j	38 13%	108 19% j	84 15%	180 19% no	12 8%	6 6%
Amazon Prime Video	164 15%	37 26% cdef	38 23% cef	26 14% f	33 17% f	20 12% f	10 4%	48 22% ijl	65 19% ijl	23 10%	27 9%	114 20% ijl	51 9%	141 15%	23 15%	15 14%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Other TV channel or service	392	52	74	64	84	52	66	84	128	73	108	212	181	354	38	11
	35%	37%	45%	35%	43%	32%	25%	38%	37%	30%	35%	38%	33%	37%	25%	11%
		f	ef	f	ef									no	o	
ANY BBC CHANNELS/ SERVICES	1017	120	133	162	182	160	259	202	310	223	283	511	506	873	145	100
	92%	85%	81%	89%	93%	98%	98%	92%	90%	93%	92%	91%	92%	91%	94%	95%
				b	ab	abcd	abcd									
ANY STV/ ITV CHANNELS/ SERVICES	974	113	127	155	171	157	249	189	297	213	274	487	487	840	134	93
	88%	80%	77%	85%	88%	96%	95%	86%	87%	89%	89%	86%	89%	88%	87%	89%
				b	b	abcd	abcd									
ANY CATCH-UP SERVICES	621	86	97	118	129	89	102	149	210	143	119	359	262	540	81	58
	56%	61%	59%	65%	66%	54%	39%	68%	61%	59%	39%	64%	48%	56%	52%	56%
		f	f	ef	ef	f		jl	jl	jl		jl	j			
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	461	104	103	90	87	46	31	103	175	90	93	277	183	408	53	32
	41%	73%	62%	49%	44%	28%	12%	47%	51%	37%	30%	49%	33%	43%	34%	31%
		bcdef	cdef	ef	ef	f		ijl	ijl			ijl		no		
NONE	49	9	10	14	9	3	3	12	15	9	12	27	21	43	6	1
	4%	7%	6%	8%	5%	2%	1%	5%	4%	4%	4%	5%	4%	5%	4%	1%
		ef	f	ef	f											

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH- UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
BBC One	984 89%	606 88%	160 95% ac	219 87%	328 86%	369 94% d	288 98% de	984 97% j	945 97% j	593 95% j	409 89%	471 97% m	250 94% m	264 73%
STV/ ITV	970 87%	594 86%	157 93% a	218 87%	324 85%	358 91% d	287 98% de	955 94% j	970 100% gij	591 95% j	415 90%	462 95% lm	242 92% m	265 73%
Channel 4	895 81%	549 79%	143 84%	203 81%	289 76%	341 87% d	265 90% d	878 86%	866 89% j	554 89% j	388 84%	427 88% m	228 86% m	240 66%
BBC Two	801 72%	480 70%	130 77%	190 76%	252 66%	304 78% d	244 83% d	801 79% j	774 79% j	489 79% j	322 70%	403 83% m	206 78% m	191 53%
Channel 5	782 70%	491 71% c	130 77% c	161 64%	234 61%	303 77% d	245 84% de	772 76% j	768 79% j	477 77% j	324 70%	374 77% m	197 74% m	211 58%
BBC News channel	569 51%	355 51%	98 58% c	117 47%	183 48%	215 55%	172 59% d	569 56%	541 56%	367 59% j	234 51%	303 62% lm	140 53% m	126 35%
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	550 50%	345 50%	88 52%	117 47%	188 49%	237 61% df	125 43%	531 52%	519 53%	389 63% gh	296 64% gh	235 49%	138 52%	177 49%
BBC iPlayer (BBC's catch-up service)	519 47%	317 46%	71 42%	131 52% b	202 53% f	216 55% f	100 34%	519 51%	493 51%	519 84% ghj	307 67% gh	248 51% m	141 53% m	130 36%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Netflix	431 39%	292 42% bc	52 31%	87 35%	191 50% f	171 44% f	68 23%	400 39%	387 40%	328 53% gh	431 93% ghi	175 36%	116 44% k	140 39%
STV 2	429 39%	297 43% c	64 38% c	69 27%	134 35%	148 38%	148 50% de	427 42%	429 44%	277 45%	183 40%	223 46% m	103 39% m	104 29%
BBC Four	428 39%	239 35%	80 47% a	109 43% a	140 37%	171 44%	116 40%	428 42%	415 43%	299 48% ghj	180 39%	233 48% lm	104 39% m	91 25%
STV Player (STV's catch-up service)	347 31%	222 32% b	34 20%	92 37% b	124 33% f	153 39% f	70 24%	341 33%	347 36%	347 56% ghj	207 45% gh	159 33% m	99 37% m	89 25%
BBC Three	305 27%	175 25%	59 35% a	72 29%	98 26%	120 31%	87 30%	305 30%	291 30%	225 36% gh	152 33%	166 34% m	81 31% m	58 16%
All 4 (Channel 4's catch-up service)	301 27%	214 31% bc	32 19%	56 22%	114 30% f	132 34% f	56 19%	296 29%	292 30%	301 49% gh	198 43% gh	144 30% m	73 28%	84 23%
BBC ALBA	291 26%	164 24%	41 24%	86 34% ab	84 22%	114 29% d	93 32% d	291 29%	282 29%	187 30%	117 25%	172 35% lm	64 24% m	55 15%
ITV Hub (ITV's catch-up service)	274 25%	171 25%	43 25%	60 24%	108 28% f	123 31% f	44 15%	272 27%	272 28%	274 44% ghj	160 35% gh	137 28% m	65 25%	72 20%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
My 5 (Channel 5's catch-up service)	192 17%	140 20% bc	21 12%	32 13%	68 18%	84 22% f	40 14%	188 18%	188 19%	192 31% gh	121 26% gh	86 18%	53 20%	53 15%
Amazon Prime Video	164 15%	105 15%	16 10%	43 17% b	74 20% f	61 16% f	29 10%	153 15%	143 15%	135 22% gh	164 36% ghi	72 15%	45 17%	47 13%
Other TV channel or service	392 35%	298 43% bc	44 26%	50 20%	139 37%	160 41% f	93 32%	367 36%	362 37%	248 40%	213 46% ghi	190 39% m	91 34%	111 31%
ANY BBC CHANNELS/ SERVICES	1017 92%	626 91%	162 96% a	229 91%	350 92%	378 97% d	289 99% d	1017 100% hij	959 98% j	612 99% j	430 93%	476 98% m	259 98% m	282 78%
ANY STV/ ITV CHANNELS/ SERVICES	974 88%	596 86%	157 93% a	221 88%	326 86%	361 92% d	287 98% de	959 94% j	974 100% gij	594 96% j	415 90%	462 95% m	244 92% m	268 74%
ANY CATCH-UP SERVICES	621 56%	385 56%	89 53%	147 58%	243 64% f	247 63% f	130 44%	612 60%	594 61%	621 100% ghj	352 76% gh	289 60% m	156 59% m	176 49%
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	461 41%	305 44% b	59 35%	97 39%	204 54% f	184 47% f	73 25%	430 42%	415 43%	352 57% gh	461 100% ghi	190 39%	121 46%	150 42%
NONE	49 4%	34 5%	5 3%	10 4%	1 *%	2 1%	- -%	- -%	- -%	- -%	- -%	2 *%	3 1%	44 12% kl

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
BBC One	984	234	194	89	604	519	203	117	880	548	332	104
	89%	99%	99%	99%	95%	95%	98%	94%	90%	89%	90%	80%
		d	d						k	k	k	
STV/ ITV	970	223	183	89	595	511	192	114	866	530	336	103
	87%	94%	93%	99%	93%	94%	93%	92%	88%	86%	92%	79%
									k	k	ik	
Channel 4	895	209	171	78	544	463	179	111	804	496	309	90
	81%	88%	87%	87%	85%	85%	86%	90%	82%	81%	84%	69%
									k	k	k	
BBC Two	801	212	179	83	493	424	177	104	751	484	266	50
	72%	89%	91%	92%	77%	78%	85%	83%	77%	79%	73%	38%
		d	d				e		k	jk	k	
Channel 5	782	184	149	72	474	401	155	101	704	433	272	78
	70%	77%	76%	79%	74%	74%	74%	81%	72%	71%	74%	60%
									k	k	k	
BBC News channel	569	152	126	57	356	314	129	65	548	348	200	22
	51%	64%	64%	63%	56%	58%	62%	52%	56%	57%	54%	17%
		d	d						k	k	k	
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	550	123	100	43	329	300	94	58	485	289	196	65
	50%	52%	51%	48%	52%	55%	45%	47%	49%	47%	53%	50%
							f					
BBC iPlayer (BBC's catch-up service)	519	141	121	53	315	267	124	65	476	298	178	42
	47%	60%	61%	59%	49%	49%	60%	53%	49%	49%	49%	32%
		d	d				e		k	k	k	
Netflix	431	110	94	44	235	217	77	51	363	200	163	68
	39%	46%	48%	49%	37%	40%	37%	41%	37%	33%	44%	52%
		d	d								hi	hi

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
STV 2	429	111	92	38	261	229	84	58	395	227	168	34
	39%	47%	47%	42%	41%	42%	41%	47%	40%	37%	46%	26%
									k	k	ik	
BBC Four	428	121	101	44	262	228	98	57	400	261	140	28
	39%	51%	51%	49%	41%	42%	47%	46%	41%	42%	38%	21%
		d	d						k	k	k	
STV Player (STV's catch-up service)	347	98	79	38	213	192	76	43	317	185	132	30
	31%	41%	40%	42%	33%	35%	36%	35%	32%	30%	36%	23%
		d							k		k	
BBC Three	305	88	80	34	192	161	75	45	283	163	120	22
	27%	37%	41%	37%	30%	30%	36%	36%	29%	27%	33%	17%
		d	d						k	k	ik	
All 4 (Channel 4's catch-up service)	301	78	66	27	183	160	63	37	269	150	119	33
	27%	33%	33%	30%	29%	29%	31%	30%	27%	24%	32%	25%
											i	
BBC ALBA	291	94	82	38	167	149	73	40	277	198	78	14
	26%	40%	42%	42%	26%	27%	35%	32%	28%	32%	21%	11%
		d	d				e		jk	jk	k	
ITV Hub (ITV's catch-up service)	274	73	56	21	173	152	59	34	247	145	102	27
	25%	31%	28%	24%	27%	28%	29%	27%	25%	24%	28%	21%
My 5 (Channel 5's catch-up service)	192	44	40	8	120	112	28	24	172	91	80	21
	17%	18%	20%	9%	19%	21%	14%	19%	18%	15%	22%	16%
						f					i	
Amazon Prime Video	164	46	36	18	91	88	25	24	149	93	56	15
	15%	19%	18%	20%	14%	16%	12%	20%	15%	15%	15%	12%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Other TV channel or service	392	89	74	24	232	200	70	51	340	217	123	52
	35%	37%	38%	27%	36%	37%	34%	41%	35%	35%	34%	40%
ANY BBC CHANNELS/ SERVICES	1017	237	197	90	621	532	205	120	907	566	341	111
	92%	100%	100%	100%	97%	98%	99%	97%	92%	92%	93%	85%
		d	d						k	k	k	
ANY STV/ ITV CHANNELS/ SERVICES	974	225	186	90	596	514	193	114	869	531	338	106
	88%	95%	94%	100%	94%	95%	93%	92%	89%	87%	92%	81%
									k		ik	
ANY CATCH-UP SERVICES	621	158	134	61	370	316	137	74	563	341	222	58
	56%	66%	68%	67%	58%	58%	66%	60%	57%	56%	60%	44%
		d	d						k	k	k	
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	461	118	101	49	248	233	80	53	392	223	169	69
	41%	50%	52%	54%	39%	43%	38%	43%	40%	36%	46%	53%
		d	d								hi	hi
NONE	49	-	-	-	5	2	2	1	40	28	11	9
	4%	-%	-%	-%	1%	*%	1%	1%	4%	5%	3%	7%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
			ANY BBC	ANY STV/ ITV			WEBSITES		MOST	LESS				UNLIKELY
		TV	TV	TV	RADIO	PRESS	/APPS	ANY BBC	DAYS	OFTEN	NEVER	LIKELY	NEUTRAL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
BBC One	984	848	805	729	563	569	528	837	390	313	177	350	256	379
	89%	95%	97%	98%	91%	93%	86%	93%	98%	98%	68%	97%	94%	79%
		def	defg	adefg	f	f		f	j	j		lm	m	
STV/ ITV	970	831	786	730	555	563	521	818	392	317	158	347	251	372
	87%	93%	95%	98%	90%	92%	85%	91%	98%	99%	60%	96%	92%	78%
		df	defg	abdefg	f	f		f	j	j		lm	m	
Channel 4	895	775	732	679	513	519	488	763	371	276	157	313	236	346
	81%	87%	88%	91%	83%	85%	80%	85%	93%	86%	60%	87%	86%	73%
		df	df	adefg			f	f	ij	j		m	m	
BBC Two	801	734	707	638	487	503	433	726	351	258	141	299	220	282
	72%	82%	85%	85%	79%	82%	71%	81%	88%	81%	54%	83%	81%	59%
		f	dfg	dfg	f	f		f	ij	j		m	m	
Channel 5	782	680	646	615	446	465	412	669	341	242	121	280	202	300
	70%	76%	78%	82%	72%	76%	67%	75%	85%	76%	47%	78%	74%	63%
		f	df	abdefg	f	f		f	ij	j		m	m	
BBC News channel	569	544	536	469	379	360	350	540	240	209	98	239	166	164
	51%	61%	65%	63%	62%	59%	57%	60%	60%	65%	38%	67%	61%	34%
			ef	f					j	j		m	m	
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	550	461	434	403	315	297	339	459	198	196	91	172	158	221
	50%	52%	52%	54%	51%	48%	55%	51%	50%	61%	35%	48%	58%	46%
				e			e		j	hj			km	
BBC iPlayer (BBC's catch-up service)	519	455	440	371	330	283	378	461	163	189	125	169	154	196
	47%	51%	53%	50%	54%	46%	62%	51%	41%	59%	48%	47%	56%	41%
			e		e		abcdeg	e		hj			km	
Netflix	431	325	306	273	246	207	293	336	114	148	100	121	119	190
	39%	36%	37%	36%	40%	34%	48%	37%	29%	46%	38%	34%	44%	40%
					e		abcdeg			h	h		k	

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	NEWS MEDIA EVER USE					WEBSITES		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
STV 2	429	385	367	351	255	262	244	375	201	144	51	157	121	151
	39%	43%	44%	47% dfg	41%	43%	40%	42%	50% j	45% j	19%	44% m	44% m	32%
BBC Four	428	386	378	336	277	272	262	388	175	148	78	176	111	141
	39%	43%	45%	45%	45%	44%	43%	43%	44% j	46% j	30%	49% lm	41% m	29%
STV Player (STV's catch-up service)	347	307	299	274	222	200	263	306	133	133	51	110	108	129
	31%	34%	36%	37%	36%	33%	43% abcdeg	34%	33% j	42% hj	19%	31%	40% km	27%
BBC Three	305	271	262	235	190	185	201	271	120	111	52	129	75	102
	27%	31%	32%	31%	31%	30%	33%	30%	30% j	35% j	20%	36% lm	27%	21%
All 4 (Channel 4's catch-up service)	301	259	250	226	195	157	226	262	101	113	55	97	87	117
	27%	29%	30%	30%	32% e	26%	37% abcdeg	29%	25%	35% hj	21%	27%	32% m	25%
BBC ALBA	291	270	262	234	209	204	170	270	139	79	59	118	73	100
	26%	30%	32%	31%	34% f	33% f	28%	30%	35% ij	25%	23%	33% m	27%	21%
ITV Hub (ITV's catch-up service)	274	237	233	204	181	143	205	242	99	99	48	99	69	107
	25%	27%	28% e	27%	29% e	23%	33% abceg	27%	25%	31% j	18%	27%	25%	22%
My 5 (Channel 5's catch-up service)	192	165	158	148	129	105	143	166	69	71	31	57	57	79
	17%	19%	19%	20%	21%	17%	23% abeg	18%	17%	22% j	12%	16%	21%	17%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Table 32

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Amazon Prime Video	164	133	124	104	104	76	127	141	46	48	55	52	44	69
	15%	15%	15%	14%	17%	12%	21%	16%	12%	15%	21%	14%	16%	14%
					e		abceg				h			
Other TV channel or service	392	317	297	268	190	221	226	315	133	119	88	126	99	167
	35%	36%	36%	36%	31%	36%	37%	35%	33%	37%	34%	35%	36%	35%
			d	d			d							
ANY BBC CHANNELS/ SERVICES	1017	870	822	739	579	577	550	860	394	317	196	353	265	399
	92%	98%	99%	99%	94%	94%	90%	96%	99%	99%	75%	98%	97%	84%
		defg	adefg	defg	f	f		f	j	j		m	m	
ANY STV/ ITV CHANNELS/ SERVICES	974	833	788	731	555	564	524	821	392	318	159	347	252	375
	88%	94%	95%	98%	90%	92%	86%	92%	98%	99%	61%	96%	92%	79%
		df	defg	abdefg	f	f		f	j	j		lm	m	
ANY CATCH-UP SERVICES	621	535	515	444	382	343	423	540	203	224	136	202	174	244
	56%	60%	62%	59%	62%	56%	69%	60%	51%	70%	52%	56%	64%	51%
			e		e		abcdeg			hj			m	
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	461	353	330	296	266	223	315	362	127	153	112	131	125	205
	41%	40%	40%	40%	43%	36%	51%	40%	32%	48%	43%	36%	46%	43%
					e		abcdeg			h	h		k	
NONE	49	5	3	3	21	23	33	21	2	-	38	3	2	43
	4%	1%	*%	*%	3%	4%	5%	2%	1%	-%	14%	1%	1%	9%
					abc	abc	abcg	abc			hi			kl

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
BBC One	984 89%	218 97% c	496 95% c	270 74%	188 97% i	179 98% i	157 98% i	84 95%	162 98% i	692 88%	729 91% k	256 82%	506 96%	131 97%	77 94%
STV/ ITV	970 87%	218 97% bc	482 92% c	269 74%	187 97% i	178 97% i	154 97% i	88 100%	160 96% i	679 86%	715 89% k	255 82%	495 94%	128 94%	77 94%
Channel 4	895 81%	197 88% c	452 87% c	246 67%	168 87%	159 87%	138 87%	79 90%	145 87%	636 81%	662 83% k	232 75%	459 87%	116 86%	73 89%
BBC Two	801 72%	193 86% c	425 81% c	183 50%	174 90% i	166 91% i	145 91% i	77 88%	149 90% i	577 73%	605 76% k	196 63%	438 83%	114 84%	67 81%
Channel 5	782 70%	173 77% c	395 76% c	214 59%	144 74%	138 75%	120 75%	68 77%	124 75%	560 71%	580 72% k	202 65%	407 77%	98 73%	63 77%
BBC News channel	569 51%	148 66% c	323 62% c	98 27%	138 71% i	133 73% i	118 74% i	63 71%	121 73% i	410 52%	443 55% k	126 41%	337 64%	84 62%	49 60%
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	550 50%	103 46%	286 55% ac	161 44%	96 50%	91 49%	74 47%	44 50%	79 48%	389 49%	410 51%	140 45%	283 53%	66 49%	40 49%
BBC iPlayer (BBC's catch-up service)	519 47%	100 45%	285 55% ac	133 37%	108 56% i	103 56% i	90 56% i	43 49%	94 57% i	368 47%	394 49% k	125 40%	269 51%	74 55%	43 52%
Netflix	431 39%	70 31%	218 42% a	143 39% a	88 46% i	82 45% i	70 44% i	41 46%	76 46% i	275 35%	308 39%	122 39%	198 37%	61 45%	29 36%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 32

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
STV 2	429 39%	93 41% c	238 45% c	99 27%	97 50% i	92 50% i	80 50% i	45 51%	83 50% i	298 38%	332 41% k	98 31%	240 45%	53 39%	37 45%
BBC Four	428 39%	103 46% c	235 45% c	90 25%	94 49% i	89 49% i	77 48% i	41 46%	79 47% i	306 39%	321 40%	107 34%	259 49% m	52 38%	27 34%
STV Player (STV's catch-up service)	347 31%	65 29%	201 39% ac	81 22%	74 38%	69 38%	58 36%	35 40%	62 37%	243 31%	274 34% k	74 24%	193 37%	49 36%	23 28%
BBC Three	305 27%	79 35% c	162 31% c	65 18%	72 37% i	68 37% i	60 37% i	33 37%	62 37% i	211 27%	239 30% k	66 21%	170 32%	47 35%	23 28%
All 4 (Channel 4's catch-up service)	301 27%	51 23%	170 33% ac	80 22%	58 30%	55 30%	49 31%	25 28%	52 31%	211 27%	233 29% k	69 22%	168 32%	33 24%	21 26%
BBC ALBA	291 26%	84 38% bc	144 27% c	63 17%	58 30%	56 31%	52 33%	27 31%	52 31%	219 28%	235 29% k	56 18%	167 32%	39 29%	22 26%
ITV Hub (ITV's catch-up service)	274 25%	57 25%	148 28% c	69 19%	56 29%	53 29%	45 28%	21 24%	47 28%	191 24%	221 28% k	53 17%	156 30%	30 22%	19 23%
My 5 (Channel 5's catch-up service)	192 17%	36 16%	106 20% c	50 14%	30 16%	29 16%	23 15%	14 16%	24 15%	141 18%	145 18%	47 15%	119 22% m	14 11%	10 12%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Table 32

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES EVER WATCH

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Amazon Prime Video	164 15%	39 17%	74 14%	51 14%	31 16%	29 16%	26 16%	15 17%	28 17%	118 15%	129 16% k	35 11%	83 16%	18 13%	13 16%
Other TV channel or service	392 35%	72 32%	190 36%	130 36%	68 35%	63 35%	53 33%	27 30%	58 35%	272 35%	293 37%	99 32%	195 37% m	33 24%	35 42%
ANY BBC CHANNELS/ SERVICES	1017 92%	221 99% c	507 97% c	289 79%	190 98% i	181 99% i	159 99% i	86 98%	164 99% i	717 91%	748 94% k	269 87%	518 98%	131 97%	79 96%
ANY STV/ ITV CHANNELS/ SERVICES	974 88%	218 97% bc	485 93% c	271 74%	188 97% i	179 98% i	156 97% i	88 100%	161 97% i	680 86%	718 90% k	256 82%	497 94%	129 95%	77 94%
ANY CATCH-UP SERVICES	621 56%	124 55% c	329 63% ac	168 46%	126 65% i	121 66% i	105 66% i	51 58%	110 66% i	437 55%	467 58% k	154 50%	325 61%	81 60%	47 58%
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	461 41%	78 35%	229 44% a	154 42%	94 49% i	88 48% i	76 48% i	45 51%	82 49% i	298 38%	329 41%	132 42%	212 40%	63 47%	31 38%
NONE	49 4%	1 *%	5 1%	43 12% ab	- -%	- -%	- -%	- -%	- -%	40 5% defh	24 3%	25 8% j	4 1%	2 1%	- -%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
BBC One	927	96	111	145	170	154	250	181	279	206	261	460	467	802	125	89
	83%	68%	67%	80%	87%	95%	95%	82%	81%	86%	85%	82%	85%	84%	81%	85%
				ab	ab	abcd	abcd									
STV/ ITV	909	101	116	143	159	149	240	164	274	208	263	438	471	786	123	87
	82%	71%	70%	79%	82%	91%	91%	75%	80%	86%	86%	78%	86%	82%	79%	83%
					ab	abcd	abcd			ghk	ghk		ghk			
Channel 4	709	89	90	111	119	108	191	141	212	145	211	353	356	620	89	69
	64%	63%	55%	61%	61%	66%	73%	64%	62%	60%	69%	63%	65%	65%	58%	66%
						b	abcd				i					
BBC Two	586	34	51	80	101	110	209	141	172	124	150	312	274	506	80	62
	53%	24%	31%	44%	51%	68%	79%	64%	50%	51%	49%	55%	50%	53%	52%	60%
				ab	ab	abcd	abcde	hijkl								
Channel 5	529	51	70	74	96	82	155	81	166	110	172	247	282	470	59	43
	48%	36%	43%	41%	49%	50%	59%	37%	48%	46%	56%	44%	52%	49%	38%	41%
					a	a	abcd		g	g	gik		gk	n		
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	480	62	79	105	89	59	86	107	164	109	100	271	209	421	59	36
	43%	44%	48%	58%	46%	36%	33%	48%	48%	45%	32%	48%	38%	44%	38%	35%
		f	ef	adef	f			jl	jl	j		jl		o		
BBC News channel	414	40	30	72	80	61	131	96	130	92	96	225	188	357	57	37
	37%	28%	18%	40%	41%	37%	50%	44%	38%	38%	31%	40%	34%	37%	37%	35%
		b		ab	ab	b	abce	jl				j				
Netflix	349	84	87	70	58	27	22	84	130	66	70	213	136	304	45	24
	31%	60%	53%	38%	30%	17%	8%	38%	38%	27%	23%	38%	25%	32%	29%	23%
		cdef	cdef	ef	ef	f		ijl	ijl			ijl		o		
BBC iPlayer (BBC's catch-up service)	316	44	55	62	61	46	46	87	105	61	64	191	125	270	46	38
	28%	31%	34%	34%	31%	28%	17%	39%	30%	26%	21%	34%	23%	28%	30%	36%
		f	f	f	f	f		hijl	jl			ijl				

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
STV 2	266 24%	36 25% b	23 14%	46 25% b	42 21%	47 29% b	73 28% b	36 16%	77 22%	50 21%	102 33% ghik	113 20%	153 28% gik	240 25% no	26 17%	15 14%
BBC Four	215 19%	24 17%	20 12%	24 13%	39 20%	33 20%	74 28% abcd	61 28% hijl	66 19%	38 16%	50 16%	127 22% ijl	88 16%	182 19%	33 21%	24 23%
STV Player (STV's catch-up service)	162 15%	18 13%	29 18% f	36 20% f	27 14%	23 14%	27 10%	37 17%	44 13%	39 16%	42 14%	81 14%	81 15%	140 15%	22 14%	19 18%
BBC Three	134 12%	25 18% d	19 12%	20 11%	18 9%	18 11%	33 13%	21 10%	36 10%	35 15%	42 14%	57 10%	77 14% k	104 11%	30 19% m	22 21% m
ITV Hub (ITV's catch-up service)	131 12%	17 12%	26 16% f	24 13%	24 12%	20 12%	20 8%	26 12%	44 13%	32 13%	30 10%	70 12%	61 11%	116 12%	16 10%	14 13%
Amazon Prime Video	128 11%	26 18% ef	33 20% ef	25 14% f	25 13% f	13 8% f	6 2%	39 18% ijl	51 15% ijl	19 8%	19 6%	90 16% ijl	38 7%	110 12%	17 11%	12 12%
All 4 (Channel 4's catch-up service)	123 11%	22 15% f	30 18% cef	18 10%	23 12% f	14 9%	15 6%	25 11%	46 13%	23 10%	29 9%	71 13%	52 10%	108 11%	16 10%	8 8%
BBC ALBA	109 10%	9 7%	3 2%	9 5%	19 10% b	20 12% bc	48 18% abcd	32 15% hil	27 8%	20 8%	30 10%	59 10%	50 9%	86 9%	22 15% m	18 17% m
My 5 (Channel 5's catch-up service)	61 5%	11 8% f	16 10% f	8 5%	9 5%	12 7% f	4 2%	10 5%	23 7%	9 4%	18 6%	34 6%	27 5%	57 6% n	3 2%	2 2%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Other TV channel or service	303	37	60	48	62	41	55	57	97	58	92	154	149	272	31	9
	27%	26%	37%	26%	32%	25%	21%	26%	28%	24%	30%	27%	27%	28%	20%	9%
			acef		f									no	o	
ANY BBC CHANNELS/ SERVICES	971	108	121	156	175	155	254	192	292	215	271	485	486	839	132	94
	87%	76%	74%	86%	90%	95%	97%	88%	85%	89%	88%	86%	89%	88%	86%	90%
				ab	ab	abc	abcd									
ANY STV/ ITV CHANNELS/ SERVICES	916	102	117	143	163	150	240	166	275	208	267	441	475	792	124	88
	82%	72%	71%	79%	83%	92%	91%	76%	80%	86%	87%	78%	87%	83%	80%	84%
					ab	abcd	abcd			ghk	ghk		ghk			
ANY CATCH-UP SERVICES	409	56	70	82	74	61	66	103	133	87	86	236	173	353	55	44
	37%	39%	43%	45%	38%	37%	25%	47%	39%	36%	28%	42%	32%	37%	36%	42%
		f	f	f	f	f		ijl	jl	j		jl				
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	374	86	89	76	64	33	26	90	136	72	76	227	148	326	48	28
	34%	61%	54%	42%	33%	20%	10%	41%	40%	30%	25%	40%	27%	34%	31%	26%
		cdef	cdef	ef	ef	f		ijl	ijl			ijl				
NONE	53	12	10	14	10	3	3	12	17	10	13	29	23	46	7	2
	5%	9%	6%	8%	5%	2%	1%	5%	5%	4%	4%	5%	4%	5%	4%	2%
		ef	f	ef	f											

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Table 33

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	REGION CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	WATCH TV PER DAY UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	CHANNELS/ SERVICES EVER WATCH ANY BBC	ANY STV/ ITV	ANY CATCH- UP	ANY ON- DEMAND	LIKELIHOOD WOULD WATCH NEW CHANNEL LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
BBC One	927 83%	566 82%	153 90% ac	209 83%	307 81%	339 87% d	281 96% de	927 91% j	892 92% j	559 90% j	368 80%	457 94% lm	233 88% m	238 66%
STV/ ITV	909 82%	555 80%	148 87% a	205 82%	289 76%	343 88% d	277 94% de	897 88% j	909 93% gij	546 88% j	376 82%	438 90% m	228 86% m	243 67%
Channel 4	709 64%	424 61%	120 71% a	165 66%	234 61%	261 67%	214 73% d	698 69%	690 71% j	436 70%	300 65%	357 74% lm	162 61% m	189 52%
BBC Two	586 53%	330 48%	103 61% a	154 61% a	181 48%	220 56% d	184 63% d	586 58% j	569 58% j	360 58% j	204 44%	309 64% lm	144 54% m	133 37%
Channel 5	529 48%	322 47%	104 61% ac	103 41%	147 39%	190 49% d	192 65% de	522 51% j	520 53% j	311 50%	206 45%	265 55% lm	120 45%	144 40%
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	480 43%	292 42%	77 45%	111 44%	157 41%	209 53% df	113 39%	464 46%	453 46%	335 54% gh	260 56% gh	209 43%	121 46%	149 41%
BBC News channel	414 37%	249 36%	82 48% ac	82 33%	132 35%	160 41%	122 42%	414 41%	395 41%	253 41%	166 36%	224 46% lm	98 37% m	91 25%
Netflix	349 31%	232 34% b	43 25%	74 29%	155 41% f	135 35% f	59 20%	321 32%	308 32%	262 42% gh	349 76% ghi	149 31%	93 35%	107 30%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
BBC iPlayer (BBC's catch-up service)	316 28%	186 27%	47 28%	83 33%	138 36% f	119 30% f	59 20%	316 31%	301 31%	316 51% ghj	191 41% gh	173 36% lm	73 28% m	70 19%
STV 2	266 24%	181 26% c	44 26% c	41 16%	65 17%	93 24% d	107 37% de	265 26%	266 27%	158 25%	106 23%	134 28% m	63 24%	69 19%
BBC Four	215 19%	113 16%	41 24% a	61 24% a	73 19%	78 20%	63 22%	215 21%	206 21%	152 25% j	80 17%	120 25% lm	45 17%	50 14%
STV Player (STV's catch-up service)	162 15%	90 13%	18 11%	53 21% ab	51 14%	72 18%	38 13%	159 16%	162 17%	162 26% ghj	92 20% g	85 17% m	38 14%	39 11%
BBC Three	134 12%	66 10%	35 21% ac	33 13%	39 10%	45 12%	49 17% d	134 13%	128 13%	96 16%	54 12%	78 16% lm	24 9%	32 9%
ITV Hub (ITV's catch-up service)	131 12%	71 10%	31 18% a	30 12%	51 14%	52 13%	28 9%	129 13%	129 13%	131 21% ghj	75 16%	78 16% lm	20 8%	33 9%
Amazon Prime Video	128 11%	80 12%	13 8%	34 14%	60 16% f	44 11%	24 8%	118 12%	107 11%	104 17% gh	128 28% ghi	61 13%	35 13%	32 9%
All 4 (Channel 4's catch-up service)	123 11%	81 12%	16 10%	26 10%	47 12%	44 11%	32 11%	121 12%	117 12%	123 20% gh	77 17% gh	70 15% lm	20 7%	33 9%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
BBC ALBA	109 10%	53 8%	21 12%	35 14% a	30 8%	38 10%	41 14% d	109 11% j	103 11%	66 11%	34 7%	75 15% lm	17 6%	17 5%
My 5 (Channel 5's catch-up service)	61 5%	40 6%	9 5%	11 5%	22 6%	21 5%	17 6%	59 6%	59 6%	61 10% gh	38 8%	33 7%	11 4%	16 4%
Other TV channel or service	303 27%	231 33% bc	30 18%	42 17%	96 25%	125 32% d	83 28%	280 28%	275 28%	178 29%	154 33% gh	152 31% m	71 27%	80 22%
ANY BBC CHANNELS/ SERVICES	971 87%	590 85%	159 94% a	221 88%	334 88%	351 90%	286 97% de	971 95% j	923 95% j	589 95% j	399 87%	468 97% lm	247 93% m	255 71%
ANY STV/ ITV CHANNELS/ SERVICES	916 82%	559 81%	149 88% a	208 83%	291 77%	347 89% d	278 95% de	904 89% j	916 94% gij	552 89% j	379 82%	441 91% m	230 87% m	246 68%
ANY CATCH-UP SERVICES	409 37%	238 34%	65 38%	106 42% a	172 45% ef	148 38% f	89 30%	405 40%	391 40%	409 66% ghj	227 49% gh	217 45% lm	93 35% m	98 27%
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	374 34%	245 36%	47 28%	82 33%	166 44% f	144 37% f	65 22%	346 34%	331 34%	282 45% gh	374 81% ghi	160 33%	99 37%	116 32%
NONE	53 5%	36 5%	7 4%	10 4%	2 1%	5 1%	- -%	2 *%	2 *%	2 *%	2 *%	2 *%	3 1%	48 13% kl

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
BBC One	927	225	188	84	572	490	195	112	839	524	315	88
	83%	95%	95%	93%	90%	90%	94%	90%	86%	85%	86%	67%
		d	d						k	k	k	
STV/ ITV	909	209	169	85	563	486	177	108	811	496	315	97
	82%	88%	86%	95%	88%	90%	85%	87%	83%	81%	86%	75%
									k		ik	
Channel 4	709	177	149	66	417	362	147	86	644	402	242	65
	64%	74%	76%	73%	65%	67%	71%	69%	66%	66%	66%	50%
		d	d						k	k	k	
BBC Two	586	163	140	65	359	300	144	78	555	380	176	30
	53%	69%	71%	73%	56%	55%	69%	63%	57%	62%	48%	23%
		d	d				e		jk	hjk	k	
Channel 5	529	114	93	41	324	270	97	70	485	297	189	44
	48%	48%	47%	45%	51%	50%	47%	57%	49%	48%	51%	34%
									k	k	k	
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	480	111	89	38	286	266	81	50	424	260	164	55
	43%	47%	45%	42%	45%	49%	39%	40%	43%	42%	45%	42%
						f						
BBC News channel	414	113	95	44	257	231	91	48	402	262	140	11
	37%	48%	48%	49%	40%	43%	44%	39%	41%	43%	38%	9%
		d	d						k	k	k	
Netflix	349	87	72	34	195	181	61	41	291	166	125	58
	31%	37%	37%	38%	31%	33%	29%	33%	30%	27%	34%	44%
											i	hij
BBC iPlayer (BBC's catch-up service)	316	106	89	38	179	158	89	38	301	197	103	16
	28%	44%	45%	42%	28%	29%	43%	31%	31%	32%	28%	12%
		d	d				eg		k	k	k	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
STV 2	266	64	52	25	163	147	48	32	247	130	117	18
	24%	27%	27%	28%	26%	27%	23%	25%	25%	21%	32%	14%
									k		hik	
BBC Four	215	60	54	21	132	111	57	24	198	135	63	16
	19%	25%	27%	23%	21%	20%	27%	20%	20%	22%	17%	13%
			d				e		k	k		
STV Player (STV's catch-up service)	162	52	42	20	93	91	38	17	152	94	58	10
	15%	22%	21%	22%	15%	17%	18%	13%	15%	15%	16%	8%
		d	d						k	k	k	
BBC Three	134	33	33	14	85	68	31	19	125	68	57	9
	12%	14%	17%	16%	13%	13%	15%	15%	13%	11%	15%	7%
											ik	
ITV Hub (ITV's catch-up service)	131	37	28	15	78	71	28	16	121	74	47	10
	12%	16%	14%	17%	12%	13%	14%	13%	12%	12%	13%	8%
Amazon Prime Video	128	36	29	14	74	71	21	18	116	76	41	11
	11%	15%	14%	15%	12%	13%	10%	15%	12%	12%	11%	9%
All 4 (Channel 4's catch-up service)	123	34	29	12	70	65	24	15	114	64	50	9
	11%	14%	15%	13%	11%	12%	12%	12%	12%	10%	14%	7%
BBC ALBA	109	38	35	15	63	64	28	9	107	78	29	2
	10%	16%	18%	17%	10%	12%	13%	8%	11%	13%	8%	2%
			d	d					k	jk	k	
My 5 (Channel 5's catch-up service)	61	14	14	2	36	35	8	8	57	34	23	4
	5%	6%	7%	2%	6%	6%	4%	7%	6%	5%	6%	3%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Table 33

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Other TV channel or service	303	72	62	20	174	155	55	36	260	170	91	43
	27%	30%	32%	22%	27%	29%	27%	29%	27%	28%	25%	33%
ANY BBC CHANNELS/ SERVICES	971	231	192	88	599	516	199	116	878	546	332	93
	87%	97%	98%	98%	94%	95%	96%	93%	90%	89%	90%	71%
			d						k	k	k	
ANY STV/ ITV CHANNELS/ SERVICES	916	212	172	86	566	491	179	108	817	498	319	99
	82%	89%	87%	96%	89%	90%	86%	87%	83%	81%	87%	76%
									k		ik	
ANY CATCH-UP SERVICES	409	122	103	46	236	208	104	46	380	242	137	29
	37%	51%	52%	51%	37%	38%	50%	37%	39%	40%	37%	22%
		d	d				eg		k	k	k	
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	374	93	78	38	206	195	62	43	315	185	130	60
	34%	39%	40%	42%	32%	36%	30%	35%	32%	30%	35%	46%
												hij
NONE	53	-	-	-	6	3	2	1	43	30	12	10
	5%	-%	-%	-%	1%	1%	1%	1%	4%	5%	3%	8%
												j

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.　 Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
			ANY BBC	ANY STV/ ITV			WEBSITES		MOST	LESS				UNLIKELY
		TV	TV	TV	RADIO	PRESS	/APPS	ANY BBC	DAYS	OFTEN	NEVER	LIKELY	NEUTRAL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
BBC One	927	813	779	701	533	549	497	804	383	294	162	339	247	340
	83%	91%	94%	94%	87%	89%	81%	90%	96%	92%	62%	94%	90%	71%
		df	defg	defg	f	f		f	ij	j		m	m	
STV/ ITV	909	786	744	704	517	533	475	768	390	293	129	329	238	341
	82%	88%	90%	94%	84%	87%	78%	86%	98%	91%	49%	92%	87%	71%
		df	dfg	abdefg	f	f		f	ij	j		m	m	
Channel 4	709	622	590	547	424	418	392	614	307	214	124	249	176	284
	64%	70%	71%	73%	69%	68%	64%	69%	77%	67%	47%	69%	64%	59%
		f	f	efg					ij	j		m		
BBC Two	586	541	529	469	369	383	314	542	273	170	112	238	144	204
	53%	61%	64%	63%	60%	62%	51%	60%	68%	53%	43%	66%	52%	43%
		f	f	f	f	f		f	ij	j		lm	m	
Channel 5	529	466	445	418	304	321	271	460	256	149	81	192	132	205
	48%	52%	54%	56%	49%	52%	44%	51%	64%	46%	31%	53%	48%	43%
		f	f	df		f		f	ij	j		m		
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	480	405	378	350	280	257	295	402	176	168	80	150	137	192
	43%	45%	46%	47%	45%	42%	48%	45%	44%	52%	31%	42%	50%	40%
							e		j	hj			km	
BBC News channel	414	400	395	337	284	267	242	398	181	142	80	187	113	114
	37%	45%	48%	45%	46%	43%	40%	44%	45%	44%	31%	52%	41%	24%
		f	f	f	f				j	j		lm	m	
Netflix	349	258	242	210	196	164	243	271	87	113	91	99	96	154
	31%	29%	29%	28%	32%	27%	40%	30%	22%	35%	35%	28%	35%	32%
							abcdeg			h	h		k	
BBC iPlayer (BBC's catch-up service)	316	284	274	218	205	171	248	289	99	107	94	122	82	113
	28%	32%	33%	29%	33%	28%	41%	32%	25%	33%	36%	34%	30%	24%
			e			e	abcdeg			h	h			m

Columns Tested:　a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
STV 2	266	238	228	221	159	163	144	233	136	81	30	91	75	99
	24%	27%	27%	30%	26%	27%	24%	26%	34%	25%	12%	25%	27%	21%
				f					ij	j				m
BBC Four	215	194	188	162	142	138	125	193	88	68	43	91	50	73
	19%	22%	23%	22%	23%	23%	20%	22%	22%	21%	16%	25%	18%	15%
												lm		
STV Player (STV's catch-up service)	162	146	142	128	108	87	124	146	72	54	25	64	41	56
	15%	16%	17%	17%	18%	14%	20%	16%	18%	17%	10%	18%	15%	12%
							eg		j	j		m		
BBC Three	134	119	118	104	83	85	89	121	59	45	21	61	26	47
	12%	13%	14%	14%	14%	14%	15%	14%	15%	14%	8%	17%	10%	10%
									j	j		lm		
ITV Hub (ITV's catch-up service)	131	112	110	93	92	70	94	118	58	39	25	59	26	47
	12%	13%	13%	12%	15%	11%	15%	13%	15%	12%	9%	16%	9%	10%
							e					lm		
Amazon Prime Video	128	102	93	76	80	57	104	110	34	34	48	42	34	52
	11%	11%	11%	10%	13%	9%	17%	12%	9%	11%	18%	12%	13%	11%
					e		abcdeg				hi			
All 4 (Channel 4's catch-up service)	123	106	104	84	81	64	92	110	44	39	31	47	29	47
	11%	12%	13%	11%	13%	10%	15%	12%	11%	12%	12%	13%	10%	10%
							ce							
BBC ALBA	109	107	104	94	80	86	56	105	62	23	22	52	29	27
	10%	12%	13%	13%	13%	14%	9%	12%	16%	7%	8%	15%	11%	6%
					f	f			ij			m	m	

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
My 5 (Channel 5's catch-up service)	61	53	51	44	42	30	46	54	31	14	12	24	13	23
	5%	6%	6%	6%	7%	5%	8% e	6%	8%	4%	5%	7%	5%	5%
Other TV channel or service	303	244	226	203	141	168	165	240	111	84	66	99	77	127
	27%	27% d	27%	27%	23%	27%	27%	27%	28%	26%	25%	27%	28%	27%
ANY BBC CHANNELS/ SERVICES	971	846	807	723	559	563	529	838	389	305	183	349	260	362
	87%	95% def	97% adefg	97% defg	91% f	92% f	86%	93% f	98% j	95% j	70%	97% m	95% m	76%
ANY STV/ ITV CHANNELS/ SERVICES	916	791	749	708	521	537	481	774	390	295	133	333	239	344
	82%	89% df	90% dfg	95% abdefg	85% f	88% f	79%	86% f	98% ij	92% j	51%	93% lm	87% m	72%
ANY CATCH-UP SERVICES	409	356	345	286	259	214	300	365	142	131	107	150	103	156
	37%	40% e	42% e	38%	42% e	35%	49% abcdeg	41% e	36%	41%	41%	42% m	38%	33%
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	374	281	262	230	211	177	261	291	98	117	99	105	102	168
	34%	32%	32%	31%	34% e	29%	43% abcdeg	32%	25%	37% h	38% h	29%	37% k	35%
NONE	53	6	4	4	22	24	36	22	2	1	40	3	2	47
	5%	1%	*%	1%	4% abc	4% abc	6% abcg	2% abc	1%	*%	15% hi	1%	1%	10% kl

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
BBC One	927 83%	214 95% c	477 91% c	236 65%	184 95% i	176 96% i	156 97% i	83 94%	159 96% i	655 83%	686 86% k	241 77%	492 93%	126 93%	73 89%
STV/ ITV	909 82%	212 94% bc	455 87% c	242 66%	175 91% i	166 91% i	143 89% i	86 98%	149 89% i	636 81%	676 84% k	233 75%	473 89%	119 88%	74 91%
Channel 4	709 64%	158 70% c	353 68% c	198 54%	145 75% i	136 74% i	120 75% i	69 79%	127 76% i	499 63%	528 66% k	181 58%	363 69%	92 68%	56 69%
BBC Two	586 53%	158 71% bc	297 57% c	131 36%	132 68% i	129 70% i	115 72% i	65 74%	116 70% i	424 54%	438 55% k	148 48%	316 60%	94 69% l	46 56%
Channel 5	529 48%	114 51% c	270 52% c	145 40%	104 54%	99 54%	87 55%	52 59%	89 54%	381 48%	393 49%	136 44%	278 53%	67 50%	38 47%
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	480 43%	91 41%	253 48% c	136 37%	88 45%	82 45%	67 42%	41 46%	72 43%	337 43%	353 44%	127 41%	246 46%	59 43%	39 48%
BBC News channel	414 37%	126 56% bc	217 41% c	71 19%	104 54% i	99 54% i	91 57% i	43 48%	93 56% i	299 38%	318 40% k	96 31%	253 48%	58 43%	32 39%
Netflix	349 31%	58 26%	172 33%	119 33%	72 37% i	67 36% i	57 36% i	32 36%	62 37% i	219 28%	251 31%	98 32%	161 30%	46 34%	23 28%
BBC iPlayer (BBC's catch-up service)	316 28%	72 32% c	169 32% c	76 21%	74 38% i	72 39% i	60 38% i	29 32%	64 39% i	226 29%	251 31% k	65 21%	162 31%	53 39%	26 32%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
STV 2	266 24%	57 25% c	146 28% c	63 17%	59 30%	55 30%	47 29%	25 28%	49 29%	188 24%	200 25%	66 21%	153 29% m	27 20%	22 26%
BBC Four	215 19%	57 26% c	109 21% c	48 13%	51 27% i	50 27% i	44 27% i	19 22%	44 26% i	147 19%	163 20%	52 17%	122 23%	30 22%	15 18%
STV Player (STV's catch-up service)	162 15%	46 21% c	82 16% c	33 9%	31 16%	30 16%	23 14%	15 17%	25 15%	121 15%	131 16% k	31 10%	96 18%	26 19%	7 9%
BBC Three	134 12%	44 19% bc	61 12%	30 8%	31 16%	29 16%	29 18% i	15 17%	29 18%	94 12%	106 13% k	27 9%	71 13%	23 17%	10 12%
ITV Hub (ITV's catch-up service)	131 12%	37 17% c	65 13% c	29 8%	28 15%	27 15%	21 13%	9 10%	23 14%	93 12%	104 13% k	27 9%	80 15%	14 10%	9 11%
Amazon Prime Video	128 11%	31 14%	57 11%	39 11%	23 12%	21 12%	18 11%	10 11%	20 12%	93 12%	103 13% k	24 8%	67 13%	12 9%	10 12%
All 4 (Channel 4's catch-up service)	123 11%	35 16% c	57 11%	31 9%	24 12%	22 12%	19 12%	8 9%	22 13%	90 11%	98 12%	25 8%	72 14%	11 8%	9 11%
BBC ALBA	109 10%	48 21% bc	45 9% c	16 4%	23 12%	23 12%	21 13%	12 14%	21 12%	83 11%	95 12% k	14 4%	72 14%	15 11%	6 7%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WATCH AT LEAST ONCE A WEEK

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
My 5 (Channel 5's catch-up service)	61 5%	22 10% bc	26 5%	12 3%	13 7%	13 7%	11 7%	4 5%	12 7%	43 5%	48 6%	13 4%	41 8% m	3 2%	4 5%
Other TV channel or service	303 27%	57 25%	143 27%	103 28%	52 27%	50 27%	44 27%	20 23%	47 28%	208 26%	227 28%	76 24%	148 28% m	24 18%	27 33%
ANY BBC CHANNELS/ SERVICES	971 87%	220 98% bc	497 95% c	254 70%	189 98% i	180 98% i	159 99% i	85 97%	164 99% i	688 87%	717 90% k	254 82%	512 97%	129 95%	76 92%
ANY STV/ ITV CHANNELS/ SERVICES	916 82%	212 95% bc	460 88% c	244 67%	177 92% i	168 92% i	145 91% i	87 99%	150 90% i	640 81%	682 85% k	234 75%	478 90%	120 89%	74 91%
ANY CATCH-UP SERVICES	409 37%	94 42% c	212 41% c	103 28%	89 46% i	87 47% i	74 47% i	34 39%	78 47% i	291 37%	320 40% k	89 28%	220 42%	55 41%	30 37%
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	374 34%	64 28%	182 35%	128 35%	77 40% i	71 39% i	61 38%	34 39%	67 40% i	238 30%	267 33%	108 35%	174 33%	47 35%	25 31%
NONE	53 5%	1 *%	5 1%	47 13% ab	- -%	- -%	- -%	- -%	- -%	43 5% defh	27 3%	26 8% j	4 1%	2 1%	- -%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Table 34

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

B1. READ DESCRIPTION OF NEW TV CHANNEL FOR SCOTLAND TO RESPONDENT, SHOWCARD WITH INDICATIVE SCHEDULE SHOWING TYPES OF CONTENT ON TWO TYPICAL MID-WEEK EVENINGS.
(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

			AGE						SEG						AREA		
		Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample		1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total		1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
1 - I would definitely not watch the new BBC Scotland channel	(1.0)	236	47	49	40	36	27	36	45	73	48	70	118	118	214	21	15
		21%	33%	30%	22%	18%	17%	14%	20%	21%	20%	23%	21%	22%	22%	14%	15%
			cdef	def	f										no		
2	(2.0)	126	22	18	20	18	20	27	22	51	19	35	72	53	110	16	13
		11%	16%	11%	11%	9%	12%	10%	10%	15%	8%	11%	13%	10%	11%	10%	12%
										il			i				
3	(3.0)	265	32	40	45	38	45	65	48	76	77	65	123	141	223	42	23
		24%	22%	24%	25%	20%	28%	25%	22%	22%	32%	21%	22%	26%	23%	27%	22%
											ghjk						
4	(4.0)	229	19	30	45	53	25	57	51	67	48	62	119	110	196	33	27
		21%	14%	18%	25%	27%	16%	22%	23%	20%	20%	20%	21%	20%	20%	21%	26%
					ae	abe											
5 - I would definitely watch the new BBC Scotland channel	(5.0)	256	21	28	32	50	46	78	54	77	49	76	131	125	214	42	27
		23%	15%	17%	18%	26%	28%	30%	25%	22%	20%	25%	23%	23%	22%	27%	25%
						ab	abc	abc									
TOTAL UNLIKELY (1-2)		361	69	67	60	54	47	63	66	124	67	105	190	171	324	38	28
		33%	49%	40%	33%	28%	29%	24%	30%	36%	28%	34%	34%	31%	34%	24%	27%
			cdef	def	f					i					n		
TOTAL NEUTRAL (3)		265	32	40	45	38	45	65	48	76	77	65	123	141	223	42	23
		24%	22%	24%	25%	20%	28%	25%	22%	22%	32%	21%	22%	26%	23%	27%	22%
											ghjk						
TOTAL LIKELY (4-5)		485	40	58	77	103	71	135	106	144	97	137	250	235	410	75	53
		44%	29%	35%	42%	53%	43%	51%	48%	42%	41%	45%	44%	43%	43%	49%	51%
					a	abc	a	ab									

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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B1. READ DESCRIPTION OF NEW TV CHANNEL FOR SCOTLAND TO RESPONDENT, SHOWCARD WITH INDICATIVE SCHEDULE SHOWING TYPES OF CONTENT ON TWO TYPICAL MID-WEEK EVENINGS.
(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Mean score	3.1	2.6	2.8	3.1	3.3	3.3	3.4	3.2	3.1	3.1	3.1	3.1	3.1	3.1	3.4	3.3
				a	ab	ab	abc								m	
Standard deviation	1.44	1.45	1.46	1.40	1.42	1.42	1.37	1.45	1.45	1.37	1.48	1.45	1.43	1.45	1.36	1.37
Standard error	.04	.12	.11	.10	.10	.11	.08	.10	.08	.09	.08	.06	.06	.05	.10	.12

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

		Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
			CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample		1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total		1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
1 - I would definitely not watch the new BBC Scotland channel	(1.0)	236	163	35	38	98	63	34	160	152	93	95	-	-	236
		21%	24% c	21%	15%	26% ef	16%	12%	16%	16%	15%	21% ghi	-%	-%	65% kl
2	(2.0)	126	67	18	40	44	54	28	122	115	82	56	-	-	126
		11%	10%	11%	16% a	11%	14%	9%	12%	12%	13%	12%	-%	-%	35% kl
3	(3.0)	265	159	30	76	89	107	66	259	244	156	121	-	265	-
		24%	23%	18%	30% ab	23%	27%	23%	25%	25%	25%	26%	-%	100% km	-%
4	(4.0)	229	132	41	55	75	92	61	225	218	146	88	229	-	-
		21%	19%	24%	22%	20%	23%	21%	22%	22%	24%	19%	47% lm	-%	-%
5 - I would definitely watch the new BBC Scotland channel	(5.0)	256	169	45	41	76	76	104	251	244	142	102	256	-	-
		23%	25% c	27% c	17%	20%	19%	35% de	25%	25%	23%	22%	53% lm	-%	-%
TOTAL UNLIKELY (1-2)		361	230	53	78	142	117	62	282	268	176	150	-	-	361
		33%	33%	32%	31%	37% ef	30% f	21%	28%	27%	28%	33% h	-%	-%	100% kl
TOTAL NEUTRAL (3)		265	159	30	76	89	107	66	259	244	156	121	-	265	-
		24%	23%	18%	30% ab	23%	27%	23%	25%	25%	25%	26%	-%	100% km	-%
TOTAL LIKELY (4-5)		485	302	86	97	151	168	165	476	462	289	190	485	-	-
		44%	44%	51% c	39%	40%	43%	56% de	47% j	47% j	47% j	41%	100% lm	-%	-%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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B1. READ DESCRIPTION OF NEW TV CHANNEL FOR SCOTLAND TO RESPONDENT, SHOWCARD WITH INDICATIVE SCHEDULE SHOWING TYPES OF CONTENT ON TWO TYPICAL MID-WEEK EVENINGS.
(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Mean score	3.1	3.1	3.3	3.1	3.0	3.2	3.6 de	3.3 j	3.3 j	3.3	3.1	4.5 lm	3.0 m	1.3
Standard deviation	1.44	1.48	1.48	1.28	1.46	1.33	1.36	1.37	1.37	1.35	1.42	.50	*	.48
Standard error	.04	.06	.12	.08	.08	.07	.08	.04	.04	.05	.07	.02	*	.03

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 34

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

B1. READ DESCRIPTION OF NEW TV CHANNEL FOR SCOTLAND TO RESPONDENT, SHOWCARD WITH INDICATIVE SCHEDULE SHOWING TYPES OF CONTENT ON TWO TYPICAL MID-WEEK EVENINGS.
(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

		Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
			ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%			a	b	*c	d	e	f	g	h	i	j	k
Unweighted total		1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample		1103	238	198	92	632	540	207	123	974	610	364	128
Total		1111	238	197	90	638	543	208	124	980	613	367	131
1 - I would definitely not watch the new BBC Scotland channel	(1.0)	236	-	-	-	-	-	-	-	170	106	64	66
		21%	-%	-%	-%	-%	-%	-%	-%	17%	17%	18%	50% hij
2	(2.0)	126	19	17	6	106	77	25	24	108	67	42	17
		11%	8%	9%	6%	17% ab	14%	12%	19%	11%	11%	11%	13%
3	(3.0)	265	64	58	23	201	159	57	48	239	118	120	26
		24%	27%	29%	26%	31%	29%	28%	39% ef	24% i	19%	33% hik	20%
4	(4.0)	229	74	58	27	155	139	63	26	214	142	73	14
		21%	31% d	30%	30%	24%	26%	31%	21%	22% k	23% k	20% k	11%
5 - I would definitely watch the new BBC Scotland channel	(5.0)	256	81	63	34	175	167	62	26	249	181	68	7
		23%	34%	32%	38%	27%	31% g	30%	21%	25% jk	30% jk	18%	6%
TOTAL UNLIKELY (1-2)		361	19	17	6	106	77	25	24	278	172	106	83
		33%	8%	9%	6%	17% ab	14%	12%	19%	28%	28%	29%	64% hij
TOTAL NEUTRAL (3)		265	64	58	23	201	159	57	48	239	118	120	26
		24%	27%	29%	26%	31%	29%	28%	39% ef	24% i	19%	33% hik	20%
TOTAL LIKELY (4-5)		485	154	122	61	331	307	126	52	463	323	140	22
		44%	65% d	62% d	68%	52%	56% g	61% g	42%	47% jk	53% hjk	38% k	17%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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B1. READ DESCRIPTION OF NEW TV CHANNEL FOR SCOTLAND TO RESPONDENT, SHOWCARD WITH INDICATIVE SCHEDULE SHOWING TYPES OF CONTENT ON TWO TYPICAL MID-WEEK EVENINGS.
(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Mean score	3.1	3.9	3.9	4.0	3.6	3.7	3.8	3.4	3.3	3.4	3.1	2.1
		d	d			g	g		jk	jk	k	
Standard deviation	1.44	.96	.97	.95	1.06	1.05	1.01	1.03	1.40	1.44	1.32	1.28
Standard error	.04	.06	.07	.10	.04	.04	.07	.09	.04	.06	.07	.11

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Table 34

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

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B1. READ DESCRIPTION OF NEW TV CHANNEL FOR SCOTLAND TO RESPONDENT, SHOWCARD WITH INDICATIVE SCHEDULE SHOWING TYPES OF CONTENT ON TWO TYPICAL MID-WEEK EVENINGS.
(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

		Total	NEWS MEDIA EVER USE						WATCH STV/ ITV NEWS PROGRAMMES				LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
			TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample		1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total		1111	890	830	747	616	614	612	897	399	320	261	360	274	478
1 - I would definitely not watch the new BBC Scotland channel	(1.0)	236	118	92	81	94	94	116	123	34	39	97	9	8	219
		21%	13%	11%	11%	15% bc	15% bc	19% abcg	14%	9%	12%	37% hi	3%	3%	46% kl
2	(2.0)	126	104	96	84	62	59	62	102	36	46	26	5	25	95
		11%	12%	12%	11%	10%	10%	10%	11%	9%	14% h	10%	1%	9% k	20% kl
3	(3.0)	265	227	210	202	152	148	147	223	98	98	42	37	140	88
		24%	26%	25%	27%	25%	24%	24%	25%	25% j	31% j	16%	10%	51% km	18% k
4	(4.0)	229	204	198	177	152	131	135	207	105	68	42	131	52	45
		21%	23%	24%	24%	25%	21%	22%	23%	26% j	21%	16%	37% lm	19%	9% m
5 - I would definitely watch the new BBC Scotland channel	(5.0)	256	237	234	204	156	182	151	242	126	69	54	177	48	31
		23%	27%	28%	27%	25%	30%	25%	27%	32% ij	22%	21%	49% lm	18% m	6%
TOTAL UNLIKELY (1-2)		361	222	188	165	156	153	178	225	71	85	123	14	33	314
		33%	25%	23%	22%	25%	25%	29% bc	25%	18%	27% h	47% hi	4%	12% k	66% kl
TOTAL NEUTRAL (3)		265	227	210	202	152	148	147	223	98	98	42	37	140	88
		24%	26%	25%	27%	25%	24%	24%	25%	25% j	31% j	16%	10%	51% km	18% k
TOTAL LIKELY (4-5)		485	441	432	381	308	313	286	449	230	137	96	309	100	76
		44%	50%	52% f	51%	50%	51%	47%	50%	58% ij	43%	37%	86% lm	37% m	16%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

	Total	TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
			ANY BBC TV	ANY STV/ ITV TV					WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Mean score	3.1	3.4	3.5	3.5	3.3	3.4	3.2	3.4	3.6	3.3	2.7	4.3	3.4	2.1
		f	f	f		f		f	ij	j		lm	m	
Standard deviation	1.44	1.34	1.31	1.29	1.36	1.40	1.42	1.35	1.25	1.28	1.59	.90	.97	1.26
Standard error	.04	.04	.05	.05	.05	.06	.06	.05	.06	.07	.10	.05	.06	.06

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

		Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
			MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%			a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total		1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample		1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total		1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
1 - I would definitely not watch the new BBC Scotland channel	(1.0)	236 21%	3 1%	19 4%	214 59% ab	3 2%	3 2%	2 1%	2 2%	2 1%	167 21% defh	92 11%	144 46% j	16 3%	4 3%	2 3%
2	(2.0)	126 11%	9 4%	66 13% a	50 14% a	21 11%	20 11%	18 11%	6 7%	19 12%	87 11%	84 10%	42 13%	50 10%	14 10%	11 13%
3	(3.0)	265 24%	26 12%	185 35% ac	54 15%	49 25%	44 24%	40 25%	23 27%	43 26%	190 24%	194 24%	71 23%	133 25%	49 36% l	29 35%
4	(4.0)	229 21%	66 29% c	136 26% c	27 7%	48 25%	46 25%	38 24%	22 25%	39 24%	166 21%	196 25% k	33 10%	148 28%	33 24%	21 25%
5 - I would definitely watch the new BBC Scotland channel	(5.0)	256 23%	120 53% bc	117 22% c	20 5%	72 37% i	70 38% i	61 38% i	34 39%	63 38% i	177 22%	234 29% k	22 7%	181 34%	36 27%	20 24%
TOTAL UNLIKELY (1-2)		361 33%	12 5%	85 16% a	264 72% ab	24 13%	23 13%	20 13%	8 9%	21 13%	254 32% defh	175 22%	186 60% j	66 13%	18 13%	13 16%
TOTAL NEUTRAL (3)		265 24%	26 12%	185 35% ac	54 15%	49 25%	44 24%	40 25%	23 27%	43 26%	190 24%	194 24%	71 23%	133 25%	49 36% l	29 35%
TOTAL LIKELY (4-5)		485 44%	185 83% bc	253 48% c	47 13%	120 62% i	116 63% i	99 62% i	56 64%	102 61% i	343 44%	431 54% k	54 17%	329 62% m	69 51%	40 49%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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B1. READ DESCRIPTION OF NEW TV CHANNEL FOR SCOTLAND TO RESPONDENT, SHOWCARD WITH INDICATIVE SCHEDULE SHOWING TYPES OF CONTENT ON TWO TYPICAL MID-WEEK EVENINGS.
(SHOWCARD) On a scale of one to five, how likely do you think you would be to watch the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it. (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Mean score	3.1	4.3	3.5	1.9	3.9	3.9	3.9	3.9	3.8	3.1	3.5	2.2	3.8	3.6	3.5
		bc	c		i	i	i		i		k				
Standard deviation	1.44	.93	1.08	1.23	1.09	1.10	1.09	1.07	1.09	1.43	1.32	1.31	1.10	1.07	1.08
Standard error	.04	.06	.05	.06	.08	.08	.09	.11	.08	.05	.05	.07	.05	.09	.12

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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B2. (SHOWCARD) How often do you think you would watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	878	94	116	143	160	136	229	175	271	194	238	446	432	728	150	108
Effective Weighted Sample	871	93	115	142	159	135	227	174	269	192	236	443	428	727	145	105
Total	875	94	116	142	160	136	227	175	271	193	237	446	430	743	133	90
Once a day or more	103	6	11	12	18	20	37	21	31	26	26	52	51	78	25	18
	12%	6%	9%	9%	11%	14%	16%	12%	12%	13%	11%	12%	12%	11%	19%	20%
							c								m	m
Most days in a week	148	15	15	16	27	22	54	24	43	24	57	67	81	127	21	17
	17%	16%	13%	11%	17%	16%	24%	14%	16%	13%	24%	15%	19%	17%	16%	19%
							bc				ghik					
2-3 days a week	309	27	32	55	68	50	77	65	90	76	78	155	153	265	44	34
	35%	29%	28%	39%	43%	37%	34%	37%	33%	39%	33%	35%	36%	36%	33%	38%
					b											
About once a week	182	20	30	37	30	32	34	40	54	44	44	94	88	160	22	12
	21%	21%	26%	26%	19%	23%	15%	23%	20%	23%	19%	21%	20%	22%	16%	13%
			f	f										o		
Once or twice a month	62	12	13	11	8	7	10	15	21	11	14	36	25	50	12	3
	7%	13%	12%	8%	5%	5%	4%	9%	8%	6%	6%	8%	6%	7%	9%	4%
			df													
Less than once a month	71	14	15	10	9	7	16	10	31	13	18	40	31	63	9	6
	8%	15%	13%	7%	6%	5%	7%	6%	11%	7%	8%	9%	7%	8%	7%	6%
			de						g							
AT LEAST ONCE A WEEK	742	68	88	121	143	122	201	150	219	169	205	369	373	630	112	80
	85%	72%	75%	85%	89%	90%	89%	86%	81%	88%	86%	83%	87%	85%	85%	90%
					b	b	b			h			h			

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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B2. (SHOWCARD) How often do you think you would watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	514	131	233	283	332	258	860	823	529	367	486	266	126
Effective Weighted Sample	871	514	131	227	281	329	256	853	816	525	364	482	264	125
Total	875	528	134	213	283	329	259	857	822	528	366	485	265	126
Once a day or more	103 12%	54 10%	15 11%	33 16% a	25 9%	34 10%	43 16% de	101 12%	97 12%	53 10%	32 9%	84 17% lm	13 5%	6 5%
Most days in a week	148 17%	73 14%	40 30% ac	35 17%	32 11%	54 17%	62 24% de	148 17%	147 18%	79 15%	52 14%	125 26% lm	14 5%	9 7%
2-3 days a week	309 35%	204 39% c	44 33%	60 28%	103 36%	114 35%	89 34%	302 35%	286 35%	192 36%	129 35%	206 42% m	95 36% m	8 7%
About once a week	182 21%	110 21%	18 14%	54 25% b	73 26% f	65 20%	43 17%	179 21%	172 21%	116 22%	87 24%	56 12%	103 39% km	23 19% k
Once or twice a month	62 7%	40 8%	9 7%	12 6%	23 8% f	32 10% f	7 3%	61 7%	59 7%	47 9%	30 8%	6 1%	27 10% k	29 23% kl
Less than once a month	71 8%	46 9%	7 5%	18 8%	26 9%	29 9%	16 6%	66 8%	61 7%	41 8%	36 10%	8 2%	13 5% k	50 40% kl
AT LEAST ONCE A WEEK	742 85%	441 84%	118 88%	183 86%	233 82%	268 82%	236 91% de	731 85%	702 85%	440 83%	300 82%	471 97% lm	225 85% m	47 37%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

B2. (SHOWCARD) How often do you think you would watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	878	241	201	93	637	545	209	124	814	511	303	64
Effective Weighted Sample	871	238	198	92	632	540	207	123	807	506	301	64
Total	875	238	197	90	638	543	208	124	810	508	303	65
Once a day or more	103 12%	42 18% d	36 18% d	15 17%	61 10%	64 12%	30 14%	10 8%	101 12% j	90 18% hj	11 4%	2 3%
Most days in a week	148 17%	47 20%	37 19%	30 34%	101 16%	105 19% g	32 15%	12 9%	145 18%	91 18%	54 18%	3 5%
2-3 days a week	309 35%	88 37%	73 37%	25 28%	221 35%	201 37%	72 35%	36 29%	293 36%	169 33%	125 41% i	15 24%
About once a week	182 21%	49 20%	40 21%	15 17%	133 21%	96 18%	46 22%	40 32% e	162 20%	96 19%	66 22%	20 31%
Once or twice a month	62 7%	5 2%	5 3%	2 2%	57 9% ab	31 6%	14 7%	17 14% ef	51 6%	30 6%	22 7%	10 16%
Less than once a month	71 8%	7 3%	6 3%	2 2%	64 10% ab	47 9%	14 7%	10 8%	57 7%	31 6%	26 9%	14 22%
AT LEAST ONCE A WEEK	742 85%	225 95% d	186 94% d	86 95%	517 81%	465 86% g	180 87% g	97 78%	702 87%	447 88%	255 84%	40 62%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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B2. (SHOWCARD) How often do you think you would watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE					WEBSITES		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	775	741	668	527	520	498	778	364	283	167	352	267	259
Effective Weighted Sample	871	768	735	663	522	516	494	771	361	281	165	349	265	257
Total	875	772	738	667	522	520	496	774	365	282	164	351	266	259
Once a day or more	103	100	96	88	63	72	57	98	70	17	14	68	17	18
	12%	13%	13%	13%	12%	14%	12%	13%	19% ij	6%	9%	19% lm	7%	7%
Most days in a week	148	141	139	126	95	94	79	141	83	35	27	94	26	28
	17%	18%	19%	19%	18%	18%	16%	18%	23% i	13%	16%	27% lm	10%	11%
2-3 days a week	309	277	267	237	198	183	184	283	120	115	58	149	99	60
	35%	36%	36%	36%	38%	35%	37%	37%	33%	41% h	35%	43% m	37% m	23%
About once a week	182	153	143	136	102	112	108	151	65	63	34	29	82	70
	21%	20%	19%	20%	20%	22%	22%	20%	18%	22%	21%	8%	31% k	27% k
Once or twice a month	62	48	46	40	34	32	38	48	12	27	13	4	26	31
	7%	6%	6%	6%	7%	6%	8%	6%	3%	9% h	8% h	1%	10% k	12% k
Less than once a month	71	53	48	39	29	28	29	52	14	25	18	6	15	50
	8%	7%	7%	6%	6%	5%	6%	7%	4%	9% h	11% h	2%	6%	19% kl
AT LEAST ONCE A WEEK	742	671	644	587	459	460	428	674	338	230	133	341	224	177
	85%	87%	87%	88%	88%	89%	86%	87%	93% ij	82%	81%	97% lm	84%	68% m

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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B2. (SHOWCARD) How often do you think you would watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	878	224	502	152	192	182	159	89	166	622	712	166	513	133	80
Effective Weighted Sample	871	222	499	151	190	180	157	88	164	617	706	165	509	132	79
Total	875	221	503	151	190	180	158	86	164	620	709	167	513	132	80
Once a day or more	103	67	26	11	25	25	21	11	21	76	88	15	70	18	5
	12%	30% bc	5%	7%	13%	14%	13%	13%	13%	12%	12%	9%	14%	13%	6%
Most days in a week	148	77	57	14	34	34	29	20	30	111	131	17	101	22	12
	17%	35% bc	11%	10%	18%	19%	19%	23%	18%	18%	18% k	10%	20%	16%	15%
2-3 days a week	309	65	205	39	70	65	56	28	59	224	266	43	200	42	28
	35%	29%	41% ac	26%	37%	36%	35%	32%	36%	36%	38% k	26%	39%	32%	35%
About once a week	182	11	132	39	47	42	37	21	40	116	136	46	84	33	26
	21%	5%	26% a	26% a	24%	24%	24%	25%	25%	19%	19%	27% j	16%	25% l	32%
Once or twice a month	62	1	42	19	6	6	6	2	6	45	43	19	29	9	5
	7%	*%	8% a	13% a	3%	3%	4%	2%	4%	7% d	6%	11% j	6%	7%	6%
Less than once a month	71	-	42	29	9	8	8	4	8	48	44	27	29	8	5
	8%	-%	8% a	19% ab	5%	5%	5%	5%	5%	8%	6%	16% j	6%	6%	6%
AT LEAST ONCE A WEEK	742	220	419	103	175	166	143	80	150	527	622	120	455	114	70
	85%	100% bc	83% c	68%	92% i	92% i	91%	93%	91% i	85%	88% k	72%	89%	87%	88%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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B3. (SHOWCARD) And how do you think you would watch the new BBC Scotland channel? (MULTI CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	878	94	116	143	160	136	229	175	271	194	238	446	432	728	150	108
Effective Weighted Sample	871	93	115	142	159	135	227	174	269	192	236	443	428	727	145	105
Total	875	94	116	142	160	136	227	175	271	193	237	446	430	743	133	90
LIVE/ LINEAR TV VIEWING																
Watch live/ at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	807 92%	78 83%	96 83%	129 91%	151 94% b	133 98% bc	220 97% bc	151 86%	249 92% g	184 95% gk	224 95% gk	399 90%	408 95% gk	690 93%	117 88%	80 89%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	103 12%	11 12%	25 22% ef	19 14% f	30 18% ef	10 7%	8 3%	34 19% hijl	30 11%	22 11%	18 8%	63 14%	40 9% jl	91 12%	13 9%	11 12%
RECORDED/ CATCH-UP TV VIEWING																
Watch later, recorded through my set-top box/TV recorder	49 6%	6 7%	6 5%	7 5%	14 9% f	11 8% f	5 2%	13 7%	13 5%	10 5%	13 6%	26 6%	24 5%	44 6%	6 4%	2 3%
Watch later, via the BBC iPlayer catch up service	83 9%	14 15%	19 17% f	15 11% f	15 9% f	12 9% f	7 3%	25 14% ijl	34 13% ijl	10 5%	13 6%	59 13% ijl	24 6%	71 10%	12 9%	8 9%
TOTAL LIVE/ LINEAR TV VIEWING	845 97%	85 90%	109 94%	137 96%	157 98%	134 98%	223 98%	166 95%	258 95%	189 98%	231 98%	424 95%	421 98% gk	720 97%	124 94%	86 96%
TOTAL RECORDED/ CATCH-UP TV VIEWING	119 14%	20 21% f	24 21% f	20 14%	24 15% f	21 15% f	10 4%	34 19% ijl	43 16% il	17 9%	25 10%	77 17% ijl	42 10%	101 14%	17 13%	10 11%

Columns Tested:　a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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B3. (SHOWCARD) And how do you think you would watch the new BBC Scotland channel? (MULTI CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	514	131	233	283	332	258	860	823	529	367	486	266	126
Effective Weighted Sample	871	514	131	227	281	329	256	853	816	525	364	482	264	125
Total	875	528	134	213	283	329	259	857	822	528	366	485	265	126
LIVE/ LINEAR TV VIEWING														
Watch live/ at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	807 92%	491 93%	125 93%	191 90%	249 88%	307 93% d	247 95% d	794 93% ij	768 93% ij	470 89%	322 88%	456 94% m	242 91%	110 87%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	103 12%	73 14% c	14 11%	16 8%	53 19% ef	35 11% f	15 6%	99 12%	91 11%	95 18% gh	69 19% gh	75 15% lm	21 8%	8 6%
RECORDED/ CATCH-UP TV VIEWING														
Watch later, recorded through my set-top box/TV recorder	49 6%	30 6%	11 8%	8 4%	21 8%	15 4%	13 5%	48 6%	46 6%	40 8%	22 6%	33 7%	12 5%	4 3%
Watch later, via the BBC iPlayer catch up service	83 9%	60 11% c	10 8%	13 6%	39 14% f	31 10% f	12 5%	81 9%	76 9%	78 15% gh	57 16% gh	60 12% l	13 5%	9 7%
TOTAL LIVE/ LINEAR TV VIEWING	845 97%	512 97%	131 98%	201 94%	270 96%	319 97%	251 97%	829 97%	795 97%	501 95%	347 95%	472 97% m	257 97% m	116 92%
TOTAL RECORDED/ CATCH-UP TV VIEWING	119 14%	79 15%	18 14%	21 10%	54 19% ef	42 13%	22 9%	116 13%	109 13%	105 20% gh	71 19% gh	81 17% l	24 9%	13 11%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

B3. (SHOWCARD) And how do you think you would watch the new BBC Scotland channel? (MULTI CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	878	241	201	93	637	545	209	124	814	511	303	64
Effective Weighted Sample	871	238	198	92	632	540	207	123	807	506	301	64
Total	875	238	197	90	638	543	208	124	810	508	303	65
LIVE/ LINEAR TV VIEWING												
Watch live/ at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	807	220	179	85	587	502	193	112	744	466	278	63
	92%	93%	91%	94%	92%	92%	93%	90%	92%	92%	92%	97%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	103	29	27	10	74	61	32	10	99	68	32	4
	12%	12%	14%	11%	12%	11%	15%	8%	12%	13%	10%	6%
RECORDED/ CATCH-UP TV VIEWING												
Watch later, recorded through my set-top box/TV recorder	49	13	12	5	37	30	10	9	46	33	13	3
	6%	5%	6%	5%	6%	6%	5%	7%	6%	7%	4%	5%
Watch later, via the BBC iPlayer catch up service	83	28	26	7	55	44	25	14	76	59	17	7
	9%	12%	13%	8%	9%	8%	12%	11%	9%	12%	5%	11%
									j	j		
TOTAL LIVE/ LINEAR TV VIEWING	845	229	189	88	615	526	203	115	782	488	294	63
	97%	97%	96%	98%	96%	97%	98%	93%	96%	96%	97%	97%
						g	g					
TOTAL RECORDED/ CATCH-UP TV VIEWING	119	38	35	11	81	65	32	22	109	83	26	9
	14%	16%	18%	12%	13%	12%	15%	17%	14%	16%	9%	14%
									j	j		

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

B3. (SHOWCARD) And how do you think you would watch the new BBC Scotland channel? (MULTI CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	**ANY BBC TV**	**ANY STV/ ITV TV**	**RADIO**	**PRESS**	**/APPS**	**ANY BBC**	**MOST DAYS**	**LESS OFTEN**	**NEVER**	**LIKELY**	**NEUTRAL**	**UNLIKELY**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	775	741	668	527	520	498	778	364	283	167	352	267	259
Effective Weighted Sample	871	768	735	663	522	516	494	771	361	281	165	349	265	257
Total	875	772	738	667	522	520	496	774	365	282	164	351	266	259
LIVE/ LINEAR TV VIEWING														
Watch live/ at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	807 92%	716 93% f	686 93% f	624 94% df	472 90%	486 94% f	440 89%	711 92%	348 96% j	261 93% j	135 82%	330 94%	243 91%	234 91%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	103 12%	87 11%	85 12%	63 10%	66 13%	52 10%	88 18% abcdeg	96 12%	23 6%	33 12% h	44 27% hi	46 13%	30 11%	27 10%
RECORDED/ CATCH-UP TV VIEWING														
Watch later, recorded through my set-top box/TV recorder	49 6%	45 6%	44 6%	36 5%	29 6%	28 5%	37 7%	44 6%	11 3%	19 7% h	16 10% h	23 6%	13 5%	14 5%
Watch later, via the BBC iPlayer catch up service	83 9%	63 8%	63 9%	44 7%	50 10%	40 8%	70 14% abcdeg	73 9% c	12 3%	24 9% h	39 24% hi	33 9%	24 9%	26 10%
TOTAL LIVE/ LINEAR TV VIEWING	845 97%	748 97%	715 97%	647 97%	499 96%	504 97%	472 95%	748 97%	357 98% j	271 96%	154 94%	344 98%	254 95%	247 95%
TOTAL RECORDED/ CATCH-UP TV VIEWING	119 14%	96 12%	95 13%	70 11%	73 14%	63 12%	96 19% abcdeg	105 14%	20 6%	39 14% h	50 30% hi	49 14%	34 13%	36 14%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

B3. (SHOWCARD) And how do you think you would watch the new BBC Scotland channel? (MULTI CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	878	224	502	152	192	182	159	89	166	622	712	166	513	133	80
Effective Weighted Sample	871	222	499	151	190	180	157	88	164	617	706	165	509	132	79
Total	875	221	503	151	190	180	158	86	164	620	709	167	513	132	80
LIVE/ LINEAR TV VIEWING															
Watch live/ at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	807	207	464	136	178	169	147	77	154	566	650	157	476	124	71
	92%	94%	92%	90%	94%	94%	93%	90%	94%	91%	92%	94%	93%	94%	89%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	103	24	66	13	26	26	23	9	23	73	90	13	69	12	9
	12%	11%	13%	9%	14%	14%	14%	10%	14%	12%	13%	8%	13%	9%	11%
RECORDED/ CATCH-UP TV VIEWING															
Watch later, recorded through my set-top box/TV recorder	49	5	36	8	13	13	12	5	12	33	43	6	28	9	4
	6%	2%	7% a	5%	7%	7%	8%	6%	7%	5%	6%	4%	5%	7%	5%
Watch later, via the BBC iPlayer catch up service	83	19	48	16	18	18	16	6	16	57	67	16	50	8	9
	9%	9%	9%	11%	10%	10%	10%	7%	10%	9%	9%	9%	10%	6%	11%
TOTAL LIVE/ LINEAR TV VIEWING	845	216	486	143	186	176	153	82	160	596	684	161	499	128	75
	97%	98%	96%	95%	98%	98%	97%	95%	98%	96%	97%	96%	97%	97%	94%
TOTAL RECORDED/ CATCH-UP TV VIEWING	119	23	74	21	27	27	25	11	25	82	101	18	70	16	12
	14%	10%	15%	14%	14%	15%	16%	13%	15%	13%	14%	11%	14%	12%	15%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

B4. (SHOWCARD) And which of these do you think you would most often use to watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	878	94	116	143	160	136	229	175	271	194	238	446	432	728	150	108
Effective Weighted Sample	871	93	115	142	159	135	227	174	269	192	236	443	428	727	145	105
Total	875	94	116	142	160	136	227	175	271	193	237	446	430	743	133	90
LIVE/ LINEAR TV VIEWING																
Watch live/at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	764 87%	73 77%	88 76%	122 86% b	138 86% b	124 91% b	219 97% bcde	141 80%	231 85%	176 92% ghk	216 91% ghk	371 83%	392 91% ghk	652 88%	111 84%	74 83%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	45 5%	7 8% ef	12 11% ef	9 7% ef	11 7% ef	2 2%	3 1%	17 9% jl	13 5%	9 5%	6 3%	30 7% jl	15 4%	36 5%	9 7%	8 9%
RECORDED/ CATCH-UP TV VIEWING																
Watch later, recorded through my set-top box/TV recorder	25 3%	5 5%	5 4% f	3 2%	6 4%	4 3%	2 1%	7 4%	6 2%	3 2%	9 4%	13 3%	12 3%	20 3%	5 4%	2 2%
Watch later, via the BBC iPlayer catch up service	42 5%	9 10%	10 9% df	8 6% f	5 3%	6 5%	3 1%	11 6% il	21 8% ijl	4 2%	6 2%	32 7% ijl	10 2%	34 5%	8 6%	6 6%
TOTAL LIVE/ LINEAR TV VIEWING	809 92%	80 85%	100 87%	131 92%	149 93%	126 92%	222 98% bcde	157 90%	244 90%	185 96% ghk	222 94%	401 90%	407 95% ghk	688 93%	120 91%	82 92%
TOTAL RECORDED/ CATCH-UP TV VIEWING	67 8%	14 15% f	15 13% f	11 8% f	11 7% f	10 8%	5 2%	18 10% il	26 10% il	7 4%	15 6%	44 10% il	22 5%	54 7%	12 9%	7 8%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

B4. (SHOWCARD) And which of these do you think you would most often use to watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH- UP	ANY ON- DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	514	131	233	283	332	258	860	823	529	367	486	266	126
Effective Weighted Sample	871	514	131	227	281	329	256	853	816	525	364	482	264	125
Total	875	528	134	213	283	329	259	857	822	528	366	485	265	126
LIVE/ LINEAR TV VIEWING														
Watch live/at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	764 87%	458 87%	117 87%	189 89%	228 81%	292 89% d	239 92% d	751 88% ij	726 88% ij	432 82%	292 80%	423 87%	233 88%	108 86%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	45 5%	30 6%	6 5%	9 4%	23 8% f	15 5%	6 2%	42 5%	34 4%	38 7% h	32 9% gh	22 4%	18 7%	5 4%
RECORDED/ CATCH-UP TV VIEWING														
Watch later, recorded through my set-top box/TV recorder	25 3%	11 2%	7 5% a	7 3%	12 4%	7 2%	6 2%	24 3%	23 3%	19 4%	12 3%	14 3%	7 3%	4 3%
Watch later, via the BBC iPlayer catch up service	42 5%	29 5%	4 3%	9 4%	19 7% f	14 4%	8 3%	41 5%	38 5%	38 7% gh	30 8% gh	26 5%	7 3%	8 7%
TOTAL LIVE/ LINEAR TV VIEWING	809 92%	488 92%	123 92%	198 93%	251 89%	308 94% d	245 95% d	793 92% ij	760 93% ij	470 89%	324 89%	445 92%	251 95%	113 90%
TOTAL RECORDED/ CATCH-UP TV VIEWING	67 8%	40 8%	11 8%	15 7%	31 11% ef	21 6%	14 5%	65 8%	61 7%	57 11% gh	42 11% gh	40 8%	14 5%	12 10%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

B4. (SHOWCARD) And which of these do you think you would most often use to watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	878	241	201	93	637	545	209	124	814	511	303	64
Effective Weighted Sample	871	238	198	92	632	540	207	123	807	506	301	64
Total	875	238	197	90	638	543	208	124	810	508	303	65
LIVE/ LINEAR TV VIEWING												
Watch live/at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	764	205	166	79	559	479	181	103	706	434	272	58
	87%	86%	84%	87%	88%	88%	87%	83%	87%	85%	90%	89%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	45	11	11	3	34	28	12	5	43	24	19	2
	5%	5%	6%	4%	5%	5%	6%	4%	5%	5%	6%	3%
RECORDED/ CATCH-UP TV VIEWING												
Watch later, recorded through my set-top box/TV recorder	25	8	7	4	17	16	4	5	23	19	4	2
	3%	3%	3%	4%	3%	3%	2%	4%	3%	4%	1%	3%
Watch later, via the BBC iPlayer catch up service	42	13	12	4	28	20	11	11	38	31	7	3
	5%	6%	6%	5%	4%	4%	5%	9%	5%	6%	2%	5%
								e		j		
TOTAL LIVE/ LINEAR TV VIEWING	809	216	178	82	592	507	193	108	749	458	291	60
	92%	91%	90%	91%	93%	93%	93%	87%	92%	90%	96%	92%
						g					hi	
TOTAL RECORDED/ CATCH-UP TV VIEWING	67	21	19	8	45	36	15	16	61	50	11	5
	8%	9%	10%	9%	7%	7%	7%	13%	8%	10%	4%	8%
								e		j	j	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

B4. (SHOWCARD) And which of these do you think you would most often use to watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	**ANY BBC TV**	**ANY STV/ ITV TV**	**RADIO**	**PRESS**	**WEBSITES /APPS**	**ANY BBC**	**MOST DAYS**	**LESS OFTEN**	**NEVER**	**LIKELY**	**NEUTRAL**	**UNLIKELY**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	775	741	668	527	520	498	778	364	283	167	352	267	259
Effective Weighted Sample	871	768	735	663	522	516	494	771	361	281	165	349	265	257
Total	875	772	738	667	522	520	496	774	365	282	164	351	266	259
LIVE/ LINEAR TV VIEWING														
Watch live/at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	764 87%	681 88% f	650 88% f	600 90% df	445 85%	469 90% df	405 82%	674 87% f	345 95% ij	247 88% j	114 69%	312 89%	231 87%	221 85%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	45 5%	37 5%	35 5%	27 4%	30 6%	20 4%	36 7% ce	41 5%	9 3%	15 5%	19 12% hi	14 4%	15 6%	15 6%
RECORDED/ CATCH-UP TV VIEWING														
Watch later, recorded through my set-top box/TV recorder	25 3%	22 3%	21 3%	18 3%	16 3%	13 2%	19 4%	21 3%	5 1%	8 3%	10 6% h	7 2%	8 3%	10 4%
Watch later, via the BBC iPlayer catch up service	42 5%	32 4%	32 4%	21 3%	32 6% ce	18 3%	35 7% abce	38 5%	5 1%	12 4% h	21 13% hi	17 5%	12 4%	13 5%
TOTAL LIVE/ LINEAR TV VIEWING	809 92%	718 93% f	686 93% f	627 94% df	474 91%	489 94% f	442 89%	715 92% f	355 97% ij	261 93% j	133 81%	326 93%	246 93%	236 91%
TOTAL RECORDED/ CATCH-UP TV VIEWING	67 8%	54 7%	53 7%	39 6%	47 9% c	31 6%	54 11% abceg	59 8%	10 3%	20 7% h	31 19% hi	24 7%	20 7%	23 9%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

B4. (SHOWCARD) And which of these do you think you would most often use to watch the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	878	224	502	152	192	182	159	89	166	622	712	166	513	133	80
Effective Weighted Sample	871	222	499	151	190	180	157	88	164	617	706	165	509	132	79
Total	875	221	503	151	190	180	158	86	164	620	709	167	513	132	80
LIVE/ LINEAR TV VIEWING															
Watch live/at the time of broadcast through my television service (e.g. Sky, Virgin, Freeview, etc)	764 87%	199 90%	437 87%	127 85%	168 88%	158 87%	136 86%	74 86%	143 87%	539 87%	612 86%	152 91%	450 88%	117 89%	69 86%
Watch live via the BBC iPlayer (the BBC iPlayer service now allows people to watch BBC TV programmes at the time of broadcast)	45 5%	10 4%	28 6%	7 5%	11 6%	11 6%	10 6%	6 7%	10 6%	32 5%	40 6%	5 3%	28 5%	5 3%	6 7%
RECORDED/ CATCH-UP TV VIEWING															
Watch later, recorded through my set-top box/TV recorder	25 3%	2 1%	17 3%	6 4% a	6 3%	6 3%	6 4%	4 5%	6 4%	17 3%	23 3%	2 1%	12 2%	6 4%	1 1%
Watch later, via the BBC iPlayer catch up service	42 5%	10 4%	22 4%	10 7%	6 3%	6 3%	6 4%	2 2%	6 4%	32 5%	34 5%	8 5%	23 4%	4 3%	5 6%
TOTAL LIVE/ LINEAR TV VIEWING	809 92%	209 95%	465 92%	135 89%	178 94%	168 93%	146 92%	80 93%	152 93%	571 92%	652 92%	157 94%	478 93%	122 92%	74 93%
TOTAL RECORDED/ CATCH-UP TV VIEWING	67 8%	12 5%	38 8%	16 11%	12 6%	12 7%	12 8%	6 7%	12 7%	49 8%	57 8%	10 6%	35 7%	10 8%	6 7%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	878	94	116	143	160	136	229	175	271	194	238	446	432	728	150	108
Effective Weighted Sample	871	93	115	142	159	135	227	174	269	192	236	443	428	727	145	105
Total	875	94	116	142	160	136	227	175	271	193	237	446	430	743	133	90
BBC One	141	16	11	22	21	30	42	43	48	24	26	91	51	124	18	14
	16%	17%	9%	15%	13%	22% b	18% b	25% ijl	18% jl	13%	11%	20% ijl	12%	17%	13%	16%
BBC Two	101	15	8	19	14	19	27	25	30	16	30	55	46	85	16	13
	12%	16%	7%	13%	9%	14%	12%	14%	11%	8%	13%	12%	11%	11%	12%	15%
STV/ ITV	77	5	4	13	13	21	21	23	18	15	21	41	36	66	11	9
	9%	5%	4%	9%	8%	15% b	9%	13% h	7%	8%	9%	9%	8%	9%	8%	11%
Channel 4	66	8	8	13	11	11	16	18	16	11	22	34	33	55	12	9
	8%	8%	7%	9%	7%	8%	7%	10%	6%	6%	9%	8%	8%	7%	9%	11%
Channel 5	57	5	7	12	10	9	15	16	14	9	18	30	27	49	9	7
	7%	5%	6%	8%	6%	7%	7%	9%	5%	5%	8%	7%	6%	7%	7%	7%
BBC News channel	57	5	5	13	10	10	13	15	18	9	15	33	24	47	9	7
	6%	5%	4%	9%	6%	8%	6%	9%	7%	5%	6%	7%	6%	6%	7%	8%
BBC Three	42	6	3	6	9	7	11	8	7	12	14	15	26	36	6	5
	5%	6%	3%	4%	5%	5%	5%	5%	3%	6% h	6%	3%	6% h	5%	5%	6%
BBC Four	41	5	5	7	6	9	11	11	10	8	12	21	20	34	7	6
	5%	5%	4%	5%	3%	7%	5%	7%	4%	4%	5%	5%	5%	5%	5%	7%
STV 2	32	3	2	6	5	9	8	8	5	9	11	13	20	27	5	4
	4%	3%	2%	4%	3%	6%	4%	4%	2%	4%	5%	3%	5%	4%	4%	5%
BBC ALBA	25	4	2	6	4	5	5	9	8	3	6	16	8	16	9	7
	3%	4%	2%	4%	2%	3%	2%	5% l	3%	1%	2%	4%	2%	2%	7% m	8% m
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	24	7	-	8	3	3	3	7	10	3	4	17	7	21	3	2
	3%	7%	-%	6% bf	2%	2%	1%	4%	4%	2%	2%	4%	2%	3%	2%	2%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	878	94	116	143	160	136	229	175	271	194	238	446	432	728	150	108
Effective Weighted Sample	871	93	115	142	159	135	227	174	269	192	236	443	428	727	145	105
Total	875	94	116	142	160	136	227	175	271	193	237	446	430	743	133	90
BBC iPlayer (BBC's catch-up service)	21	5	2	5	5	2	3	8	5	3	5	13	9	19	2	2
	2%	5%	2%	3%	3%	1%	1%	5%	2%	2%	2%	3%	2%	3%	2%	2%
Netflix	20	5	2	4	4	4	1	6	7	5	2	13	7	16	3	1
	2%	5%	2%	3%	2%	3%	*%	4%	2%	3%	1%	3%	2%	2%	3%	2%
				f		f										
All 4 (Channel 4's catch-up service)	16	3	3	3	3	1	2	6	4	3	3	9	7	14	1	1
	2%	3%	3%	2%	2%	1%	1%	3%	1%	2%	1%	2%	2%	2%	1%	2%
STV Player (STV's catch-up service)	16	4	2	3	3	1	2	5	2	5	4	7	8	13	3	3
	2%	4%	2%	2%	2%	1%	1%	3%	1%	2%	2%	2%	2%	2%	2%	3%
Amazon Prime Video	11	4	1	3	1	1	1	4	3	3	1	7	4	11	-	-
	1%	4%	1%	2%	1%	1%	*%	2%	1%	2%	*%	2%	1%	1%	-%	-%
My 5 (Channel 5's catch-up service)	10	3	1	2	2	1	1	4	5	-	1	9	1	9	1	1
	1%	3%	1%	1%	1%	1%	*%	2%	2%	-%	*%	2%	*%	1%	1%	1%
								il	l			il				
ITV Hub (ITV's catch-up service)	7	2	-	1	2	1	1	1	2	3	1	3	4	6	1	1
	1%	2%	-%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%
Other TV channel or service	21	2	1	5	4	6	3	6	8	3	4	14	7	19	2	1
	2%	2%	1%	4%	2%	5%	1%	3%	3%	2%	2%	3%	2%	3%	1%	1%
ANY BBC CHANNELS/ SERVICES	197	20	21	33	30	38	54	57	62	37	41	119	78	170	27	20
	22%	21%	18%	23%	19%	28%	24%	33%	23%	19%	17%	27%	18%	23%	20%	23%
								hijl				ijl				
ANY STV/ ITV CHANNELS/ SERVICES	90	8	5	14	16	25	22	25	21	19	25	46	44	78	12	11
	10%	8%	4%	10%	10%	18%	10%	14%	8%	10%	11%	10%	10%	11%	9%	12%
						bcdf		h								

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	878	94	116	143	160	136	229	175	271	194	238	446	432	728	150	108
Effective Weighted Sample	871	93	115	142	159	135	227	174	269	192	236	443	428	727	145	105
Total	875	94	116	142	160	136	227	175	271	193	237	446	430	743	133	90
ANY CATCH-UP SERVICES	40	8	5	9	9	5	5	14	9	7	10	23	17	36	4	4
	5%	8%	4%	6%	5%	3%	2%	8%	3%	3%	4%	5%	4%	5%	3%	4%
								hl								
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	24	7	2	6	4	4	2	7	9	7	2	15	9	21	3	1
	3%	7%	2%	4%	2%	3%	1%	4%	3%	4%	1%	3%	2%	3%	3%	2%
				f				j				j				
ANY TV CHANNELS OR SERVICES	238	24	23	42	38	47	63	65	72	48	53	137	100	208	29	23
	27%	25%	20%	29%	23%	35%	28%	37%	27%	25%	22%	31%	23%	28%	22%	26%
						bd		hijl				jl				
NONE	638	70	93	100	122	89	163	110	199	145	185	308	329	534	103	66
	73%	75%	80%	71%	77%	65%	72%	63%	73%	75%	78%	69%	77%	72%	78%	74%
			e		e				g	g	gk		gk			

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	514	131	233	283	332	258	860	823	529	367	486	266	126
Effective Weighted Sample	871	514	131	227	281	329	256	853	816	525	364	482	264	125
Total	875	528	134	213	283	329	259	857	822	528	366	485	265	126
BBC One	141 16%	71 13%	10 8%	60 28% ab	55 19% f	55 17%	32 12%	141 16%	133 16%	96 18%	70 19%	88 18% m	41 16%	12 10%
BBC Two	101 12%	55 11%	13 10%	32 15%	35 12%	39 12%	27 11%	101 12%	96 12%	70 13%	55 15%	59 12%	30 11%	12 10%
STV/ ITV	77 9%	42 8%	9 7%	25 12%	28 10%	30 9%	19 7%	77 9%	77 9%	50 9%	41 11%	54 11% m	20 8% m	3 2%
Channel 4	66 8%	44 8%	7 5%	15 7%	26 9%	21 6%	20 8%	65 8%	64 8%	37 7%	35 10%	48 10% m	17 6% m	2 1%
Channel 5	57 7%	40 8%	8 6%	9 4%	20 7%	20 6%	17 7%	57 7%	56 7%	33 6%	27 8%	42 9% m	13 5%	2 2%
BBC News channel	57 6%	37 7% b	2 2%	18 8% b	18 6%	26 8%	13 5%	57 7%	56 7%	39 7%	29 8%	39 8% m	15 6%	3 2%
BBC Three	42 5%	24 4%	6 5%	12 6%	13 5%	15 5%	13 5%	42 5%	40 5%	29 6%	22 6%	27 6%	11 4%	4 3%
BBC Four	41 5%	25 5%	4 3%	13 6%	13 5%	17 5%	11 4%	41 5%	39 5%	28 5%	22 6%	30 6% m	10 4%	2 2%
STV 2	32 4%	20 4%	4 3%	9 4%	14 5%	9 3%	9 4%	32 4%	32 4%	21 4%	19 5%	22 5%	7 3%	3 2%
BBC ALBA	25 3%	10 2%	3 2%	11 5% a	10 3%	11 3%	4 2%	25 3%	22 3%	17 3%	13 4%	18 4%	6 2%	1 1%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	514	131	233	283	332	258	860	823	529	367	486	266	126
Effective Weighted Sample	871	514	131	227	281	329	256	853	816	525	364	482	264	125
Total	875	528	134	213	283	329	259	857	822	528	366	485	265	126
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	24 3%	16 3%	2 2%	5 2%	13 5% e	5 2%	5 2%	24 3%	22 3%	16 3%	15 4%	19 4%	4 2%	1 1%
BBC iPlayer (BBC's catch-up service)	21 2%	15 3%	1 1%	5 2%	14 5% ef	6 2%	1 *%	21 2%	18 2%	21 4%	13 3%	14 3%	6 2%	2 1%
Netflix	20 2%	15 3% b	- -%	4 2%	11 4%	6 2%	3 1%	19 2%	17 2%	13 2%	20 5% ghi	14 3%	5 2%	- -%
All 4 (Channel 4's catch-up service)	16 2%	7 1%	3 2%	6 3%	8 3%	6 2%	2 1%	16 2%	16 2%	16 3%	13 4%	10 2%	5 2%	1 1%
STV Player (STV's catch-up service)	16 2%	6 1%	1 1%	8 4% a	7 2% f	8 2%	1 *%	16 2%	16 2%	16 3%	12 3%	10 2%	3 1%	2 1%
Amazon Prime Video	11 1%	7 1%	2 2%	2 1%	7 2%	3 1%	1 *%	10 1%	10 1%	9 2%	11 3% gh	8 2%	2 1%	1 1%
My 5 (Channel 5's catch-up service)	10 1%	4 1%	2 2%	4 2%	4 1%	5 1%	1 *%	10 1%	10 1%	10 2%	6 2%	8 2%	2 1%	- -%
ITV Hub (ITV's catch-up service)	7 1%	1 *%	- -%	6 3% a	3 1%	4 1%	- -%	7 1%	7 1%	7 1%	5 1%	5 1%	2 1%	- -%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	514	131	233	283	332	258	860	823	529	367	486	266	126
Effective Weighted Sample	871	514	131	227	281	329	256	853	816	525	364	482	264	125
Total	875	528	134	213	283	329	259	857	822	528	366	485	265	126
Other TV channel or service	21 2%	15 3%	1 1%	5 2%	11 4%	7 2%	3 1%	21 2%	20 2%	15 3%	13 4%	17 3%	3 1%	1 1%
ANY BBC CHANNELS/ SERVICES	197 22%	107 20%	20 15%	71 33% ab	72 25%	77 23%	48 19%	197 23%	186 23%	134 25%	101 28%	122 25% m	58 22%	17 14%
ANY STV/ ITV CHANNELS/ SERVICES	90 10%	47 9%	10 8%	33 15% ab	35 12%	34 10%	21 8%	90 11%	90 11%	61 11%	49 13%	61 13% m	23 9%	6 5%
ANY CATCH-UP SERVICES	40 5%	24 4%	3 2%	13 6%	20 7% f	17 5% f	3 1%	40 5%	36 4%	40 8% gh	26 7%	25 5%	12 4%	3 2%
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	24 3%	17 3%	2 2%	5 2%	12 4%	8 2%	4 2%	23 3%	22 3%	17 3%	24 7% ghi	17 4%	6 2%	1 1%
ANY TV CHANNELS OR SERVICES	238 27%	135 26%	26 19%	76 36% ab	90 32% f	88 27%	60 23%	237 28%	225 27%	158 30%	118 32%	154 32% lm	64 24% m	19 15%
NONE	638 73%	392 74% c	109 81% c	137 64%	193 68%	241 73%	199 77% d	621 72%	596 73%	370 70%	248 68%	331 68%	201 76% k	106 85% kl

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	878	241	201	93	637	545	209	124	814	511	303	64
Effective Weighted Sample	871	238	198	92	632	540	207	123	807	506	301	64
Total	875	238	197	90	638	543	208	124	810	508	303	65
BBC One	141	141	141	59	-	51	79	11	138	100	38	3
	16%	59%	72%	65%	-%	9%	38%	9%	17%	20%	12%	5%
		d	ad				eg			j		
BBC Two	101	101	101	51	-	48	44	9	96	63	33	5
	12%	43%	51%	56%	-%	9%	21%	7%	12%	12%	11%	8%
		d	d				eg					
STV/ ITV	77	77	64	77	-	34	38	5	76	54	21	1
	9%	32%	32%	85%	-%	6%	18%	4%	9%	11%	7%	2%
		d	d				eg					
Channel 4	66	66	47	45	-	38	23	5	63	44	20	3
	8%	28%	24%	50%	-%	7%	11%	4%	8%	9%	6%	5%
		d	d					g				
Channel 5	57	57	44	41	-	31	20	7	57	41	16	-
	7%	24%	22%	45%	-%	6%	9%	6%	7%	8%	5%	-%
		d	d									
BBC News channel	57	57	57	32	-	33	20	4	56	38	17	1
	6%	24%	29%	36%	-%	6%	10%	3%	7%	8%	6%	2%
		d	d					g				
BBC Three	42	42	42	21	-	25	13	3	39	22	17	3
	5%	18%	21%	23%	-%	5%	6%	2%	5%	4%	6%	5%
		d	d									
BBC Four	41	41	41	24	-	26	13	2	41	25	17	-
	5%	17%	21%	26%	-%	5%	6%	2%	5%	5%	5%	-%
		d	d									
STV 2	32	32	26	32	-	16	11	5	32	22	10	-
	4%	14%	13%	36%	-%	3%	5%	4%	4%	4%	3%	-%
		d	d									

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	878	241	201	93	637	545	209	124	814	511	303	64
Effective Weighted Sample	871	238	198	92	632	540	207	123	807	506	301	64
Total	875	238	197	90	638	543	208	124	810	508	303	65
BBC ALBA	25	25	25	15	-	12	11	2	25	19	6	-
	3%	10%	12%	17%	-%	2%	5%	1%	3%	4%	2%	-%
		d	d				e					
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	24	24	14	12	-	11	12	1	23	13	10	1
	3%	10%	7%	13%	-%	2%	6%	1%	3%	3%	3%	2%
		d	d				eg					
BBC iPlayer (BBC's catch-up service)	21	21	21	16	-	11	9	1	20	13	7	1
	2%	9%	11%	18%	-%	2%	4%	1%	3%	3%	2%	2%
		d	d									
Netflix	20	20	15	13	-	10	7	3	20	15	5	-
	2%	8%	8%	14%	-%	2%	3%	2%	2%	3%	2%	-%
		d	d									
All 4 (Channel 4's catch-up service)	16	16	14	13	-	11	4	1	16	11	5	-
	2%	7%	7%	15%	-%	2%	2%	1%	2%	2%	2%	-%
		d	d									
STV Player (STV's catch-up service)	16	16	14	16	-	11	5	-	16	10	6	-
	2%	7%	7%	17%	-%	2%	2%	-%	2%	2%	2%	-%
		d	d									
Amazon Prime Video	11	11	7	5	-	5	4	2	11	10	1	-
	1%	5%	3%	5%	-%	1%	2%	2%	1%	2%	*%	-%
		d	d									
My 5 (Channel 5's catch-up service)	10	10	10	5	-	8	2	-	10	7	3	-
	1%	4%	5%	6%	-%	1%	1%	-%	1%	1%	1%	-%
		d	d									

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SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	878	241	201	93	637	545	209	124	814	511	303	64
Effective Weighted Sample	871	238	198	92	632	540	207	123	807	506	301	64
Total	875	238	197	90	638	543	208	124	810	508	303	65
ITV Hub (ITV's catch-up service)	7	7	5	5	-	5	1	1	7	3	3	-
	1%	3%	2%	5%	-%	1%	*%	1%	1%	1%	1%	-%
		d	d									
Other TV channel or service	21	21	17	10	-	10	11	-	20	18	2	1
	2%	9%	9%	11%	-%	2%	5%	-%	2%	4%	1%	2%
		d	d				eg			j		
ANY BBC CHANNELS/ SERVICES	197	197	197	74	-	93	89	15	191	133	57	6
	22%	83%	100%	82%	-%	17%	43%	12%	24%	26%	19%	10%
		d	ad				eg			j		
ANY STV/ ITV CHANNELS/ SERVICES	90	90	74	90	-	42	42	7	89	63	26	1
	10%	38%	38%	100%	-%	8%	20%	6%	11%	12%	9%	2%
		d	d				eg					
ANY CATCH-UP SERVICES	40	40	35	28	-	24	13	3	39	24	15	1
	5%	17%	18%	31%	-%	4%	6%	2%	5%	5%	5%	2%
		d	d									
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	24	24	20	16	-	12	8	4	24	19	6	-
	3%	10%	10%	18%	-%	2%	4%	3%	3%	4%	2%	-%
		d	d									
ANY TV CHANNELS OR SERVICES	238	238	197	90	-	114	106	18	229	163	67	8
	27%	100%	100%	100%	-%	21%	51%	15%	28%	32%	22%	13%
		d	d				eg			j	j	
NONE	638	-	-	-	638	429	102	106	581	345	236	57
	73%	-%	-%	-%	100%	79%	49%	85%	72%	68%	78%	87%
					ab		f				hi	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total		NEWS MEDIA EVER USE				WEBSITES		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	775	741	668	527	520	498	778	364	283	167	352	267	259
Effective Weighted Sample	871	768	735	663	522	516	494	771	361	281	165	349	265	257
Total	875	772	738	667	522	520	496	774	365	282	164	351	266	259
BBC One	141	136	133	107	92	95	92	138	53	45	40	70	38	33
	16%	18%	18%	16%	18%	18%	19%	18%	15%	16%	24% hi	20% m	14%	13%
BBC Two	101	94	93	82	65	70	59	96	47	29	20	48	26	26
	12%	12%	13%	12%	12%	13%	12%	12%	13%	10%	12%	14%	10%	10%
STV/ ITV	77	75	72	61	56	51	47	74	34	22	20	47	19	11
	9%	10%	10%	9%	11%	10%	10%	10%	9%	8%	12%	13% lm	7%	4%
Channel 4	66	62	61	54	43	45	42	63	33	16	14	38	17	11
	8%	8%	8%	8%	8%	9%	8%	8%	9%	6%	8%	11% m	6%	4%
Channel 5	57	57	57	49	38	42	35	57	33	13	12	37	11	10
	7%	7%	8%	7%	7%	8%	7%	7%	9% i	5%	7%	11% lm	4%	4%
BBC News channel	57	56	55	47	42	42	34	55	26	19	11	32	14	11
	6%	7%	7%	7%	8%	8%	7%	7%	7%	7%	6%	9% m	5%	4%
BBC Three	42	39	38	31	31	31	29	38	19	12	8	19	10	13
	5%	5%	5%	5%	6%	6%	6%	5%	5%	4%	5%	5%	4%	5%
BBC Four	41	41	41	35	34	32	30	41	20	15	6	22	10	10
	5%	5%	6%	5%	7%	6%	6%	5%	6%	5%	3%	6%	4%	4%
STV 2	32	32	32	27	26	25	19	32	18	8	6	19	7	7
	4%	4%	4%	4%	5%	5%	4%	4%	5%	3%	4%	5%	3%	3%
BBC ALBA	25	25	23	19	19	15	20	25	10	9	5	11	4	10
	3%	3%	3%	3%	4%	3%	4%	3%	3%	3%	3%	3%	2%	4%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	775	741	668	527	520	498	778	364	283	167	352	267	259
Effective Weighted Sample	871	768	735	663	522	516	494	771	361	281	165	349	265	257
Total	875	772	738	667	522	520	496	774	365	282	164	351	266	259
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	24 3%	22 3%	20 3%	17 3%	15 3%	16 3%	17 3%	22 3%	9 3%	10 4%	3 2%	13 4% m	8 3%	3 1%
BBC iPlayer (BBC's catch-up service)	21 2%	20 3%	20 3%	14 2%	17 3%	14 3%	18 4%	20 3%	7 2%	5 2%	9 5% hi	10 3%	8 3%	3 1%
Netflix	20 2%	18 2%	17 2%	15 2%	15 3%	12 2%	18 4%	20 3%	6 2%	7 2%	7 4%	9 3%	8 3%	3 1%
All 4 (Channel 4's catch-up service)	16 2%	16 2%	16 2%	14 2%	13 2%	12 2%	15 3%	16 2%	7 2%	7 2%	2 1%	10 3%	2 1%	3 1%
STV Player (STV's catch-up service)	16 2%	16 2%	16 2%	13 2%	15 3%	11 2%	14 3%	16 2%	10 3%	3 1%	2 1%	7 2%	6 2%	3 1%
Amazon Prime Video	11 1%	10 1%	9 1%	9 1%	6 1%	7 1%	10 2%	10 1%	5 1%	4 1%	2 1%	6 2%	2 1%	3 1%
My 5 (Channel 5's catch-up service)	10 1%	10 1%	10 1%	10 1%	8 2%	9 2%	10 2%	10 1%	3 1%	6 2%	1 1%	5 1%	1 *%	4 2%
ITV Hub (ITV's catch-up service)	7 1%	7 1%	7 1%	6 1%	7 1%	4 1%	6 1%	7 1%	2 1%	3 1%	1 1%	3 1%	2 1%	2 1%
Other TV channel or service	21 2%	20 3%	20 3%	16 2%	11 2%	13 3%	14 3%	20 3%	8 2%	8 3%	4 3%	12 3%	4 1%	5 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	775	741	668	527	520	498	778	364	283	167	352	267	259
Effective Weighted Sample	871	768	735	663	522	516	494	771	361	281	165	349	265	257
Total	875	772	738	667	522	520	496	774	365	282	164	351	266	259
ANY BBC CHANNELS/ SERVICES	197 22%	189 24%	183 25%	156 23%	128 24%	130 25%	121 24%	189 24%	80 22%	65 23%	46 28%	90 26%	57 22%	50 19%
ANY STV/ ITV CHANNELS/ SERVICES	90 10%	88 11%	85 12%	74 11%	67 13%	64 12%	57 12%	87 11%	42 12%	27 9%	21 13%	53 15% lm	22 8%	15 6%
ANY CATCH-UP SERVICES	40 5%	39 5%	39 5%	31 5%	32 6%	28 5%	34 7%	39 5%	14 4%	13 5%	11 7%	19 5%	12 4%	9 4%
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	24 3%	23 3%	21 3%	20 3%	18 3%	15 3%	21 4%	23 3%	9 3%	8 3%	7 4%	12 3%	9 3%	4 1%
ANY TV CHANNELS OR SERVICES	238 27%	226 29%	218 30%	186 28%	146 28%	155 30%	144 29%	226 29%	101 28%	75 27%	54 33%	114 33% m	70 26%	54 21%
NONE	638 73%	546 71%	520 70%	480 72%	376 72%	365 70%	352 71%	548 71%	264 72%	207 73%	110 67%	237 67%	196 74%	205 79% k

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	878	224	502	152	192	182	159	89	166	622	712	166	513	133	80
Effective Weighted Sample	871	222	499	151	190	180	157	88	164	617	706	165	509	132	79
Total	875	221	503	151	190	180	158	86	164	620	709	167	513	132	80
BBC One	141 16%	52 23% b	66 13%	24 16%	77 41% i	76 42% i	74 47% i	38 44%	74 45% i	61 10%	118 17%	23 14%	50 10%	61 46% l	7 9%
BBC Two	101 12%	35 16% b	52 10%	14 10%	55 29% i	52 29% i	49 31% i	28 32%	51 31% i	41 7%	85 12%	16 10%	44 9%	35 27% l	7 9%
STV/ ITV	77 9%	36 16% bc	32 6%	9 6%	42 22% i	42 23% i	35 23% i	27 32%	35 22% i	34 5%	65 9%	12 7%	36 7%	28 21% l	4 5%
Channel 4	66 8%	31 14% bc	30 6%	6 4%	32 17% i	29 16% i	24 15% i	17 20%	27 16% i	32 5%	61 9% k	6 4%	41 8%	15 12%	4 5%
Channel 5	57 7%	26 12% bc	25 5%	6 4%	30 16% i	29 16% i	24 15% i	17 19%	24 15% i	28 4%	51 7%	6 4%	35 7%	13 10%	3 4%
BBC News channel	57 6%	23 11% bc	27 5%	7 4%	38 20% i	36 20% i	32 20% i	21 24%	33 20% i	18 3%	50 7%	7 4%	29 6%	19 14% l	3 3%
BBC Three	42 5%	13 6%	25 5%	4 3%	22 12% i	20 11% i	19 12% i	11 13%	19 12% i	16 3%	36 5%	6 4%	27 5%	10 8%	1 1%
BBC Four	41 5%	15 7%	22 4%	4 3%	22 12% i	21 12% i	19 12% i	11 13%	20 12% i	19 3%	38 5%	4 2%	30 6%	8 6%	- -%
STV 2	32 4%	17 8% bc	13 3%	2 1%	21 11% i	20 11% i	16 10% i	12 14%	19 11% i	12 2%	28 4%	4 2%	25 5%	6 4%	- -%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	878	224	502	152	192	182	159	89	166	622	712	166	513	133	80
Effective Weighted Sample	871	222	499	151	190	180	157	88	164	617	706	165	509	132	79
Total	875	221	503	151	190	180	158	86	164	620	709	167	513	132	80
BBC ALBA	25	8	12	4	10	10	9	7	9	15	20	5	15	4	2
	3%	4%	2%	3%	5%	5%	5%	8%	5%	2%	3%	3%	3%	3%	3%
						i		i							
Sky (any Sky channels - e.g. Sky1, Sky Atlantic, Sky News, Movies or Sports)	24	8	14	2	11	11	7	6	7	12	22	2	11	8	3
	3%	4%	3%	1%	6%	6%	4%	7%	4%	2%	3%	1%	2%	6%	4%
					i	i							l		
BBC iPlayer (BBC's catch-up service)	21	10	11	-	12	12	10	7	10	8	20	1	13	7	2
	2%	5%	2%	-%	7%	7%	7%	8%	6%	1%	3%	1%	2%	5%	3%
		c			i	i	i		i						
Netflix	20	6	13	1	11	9	9	6	10	9	20	-	15	3	1
	2%	3%	3%	*%	6%	5%	6%	7%	6%	1%	3%	-%	3%	2%	1%
					i	i	i		i		k				
All 4 (Channel 4's catch-up service)	16	3	13	-	8	7	6	5	6	8	16	-	10	5	1
	2%	1%	3%	-%	4%	4%	4%	5%	4%	1%	2%	-%	2%	3%	1%
			c		i	i	i		i						
STV Player (STV's catch-up service)	16	6	8	1	10	10	9	7	10	6	15	1	10	5	-
	2%	3%	2%	1%	5%	6%	6%	8%	6%	1%	2%	*%	2%	3%	-%
					i	i	i		i						
Amazon Prime Video	11	4	7	-	8	6	6	3	7	3	9	2	6	3	2
	1%	2%	1%	-%	4%	3%	4%	4%	4%	*%	1%	1%	1%	2%	3%
					i	i	i		i						
My 5 (Channel 5's catch-up service)	10	2	6	2	5	4	4	4	4	5	10	-	5	2	1
	1%	1%	1%	1%	3%	2%	2%	4%	2%	1%	1%	-%	1%	2%	1%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF TV CHANNELS OR SERVICES WOULD WATCH LESS IF THE NEW BBC CHANNEL LAUNCHED

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	878	224	502	152	192	182	159	89	166	622	712	166	513	133	80
Effective Weighted Sample	871	222	499	151	190	180	157	88	164	617	706	165	509	132	79
Total	875	221	503	151	190	180	158	86	164	620	709	167	513	132	80
ITV Hub (ITV's catch-up service)	7	2	3	1	5	4	4	3	4	2	7	-	5	1	-
	1%	1%	1%	1%	3% i	2% i	2% i	3%	2% i	*%	1%	-%	1%	1%	-%
Other TV channel or service	21	7	11	3	9	9	9	5	9	11	19	2	12	4	2
	2%	3%	2%	2%	5% i	5% i	5% i	6%	5% i	2%	3%	1%	2%	3%	3%
ANY BBC CHANNELS/ SERVICES	197	65	101	31	103	100	92	48	93	88	166	31	87	70	9
	22%	29% b	20%	21%	54% i	55% i	58% i	56%	57% i	14%	23%	19%	17%	53% l	11%
ANY STV/ ITV CHANNELS/ SERVICES	90	41	39	10	49	47	40	30	42	41	76	14	46	31	4
	10%	19% bc	8%	6%	26% i	26% i	25% i	35%	26% i	7%	11%	8%	9%	23% l	5%
ANY CATCH-UP SERVICES	40	12	23	4	23	21	17	11	18	16	38	2	23	10	2
	5%	6%	5%	3%	12% i	11% i	11% i	13%	11% i	3%	5% k	1%	4%	8%	3%
ANY ON-DEMAND AND STREAMING SUBSCRIPTION SERVICES	24	8	15	1	14	12	12	7	13	11	22	2	16	5	3
	3%	4% c	3%	*%	7% i	6% i	7% i	8%	8% i	2%	3%	1%	3%	4%	4%
ANY TV CHANNELS OR SERVICES	238	83	123	32	122	116	101	54	105	108	201	36	112	80	13
	27%	38% bc	24%	21%	64% i	65% i	64% i	63%	64% i	17%	28%	22%	22%	61% l	16%
NONE	638	138	381	119	69	64	57	32	60	512	507	130	400	51	67
	73%	62%	76% a	79% a	36%	35%	36%	37%	36%	83% defh	72%	78%	78% m	39%	84%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

C2. Do you think you would watch BBC Scotland in addition to or instead of your existing television viewing? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	878	94	116	143	160	136	229	175	271	194	238	446	432	728	150	108
Effective Weighted Sample	871	93	115	142	159	135	227	174	269	192	236	443	428	727	145	105
Total	875	94	116	142	160	136	227	175	271	193	237	446	430	743	133	90
In addition to my existing TV viewing	543 62%	60 64%	90 77% cdef	87 61%	105 66% f	75 55%	126 55%	101 58%	166 61%	116 60%	160 67% g	267 60%	276 64%	456 61%	87 65%	57 64%
Instead of my existing TV viewing	208 24%	17 18%	17 15%	36 26% b	37 23%	36 26% b	65 28% b	50 28%	66 24%	43 22%	49 21%	115 26%	93 22%	183 25%	25 19%	21 24%
Don't know	124 14%	17 18%	9 8%	19 13%	17 11%	25 18% b	37 16% b	24 14%	39 14%	33 17%	28 12%	63 14%	61 14%	104 14%	20 15%	11 12%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

C2. Do you think you would watch BBC Scotland in addition to or instead of your existing television viewing? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	514	131	233	283	332	258	860	823	529	367	486	266	126
Effective Weighted Sample	871	514	131	227	281	329	256	853	816	525	364	482	264	125
Total	875	528	134	213	283	329	259	857	822	528	366	485	265	126
In addition to my existing TV viewing	543 62%	340 64% c	90 67% c	113 53%	167 59%	206 63%	169 65%	532 62%	514 63%	316 60%	233 64%	307 63%	159 60%	77 61%
Instead of my existing TV viewing	208 24%	107 20%	34 25%	67 32% a	76 27% f	79 24%	51 20%	205 24%	193 24%	137 26%	80 22%	126 26%	57 22%	25 20%
Don't know	124 14%	81 15% b	10 8%	33 15% b	40 14%	44 13%	39 15%	120 14%	114 14%	74 14%	53 15%	52 11%	48 18% k	24 19% k

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

C2. Do you think you would watch BBC Scotland in addition to or instead of your existing television viewing? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

		ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
	Total	ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	878	241	201	93	637	545	209	124	814	511	303	64
Effective Weighted Sample	871	238	198	92	632	540	207	123	807	506	301	64
Total	875	238	197	90	638	543	208	124	810	508	303	65
In addition to my existing TV viewing	543 62%	114 48%	93 47%	42 46%	429 67% ab	543 100% fg	- -%	- -%	500 62% i	285 56%	215 71% hi	43 67%
Instead of my existing TV viewing	208 24%	106 44% d	89 45% d	42 46%	102 16%	- -%	208 100% eg	- -%	199 25% j	150 30% hj	49 16%	9 14%
Don't know	124 14%	18 8%	15 8%	7 8%	106 17% ab	- -%	- -%	124 100% ef	112 14%	73 14%	39 13%	12 19%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

C2. Do you think you would watch BBC Scotland in addition to or instead of your existing television viewing? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	878	775	741	668	527	520	498	778	364	283	167	352	267	259
Effective Weighted Sample	871	768	735	663	522	516	494	771	361	281	165	349	265	257
Total	875	772	738	667	522	520	496	774	365	282	164	351	266	259
In addition to my existing TV viewing	543 62%	475 62%	448 61%	420 63%	336 64% e	299 58%	306 62%	473 61%	226 62%	187 66% j	87 53%	223 64%	163 61%	157 61%
Instead of my existing TV viewing	208 24%	187 24%	183 25%	150 23%	121 23%	139 27%	126 25%	193 25%	89 24%	51 18%	59 36% hi	95 27%	58 22%	55 21%
Don't know	124 14%	110 14%	107 14%	96 14%	65 13%	82 16%	63 13%	109 14%	50 14%	44 15%	18 11%	33 9%	45 17% k	47 18% k

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018. **Table 60**

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

C2. Do you think you would watch BBC Scotland in addition to or instead of your existing television viewing? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. (SINGLE CODE)

Base : Those who think they would watch the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	878	224	502	152	192	182	159	89	166	622	712	166	513	133	80
Effective Weighted Sample	871	222	499	151	190	180	157	88	164	617	706	165	509	132	79
Total	875	221	503	151	190	180	158	86	164	620	709	167	513	132	80
In addition to my existing TV viewing	543 62%	149 67%	307 61%	87 58%	97 51%	89 50%	73 46%	48 55%	80 48%	403 65% defh	452 64% k	91 55%	383 75% m	41 31%	32 39%
Instead of my existing TV viewing	208 24%	53 24%	120 24%	35 23%	74 39% i	74 41% i	69 44% i	31 36%	69 42% i	125 20%	160 23%	48 29%	84 16%	73 55% l	15 19%
Don't know	124 14%	19 9%	76 15% a	29 19% a	20 10%	17 10%	16 10%	8 9%	16 10%	92 15%	97 14%	27 16%	45 9%	17 13%	33 41%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D1. (SHOWCARD) How often, if ever, do you read, watch, listen to or follow the news nowadays? This could be on TV, in newspapers, on the radio or online. (SINGLE CODE)

Base : All respondents

				AGE						SEG						AREA	
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Once a day or more	613	48	63	88	103	116	195	155	179	141	138	334	279	523	91	63
	55%	34%	38%	48%	53%	71%	74%	71%	52%	59%	45%	59%	51%	55%	59%	60%
				a	ab	abcd	abcd	hijkl		jl		hjl				
Most days in a week	218	21	36	42	52	25	43	36	65	46	70	101	117	185	33	21
	20%	15%	22%	23%	26%	15%	16%	16%	19%	19%	23%	18%	21%	19%	21%	20%
					aef											
2-3 days a week	78	17	17	17	10	8	8	8	31	17	22	39	39	73	5	5
	7%	12%	10%	10%	5%	5%	3%	4%	9%	7%	7%	7%	7%	8%	3%	5%
		def	f	f					g					n		
About once a week	37	7	10	5	6	5	4	4	13	5	15	17	20	30	7	5
	3%	5%	6%	3%	3%	3%	1%	2%	4%	2%	5%	3%	4%	3%	4%	4%
		f	f								g					
Once or twice a month	13	2	3	3	4	-	1	3	5	1	4	8	5	11	2	1
	1%	1%	2%	2%	2%	-%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%
Less than once a month	21	6	3	4	4	-	3	2	6	5	7	8	12	17	3	-
	2%	4%	2%	2%	2%	-%	1%	1%	2%	2%	2%	1%	2%	2%	2%	-%
		ef														
Never - I do not follow the news	131	40	32	22	16	9	10	11	44	25	50	55	75	117	14	10
	12%	29%	19%	12%	8%	6%	4%	5%	13%	10%	16%	10%	14%	12%	9%	10%
		cdef	def	ef	f				g	g	gik	g	gk			
AT LEAST ONCE A WEEK	947	93	127	152	171	154	249	203	288	209	245	492	455	811	135	93
	85%	66%	77%	84%	87%	94%	95%	93%	84%	87%	80%	87%	83%	85%	88%	89%
			a	a	ab	abcd	abcd	hjkl			j		jl			

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D1. (SHOWCARD) How often, if ever, do you read, watch, listen to or follow the news nowadays? This could be on TV, in newspapers, on the radio or online. (SINGLE CODE)

Base : All respondents

	Total	REGION CENTRAL BELT a	REGION SOUTHERN SCOTLAND b	REGION NORTH/ H&I c	WATCH TV PER DAY UNDER 3 HRS d	WATCH TV PER DAY 3 TO UNDER 5HRS e	WATCH TV PER DAY 5+ HRS f	CHANNELS/ SERVICES EVER WATCH ANY BBC g	CHANNELS/ SERVICES EVER WATCH ANY STV/ ITV h	CHANNELS/ SERVICES EVER WATCH ANY CATCH-UP i	CHANNELS/ SERVICES EVER WATCH ANY ON-DEMAND j	LIKELIHOOD WOULD WATCH NEW CHANNEL LIKELY k	LIKELIHOOD WOULD WATCH NEW CHANNEL NEUTRAL l	LIKELIHOOD WOULD WATCH NEW CHANNEL UNLIKELY m
Significance Level: 95%														
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Once a day or more	613 55%	344 50%	93 55%	176 70% ab	201 53%	213 54%	173 59%	566 56% j	531 54% j	341 55% j	223 48%	323 67% lm	118 45%	172 48%
Most days in a week	218 20%	162 23% bc	27 16%	29 12%	65 17%	82 21%	67 23%	209 21%	207 21%	128 21%	92 20%	100 21%	70 26% m	48 13% m
2-3 days a week	78 7%	54 8%	11 7%	12 5%	32 8%	26 7%	16 5%	69 7%	71 7%	50 8%	37 8%	24 5%	22 8%	32 9% k
About once a week	37 3%	25 4%	2 1%	10 4%	13 3%	13 3%	8 3%	31 3%	28 3%	20 3%	17 4%	11 2%	14 5% k	13 4%
Once or twice a month	13 1%	7 1%	4 2%	2 1%	3 1%	4 1%	5 2%	12 1%	12 1%	8 1%	7 2%	2 *%	6 2% k	5 1%
Less than once a month	21 2%	9 1%	7 4% a	4 2%	8 2%	6 2%	6 2%	20 2%	20 2%	15 2%	15 3%	3 1%	8 3% k	9 3% k
Never - I do not follow the news	131 12%	89 13% c	25 15% c	17 7%	58 15% f	47 12% f	17 6%	111 11%	106 11%	58 9%	69 15% ghi	22 4%	26 10% k	83 23% kl
AT LEAST ONCE A WEEK	947 85%	585 85%	133 79%	228 91% ab	311 82%	334 85%	265 90% d	875 86% j	837 86% j	540 87% j	369 80%	458 94% lm	224 85%	264 73% m

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Table 61

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D1. (SHOWCARD) How often, if ever, do you read, watch, listen to or follow the news nowadays? This could be on TV, in newspapers, on the radio or online. (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS		ANY STV/		BBC SCOTLAND VIEWING		DON'T	FOLLOW NEWS		LESS	
		ANY	ANY BBC	ITV	NONE	ADDITION	INSTEAD	KNOW	EVER	DAILY	OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Once a day or more	613	163	133	63	345	285	150	73	613	613	-	-
	55%	69%	68%	70%	54%	53%	72%	59%	63%	100%	-%	-%
		d	d				eg		jk	hjk		
Most days in a week	218	49	43	21	145	136	36	22	218	-	218	-
	20%	21%	22%	23%	23%	25%	17%	18%	22%	-%	59%	-%
						f			ik		hik	
2-3 days a week	78	11	9	3	47	42	7	9	78	-	78	-
	7%	5%	5%	3%	7%	8%	3%	7%	8%	-%	21%	-%
						f			ik		hik	
About once a week	37	6	5	2	22	18	5	5	37	-	37	-
	3%	2%	2%	2%	3%	3%	2%	4%	4%	-%	10%	-%
									ik		hik	
Once or twice a month	13	-	-	-	11	9	1	1	13	-	13	-
	1%	-%	-%	-%	2%	2%	*%	1%	1%	-%	4%	-%
					a				i		hik	
Less than once a month	21	-	-	-	11	9	-	2	21	-	21	-
	2%	-%	-%	-%	2%	2%	-%	2%	2%	-%	6%	-%
					a				i		hik	
Never - I do not follow the news	131	8	6	1	57	43	9	12	-	-	-	131
	12%	3%	3%	1%	9%	8%	4%	10%	-%	-%	-%	100%
					ab							hij
AT LEAST ONCE A WEEK	947	229	191	89	558	481	198	109	947	613	333	-
	85%	97%	97%	99%	88%	89%	95%	88%	97%	100%	91%	-%
		d	d				eg		jk	hjk	k	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D1. (SHOWCARD) How often, if ever, do you read, watch, listen to or follow the news nowadays? This could be on TV, in newspapers, on the radio or online. (SINGLE CODE)

Base : All respondents

	Total	TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
		NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Once a day or more	613	553	523	454	389	405	372	569	269	151	193	236	140	237
	55%	62%	63%	61%	63%	66% c	61%	63%	68% i	47%	74% i	66% lm	51%	50%
Most days in a week	218	207	192	186	144	129	139	202	106	80	32	83	77	58
	20%	23%	23%	25%	23%	21%	23%	23%	27% j	25% j	12%	23% m	28% m	12%
2-3 days a week	78	69	64	59	45	44	48	67	10	50	18	21	20	37
	7%	8%	8%	8%	7%	7%	8%	7%	3%	16% hj	7% h	6%	7%	8%
About once a week	37	29	26	24	20	21	27	31	5	20	12	8	14	15
	3%	3%	3%	3%	3%	3%	4%	3%	1%	6% h	5% h	2%	5%	3%
Once or twice a month	13	11	10	10	8	5	10	11	2	9	2	-	7	6
	1%	1%	1%	1%	1%	1%	2%	1%	1%	3% h	1%	-%	3% k	1% k
Less than once a month	21	20	14	14	10	10	15	16	6	10	4	3	4	13
	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	3% k
Never - I do not follow the news	131	-	-	-	-	-	-	-	-	-	-	8	11	111
	12%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	4%	23% kl
AT LEAST ONCE A WEEK	947	859	806	723	597	598	586	869	391	301	255	349	251	347
	85%	97%	97%	97%	97%	97%	96%	97%	98% i	94%	98% i	97% lm	92%	73% m

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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D1. (SHOWCARD) How often, if ever, do you read, watch, listen to or follow the news nowadays? This could be on TV, in newspapers, on the radio or online. (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Once a day or more	613	161	277	176	118	114	100	52	104	495	470	143	305	91	42
	55%	72% bc	53%	48%	61%	62%	62%	59%	62%	63%	59% k	46%	58%	67% l	51%
Most days in a week	218	46	142	30	57	56	47	32	49	161	173	45	145	23	20
	20%	20% c	27% ac	8%	29% i	30% i	29% i	36%	29% i	20%	22% k	15%	27% m	17%	24%
2-3 days a week	78	6	45	27	9	5	4	-	5	69	59	19	38	6	6
	7%	3%	9% a	8% a	5%	3%	3%	-%	3%	9% efh	7%	6%	7%	5%	8%
About once a week	37	3	23	11	6	6	6	2	6	31	25	12	15	8	4
	3%	2%	4%	3%	3%	3%	4%	2%	4%	4%	3%	4%	3%	6%	5%
Once or twice a month	13	1	8	4	2	2	2	2	2	11	7	6	6	2	1
	1%	*%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
Less than once a month	21	3	6	11	1	1	1	1	1	20	10	10	7	2	-
	2%	1%	1%	3% b	1%	1%	1%	1%	1%	2%	1%	3% j	1%	2%	-%
Never - I do not follow the news	131	4	21	105	-	-	-	-	-	-	56	74	12	4	9
	12%	2%	4%	29% ab	-%	-%	-%	-%	-%	-%	7%	24% j	2%	3%	11%
AT LEAST ONCE A WEEK	947	216	487	244	190	180	157	85	163	756	726	220	503	128	72
	85%	96% c	93% c	67%	98%	98%	98%	97%	98%	96%	91% k	71%	95%	94%	87%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
TV																
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	819	74	84	126	154	139	241	178	246	183	212	424	395	698	120	80
	84%	73%	64%	79%	86%	90%	95%	85%	82%	85%	82%	83%	84%	83%	86%	85%
				b	ab	abc	abcd									
STV and ITV Channels (STV/STV2/ITV)	747	68	78	113	142	125	220	150	219	171	208	368	379	640	107	70
	76%	67%	59%	71%	79%	81%	87%	72%	73%	79%	81%	72%	80%	76%	76%	74%
				b	ab	abc	abcd				ghk		ghk			
BBC News channel	527	45	52	91	112	83	145	124	159	116	128	283	244	452	74	47
	54%	45%	39%	57%	62%	54%	57%	59%	53%	54%	50%	56%	52%	54%	53%	49%
				b	ab	b	ab	j								
Channel 4/Channel 5	372	37	39	55	73	70	96	94	107	74	97	201	171	324	48	27
	38%	37%	30%	35%	41%	46%	38%	45%	36%	34%	38%	40%	36%	39%	34%	29%
					b	bc		hil						o		
Other 24-hour rolling news (e.g. Sky News, CNN)	336	27	47	72	83	41	65	85	110	78	62	195	141	298	38	24
	34%	27%	35%	45%	46%	27%	26%	41%	37%	36%	24%	38%	30%	35%	27%	25%
				aef	abef			jl	jl	j		jl		no		
Any other TV channel(s)	124	12	19	23	34	18	19	30	38	27	30	67	57	116	8	4
	13%	12%	14%	14%	19%	12%	7%	14%	13%	13%	12%	13%	12%	14%	6%	4%
			f	f	f									no		
RADIO																
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	378	32	38	67	82	67	92	116	116	78	68	232	146	312	66	46
	39%	32%	29%	42%	46%	43%	36%	56%	39%	36%	27%	46%	31%	37%	47%	48%
				b	ab	b		hijkl	jl	j		ijl			m	m

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
Commercial Radio for your local area - so radio stations with advertisements	336 34%	36 36% f	49 37% f	67 42% ef	79 44% ef	44 29%	60 24%	71 34%	105 35%	74 34%	85 33%	176 35%	159 34%	280 33%	56 40%	32 34%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	301 31%	35 35% f	48 36% ef	61 38% ef	66 37% ef	39 25%	51 20%	69 33%	96 32%	65 30%	71 28%	165 32%	136 29%	269 32% no	32 23%	13 14%
BBC Radio Scotland or BBC Radio Gàidheal	227 23%	16 16%	20 15%	25 16%	54 30% abc	34 22%	77 30% abc	86 41% hijkl	56 19%	42 19%	43 17%	142 28% hijl	85 18%	186 22%	40 29%	28 29%
Any other Radio station(s)	82 8%	7 7%	11 8%	12 8%	29 16% abcef	7 5%	15 6%	20 10%	23 8%	18 9%	21 8%	43 8%	39 8%	75 9% o	7 5%	2 3%
PRINTED NEWSPAPERS																
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	492 50%	45 45%	48 36%	60 37%	83 46%	92 60% abcd	162 64% abcd	109 52%	139 47%	100 46%	144 56% hi	248 49%	244 52%	435 52% no	57 40%	34 36%
Newspapers for your local area (printed)	417 43%	33 32% b	26 20%	57 36% b	70 39% b	78 51% abcd	153 61% abcd	90 43%	129 43%	84 39%	114 45%	219 43%	198 42%	343 41%	74 53% m	52 55% m

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Prepared by Saville Rossiter-Base, part of Critical Research : 0203 643 9043

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SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
Any other printed newspapers	121	13	9	11	27	24	37	30	37	23	31	68	53	109	12	3
	12%	13%	7%	7%	15%	16%	14%	15%	12%	10%	12%	13%	11%	13%	9%	3%
					bc	bc	bc							o		

WEBSITES OR APPS

	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Social media sites or apps (e.g. Facebook, Twitter)	458	87	98	98	98	42	34	109	173	93	84	282	176	389	69	40
	47%	86%	74%	62%	55%	27%	13%	52%	58%	43%	33%	55%	37%	46%	49%	43%
		bcdef	cdef	ef	ef	f		jl	ijl	j		ijl				
BBC news website or app	310	47	54	68	61	45	36	103	111	49	47	214	97	285	26	20
	32%	46%	41%	42%	34%	29%	14%	49%	37%	23%	18%	42%	21%	34%	18%	21%
		def	ef	ef	f	f		hijl	ijl			ijl		no		
National newspaper websites or apps	263	34	42	60	52	40	34	92	88	36	46	180	82	229	33	21
	27%	33%	31%	38%	29%	26%	14%	44%	29%	17%	18%	35%	17%	27%	24%	22%
		f	f	ef	f	f		hijkl	ijl			ijl				
Newspaper websites or apps for your local area	195	24	36	41	35	31	29	60	67	33	35	127	68	172	23	13
	20%	23%	27%	26%	19%	20%	11%	29%	22%	15%	14%	25%	14%	20%	16%	13%
		f	f	f	f	f		ijl	ijl			ijl				
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	152	30	31	32	34	17	8	39	73	18	22	111	41	138	15	5
	16%	30%	23%	20%	19%	11%	3%	19%	24%	9%	9%	22%	9%	16%	10%	6%
		def	ef	ef	ef	f		ijl	ijl			ijl		o		
Other news websites or apps for your local area	144	22	28	33	32	16	12	53	51	18	22	104	40	133	11	8
	15%	21%	21%	20%	18%	11%	5%	25%	17%	8%	8%	20%	8%	16%	7%	9%
		ef	ef	ef	f	f		hijl	ijl			ijl		n		
Any other websites or apps	139	24	31	34	30	13	7	47	53	14	24	100	39	135	4	3
	14%	23%	23%	21%	17%	8%	3%	23%	18%	7%	10%	20%	8%	16%	3%	3%
		ef	ef	ef	ef	f		ijl	ijl			ijl		no		

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Table 85

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
OTHER SOURCES																
Word of mouth (friends, family, colleagues)	848	91	117	144	160	134	202	186	264	189	210	450	398	725	123	81
	87%	90%	88%	90%	89%	87%	80%	89%	88%	88%	82%	89%	84%	86%	88%	86%
		f	f	f	f			j	j			j				
Any other news sources	134	18	20	24	33	17	23	40	44	27	23	84	50	129	5	2
	14%	18%	15%	15%	18%	11%	9%	19%	15%	13%	9%	16%	11%	15%	4%	2%
		f			f			jl	j			jl		no		
ANY TV	890	83	103	139	168	148	248	189	267	200	234	456	434	759	131	89
	91%	82%	78%	87%	94%	96%	98%	91%	89%	93%	91%	90%	92%	90%	93%	94%
				b	abc	abc	abcd									
ANY RADIO	616	59	79	110	130	99	138	154	189	135	138	344	272	515	101	67
	63%	58%	59%	69%	73%	64%	55%	74%	63%	62%	54%	68%	58%	61%	72%	71%
				f	abf			hijl	j			jl			m	m
ANY PRINTED NEWSPAPERS	614	52	55	74	105	120	206	141	177	125	171	318	296	524	90	60
	63%	51%	42%	47%	59%	78%	82%	68%	59%	58%	67%	63%	63%	62%	64%	64%
					bc	abcd	abcd	i								
ANY WEBSITES OR APPS	612	92	115	124	129	78	72	159	214	129	110	373	239	525	86	54
	62%	91%	87%	78%	72%	51%	29%	76%	71%	60%	43%	73%	51%	63%	61%	57%
		cdef	def	ef	ef	f		ijl	ijl	jl		ijl	j			
ANY BBC	897	89	108	145	167	145	242	198	275	199	224	473	424	767	130	88
	91%	88%	82%	91%	93%	94%	96%	95%	92%	93%	87%	93%	90%	91%	92%	94%
				b	b	b	ab	jl					j			

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

		REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
	Total	CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
TV														
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	819 84%	501 83%	124 86%	194 83%	261 81%	303 88% d	252 91% d	812 90% j	779 90% j	506 90% j	324 83%	428 92% lm	206 86% m	186 67%
STV and ITV Channels (STV/STV2/ITV)	747 76%	451 75%	118 82%	179 76%	208 65%	284 82% d	252 91% de	739 82% j	731 84% ij	444 79%	296 75%	381 82% m	202 85% m	165 59%
BBC News channel	527 54%	337 56% c	91 63% c	98 42%	152 47%	212 62% d	161 58% d	523 58%	502 58%	348 62%	231 59%	284 61% m	130 54% m	113 41%
Channel 4/Channel 5	372 38%	249 41% bc	46 32%	76 33%	112 35%	135 39%	123 45% d	369 41%	362 42%	241 43%	166 42%	185 40% m	101 42% m	86 31%
Other 24-hour rolling news (e.g. Sky News, CNN)	336 34%	204 34%	61 42% c	71 30%	116 36%	140 41% f	80 29%	331 37%	322 37%	250 44% gh	172 44% gh	162 35%	91 38%	83 30%
Any other TV channel(s)	124 13%	84 14% b	10 7%	30 13%	48 15%	40 12%	37 13%	116 13%	111 13%	87 16%	60 15%	59 13%	29 12%	37 13%
RADIO														
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	378 39%	214 35%	67 46% a	98 42%	152 47% f	139 40% f	77 28%	362 40%	342 39%	252 45% h	169 43%	184 40%	99 41%	95 34%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
Commercial Radio for your local area - so radio stations with advertisements	336 34%	208 35%	47 33%	80 34%	116 36% f	130 38% f	77 28%	313 35%	307 35%	212 38%	155 40%	179 39% m	80 34%	77 28%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	301 31%	211 35% c	43 30% c	46 20%	118 36% f	117 34% f	60 22%	281 31%	275 32%	199 35%	153 39% gh	145 31%	72 30%	84 30%
BBC Radio Scotland or BBC Radio Gàidheal	227 23%	129 22%	28 19%	69 30% ab	85 26% f	88 26% f	48 18%	219 24%	214 25%	145 26%	89 23%	121 26% m	54 23%	51 18%
Any other Radio station(s)	82 8%	51 9%	11 8%	19 8%	34 10%	23 7%	22 8%	77 8%	76 9%	55 10%	40 10%	39 8%	16 7%	27 10%
PRINTED NEWSPAPERS														
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	492 50%	344 57% c	70 48% c	78 33%	138 43%	179 52% d	155 56% d	457 50%	448 52%	269 48%	184 47%	252 54% m	115 48%	125 45%
Newspapers for your local area (printed)	417 43%	233 39%	66 45%	119 51% a	119 37%	154 45% d	135 49% d	403 44% j	398 46% j	240 43% j	139 35%	233 50% lm	97 41% m	87 31%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Table 85

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	WATCH TV PER DAY UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	CHANNELS/ SERVICES EVER WATCH ANY BBC	ANY STV/ ITV	ANY CATCH- UP	ANY ON- DEMAND	LIKELIHOOD WOULD WATCH NEW CHANNEL LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
Any other printed newspapers	121 12%	92 15% bc	7 5%	22 9%	29 9%	51 15% d	36 13%	113 12%	109 13%	72 13%	49 12%	64 14%	25 11%	32 11%
WEBSITES OR APPS														
Social media sites or apps (e.g. Facebook, Twitter)	458 47%	300 50% b	54 38%	104 44%	179 56% f	173 50% f	80 29%	405 45%	390 45%	309 55% gh	253 65% ghi	222 48%	108 45%	129 46%
BBC news website or app	310 32%	190 32%	38 26%	83 35%	138 43% ef	109 32% f	49 18%	290 32%	272 31%	245 43% gh	178 45% gh	167 36% lm	68 28%	76 27%
National newspaper websites or apps	263 27%	161 27% b	22 15%	80 34% ab	105 33% f	100 29% f	37 13%	231 25%	220 25%	193 34% gh	140 36% gh	123 26%	58 24%	82 29%
Newspaper websites or apps for your local area	195 20%	111 18%	20 13%	65 28% ab	76 24% f	68 20%	39 14%	177 19%	168 19%	153 27% gh	113 29% gh	94 20%	44 18%	57 21%
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	152 16%	98 16% b	13 9%	41 18% b	69 21% f	56 16% f	21 8%	139 15%	129 15%	124 22% gh	99 25% gh	77 17%	33 14%	42 15%
Other news websites or apps for your local area	144 15%	96 16% b	10 7%	37 16% b	63 20% f	54 16% f	19 7%	128 14%	121 14%	109 19% gh	86 22% gh	74 16%	27 11%	42 15%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
Any other websites or apps	139 14%	104 17% bc	11 8%	24 10%	61 19% f	50 15% f	16 6%	117 13%	105 12%	102 18% gh	82 21% gh	62 13%	26 11%	51 18% l
OTHER SOURCES														
Word of mouth (friends, family, colleagues)	848 87%	511 85%	131 91%	206 88%	284 88% f	305 89% f	225 81%	782 86%	748 86%	486 86%	345 88%	410 89% m	208 87%	230 83%
Any other news sources	134 14%	79 13% b	9 6%	46 20% ab	57 18% f	49 14% f	22 8%	123 14%	112 13%	93 17% h	74 19% gh	61 13%	35 15%	38 14%
ANY TV	890 91%	541 90%	133 92%	215 92%	291 90%	326 95% d	268 97% d	870 96% j	833 96% j	535 95% j	353 90%	441 95% m	227 95% m	222 80%
ANY RADIO	616 63%	365 61%	92 64%	158 67%	218 68% f	235 68% f	143 52%	579 64%	555 64%	382 68%	266 68%	308 66% m	152 64%	156 56%
ANY PRINTED NEWSPAPERS	614 63%	387 64%	85 59%	142 61%	176 55%	227 66% d	188 68% d	577 64% j	564 65% j	343 61%	223 57%	313 68% m	148 62%	153 55%
ANY WEBSITES OR APPS	612 62%	384 64% b	72 50%	156 67% b	240 75% ef	229 67% f	112 40%	550 61%	524 60%	423 75% gh	315 80% gh	286 62%	147 62%	178 64%
ANY BBC	897 91%	550 91%	131 91%	215 92%	291 90%	323 94% d	262 95% d	860 95%	821 95%	540 96% j	362 92%	449 97% lm	223 93% m	225 81%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

		ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
	Total	ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
TV												
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	819	218	183	85	512	443	181	106	819	518	300	**
	84%	95%	96%	96%	88%	89%	91%	94%	84%	85%	82%	**
		d	d									
STV and ITV Channels (STV/STV2/ITV)	747	186	156	74	480	420	150	96	747	454	294	**
	76%	81%	82%	83%	83%	84%	76%	86%	76%	74%	80%	**
						f		f			i	
BBC News channel	527	144	120	56	332	302	104	71	527	326	201	**
	54%	63%	63%	62%	57%	60%	52%	63%	54%	53%	55%	**
						f						
Channel 4/Channel 5	372	95	79	39	235	200	72	59	372	221	150	**
	38%	42%	41%	44%	41%	40%	36%	52%	38%	36%	41%	**
								ef				
Other 24-hour rolling news (e.g. Sky News, CNN)	336	77	60	25	222	210	56	33	336	202	134	**
	34%	34%	31%	28%	38%	42%	28%	29%	34%	33%	36%	**
						fg						
Any other TV channel(s)	124	36	30	9	67	69	18	16	124	76	48	**
	13%	16%	16%	10%	12%	14%	9%	14%	13%	12%	13%	**
RADIO												
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	378	103	90	44	220	190	88	46	378	248	130	**
	39%	45%	47%	50%	38%	38%	44%	41%	39%	40%	36%	**
			d									

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
Commercial Radio for your local area - so radio stations with advertisements	336 34%	65 28%	56 30%	28 31%	220 38% ab	198 40% f	52 26%	34 31%	336 34%	193 31%	143 39% i	** **
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	301 31%	64 28%	56 29%	27 31%	187 32%	178 36% f	41 21%	32 28%	301 31%	172 28%	128 35% i	** **
BBC Radio Scotland or BBC Radio Gàidheal	227 23%	68 30% d	63 33% d	35 39%	127 22%	124 25%	46 23%	25 22%	227 23%	156 25% j	71 19%	** **
Any other Radio station(s)	82 8%	16 7%	15 8%	8 9%	45 8%	37 7%	13 7%	11 10%	82 8%	46 7%	36 10%	** **
PRINTED NEWSPAPERS												
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	492 50%	119 52%	99 52%	43 48%	294 51%	240 48%	103 52%	70 62% e	492 50%	316 51%	176 48%	** **
Newspapers for your local area (printed)	417 43%	125 54% d	104 55% d	50 56%	245 42%	210 42%	103 52% e	57 51%	417 43%	279 45%	138 38% j	** **

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
Any other printed newspapers	121	28	23	9	74	52	25	25	121	77	44	**
	12%	12%	12%	10%	13%	10%	13%	22%	12%	13%	12%	**
								ef				
WEBSITES OR APPS												
Social media sites or apps (e.g. Facebook, Twitter)	458	103	85	42	268	246	78	48	458	260	198	**
	47%	45%	44%	47%	46%	49%	39%	43%	47%	42%	54%	**
						f					hi	
BBC news website or app	310	93	79	37	173	149	79	37	310	211	100	**
	32%	40%	41%	42%	30%	30%	40%	33%	32%	34%	27%	**
		d	d				e			j		
National newspaper websites or apps	263	74	62	27	138	116	58	37	263	171	92	**
	27%	32%	32%	30%	24%	23%	29%	33%	27%	28%	25%	**
		d	d					e				
Newspaper websites or apps for your local area	195	55	48	23	108	98	41	24	195	128	67	**
	20%	24%	25%	25%	19%	20%	20%	22%	20%	21%	18%	**
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	152	44	38	13	82	75	29	22	152	87	65	**
	16%	19%	20%	14%	14%	15%	14%	19%	16%	14%	18%	**
Other news websites or apps for your local area	144	40	35	13	75	60	37	18	144	103	41	**
	15%	18%	19%	15%	13%	12%	19%	16%	15%	17%	11%	**
							e			j		
Any other websites or apps	139	37	29	10	66	53	32	18	139	93	46	**
	14%	16%	15%	12%	11%	11%	16%	16%	14%	15%	13%	**
							e					

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
OTHER SOURCES												
Word of mouth (friends, family, colleagues)	848	200	167	79	507	440	171	96	848	527	321	**
	87%	87%	88%	88%	87%	88%	86%	86%	87%	86%	87%	**
Any other news sources	134	46	38	14	66	55	39	18	134	98	36	**
	14%	20%	20%	16%	11%	11%	20%	16%	14%	16%	10%	**
		d	d				e			j		
ANY TV	890	226	189	88	546	475	187	110	890	553	336	**
	91%	98%	99%	99%	94%	95%	94%	98%	91%	90%	92%	**
		d	d									
ANY RADIO	616	146	128	67	376	336	121	65	616	389	227	**
	63%	64%	67%	76%	65%	67%	61%	58%	63%	63%	62%	**
ANY PRINTED NEWSPAPERS	614	155	130	64	365	299	139	82	614	405	209	**
	63%	68%	68%	71%	63%	60%	70%	74%	63%	66%	57%	**
							e	e		j		
ANY WEBSITES OR APPS	612	144	121	57	352	306	126	63	612	372	240	**
	62%	63%	64%	64%	61%	61%	63%	57%	62%	61%	65%	**
ANY BBC	897	226	189	87	548	473	193	109	897	569	328	**
	91%	98%	99%	98%	94%	95%	97%	97%	91%	93%	89%	**
		d	d									

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
TV														
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	819 84%	819 92% def	819 99% acdefg	705 94% defg	535 87% f	544 89% f	487 80%	819 91% df	376 94% j	295 92% j	148 57%	330 94% m	235 90% m	254 69%
STV and ITV Channels (STV/STV2/ITV)	747 76%	747 84% dfg	711 86% dfg	747 100% abdefg	480 78% f	505 82% f	425 70%	720 80% f	391 98% ij	287 90% j	69 27%	291 83% m	227 87% m	229 63%
BBC News channel	527 54%	527 59%	527 63% defg	466 62% f	359 58%	353 57%	339 55%	527 59%	247 62% j	195 61% j	85 32%	224 64% m	156 59% m	146 40%
Channel 4/Channel 5	372 38%	372 42%	364 44% f	344 46% fg	273 44% f	260 42%	234 38%	367 41%	184 46% j	141 44% j	47 18%	145 41% m	115 44% m	113 31%
Other 24-hour rolling news (e.g. Sky News, CNN)	336 34%	336 38%	317 38%	300 40% e	240 39% e	206 33%	244 40% e	327 36%	153 38% j	135 42% j	47 18%	125 35%	106 40%	105 29% m
Any other TV channel(s)	124 13%	124 14%	113 14%	106 14%	72 12%	78 13%	91 15%	115 13%	52 13%	45 14%	27 10%	44 12%	38 15%	42 12%
RADIO														
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	378 39%	355 40%	344 41%	291 39%	378 61% abcefg	245 40%	258 42%	378 42%	134 34%	136 42% h	108 41% h	142 40%	105 40%	131 36%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Table 85

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

| | Total | NEWS MEDIA EVER USE | | | | | WEBSITES | | WATCH STV/ ITV NEWS PROGRAMMES | | | LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME | | |
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
Commercial Radio for your local area - so radio stations with advertisements	336 34%	309 35%	298 36%	279 37%	336 55% abcefg	229 37%	241 39%	319 36%	153 38% j	114 35% j	69 26%	135 38% m	101 39% m	100 27%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	301 31%	276 31%	265 32%	248 33%	301 49% abcefg	202 33%	213 35%	288 32%	126 32%	111 35% j	65 25%	108 31%	91 35%	101 28%
BBC Radio Scotland or BBC Radio Gàidheal	227 23%	216 24%	214 26%	192 26%	227 37% abcefg	171 28%	143 23%	227 25%	101 25% j	80 25% j	45 17%	92 26% m	68 26% m	66 18%
Any other Radio station(s)	82 8%	76 9%	71 9%	72 10%	82 13% abcfg	64 10%	56 9%	78 9%	33 8%	34 10%	15 6%	29 8%	27 10%	26 7%
PRINTED NEWSPAPERS														
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	492 50%	452 51% f	438 53% f	398 53% f	327 53% f	492 80% abcdfg	270 44%	460 51% f	226 57% j	164 51% j	102 39%	198 56% m	139 53% m	155 42%
Newspapers for your local area (printed)	417 43%	400 45% f	386 47% f	366 49% fg	288 47% f	417 68% abcdfg	231 38%	394 44% f	216 54% ij	142 44% j	59 23%	183 52% lm	113 43% m	121 33%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Table 85

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

				NEWS MEDIA EVER USE					WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
						WEBSITES								
	Total	TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
Any other printed newspapers	121	110	108	99	79	121	72	117	52	45	25	49	40	33
	12%	12%	13%	13%	13%	20%	12%	13%	13%	14%	9%	14%	15%	9%
						abcdfg						m	m	
WEBSITES OR APPS														
Social media sites or apps (e.g. Facebook, Twitter)	458	396	362	323	320	249	458	408	148	167	144	157	129	172
	47%	44%	44%	43%	52%	41%	75%	45%	37%	52%	55%	45%	49%	47%
					abceg		abcdeg			h	h			
BBC news website or app	310	278	269	214	230	179	310	310	87	110	114	113	81	117
	32%	31%	32%	29%	37%	29%	51%	35%	22%	34%	44%	32%	31%	32%
					ace		abcdeg	ce		h	hi			
National newspaper websites or apps	263	224	214	177	178	169	263	244	77	94	92	87	67	108
	27%	25%	26%	24%	29%	28%	43%	27%	19%	29%	35%	25%	26%	30%
					c		abcdeg			h	h			
Newspaper websites or apps for your local area	195	172	163	145	138	115	195	182	68	70	58	65	55	75
	20%	19%	20%	19%	22%	19%	32%	20%	17%	22%	22%	18%	21%	21%
							abcdeg							
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	152	135	127	102	106	91	152	145	44	57	51	46	45	61
	16%	15%	15%	14%	17%	15%	25%	16%	11%	18%	20%	13%	17%	17%
							abcdeg			h	h			
Other news websites or apps for your local area	144	127	121	88	90	80	144	136	37	43	63	45	41	57
	15%	14%	15%	12%	15%	13%	23%	15%	9%	13%	24%	13%	16%	16%
							abcdeg	c			hi			

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE					WEBSITES		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
Any other websites or apps	139	118	107	82	84	65	139	123	31	44	64	44	31	64
	14%	13%	13%	11%	14%	11%	23%	14%	8%	14%	25%	12%	12%	17%
							abcdeg			h	hi			
OTHER SOURCES														
Word of mouth (friends, family, colleagues)	848	765	717	645	550	533	556	779	342	284	223	310	219	320
	87%	86%	86%	86%	89%	87%	91%	87%	86%	89%	85%	88%	83%	87%
							abceg							
Any other news sources	134	121	113	92	77	78	112	124	39	48	48	44	30	60
	14%	14%	14%	12%	13%	13%	18%	14%	10%	15%	18%	12%	12%	16%
							abcdeg			h	h			
ANY TV	890	890	830	747	568	571	538	849	396	317	177	341	253	296
	91%	100%	100%	100%	92%	93%	88%	95%	99%	99%	68%	97%	96%	81%
		defg	defg	defg	f	f		f	j	j		m	m	
ANY RADIO	616	568	543	480	616	407	413	593	247	210	159	233	171	212
	63%	64%	65%	64%	100%	66%	68%	66%	62%	66%	61%	66%	65%	58%
					abcefg							m		
ANY PRINTED NEWSPAPERS	614	571	552	505	407	614	342	576	288	203	123	247	172	196
	63%	64%	67%	68%	66%	100%	56%	64%	72%	63%	47%	70%	65%	53%
		f	f	f	f	abcdfg		f	ij	j		m	m	
ANY WEBSITES OR APPS	612	538	497	425	413	342	612	552	191	218	203	204	165	243
	62%	60%	60%	57%	67%	56%	100%	62%	48%	68%	78%	58%	63%	66%
					abceg		abcdeg	e		h	hi			k
ANY BBC	897	849	830	720	593	576	552	897	383	306	208	346	251	300
	91%	95%	100%	96%	96%	94%	90%	100%	96%	96%	80%	98%	96%	82%
		f	acdef	ef	ef	f		acdef	j	j		m	m	

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 85

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SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
TV															
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	819 84%	210 96% bc	452 90% c	156 60%	187 97% i	180 98% i	160 100% di	84 96%	165 99% i	631 80%	642 86% k	177 75%	469 91%	126 95%	69 94%
STV and ITV Channels (STV/STV2/ITV)	747 76%	193 88% c	413 82% c	141 55%	161 83% i	152 83% i	128 80%	88 100%	134 81%	586 74%	589 79% k	158 67%	431 83%	108 82%	66 91%
BBC News channel	527 54%	141 64% c	307 61% c	79 30%	128 66% i	122 67% i	113 71% i	57 65%	116 70% i	398 51%	420 57% k	106 45%	326 63%	76 57%	46 63%
Channel 4/Channel 5	372 38%	87 40% c	221 44% c	63 24%	88 45% i	82 45% i	73 46% i	42 48%	77 46% i	284 36%	296 40% k	76 32%	221 43%	57 43%	30 41%
Other 24-hour rolling news (e.g. Sky News, CNN)	336 34%	80 36% c	201 40% c	55 21%	67 35%	64 35%	53 33%	31 35%	57 34%	269 34%	264 35%	72 31%	215 42%	43 33%	22 31%
Any other TV channel(s)	124 13%	28 13%	70 14%	26 10%	32 16%	29 16%	24 15%	10 11%	25 15%	93 12%	97 13%	27 12%	84 16% m	6 4%	8 11%
RADIO															
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	378 39%	88 40%	200 40%	90 35%	93 48% i	88 48% i	78 49% i	40 45%	84 51% i	285 36%	286 38%	92 39%	201 39%	59 45%	27 37%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
Commercial Radio for your local area - so radio stations with advertisements	336 34%	80 36% c	187 37% c	68 26%	65 34%	63 35%	49 30%	36 41%	52 31%	270 34%	271 36% k	65 27%	203 39%	41 31%	24 33%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	301 31%	67 30%	165 33%	69 27%	60 31%	57 31%	47 29%	32 36%	51 31%	241 31%	229 31%	72 30%	175 34%	40 30%	17 24%
BBC Radio Scotland or BBC Radio Gàidheal	227 23%	67 31% c	119 24% c	40 15%	55 29% i	53 29% i	47 29% i	27 30%	50 30% i	171 22%	181 24%	45 19%	143 28%	28 21%	15 20%
Any other Radio station(s)	82 8%	18 8%	47 9%	17 7%	16 8%	16 9%	12 7%	12 13%	13 8%	66 8%	65 9%	17 7%	47 9%	10 8%	8 10%
PRINTED NEWSPAPERS															
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	492 50%	107 49%	281 56% c	104 40%	114 59% i	106 58% i	91 57% i	52 59%	96 58% i	377 48%	379 51%	113 48%	275 53%	72 55%	40 55%
Newspapers for your local area (printed)	417 43%	113 52% c	230 46% c	74 29%	100 52% i	92 50% i	75 47%	47 53%	80 48%	317 40%	335 45% k	83 35%	236 46%	66 50%	41 56%
Any other printed newspapers	121 12%	23 11%	77 15% c	21 8%	23 12%	22 12%	17 11%	9 10%	18 11%	98 12%	93 12%	28 12%	75 15% m	10 8%	14 20%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
WEBSITES OR APPS															
Social media sites or apps (e.g. Facebook, Twitter)	458 47%	99 45%	234 47%	125 48%	92 47%	83 46%	73 45%	41 46%	79 48%	366 47%	364 49% k	94 40%	257 50% m	50 38%	26 36%
BBC news website or app	310 32%	62 28%	170 34%	78 30%	73 38%	67 37%	61 38%	34 39%	67 40% i	238 30%	245 33%	66 28%	168 33%	41 31%	23 32%
National newspaper websites or apps	263 27%	54 24%	131 26%	78 30%	51 26%	48 26%	41 26%	23 26%	46 28%	211 27%	198 27%	64 27%	138 27%	29 22%	18 25%
Newspaper websites or apps for your local area	195 20%	40 18%	104 21%	51 20%	43 22%	39 22%	35 22%	19 22%	39 24%	152 19%	153 21%	42 18%	104 20%	23 17%	17 23%
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	152 16%	26 12%	85 17%	41 16%	31 16%	28 15%	22 14%	12 14%	27 16%	121 15%	120 16%	32 14%	83 16%	12 9%	17 23%
Other news websites or apps for your local area	144 15%	32 14%	72 14%	40 15%	30 15%	26 14%	23 14%	10 11%	27 16%	114 14%	116 16%	28 12%	77 15%	15 12%	11 15%
Any other websites or apps	139 14%	24 11%	70 14%	45 17%	25 13%	22 12%	17 11%	9 10%	21 13%	113 14%	102 14%	37 16%	74 14%	12 9%	8 11%
OTHER SOURCES															
Word of mouth (friends, family, colleagues)	848 87%	192 87%	436 87%	220 85%	169 87%	159 87%	140 88%	77 87%	147 88%	680 86%	657 88% k	192 81%	455 88%	109 83%	64 88%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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SUMMARY OF NEWS MEDIA EVER USED

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
Any other news sources	134 14%	23 10%	67 13%	44 17% a	32 16%	29 16%	26 17%	10 11%	28 17%	103 13%	100 13%	34 14%	63 12%	17 13%	10 14%
ANY TV	890 91%	215 98% c	483 96% c	192 74%	192 99% i	183 100% i	160 100% i	88 100%	165 99% i	698 89%	683 92%	207 88%	495 96%	131 99%	73 100%
ANY RADIO	616 63%	143 65%	325 65% c	147 57%	131 68%	124 68%	105 66%	64 72%	111 67%	485 62%	473 64%	143 60%	334 65%	90 68%	45 62%
ANY PRINTED NEWSPAPERS	614 63%	148 67% c	338 67% c	128 49%	136 70% i	127 69% i	107 67%	64 73%	113 68%	478 61%	475 64%	139 59%	340 66%	93 70%	53 73%
ANY WEBSITES OR APPS	612 62%	122 55%	315 63%	175 68% a	118 61%	110 60%	95 60%	54 61%	102 61%	493 63%	470 63%	142 60%	326 63%	77 58%	34 47%
ANY BBC	897 91%	216 98% c	480 96% c	201 78%	188 98% i	180 98% i	160 100% di	84 96%	166 100% di	708 90%	693 93% k	204 86%	499 97%	128 97%	69 94%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

		AGE							SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
TV																
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	762	63	75	110	147	132	233	168	226	173	195	394	368	648	113	76
	78%	63%	56%	69%	82%	86%	92%	81%	75%	80%	76%	78%	78%	77%	81%	81%
				b	abc	abc	abcde									
STV and ITV Channels (STV/STV2/ITV)	666	53	68	97	131	114	203	123	195	159	190	317	349	568	98	62
	68%	53%	51%	61%	73%	74%	80%	59%	65%	74%	74%	62%	74%	68%	70%	66%
				abc	abc	abc				ghk	ghk		ghk			
BBC News channel	390	35	33	67	74	59	122	93	118	86	92	212	178	332	58	39
	40%	35%	25%	42%	41%	39%	48%	45%	39%	40%	36%	42%	38%	40%	41%	41%
				b	b	b	ab									
Channel 4/Channel 5	243	22	24	33	49	45	68	62	69	55	58	131	112	209	35	18
	25%	22%	18%	21%	28%	29%	27%	30%	23%	25%	22%	26%	24%	25%	25%	19%
						b										
Other 24-hour rolling news (e.g. Sky News, CNN)	225	20	35	49	56	25	42	53	78	56	38	131	95	200	25	16
	23%	19%	26%	30%	31%	16%	17%	25%	26%	26%	15%	26%	20%	24%	18%	17%
			ef	aef	aef			j	j	j		jl				
Any other TV channel(s)	72	8	10	13	16	13	11	15	18	19	19	34	38	65	6	3
	7%	8%	7%	8%	9%	8%	4%	7%	6%	9%	7%	7%	8%	8%	4%	3%
					f											
RADIO																
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	338	27	32	59	74	62	82	109	103	69	57	212	126	279	59	42
	34%	27%	24%	37%	42%	40%	33%	52%	34%	32%	22%	42%	27%	33%	42%	45%
				b	ab	ab		hijkl	jl	j		hijl			m	m

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
Commercial Radio for your local area - so radio stations with advertisements	285 29%	32 32% f	42 32% f	57 35% f	69 38% ef	39 26%	46 18%	59 28%	89 30%	67 31%	70 27%	148 29%	137 29%	239 28%	46 33%	26 27%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	255 26%	31 30% f	42 32% f	50 32% f	60 33% ef	35 22% f	37 15%	60 29%	78 26%	58 27%	59 23%	138 27%	116 25%	226 27% o	29 21% o	11 11%
BBC Radio Scotland or BBC Radio Gàidheal	175 18%	11 11%	12 9%	19 12%	44 25% abc	25 16%	63 25% abce	75 36% hijkl	36 12%	33 15%	32 12%	111 22% hijl	64 14%	144 17%	32 23%	21 23%
Any other Radio station(s)	56 6%	7 7%	6 4%	8 5%	18 10% ef	6 4%	10 4%	12 6%	17 6%	14 7%	12 5%	29 6%	27 6%	50 6%	6 4%	2 2%

PRINTED NEWSPAPERS

	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	431 44%	37 37%	34 26%	50 31%	70 39% b	80 52% abcd	158 63% abcde	92 44%	121 40%	92 42%	126 49% h	213 42%	218 46%	385 46% no	45 32%	29 30%
Newspapers for your local area (printed)	319 32%	24 24% b	18 14%	38 24% b	51 28% b	62 40% abcd	125 50% abcd	68 32%	94 31%	66 30%	91 36%	162 32%	157 33%	257 31%	62 44% m	45 48% m

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
Any other printed newspapers	71	9	3	4	12	13	29	18	21	13	18	39	32	62	9	3
	7%	9%	2%	3%	7%	8%	12%	9%	7%	6%	7%	8%	7%	7%	6%	3%
		bc				bc	bc									
WEBSITES OR APPS																
Social media sites or apps (e.g. Facebook, Twitter)	414	81	88	92	85	39	28	93	159	85	77	252	162	348	65	37
	42%	80%	66%	58%	47%	25%	11%	44%	53%	39%	30%	50%	34%	41%	46%	40%
		bcdef	def	ef	ef	f		jl	ijl	j		ijl				
BBC news website or app	242	35	42	55	43	36	32	89	79	37	36	169	73	223	19	14
	25%	35%	31%	34%	24%	23%	12%	43%	26%	17%	14%	33%	15%	27%	13%	15%
		def	f	def	f	f		hijkl	ijl			hijl		no		
National newspaper websites or apps	206	28	29	51	35	33	29	74	68	27	36	142	64	180	25	16
	21%	28%	22%	32%	20%	21%	11%	36%	23%	13%	14%	28%	14%	21%	18%	17%
		f	f	def	f	f		hijkl	ijl			ijl				
Newspaper websites or apps for your local area	136	21	22	32	17	22	23	42	47	24	23	89	47	122	14	9
	14%	20%	16%	20%	9%	14%	9%	20%	16%	11%	9%	18%	10%	15%	10%	9%
		df	f	df				ijl	jl			ijl				
Any other websites or apps	110	20	24	30	23	10	4	37	42	12	18	79	31	107	3	3
	11%	19%	18%	19%	13%	6%	2%	18%	14%	6%	7%	16%	6%	13%	2%	3%
		ef	ef	ef	f	f		ijl	ijl			ijl		no		
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	106	23	21	23	22	12	5	33	48	11	14	81	25	95	12	5
	11%	23%	16%	15%	12%	8%	2%	16%	16%	5%	6%	16%	5%	11%	8%	5%
		def	ef	f	f	f		ijl	ijl			ijl		o		
Other news websites or apps for your local area	105	17	20	27	17	11	12	39	36	14	15	75	30	99	6	6
	11%	17%	15%	17%	10%	7%	5%	19%	12%	7%	6%	15%	6%	12%	4%	6%
		ef	ef	ef				hijl	ijl			ijl		n		

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
OTHER SOURCES																
Word of mouth (friends, family, colleagues)	787	86	107	139	152	122	180	167	247	177	195	414	372	673	113	78
	80%	85%	81%	87%	85%	79%	71%	80%	82%	82%	76%	82%	79%	80%	81%	83%
		f	f	f	f											
Any other news sources	91	12	16	20	16	12	14	29	34	16	13	62	29	88	3	2
	9%	12%	12%	12%	9%	8%	6%	14%	11%	7%	5%	12%	6%	10%	2%	2%
		f	f	f				ijl	jl			jl		no		
ANY TV	856	74	95	130	163	147	246	181	255	195	225	436	420	730	126	86
	87%	73%	72%	82%	91%	96%	97%	87%	85%	91%	88%	86%	89%	87%	90%	91%
				b	abc	abc	abcd									
ANY RADIO	576	52	75	105	125	95	124	149	177	128	121	326	250	482	94	64
	59%	52%	56%	66%	70%	62%	49%	71%	59%	60%	47%	64%	53%	57%	67%	67%
				af	abf	f		hijl	j	j		jl			m	m
ANY PRINTED NEWSPAPERS	539	43	41	62	88	106	198	123	152	112	151	275	264	463	75	53
	55%	42%	31%	39%	49%	69%	78%	59%	51%	52%	59%	54%	56%	55%	54%	56%
					b	abcd	abcde									
ANY WEBSITES OR APPS	567	89	106	119	110	74	67	149	196	118	104	345	221	487	80	48
	58%	88%	80%	75%	61%	48%	27%	72%	65%	55%	40%	68%	47%	58%	57%	51%
		cdef	def	def	ef	f		ijl	ijl	j		ijl				
ANY BBC	855	80	100	135	162	140	238	192	261	190	211	454	401	730	124	85
	87%	79%	75%	85%	90%	91%	94%	92%	87%	88%	82%	89%	85%	87%	88%	90%
				b	ab	ab	abc	jl				jl				
NONE OF THESE	3	1	1	-	-	-	1	-	1	2	-	1	2	3	-	-
	*%	1%	1%	-%	-%	-%	*%	-%	*%	1%	-%	*%	*%	*%	-%	-%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
TV														
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	762 78%	462 77%	115 79%	185 79%	233 72%	287 83% d	239 87% d	757 83% j	724 83% j	466 83% j	290 74%	409 88% lm	194 81% m	159 57%
STV and ITV Channels (STV/STV2/ITV)	666 68%	400 67%	108 74%	158 67%	165 51%	257 75% d	241 87% de	659 73% ij	652 75% ij	382 68%	252 64%	348 75% m	188 79% m	130 47%
BBC News channel	390 40%	240 40%	77 53% c	73 31% ac	111 34%	159 46% d	119 43% d	388 43%	369 42%	249 44%	166 42%	219 47% lm	92 39% m	78 28%
Channel 4/Channel 5	243 25%	160 27%	28 19%	55 24%	68 21%	86 25%	88 32% d	241 27%	236 27%	155 28%	103 26%	125 27% m	66 27% m	53 19%
Other 24-hour rolling news (e.g. Sky News, CNN)	225 23%	125 21%	49 34% ac	51 22%	81 25% f	93 27% f	51 18%	221 24%	214 25%	164 29% g	116 30% g	106 23%	59 25%	60 22%
Any other TV channel(s)	72 7%	49 8% b	1 1%	21 9% b	28 9%	23 7%	20 7%	66 7%	61 7%	48 9%	32 8%	34 7%	16 7%	22 8%
RADIO														
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	338 34%	186 31%	60 41% a	92 39% a	135 42% f	130 38% f	64 23%	325 36%	305 35%	225 40%	152 39%	172 37% m	86 36%	80 29%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
Commercial Radio for your local area - so radio stations with advertisements	285 29%	179 30%	39 27%	67 29%	91 28%	119 34% f	63 23%	264 29%	258 30%	176 31%	134 34%	155 33% m	65 27%	65 24%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	255 26%	180 30% c	35 24%	40 17%	96 30% f	105 30% f	48 17%	236 26%	231 27%	164 29%	133 34% gh	123 27%	60 25%	72 26%
BBC Radio Scotland or BBC Radio Gàidheal	175 18%	94 16%	22 15%	59 25% ab	62 19%	70 20%	40 14%	170 19%	166 19%	109 19%	66 17%	100 22% m	39 16%	36 13%
Any other Radio station(s)	56 6%	34 6%	6 4%	16 7%	23 7%	14 4%	16 6%	51 6%	51 6%	35 6%	26 7%	24 5%	8 3%	24 8% l
PRINTED NEWSPAPERS														
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	431 44%	298 49% c	63 43% c	70 30%	115 36%	152 44% d	145 52% de	399 44%	391 45%	227 40%	151 39% j	226 49% lm	97 41%	107 39%
Newspapers for your local area (printed)	319 32%	159 26%	52 36% a	107 46% a	83 26%	122 36% d	106 38% d	306 34% j	303 35% j	174 31%	103 26%	173 37% m	79 33% m	67 24%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
Any other printed newspapers	71 7%	48 8% b	4 3%	19 8% b	14 4%	28 8%	25 9% d	65 7%	61 7%	40 7%	25 6%	32 7%	19 8%	20 7%
WEBSITES OR APPS														
Social media sites or apps (e.g. Facebook, Twitter)	414 42%	264 44%	51 35%	98 42%	160 50% f	161 47% f	73 26%	368 41%	353 41%	276 49% gh	231 59% ghi	206 44%	97 41%	110 40%
BBC news website or app	242 25%	143 24%	34 23%	65 28%	106 33% ef	89 26% f	37 14%	226 25%	208 24%	193 34% gh	144 37% gh	134 29% lm	50 21%	58 21%
National newspaper websites or apps	206 21%	122 20% b	17 12%	66 28% ab	86 27% f	72 21% f	30 11%	178 20%	169 19%	147 26% gh	114 29% gh	95 21%	43 18%	68 24%
Newspaper websites or apps for your local area	136 14%	73 12%	15 11%	48 20% ab	52 16%	45 13%	30 11%	121 13%	112 13%	104 18% gh	79 20% gh	66 14%	30 12%	40 15%
Any other websites or apps	110 11%	77 13%	11 8%	22 9%	48 15% f	41 12% f	11 4%	89 10%	77 9%	75 13% gh	65 17% gh	49 11%	19 8%	43 15% l
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	106 11%	60 10%	11 8%	35 15% ab	47 15% f	38 11% f	16 6%	95 10%	86 10%	85 15% gh	72 18% gh	55 12%	23 9%	29 10%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Table 86

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

		REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
	Total	a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%														
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
Other news websites or apps for your local area	105 11%	69 11%	9 6%	27 12%	46 14% f	37 11% f	15 5%	91 10%	85 10%	76 13% gh	62 16% gh	57 12% l	16 7%	33 12% l
OTHER SOURCES														
Word of mouth (friends, family, colleagues)	787 80%	472 78%	123 85%	191 82%	265 82% f	284 83% f	205 74%	724 80%	696 80%	446 79%	332 85% gi	384 83% m	193 81%	209 75%
Any other news sources	91 9%	56 9% b	2 1%	33 14% b	45 14% f	35 10% f	8 3%	84 9%	74 8%	66 12% h	58 15% gh	42 9%	22 9%	27 10%
ANY TV	856 87%	517 86%	127 88%	211 90%	269 84%	318 92% d	264 96% d	838 92% j	803 92% j	512 91% j	330 84%	433 94% m	221 93% m	201 72%
ANY RADIO	576 59%	338 56%	85 59%	153 66% a	203 63% f	227 66% f	127 46%	541 60%	519 60%	363 64%	253 64%	287 62% m	145 61% m	144 52%
ANY PRINTED NEWSPAPERS	539 55%	333 55%	76 52%	130 56%	150 46%	193 56% d	175 64% d	504 56%	494 57%	288 51% j	185 47% ij	280 60% lm	124 52%	135 49%
ANY WEBSITES OR APPS	567 58%	350 58% b	67 46%	150 64% b	225 70% ef	212 61% f	102 37%	508 56%	483 56%	388 69% gh	296 76% ghi	271 58%	135 57%	161 58%
ANY BBC	855 87%	518 86%	126 87%	210 90%	275 85% d	313 91%	248 90%	824 91%	783 90%	516 92% j	342 87% j	439 95% lm	216 90% m	200 72%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
NONE OF THESE	3	1	1	1	1	-	2	3	3	2	1	-	1	2
	*%	*%	1%	*%	*%	-%	1%	*%	*%	*%	*%	-%	*%	1%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
TV												
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	762	213	178	84	475	415	175	98	762	490	272	**
	78%	93% d	93% d	95%	82%	83%	88%	88%	78%	80% j	74%	**
STV and ITV Channels (STV/STV2/ITV)	666	162	133	65	437	381	131	88	666	406	260	**
	68%	71%	70%	73%	75%	76% f	66%	78% f	68%	66%	71%	**
BBC News channel	390	114	94	44	238	225	77	50	390	253	137	**
	40%	50% d	49% d	49%	41%	45%	39%	45%	40%	41%	37%	**
Channel 4/Channel 5	243	63	56	27	150	126	50	38	243	142	101	**
	25%	28%	30%	31%	26%	25%	25%	34%	25%	23%	28%	**
Other 24-hour rolling news (e.g. Sky News, CNN)	225	49	38	20	149	139	39	20	225	144	81	**
	23%	21%	20%	23%	26%	28% fg	20%	18%	23%	24%	22%	**
Any other TV channel(s)	72	23	18	9	34	33	12	12	72	52	20	**
	7%	10% d	10%	10%	6%	7%	6%	11%	7%	8%	5%	**
RADIO												
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	338	98	86	42	193	173	80	39	338	231	107	**
	34%	43% d	45% d	48%	33%	35%	40%	35%	34%	38% j	29%	**

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
Commercial Radio for your local area - so radio stations with advertisements	285 29%	54 24%	48 25%	24 27%	187 32% a	165 33% f	47 24%	28 25%	285 29%	165 27%	120 33% i	** **
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	255 26%	54 24%	46 24%	23 26%	159 27%	151 30% f	35 18%	27 24%	255 26%	144 24%	110 30% i	** **
BBC Radio Scotland or BBC Radio Gàidheal	175 18%	58 25% d	54 28% d	29 33%	93 16%	94 19%	41 20%	16 14%	175 18% j	127 21% j	49 13%	** **
Any other Radio station(s)	56 6%	11 5%	11 6%	6 7%	26 5%	17 3%	12 6%	8 7%	56 6%	33 5%	23 6%	** **
PRINTED NEWSPAPERS												
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	431 44%	108 47%	90 47%	40 45%	252 43%	212 42%	91 46%	56 50%	431 44%	291 47% j	140 38%	** **
Newspapers for your local area (printed)	319 32%	94 41% d	79 42% d	38 42%	187 32%	155 31%	81 41% e	45 40%	319 32% j	220 36% j	99 27%	** **

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Table 86

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
Any other printed newspapers	71	17	14	5	44	29	14	18	71	55	16	**
	7%	7%	7%	5%	8%	6%	7%	16% ef	7%	9% j	4%	**

WEBSITES OR APPS

	Total	ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Social media sites or apps (e.g. Facebook, Twitter)	414	97	79	39	245	227	69	45	414	246	167	**
	42%	42%	42%	44%	42%	45% f	35%	40%	42%	40%	46%	**
BBC news website or app	242	82	69	33	125	112	67	28	242	180	62	**
	25%	36% d	36% d	37%	21%	22%	34% e	25%	25% j	29% hj	17%	**
National newspaper websites or apps	206	62	53	24	103	86	47	32	206	143	62	**
	21%	27% d	28% d	27%	18%	17%	24% e	28% e	21%	23% j	17%	**
Newspaper websites or apps for your local area	136	43	38	18	70	66	29	19	136	95	42	**
	14%	19% d	20% d	20%	12%	13%	14%	17%	14%	15%	11%	**
Any other websites or apps	110	32	24	8	48	37	27	15	110	81	29	**
	11%	14% d	13%	9%	8%	7%	14% e	13%	11%	13% j	8%	**
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	106	35	32	10	52	51	21	15	106	68	38	**
	11%	15% d	17% d	11%	9%	10%	11%	13%	11%	11%	10%	**

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Table 86

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
Other news websites or apps for your local area	105 11%	34 15% d	30 16% d	9 10%	50 9%	43 9%	29 15% e	12 11%	105 11% j	81 13% j	24 7%	** **
OTHER SOURCES												
Word of mouth (friends, family, colleagues)	787 80%	188 82%	155 81%	75 84%	470 81%	415 83%	157 79%	87 78%	787 80%	490 80%	297 81%	** **
Any other news sources	91 9%	36 16% d	32 17% d	12 13%	38 7%	29 6%	32 16% e	13 11% e	91 9% j	77 13% hj	14 4%	** **
ANY TV	856 87%	225 98% d	188 99% d	88 99%	525 90%	459 92%	185 93%	106 95%	856 87%	541 88%	315 86%	** **
ANY RADIO	576 59%	140 61%	121 64%	64 72%	349 60%	315 63% g	114 58%	59 53%	576 59%	369 60%	208 57%	** **
ANY PRINTED NEWSPAPERS	539 55%	142 62% d	116 61%	58 65%	314 54%	265 53%	123 62% e	68 61%	539 55% j	367 60% j	171 47%	** **
ANY WEBSITES OR APPS	567 58%	138 60%	117 61%	56 63%	326 56%	286 57%	119 60%	59 53%	567 58%	353 58%	214 58%	** **
ANY BBC	855 87%	225 98% d	188 99% d	86 97%	525 90%	455 91%	190 96% e	105 94%	855 87% j	554 90% j	301 82%	** **
NONE OF THESE	3 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	3 *%	- -%	3 1% i	** **

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
TV														
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	762	762	762	655	497	511	444	762	363	266	133	322	218	222
	78%	86%	92%	88%	81%	83%	73%	85%	91%	83%	51%	92%	83%	61%
		df	acdefg	def	f	f		df	ij	j		lm	m	
STV and ITV Channels (STV/STV2/ITV)	666	666	632	666	432	463	365	640	388	236	42	269	206	191
	68%	75%	76%	89%	70%	75%	60%	71%	97%	74%	16%	77%	78%	52%
		df	dfg	abdefg	f	df		f	ij	j		m	m	
BBC News channel	390	390	390	336	272	256	250	390	184	138	68	178	107	105
	40%	44%	47%	45%	44%	42%	41%	44%	46%	43%	26%	51%	41%	29%
			ef						j	j		lm	m	
Channel 4/Channel 5	243	243	237	225	183	170	157	240	125	88	30	101	71	71
	25%	27%	29%	30%	30%	28%	26%	27%	31%	28%	11%	29%	27%	19%
									j	j		m	m	
Other 24-hour rolling news (e.g. Sky News, CNN)	225	225	208	194	163	127	161	216	109	81	35	87	69	70
	23%	25%	25%	26%	26%	21%	26%	24%	27%	25%	13%	25%	26%	19%
		e		e	e		e		j	j				m
Any other TV channel(s)	72	72	65	58	38	47	48	66	31	20	21	24	24	23
	7%	8%	8%	8%	6%	8%	8%	7%	8%	6%	8%	7%	9%	6%
RADIO														
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	338	317	307	254	338	220	231	338	117	118	102	131	94	113
	34%	36%	37%	34%	55%	36%	38%	38%	29%	37%	39%	37%	36%	31%
					abcefg					h	h			

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
Commercial Radio for your local area - so radio stations with advertisements	285 29%	261 29%	249 30%	233 31%	285 46% abcefg	194 32%	208 34%	269 30%	129 32% j	92 29%	64 24%	114 32% m	81 31%	90 24%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	255 26%	233 26%	222 27%	209 28%	255 41% abcefg	169 28%	188 31%	242 27%	102 26%	95 30% j	58 22%	85 24%	77 29%	92 25%
BBC Radio Scotland or BBC Radio Gàidheal	175 18%	168 19%	166 20%	147 20%	175 28% abcefg	136 22%	110 18%	175 20%	80 20% j	59 18%	36 14%	76 22% m	50 19%	50 14%
Any other Radio station(s)	56 6%	50 6%	45 5%	46 6%	56 9% abcfg	42 7%	36 6%	52 6%	24 6%	20 6%	13 5%	16 5%	19 7%	21 6%
PRINTED NEWSPAPERS														
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	431 44%	394 44% f	382 46% f	348 47% f	283 46% f	431 70% abcdfg	220 36%	401 45% f	205 52% ij	134 42%	91 35%	181 52% lm	110 42%	139 38%
Newspapers for your local area (printed)	319 32%	308 35% f	297 36% f	281 38% f	218 35% f	319 52% abcdfg	162 26%	302 34% f	176 44% ij	96 30% j	46 18%	143 41% lm	81 31%	95 26%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE					WEBSITES		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
Any other printed newspapers	71	64	63	55	49	71	38	69	28	24	18	28	22	21
	7%	7%	8%	7%	8%	12%	6%	8%	7%	8%	7%	8%	8%	6%
						abcdfg								
WEBSITES OR APPS														
Social media sites or apps (e.g. Facebook, Twitter)	414	359	326	290	290	227	414	365	137	148	129	144	117	152
	42%	40%	39%	39%	47%	37%	68%	41%	34%	46%	49%	41%	44%	42%
					abceg		abcdeg			h	h			
BBC news website or app	242	216	211	160	174	135	242	242	71	80	92	89	62	91
	25%	24%	25%	21%	28%	22%	40%	27%	18%	25%	35%	25%	24%	25%
					ce		abcdeg	ce		h	hi			
National newspaper websites or apps	206	175	165	133	133	125	206	189	59	66	81	63	50	93
	21%	20%	20%	18%	22%	20%	34%	21%	15%	20%	31%	18%	19%	25%
							abcdeg				hi			k
Newspaper websites or apps for your local area	136	120	114	99	92	74	136	127	48	45	43	43	36	58
	14%	13%	14%	13%	15%	12%	22%	14%	12%	14%	17%	12%	14%	16%
							abcdeg							
Any other websites or apps	110	90	79	57	61	46	110	95	21	28	61	34	19	58
	11%	10%	9%	8%	10%	7%	18%	11%	5%	9%	23%	10%	7%	16%
							abcdeg	ce		h	hi			kl
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	106	93	88	65	74	57	106	101	27	36	43	32	26	49
	11%	10%	11%	9%	12%	9%	17%	11%	7%	11%	17%	9%	10%	13%
					c		abcdeg			h	h			

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
Other news websites or apps for your local area	105 11%	89 10%	84 10%	58 8%	56 9%	51 8%	105 17% abcdeg	98 11% c	25 6%	29 9%	52 20% hi	37 11%	20 8%	48 13% l
OTHER SOURCES														
Word of mouth (friends, family, colleagues)	787 80%	710 80%	664 80%	602 81%	516 84%	493 80%	521 85% abceg	721 80%	321 81%	263 82%	202 77%	295 84%	205 78%	287 78%
Any other news sources	91 9%	83 9%	76 9%	57 8%	50 8%	50 8%	80 13% abcdeg	83 9%	23 6%	27 8%	41 16% hi	28 8%	16 6%	47 13% kl
ANY TV	856 87%	856 96% defg	801 97% defg	724 97% defg	549 89% f	553 90% f	509 83%	818 91% f	396 99% ij	297 93% j	163 63%	336 96% m	244 93% m	276 75%
ANY RADIO	576 59%	531 60%	506 61%	445 60%	576 94% abcefg	376 61%	395 65%	554 62%	226 57%	196 61%	154 59%	217 62% m	162 62%	198 54%
ANY PRINTED NEWSPAPERS	539 55%	499 56% f	482 58% f	441 59% f	354 57% f	539 88% abcdfg	281 46%	503 56% f	264 66% ij	165 51% j	110 42%	222 63% lm	141 54%	176 48%
ANY WEBSITES OR APPS	567 58%	499 56%	460 55%	390 52%	383 62% abceg	318 52%	567 93% abcdeg	509 57%	181 45%	196 61% h	190 73% hi	194 55%	149 57%	224 61%
ANY BBC	855 87%	812 91% f	797 96% acdef	688 92% f	570 93% f	551 90% f	524 86%	855 95% acdef	372 93% j	287 89% j	196 75%	340 97% lm	239 91% m	276 75%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
NONE OF THESE	3	2	-	1	1	1	2	2	-	2	1	-	1	2
	*%	*%	-%	*%	*%	*%	*%	*%	-%	1%	*%	-%	*%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
TV															
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	762 78%	209 95% bc	421 84% c	132 51%	180 93% i	172 94% i	153 96% i	80 91%	159 96% i	582 74%	603 81% k	159 67%	442 86% l	122 93%	66 91%
STV and ITV Channels (STV/STV2/ITV)	666 68%	182 82% bc	370 74% c	114 44%	142 73%	133 72%	111 70%	79 90%	117 70%	524 67%	536 72% k	130 55%	395 77%	94 71%	63 86%
BBC News channel	390 40%	117 53% bc	216 43% c	58 22%	103 53% i	97 53% i	89 56% i	44 50%	92 55% i	287 36%	312 42% k	78 33%	245 47%	54 41%	34 47%
Channel 4/Channel 5	243 25%	69 32% c	135 27% c	39 15%	64 33% i	59 32% i	54 34% i	34 39%	56 33% i	179 23%	195 26%	48 20%	142 27%	41 31%	22 30%
Other 24-hour rolling news (e.g. Sky News, CNN)	225 23%	64 29% c	120 24% c	41 16%	46 24%	44 24%	36 23%	21 23%	39 23%	179 23%	176 24%	50 21%	141 27%	27 21%	16 22%
Any other TV channel(s)	72 7%	20 9%	35 7%	16 6%	18 10%	17 10%	14 9%	6 7%	15 9%	53 7%	58 8%	14 6%	45 9% m	3 2%	8 11%
RADIO															
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	338 34%	82 37%	175 35%	81 31%	86 44% i	81 44% i	74 46% i	38 43%	79 47% i	252 32%	259 35%	79 33%	179 35%	53 40%	24 34%

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
Commercial Radio for your local area - so radio stations with advertisements	285 29%	70 32%	153 30%	62 24%	53 28%	51 28%	40 25%	30 34%	41 25%	232 29%	234 32% k	51 21%	169 33%	35 26%	19 26%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	255 26%	53 24%	138 28%	64 25%	52 27%	49 27%	39 25%	28 32%	44 26%	203 26%	196 26%	59 25%	146 28%	33 25%	12 17%
BBC Radio Scotland or BBC Radio Gàidheal	175 18%	58 26% bc	87 17%	31 12%	50 26% i	47 26% i	42 27% i	23 26%	44 26% i	125 16%	140 19%	36 15%	107 21%	24 18%	13 18%
Any other Radio station(s)	56 6%	13 6%	27 5%	15 6%	10 5%	10 5%	8 5%	8 9%	8 5%	46 6%	42 6%	13 6%	25 5%	9 7%	6 8%
PRINTED NEWSPAPERS															
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	431 44%	101 46% c	236 47% c	93 36%	102 53% i	95 52% i	83 52% i	47 54%	87 52% i	328 42%	327 44%	103 44%	239 46%	65 49%	33 45%
Newspapers for your local area (printed)	319 32%	88 40% c	170 34% c	60 23%	73 38%	69 37%	56 35%	34 39%	58 35%	245 31%	253 34%	65 28%	173 34%	52 40%	33 45%
Any other printed newspapers	71 7%	12 6%	44 9%	15 6%	16 8%	16 9%	13 8%	5 6%	14 9%	55 7%	50 7%	21 9%	41 8%	7 5%	8 11%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
WEBSITES OR APPS															
Social media sites or apps (e.g. Facebook, Twitter)	414 42%	95 43%	210 42%	109 42%	83 43%	75 41%	65 40%	35 40%	71 43%	331 42%	334 45% k	80 34%	232 45%	47 36%	26 36%
BBC news website or app	242 25%	55 25%	126 25%	61 23%	60 31% i	58 31% i	51 32% i	28 32%	55 33% i	182 23%	191 26%	51 21%	127 25%	37 28%	17 23%
National newspaper websites or apps	206 21%	45 20%	93 19%	68 26% b	44 23%	41 22%	35 22%	18 21%	40 24%	161 20%	156 21%	50 21%	104 20%	21 16%	13 18%
Newspaper websites or apps for your local area	136 14%	34 16%	62 12%	39 15%	33 17%	30 16%	28 17%	13 14%	31 19%	103 13%	108 15%	28 12%	68 13%	18 13%	11 15%
Any other websites or apps	110 11%	19 9%	49 10%	41 16% ab	21 11%	18 10%	15 9%	6 7%	18 11%	89 11%	80 11%	30 13%	51 10%	11 9%	6 8%
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	106 11%	19 9%	56 11%	32 12%	25 13%	22 12%	18 11%	9 11%	23 14%	82 10%	85 11%	21 9%	56 11%	9 7%	10 13%
Other news websites or apps for your local area	105 11%	25 11%	47 9%	34 13%	23 12%	20 11%	20 12%	8 9%	22 13%	83 10%	85 11%	21 9%	52 10%	12 9%	7 10%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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SUMMARY OF NEWS MEDIA USED AT LEAST ONCE A WEEK

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
OTHER SOURCES															
Word of mouth (friends, family, colleagues)	787	183	402	201	162	152	135	73	142	625	614	173	423	100	62
	80%	83%	80%	78%	84%	83%	85%	83%	85%	79%	83% k	73%	82%	76%	85%
Any other news sources	91	15	43	34	23	22	21	6	22	68	65	26	37	11	9
	9%	7%	9%	13% a	12%	12%	13%	7%	13%	9%	9%	11%	7%	9%	12%
ANY TV	856	215	465	176	190	181	159	86	164	666	663	193	479	130	71
	87%	98% bc	93% c	68%	98% i	99% i	99% i	98%	99% i	85%	89% k	81%	93% l	98%	98%
ANY RADIO	576	134	302	140	126	119	101	61	107	450	445	131	312	85	39
	59%	61%	60%	54%	65% i	65%	63%	69%	64%	57%	60%	55%	60%	64%	54%
ANY PRINTED NEWSPAPERS	539	137	287	115	121	113	96	58	100	417	417	121	298	81	45
	55%	62% c	57% c	44%	63% i	62% i	60%	65%	60%	53%	56%	51%	58%	61%	62%
ANY WEBSITES OR APPS	567	118	289	160	113	104	89	50	96	454	444	123	301	73	33
	58%	53%	58%	62%	58%	57%	56%	57%	58%	58%	60% k	52%	58%	55%	45%
ANY BBC	855	216	459	180	186	177	158	82	164	668	670	184	481	125	69
	87%	98% bc	92% c	69%	96% i	97% i	99% i	93%	99% i	85%	90% k	78%	93%	95%	94%
NONE OF THESE	3	-	1	2	-	-	-	-	-	3	1	2	1	-	-
	*%	-%	*%	1%	-%	-%	-%	-%	-%	*%	*%	1%	*%	-%	-%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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D3. (SHOWCARD) And how often, if ever, do you watch any of the weekday news programmes available on STV, STV2 or ITV?
Weekday news programmes on these channels include:
STV Scottish news programmes at 6pm and 10.30pm
STV2 Scottish news programmes at 6pm, 7pm and 10pm
ITV news programmes at 6.30pm and 10pm (SINGLE CODE)

Base : Those who ever read, watch, listen to or follow the news

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
Every weekday	202	9	13	20	30	41	89	28	51	51	72	79	123	168	34	20
	21%	9%	10%	13%	16%	26%	35%	13%	17%	24%	28%	16%	26%	20%	24%	22%
						abcd	abcd			gk	ghk		ghk			
Most weekdays	197	10	21	32	40	32	62	34	56	41	66	90	107	173	24	14
	20%	10%	16%	20%	23%	20%	24%	16%	19%	19%	26%	18%	23%	21%	17%	15%
				a	a	a	a				ghk		k			
2-3 days a week	154	23	15	25	39	22	30	26	60	34	35	86	68	134	20	15
	16%	22%	11%	16%	22%	14%	12%	12%	20%	16%	14%	17%	14%	16%	14%	15%
		bf			bf				gjl							
About once a week	86	14	12	17	15	12	15	18	21	27	20	39	47	66	20	15
	9%	14%	9%	11%	8%	8%	6%	9%	7%	13%	8%	8%	10%	8%	14%	16%
		f								hk					m	m
Once or twice a month	39	11	7	4	2	9	7	15	14	6	4	29	10	34	5	3
	4%	11%	5%	3%	1%	6%	3%	7%	5%	3%	2%	6%	2%	4%	3%	3%
		cdf	d			d		ijl	jl			jl				
Less than once a month	41	2	4	8	6	7	13	16	10	5	9	27	14	36	5	2
	4%	2%	3%	5%	3%	5%	5%	8%	3%	2%	3%	5%	3%	4%	3%	2%
								hijl								
Never - I do not watch the STV, STV2 or ITV news	261	32	59	52	47	32	38	71	88	51	51	159	102	227	34	26
	27%	32%	45%	32%	26%	21%	15%	34%	29%	24%	20%	31%	22%	27%	24%	27%
		ef	acdef	ef	f			ijl	jl			ijl				
AT LEAST ONCE A WEEK	639	56	62	95	124	106	195	106	188	153	192	294	346	542	97	64
	65%	55%	47%	60%	69%	69%	77%	51%	63%	71%	75%	58%	73%	65%	69%	68%
				b	ab	ab	abc		g	ghk	ghk		ghk			

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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STV2 Scottish news programmes at 6pm, 7pm and 10pm
ITV news programmes at 6.30pm and 10pm (SINGLE CODE)

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
Every weekday	202 21%	95 16%	43 30% a	63 27% a	32 10%	69 20% d	100 36% de	200 22% ij	200 23% ij	86 15%	52 13%	113 24% m	48 20%	41 15%
Most weekdays	197 20%	131 22% c	30 21%	36 15%	36 11%	79 23% d	81 29% d	194 21%	192 22%	118 21%	75 19%	117 25% m	50 21% m	30 11%
2-3 days a week	154 16%	102 17%	22 15%	31 13%	55 17%	65 19% f	34 12%	153 17%	153 18%	100 18%	70 18%	72 15%	48 20% m	35 12%
About once a week	86 9%	55 9%	10 7%	21 9%	42 13% f	31 9% f	13 5%	84 9%	85 10%	60 11%	43 11%	35 8%	30 12% k	22 8%
Once or twice a month	39 4%	24 4%	3 2%	12 5%	17 5%	14 4%	8 3%	39 4%	39 5%	33 6%	24 6%	17 4%	11 5%	12 4%
Less than once a month	41 4%	25 4%	7 5%	9 4%	17 5%	16 5%	7 3%	41 4%	41 5%	31 5%	17 4%	13 3%	10 4%	17 6% k
Never - I do not watch the STV, STV2 or ITV news	261 27%	169 28%	30 21%	62 26%	123 38% ef	71 21% f	32 12%	196 22%	159 18%	136 24% h	112 28% gh	96 21%	42 18%	123 44% kl
AT LEAST ONCE A WEEK	639 65%	384 64%	105 72%	151 64%	165 51%	244 71% d	229 83% de	631 70% ij	629 72% ij	364 65%	239 61%	337 73% m	175 73% m	127 46%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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STV2 Scottish news programmes at 6pm, 7pm and 10pm
ITV news programmes at 6.30pm and 10pm (SINGLE CODE)

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
Every weekday	202	49	41	21	131	106	45	28	202	175	27	**
	21%	21%	21%	24%	23%	21%	23%	25%	21%	29%	7%	**
									j	hj		
Most weekdays	197	52	40	21	133	120	44	22	197	94	103	**
	20%	23%	21%	23%	23%	24%	22%	19%	20%	15%	28%	**
										i	hj	
2-3 days a week	154	37	32	10	102	93	24	22	154	73	81	**
	16%	16%	17%	12%	17%	19%	12%	19%	16%	12%	22%	**
						f			i		hi	
About once a week	86	21	18	10	53	51	10	13	86	33	53	**
	9%	9%	9%	12%	9%	10%	5%	12%	9%	5%	14%	**
						f		f	i		hi	
Once or twice a month	39	7	5	2	29	21	11	4	39	20	20	**
	4%	3%	3%	2%	5%	4%	6%	3%	4%	3%	5%	**
Less than once a month	41	10	10	4	23	22	6	5	41	25	15	**
	4%	4%	5%	5%	4%	4%	3%	5%	4%	4%	4%	**
Never - I do not watch the STV, STV2 or ITV news	261	54	46	21	110	87	59	18	261	193	68	**
	27%	24%	24%	23%	19%	17%	30%	16%	27%	31%	19%	**
							eg		j	hj		
AT LEAST ONCE A WEEK	639	158	130	63	419	370	123	85	639	376	264	**
	65%	69%	68%	70%	72%	74%	62%	76%	65%	61%	72%	**
						f		f			hi	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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Weekday news programmes on these channels include:
STV Scottish news programmes at 6pm and 10.30pm
STV2 Scottish news programmes at 6pm, 7pm and 10pm
ITV news programmes at 6.30pm and 10pm (SINGLE CODE)

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
Every weekday	202	199	187	196	113	141	78	189	202	-	-	93	43	66
	21%	22%	23%	26%	18%	23%	13%	21%	51%	-%	-%	27%	16%	18%
		f	f	dfg	f	df		f	ij			lm		
Most weekdays	197	197	190	195	134	147	113	194	197	-	-	92	67	38
	20%	22%	23%	26%	22%	24%	18%	22%	49%	-%	-%	26%	26%	10%
		f	f	fg		f			ij			m	m	
2-3 days a week	154	153	148	147	106	106	98	149	-	154	-	58	53	42
	16%	17%	18%	20%	17%	17%	16%	17%	-%	48%	-%	17%	20%	12%
										hj			m	
About once a week	86	84	79	72	56	54	62	81	-	86	-	25	34	28
	9%	9%	9%	10%	9%	9%	10%	9%	-%	27%	-%	7%	13%	8%
										hj			km	
Once or twice a month	39	39	35	33	21	18	31	37	-	39	-	11	15	13
	4%	4%	4%	4%	3%	3%	5%	4%	-%	12%	-%	3%	6%	4%
										hj				
Less than once a month	41	41	38	36	27	24	27	39	-	41	-	9	14	17
	4%	5%	5%	5%	4%	4%	4%	4%	-%	13%	-%	3%	5%	5%
										hj				
Never - I do not watch the STV, STV2 or ITV news	261	177	154	69	159	123	203	208	-	-	261	63	36	162
	27%	20%	19%	9%	26%	20%	33%	23%	-%	-%	100%	18%	14%	44%
		c	c		abce	c	abcdeg	bc			hi			kl
AT LEAST ONCE A WEEK	639	633	604	610	409	448	351	613	399	240	-	268	197	174
	65%	71%	73%	82%	66%	73%	57%	68%	100%	75%	-%	76%	75%	47%
		df	dfg	abdefg	f	df		f	ij	j		m	m	

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D3. (SHOWCARD) And how often, if ever, do you watch any of the weekday news programmes available on STV, STV2 or ITV?
Weekday news programmes on these channels include:
STV Scottish news programmes at 6pm and 10.30pm
STV2 Scottish news programmes at 6pm, 7pm and 10pm
ITV news programmes at 6.30pm and 10pm (SINGLE CODE)

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
Every weekday	202	86	72	43	41	41	35	19	35	161	164	38	107	33	19
	21%	39% bc	14%	17%	21%	22%	22%	22%	21%	20%	22% k	16%	21%	25%	26%
Most weekdays	197	63	123	11	47	43	37	22	40	150	169	28	142	22	22
	20%	29% c	24% c	4%	24%	23%	23%	25%	24%	19%	23% k	12%	28% m	17%	30%
2-3 days a week	154	21	106	27	30	29	23	22	23	124	113	41	93	23	11
	16%	10%	21% ac	11%	16%	16%	15%	25%	14%	16%	15%	17%	18%	17%	15%
About once a week	86	9	60	18	22	19	18	8	20	65	66	20	46	15	8
	9%	4%	12% ac	7%	11%	10%	11%	9%	12%	8%	9%	9%	9%	11%	11%
Once or twice a month	39	7	26	7	10	10	8	5	9	29	29	10	21	10	2
	4%	3%	5%	3%	5%	5%	5%	5%	5%	4%	4%	4%	4%	7%	3%
Less than once a month	41	3	24	13	10	10	7	6	7	30	28	12	18	7	2
	4%	1%	5% a	5% a	5%	6%	5%	7%	4%	4%	4%	5%	4%	5%	3%
Never - I do not watch the STV, STV2 or ITV news	261	31	91	140	34	33	32	7	33	228	173	88	90	23	9
	27%	14%	18%	54% ab	17%	18%	20%	8%	20%	29% defh	23%	37% j	17%	17%	12%
AT LEAST ONCE A WEEK	639	180	360	100	139	130	113	70	118	500	513	126	388	92	60
	65%	82% bc	72% c	38%	72% i	71%	71%	79%	71%	64%	69% k	53%	75%	70%	82%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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D4. (SHOWCARD) As mentioned earlier, as well as weekend news bulletins, the new channel will include an hour long news programme on Monday to Friday at 9pm covering Scottish, UK and international stories from a Scottish perspective. Would you watch the 9pm news programme on the new BBC Scotland channel? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. On a scale of one to five how likely do you think you would be to watch the 9pm news programme on the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it.(SINGLE CODE)

Base : All respondents

		Total	AGE						SEG						AREA		
			16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample		1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total		1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
1- I would definitely not watch the 9pm news programme on the new BBC Scotland Channel	(1.0)	364	66	74	62	55	45	62	67	118	77	103	185	180	317	47	34
		33%	46% cdef	45% cdef	34% f	28%	27%	24%	31%	34%	32%	34%	33%	33%	33%	31%	32%
2	(2.0)	113	11	16	11	24	15	35	26	36	20	30	62	51	101	12	8
		10%	8%	10%	6%	12% c	9%	13% c	12%	10%	8%	10%	11%	9%	11%	8%	7%
3	(3.0)	274	38	38	49	49	41	59	50	81	69	73	132	142	224	50	29
		25%	27%	23%	27%	25%	25%	22%	23%	24%	29%	24%	23%	26%	23%	32% m	28%
4	(4.0)	180	14	14	31	39	33	48	37	55	38	49	92	88	163	17	13
		16%	10%	9%	17% b	20% ab	20% ab	18% ab	17%	16%	16%	16%	16%	16%	17%	11%	13%
5 - I would definitely watch the 9pm news programme on the new BBC Scotland channel	(5.0)	180	12	23	29	29	29	59	38	54	36	51	92	88	152	28	21
		16%	9%	14%	16%	15%	18% a	22% abd	18%	16%	15%	17%	16%	16%	16%	18%	20%
TOTAL UNLIKELY (1-2)		478	77	90	73	79	60	97	94	154	97	133	247	230	419	59	42
		43%	54% cdef	55% cdef	40%	41%	37%	37%	43%	45%	40%	43%	44%	42%	44%	38%	40%
TOTAL NEUTRAL (3)		274	38	38	49	49	41	59	50	81	69	73	132	142	224	50	29
		25%	27%	23%	27%	25%	25%	22%	23%	24%	29%	24%	23%	26%	23%	32% m	28%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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D4. (SHOWCARD) As mentioned earlier, as well as weekend news bulletins, the new channel will include an hour long news programme on Monday to Friday at 9pm covering Scottish, UK and international stories from a Scottish perspective. Would you watch the 9pm news programme on the new BBC Scotland channel? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. On a scale of one to five how likely do you think you would be to watch the 9pm news programme on the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it.(SINGLE CODE)

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
TOTAL LIKELY (4-5)	360	27	37	60	67	62	107	76	109	75	100	185	175	315	45	34
	32%	19%	22%	33%	34%	38%	41%	34%	32%	31%	33%	33%	32%	33%	29%	32%
				ab	ab	ab	ab									
Mean score	2.7	2.3	2.4	2.7	2.8	2.9	3.0	2.8	2.7	2.7	2.7	2.7	2.7	2.7	2.8	2.8
				ab	ab	ab	ab									
Standard deviation	1.47	1.37	1.46	1.47	1.42	1.45	1.47	1.48	1.47	1.44	1.48	1.47	1.46	1.47	1.45	1.50
Standard error	.04	.12	.11	.11	.10	.11	.09	.10	.08	.09	.08	.06	.06	.05	.11	.13

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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Base : All respondents

		Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
			CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample		1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total		1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
1- I would definitely not watch the 9pm news programme on the new BBC Scotland Channel	(1.0)	364 33%	227 33%	56 33%	81 32%	148 39% ef	117 30% f	59 20%	289 28%	271 28%	168 27%	154 33% hi	47 10%	54 20% k	264 73% kl
2	(2.0)	113 10%	59 8%	22 13%	33 13% a	34 9%	50 13%	30 10%	110 11%	104 11%	76 12%	51 11%	29 6%	34 13% k	50 14% k
3	(3.0)	274 25%	184 27% b	22 13%	68 27% b	94 25%	104 27%	73 25%	265 26%	252 26%	174 28%	125 27%	100 21% m	140 53% km	33 9%
4	(4.0)	180 16%	111 16%	32 19%	37 15%	53 14%	71 18%	56 19%	178 17%	174 18%	107 17%	63 14% j	154 32% lm	21 8% m	5 1%
5 - I would definitely watch the 9pm news programme on the new BBC Scotland channel	(5.0)	180 16%	111 16%	38 22% c	31 12%	52 14%	50 13%	76 26% de	175 17%	173 18%	95 15%	68 15%	155 32% lm	15 6% m	9 3%
TOTAL UNLIKELY (1-2)		478 43%	285 41%	78 46%	114 46%	182 48% f	167 43% f	89 30%	399 39%	375 39%	244 39%	205 45% h	76 16%	88 33% k	314 87% kl
TOTAL NEUTRAL (3)		274 25%	184 27% b	22 13%	68 27% b	94 25%	104 27%	73 25%	265 26%	252 26%	174 28%	125 27%	100 21% m	140 53% km	33 9%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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D4. (SHOWCARD) As mentioned earlier, as well as weekend news bulletins, the new channel will include an hour long news programme on Monday to Friday at 9pm covering Scottish, UK and international stories from a Scottish perspective. Would you watch the 9pm news programme on the new BBC Scotland channel? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. On a scale of one to five how likely do you think you would be to watch the 9pm news programme on the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it.(SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
TOTAL LIKELY (4-5)	360	222	70	68	105	120	131	353	347	202	131	309	37	14
	32%	32%	41%	27%	28%	31%	45%	35%	36%	33%	28%	64%	14%	4%
			ac				de	j	j			lm	m	
Mean score	2.7	2.7	2.8	2.6	2.5	2.7	3.2	2.8	2.9	2.8	2.7	3.7	2.7	1.5
							de	j	j			lm	m	
Standard deviation	1.47	1.46	1.59	1.39	1.46	1.39	1.45	1.44	1.45	1.40	1.43	1.24	1.07	.91
Standard error	.04	.06	.12	.08	.07	.07	.08	.05	.05	.06	.07	.06	.07	.05

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D4. (SHOWCARD) As mentioned earlier, as well as weekend news bulletins, the new channel will include an hour long news programme on Monday to Friday at 9pm covering Scottish, UK and international stories from a Scottish perspective. Would you watch the 9pm news programme on the new BBC Scotland channel? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. On a scale of one to five how likely do you think you would be to watch the 9pm news programme on the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it.(SINGLE CODE)

Base : All respondents

		Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
			ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%			a	b	*c	d	e	f	g	h	i	j	k
Unweighted total		1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample		1103	238	198	92	632	540	207	123	974	610	364	128
Total		1111	238	197	90	638	543	208	124	980	613	367	131
1- I would definitely not watch the 9pm news programme on the new BBC Scotland Channel	(1.0)	364	32	31	10	119	87	35	29	259	176	84	105
		33%	13%	16%	11%	19%	16%	17%	23%	26%	29%	23%	81%
											j		hij
2	(2.0)	113	22	19	6	86	70	20	18	107	61	46	6
		10%	9%	10%	6%	13%	13%	10%	14%	11%	10%	12%	5%
										k		k	
3	(3.0)	274	70	57	22	196	163	58	45	263	140	122	11
		25%	29%	29%	24%	31%	30%	28%	36%	27%	23%	33%	8%
										k	k	hik	
4	(4.0)	180	55	43	21	125	118	48	14	175	107	68	5
		16%	23%	22%	24%	20%	22%	23%	11%	18%	18%	18%	4%
							g	g		k	k	k	
5 - I would definitely watch the 9pm news programme on the new BBC Scotland channel	(5.0)	180	59	47	31	112	105	47	18	177	129	48	3
		16%	25%	24%	35%	17%	19%	22%	15%	18%	21%	13%	2%
			d	d						jk	jk	k	
TOTAL UNLIKELY (1-2)		478	54	50	15	205	157	55	47	366	237	129	111
		43%	23%	25%	17%	32%	29%	27%	38%	37%	39%	35%	85%
						a			f				hij
TOTAL NEUTRAL (3)		274	70	57	22	196	163	58	45	263	140	122	11
		25%	29%	29%	24%	31%	30%	28%	36%	27%	23%	33%	8%
										k	k	hik	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D4. (SHOWCARD) As mentioned earlier, as well as weekend news bulletins, the new channel will include an hour long news programme on Monday to Friday at 9pm covering Scottish, UK and international stories from a Scottish perspective. Would you watch the 9pm news programme on the new BBC Scotland channel? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. On a scale of one to five how likely do you think you would be to watch the 9pm news programme on the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it.(SINGLE CODE)

Base : All respondents

	Total	ANY CHANGELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	**ANY BBC**	**ANY STV/ ITV**	**NONE**	**ADDITION**	**INSTEAD**	**DON'T KNOW**	**EVER**	**DAILY**	**LESS OFTEN**	**NO**
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
TOTAL LIKELY (4-5)	360	114	90	53	237	223	95	33	352	236	115	8
	32%	48%	46%	58%	37%	41%	46%	26%	36%	39%	31%	6%
		d	d			g	g		k	jk	k	
Mean score	2.7	3.4	3.3	3.7	3.0	3.2	3.2	2.8	2.9	2.9	2.9	1.4
		d	d			g	g		k	k	k	
Standard deviation	1.47	1.31	1.35	1.31	1.33	1.32	1.36	1.33	1.43	1.50	1.31	.97
Standard error	.04	.08	.10	.14	.05	.06	.09	.12	.05	.06	.07	.09

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D4. (SHOWCARD) As mentioned earlier, as well as weekend news bulletins, the new channel will include an hour long news programme on Monday to Friday at 9pm covering Scottish, UK and international stories from a Scottish perspective. Would you watch the 9pm news programme on the new BBC Scotland channel? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. On a scale of one to five how likely do you think you would be to watch the 9pm news programme on the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it.(SINGLE CODE)

Base : All respondents

		Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
								WEBSITES	ANY BBC						UNLIKELY
			TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS		MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample		1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total		1111	890	830	747	616	614	612	897	399	320	261	360	274	478
1- I would definitely not watch the 9pm news programme on the new BBC Scotland Channel	(1.0)	364	192	159	141	147	128	175	201	54	65	140	-	-	364
		33%	22%	19%	19%	24%	21%	29%	22%	14%	20%	53%	-%	-%	76%
						bc		abceg			h	hi			kl
2	(2.0)	113	104	98	88	64	68	68	99	49	35	22	-	-	113
		10%	12%	12%	12%	10%	11%	11%	11%	12%	11%	9%	-%	-%	24%
															kl
3	(3.0)	274	253	239	227	171	172	165	251	110	117	36	-	274	-
		25%	28%	29%	30%	28%	28%	27%	28%	28%	36%	14%	-%	100%	-%
										j	hj			km	
4	(4.0)	180	169	168	151	120	124	100	173	92	56	27	180	-	-
		16%	19%	20%	20%	19%	20%	16%	19%	23%	17%	10%	50%	-%	-%
										j	j		lm		
5 - I would definitely watch the 9pm news programme on the new BBC Scotland channel	(5.0)	180	173	167	140	113	122	104	173	93	47	36	180	-	-
		16%	19%	20%	19%	18%	20%	17%	19%	23%	15%	14%	50%	-%	-%
										ij			lm		
TOTAL UNLIKELY (1-2)		478	296	257	229	212	196	243	300	104	101	162	-	-	478
		43%	33%	31%	31%	34%	32%	40%	33%	26%	31%	62%	-%	-%	100%
								abceg				hi			kl
TOTAL NEUTRAL (3)		274	253	239	227	171	172	165	251	110	117	36	-	274	-
		25%	28%	29%	30%	28%	28%	27%	28%	28%	36%	14%	-%	100%	-%
										j	hj			km	

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D4. (SHOWCARD) As mentioned earlier, as well as weekend news bulletins, the new channel will include an hour long news programme on Monday to Friday at 9pm covering Scottish, UK and international stories from a Scottish perspective. Would you watch the 9pm news programme on the new BBC Scotland channel? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. On a scale of one to five how likely do you think you would be to watch the 9pm news programme on the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it.(SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
TOTAL LIKELY (4-5)	360	341	335	291	233	247	204	346	185	103	63	360	-	-
	32%	38%	40%	39%	38%	40%	33%	39%	46%	32%	24%	100%	-%	-%
		f	f	f		f		f	ij	j		lm		
Mean score	2.7	3.0	3.1	3.1	3.0	3.1	2.8	3.0	3.3	2.9	2.2	4.5	3.0	1.2
		f	f	f		f		f	ij	j		m		
Standard deviation	1.47	1.39	1.37	1.35	1.41	1.39	1.44	1.40	1.32	1.30	1.51	.50	-	.43
Standard error	.04	.05	.05	.05	.06	.06	.06	.05	.07	.07	.09	.03	-	.02

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D4. (SHOWCARD) As mentioned earlier, as well as weekend news bulletins, the new channel will include an hour long news programme on Monday to Friday at 9pm covering Scottish, UK and international stories from a Scottish perspective. Would you watch the 9pm news programme on the new BBC Scotland channel? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. On a scale of one to five how likely do you think you would be to watch the 9pm news programme on the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it.(SINGLE CODE)

Base : All respondents

		Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
			MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%			a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total		1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample		1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total		1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
1- I would definitely not watch the 9pm news programme on the new BBC Scotland Channel	(1.0)	364	-	-	364	-	-	-	-	-	259	174	190	-	-	-
		33%	-%	-%	100% ab	-%	-%	-%	-%	-%	33% defh	22%	61% j	-%	-%	-%
2	(2.0)	113	8	105	-	20	16	16	4	17	87	78	35	85	14	14
		10%	4% c	20% ac	-%	10%	9%	10%	5%	10%	11%	10%	11%	16%	11%	17%
3	(3.0)	274	33	240	-	69	65	57	31	62	193	223	51	177	60	37
		25%	15% c	46% ac	-%	36% i	36% i	36% i	35%	37% i	25%	28% k	16%	33%	44% l	45%
4	(4.0)	180	65	115	-	52	50	43	25	44	123	168	12	132	33	15
		16%	29% bc	22% c	-%	27% i	27% i	27% i	28%	26% i	16%	21% k	4%	25%	24%	18%
5 - I would definitely watch the 9pm news programme on the new BBC Scotland channel	(5.0)	180	118	62	-	52	52	43	28	43	125	158	22	136	29	16
		16%	53% bc	12% c	-%	27% i	28% i	27% i	32%	26% i	16%	20% k	7%	26%	21%	19%
TOTAL UNLIKELY (1-2)		478	8	105	364	20	16	16	4	17	346	252	225	85	14	14
		43%	4%	20% a	100% ab	10%	9%	10%	5%	10%	44% defh	32%	73% j	16%	11%	17%
TOTAL NEUTRAL (3)		274	33	240	-	69	65	57	31	62	193	223	51	177	60	37
		25%	15% c	46% ac	-%	36% i	36% i	36% i	35%	37% i	25%	28% k	16%	33%	44% l	45%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D4. (SHOWCARD) As mentioned earlier, as well as weekend news bulletins, the new channel will include an hour long news programme on Monday to Friday at 9pm covering Scottish, UK and international stories from a Scottish perspective. Would you watch the 9pm news programme on the new BBC Scotland channel? In thinking about this, please remember that the new channel would be on-air from 7pm to midnight every day. On a scale of one to five how likely do you think you would be to watch the 9pm news programme on the new BBC Scotland channel? Where 1 means you would definitely not watch and 5 means you would definitely watch it.(SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
TOTAL LIKELY (4-5)	360	183	177	-	104	102	86	53	87	248	325	35	268	61	31
	32%	82%	34%	-%	54%	55%	54%	60%	52%	31%	41%	11%	51%	45%	38%
		bc	c		i	i	i		i		k				
Mean score	2.7	4.3	3.3	1.0	3.7	3.7	3.7	3.9	3.7	2.7	3.1	1.8	3.6	3.6	3.4
		b			i	i	i		i		k				
Standard deviation	1.47	.85	.91	-	.98	.97	.98	.92	.98	1.46	1.40	1.25	1.04	.94	.99
Standard error	.04	.06	.04	-	.07	.07	.08	.10	.08	.05	.05	.07	.05	.08	.11

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D5. (SHOWCARD) How often do you think you would watch the 9pm weekday news on the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	*b	c	d	e	f	g	h	i	j	k	l	m	n	*o
Unweighted total	748	75	91	121	141	118	202	152	227	165	204	379	369	627	121	86
Effective Weighted Sample	742	75	90	120	140	117	200	151	225	163	202	376	366	626	117	83
Total	746	76	91	120	140	119	201	153	226	164	204	379	368	640	107	71
Every weekday	68	4	6	9	13	13	24	17	18	10	23	34	34	51	17	14
	9%	5%	6%	7%	9%	11%	12%	11%	8%	6%	11%	9%	9%	8%	16% m	19%
Most weekdays	156	9	18	27	29	23	51	28	52	35	41	80	76	134	23	16
	21%	12%	19%	22%	20%	19%	25%	18%	23%	21%	20%	21%	21%	21%	21%	23%
2-3 days a week	248	25	22	46	42	48	65	45	62	67	74	107	141	210	38	25
	33%	33%	25%	39%	30%	40%	32%	30%	27%	41% ghk	36%	28%	38% hk	33%	36%	35%
About once a week	152	22	23	21	31	19	36	35	49	32	37	83	69	137	15	7
	20%	29%	25%	18%	22%	16%	18%	23%	22%	19%	18%	22%	19%	21%	14%	9%
Once or twice a month	53	8	7	7	14	8	9	12	16	11	14	28	25	44	9	5
	7%	10%	8%	6%	10% f	7%	4%	8%	7%	7%	7%	8%	7%	7%	8%	7%
Less than once a month	69	7	15	10	12	8	16	16	29	9	14	45	24	63	6	5
	9%	9%	17%	8%	9%	7%	8%	10%	13% ijl	6%	7%	12% il	6%	10%	5%	6%
AT LEAST ONCE A WEEK	624	61	69	103	114	103	176	124	181	144	176	305	319	532	92	62
	84%	80%	76%	86%	81%	86%	87%	82%	80%	88% hk	86%	81%	87% hk	83%	86%	87%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018. **Table 89**

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D5. (SHOWCARD) How often do you think you would watch the 9pm weekday news on the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION CENTRAL BELT a	SOUTHERN SCOTLAND b	NORTH/ H&I c	WATCH TV PER DAY UNDER 3 HRS d	3 TO UNDER 5HRS e	5+ HRS f	CHANNELS/ SERVICES EVER WATCH ANY BBC g	ANY STV/ ITV h	ANY CATCH-UP i	ANY ON-DEMAND j	LIKELIHOOD WOULD WATCH NEW CHANNEL LIKELY k	NEUTRAL l	UNLIKELY *m
Unweighted total	748	452	110	186	233	276	233	729	703	454	308	439	212	97
Effective Weighted Sample	742	452	110	181	231	273	232	723	698	450	305	435	210	96
Total	746	464	113	170	233	274	234	728	703	453	307	438	211	97
Every weekday	68 9%	36 8%	15 14%	17 10%	16 7%	21 8%	30 13% d	66 9%	63 9% j	32 7% j	15 5%	63 14% l	5 2%	1 1%
Most weekdays	156 21%	87 19%	29 25%	40 24%	48 21%	45 16%	63 27% e	155 21%	155 22%	92 20%	63 20%	123 28% l	22 10%	11 12%
2-3 days a week	248 33%	165 36%	31 27%	52 31%	74 32%	99 36%	72 31%	244 33%	230 33%	138 30%	100 33%	153 35%	76 36%	19 19%
About once a week	152 20%	93 20%	20 17%	39 23%	57 24% f	57 21%	38 16%	148 20%	146 21%	107 24%	74 24%	66 15%	61 29% k	25 26%
Once or twice a month	53 7%	39 8%	5 5%	9 5%	16 7%	24 9%	13 6%	50 7%	46 6%	36 8%	21 7%	12 3%	23 11% k	18 19%
Less than once a month	69 9%	43 9%	13 12%	12 7%	22 10%	28 10%	17 7%	65 9%	63 9%	49 11%	34 11%	21 5%	25 12% k	23 24%
AT LEAST ONCE A WEEK	624 84%	382 82%	94 84%	148 87%	195 84%	222 81%	203 87%	613 84%	595 85%	369 81%	252 82%	405 92% l	163 77%	56 57%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Prepared by Saville Rossiter-Base, part of Critical Research : 0203 643 9043

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D5. (SHOWCARD) How often do you think you would watch the 9pm weekday news on the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	*k
Unweighted total	748	208	169	83	518	457	174	95	723	440	283	25
Effective Weighted Sample	742	206	167	82	514	453	172	94	717	436	281	25
Total	746	206	166	80	519	456	173	95	721	438	283	25
Every weekday	68	26	22	10	42	43	20	5	68	62	7	**
	9%	13%	13%	12%	8%	9%	12%	5%	9% j	14% hj	2%	**
Most weekdays	156	57	43	31	96	106	33	14	152	99	53	**
	21%	28% d	26% d	39%	18%	23%	19%	14%	21%	23%	19%	**
2-3 days a week	248	69	58	23	176	156	60	28	239	135	104	**
	33%	33%	35%	29%	34%	34%	35%	29%	33%	31%	37%	**
About once a week	152	39	30	13	108	78	43	26	149	88	61	**
	20%	19%	18%	17%	21%	17%	25% e	27%	21%	20%	22%	**
Once or twice a month	53	5	5	1	46	32	7	12	51	23	28	**
	7%	2%	3%	1%	9% ab	7%	4%	12%	7%	5%	10% i	**
Less than once a month	69	10	8	2	51	41	10	11	62	32	30	**
	9%	5%	5%	3%	10% ab	9%	6%	12%	9%	7%	11%	**
AT LEAST ONCE A WEEK	624	191	153	78	422	384	156	73	608	384	225	**
	84%	93% d	92% d	97%	81%	84%	90%	76%	84%	88% j	79%	**

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D5. (SHOWCARD) How often do you think you would watch the 9pm weekday news on the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	748	700	673	606	473	486	438	698	343	256	124	361	275	112
Effective Weighted Sample	742	694	667	601	468	482	434	692	341	254	122	358	273	111
Total	746	698	671	606	468	486	436	696	345	255	122	360	274	113
Every weekday	68	65	63	55	44	46	35	67	48	6	14	63	4	1
	9%	9%	9%	9%	9%	10%	8%	10%	14%	2%	12%	18%	1%	1%
									i		i	lm		
Most weekdays	156	150	147	138	99	101	86	149	101	34	17	120	29	7
	21%	21%	22%	23%	21%	21%	20%	21%	29%	13%	14%	33%	11%	6%
									ij			lm		
2-3 days a week	248	233	226	198	158	171	135	232	101	100	38	123	112	13
	33%	33%	34%	33%	34%	35%	31%	33%	29%	39%	31%	34%	41%	12%
										h		m	m	
About once a week	152	146	139	126	99	95	109	144	56	69	25	28	95	29
	20%	21%	21%	21%	21%	19%	25%	21%	16%	27%	20%	8%	35%	25%
							e			h			k	k
Once or twice a month	53	48	44	42	27	35	32	47	16	23	11	6	21	26
	7%	7%	7%	7%	6%	7%	7%	7%	5%	9%	9%	2%	8%	23%
										h			k	kl
Less than once a month	69	57	51	47	40	37	38	57	22	23	17	19	12	37
	9%	8%	8%	8%	9%	8%	9%	8%	6%	9%	14%	5%	5%	33%
											h			kl
AT LEAST ONCE A WEEK	624	594	576	518	401	413	366	592	307	208	93	335	240	50
	84%	85%	86%	85%	86%	85%	84%	85%	89%	82%	77%	93%	88%	44%
									ij			lm		m

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D5. (SHOWCARD) How often do you think you would watch the 9pm weekday news on the new BBC Scotland channel? (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	748	227	521	-	195	185	161	91	168	528	628	120	529	137	82
Effective Weighted Sample	742	225	517	-	193	183	159	90	166	524	623	119	525	136	81
Total	746	224	522	-	193	183	160	88	166	528	626	121	529	136	82
Every weekday	68	68	-	**	21	20	16	9	17	47	59	9	56	9	3
	9%	30% b	-%	**	11%	11%	10%	10%	10%	9%	9%	7%	11%	7%	4%
Most weekdays	156	156	-	**	52	50	44	26	46	100	145	11	115	27	15
	21%	70% b	-%	**	27% i	27% i	28% i	29%	28% i	19%	23% k	9%	22%	20%	18%
2-3 days a week	248	-	248	**	65	62	54	30	54	174	222	26	174	48	26
	33%	-%	47% a	**	34%	34%	34%	34%	33%	33%	35% k	22%	33%	35%	32%
About once a week	152	-	152	**	42	39	35	18	38	107	121	31	101	36	15
	20%	-%	29% a	**	22%	21%	22%	20%	23%	20%	19%	26%	19%	27%	18%
Once or twice a month	53	-	53	**	7	7	7	3	7	44	33	20	40	2	11
	7%	-%	10% a	**	4%	4%	5%	3%	4%	8% de	5%	16% j	8% m	2%	13%
Less than once a month	69	-	69	**	6	5	3	3	4	56	45	24	44	13	12
	9%	-%	13% a	**	3%	3%	2%	3%	2%	11% defh	7%	20% j	8%	10%	15%
AT LEAST ONCE A WEEK	624	224	400	**	180	171	149	82	155	428	547	77	445	120	59
	84%	100% b	77%	**	93% i	93% i	94% i	93%	93% i	81%	87% k	64%	84%	89%	72%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
TV																
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143	12	11	25	26	27	42	35	50	26	31	86	57	131	12	7
	15%	12%	8%	15%	15%	18%	16%	17%	17%	12%	12%	17%	12%	16%	9%	7%
						b	b					l		no		
STV and ITV Channels (STV/STV2/ITV)	88	8	7	17	15	13	29	19	26	21	23	45	43	75	13	8
	9%	8%	5%	10%	8%	8%	12%	9%	9%	10%	9%	9%	9%	9%	9%	8%
							b									
BBC News channel	74	9	6	13	19	11	16	17	26	17	14	43	31	67	7	4
	8%	9%	4%	8%	11%	7%	6%	8%	9%	8%	5%	8%	7%	8%	5%	4%
					b											
Channel 4/Channel 5	43	6	4	9	11	7	7	9	13	11	11	22	21	36	7	1
	4%	6%	3%	5%	6%	5%	3%	4%	4%	5%	4%	4%	5%	4%	5%	2%
Other 24-hour rolling news (e.g. Sky News, CNN)	23	4	2	5	8	3	1	3	9	6	5	12	11	23	-	-
	2%	4%	2%	3%	5%	2%	*%	1%	3%	3%	2%	2%	2%	3%	-%	-%
		f		f	f									n		
Any other TV channel(s)	9	1	1	-	2	2	3	1	2	2	4	3	6	8	1	-
	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%	-%
RADIO																
Commercial Radio for your local area - so radio stations with advertisements	17	2	2	3	3	3	3	5	6	2	4	11	6	13	4	2
	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	3%	2%
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17	1	2	2	4	5	3	4	6	-	7	10	7	14	3	1
	2%	1%	2%	1%	2%	3%	1%	2%	2%	-%	3%	2%	2%	2%	2%	2%
								i	i		i	i				

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

				AGE						SEG						AREA	
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15 2%	1 1%	2 2%	2 1%	5 3%	2 1%	3 1%	2 1%	8 3% i	- -%	5 2% i	10 2% i	5 1%	13 2%	2 1%	- -%
BBC Radio Scotland or BBC Radio Gàidheal	14 1%	3 3%	- -%	1 1%	2 1%	3 2%	6 2%	4 2%	5 2%	1 *%	5 2%	9 2%	6 1%	13 2%	2 1%	1 1%
Any other Radio station(s)	5 *%	1 1%	1 1%	2 1%	1 1%	- -%	- -%	2 1%	1 *%	- -%	2 1%	3 1%	2 *%	4 *%	1 1%	- -%
PRINTED NEWSPAPERS																
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15 2%	2 2%	- -%	2 1%	5 3%	2 1%	5 2%	2 1%	5 2%	4 2%	5 2%	6 1%	9 2%	13 2%	2 2%	1 2%
Newspapers for your local area (printed)	15 2%	1 1%	1 1%	4 3%	4 2%	2 1%	3 1%	3 2%	6 2%	4 2%	2 1%	9 2%	6 1%	11 1%	3 2%	1 2%
Any other printed newspapers	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%
WEBSITES OR APPS																
BBC news website or app	14 1%	5 4% bde	- -%	4 2%	1 1%	1 1%	3 1%	5 2%	2 1%	4 2%	3 1%	7 1%	7 1%	11 1%	2 2%	2 2%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
Social media sites or apps (e.g. Facebook, Twitter)	10	3	1	3	1	1	1	3	2	3	1	5	5	6	3	1
	1%	3% f	1%	2%	1%	1%	*%	1%	1%	2%	*%	1%	1%	1%	2%	2%
National newspaper websites or apps	9	3	-	2	2	1	2	3	3	1	3	6	4	8	1	1
	1%	3%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	2%
Newspaper websites or apps for your local area	7	2	1	1	1	-	2	3	1	-	2	5	2	7	-	-
	1%	2%	1%	*%	1%	-%	1%	1%	*%	-%	1%	1%	*%	1%	-%	-%
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3	1	-	1	-	1	-	1	2	-	-	3	-	3	-	-
	*%	1%	-%	*%	-%	1%	-%	*%	1%	-%	-%	1%	-%	*%	-%	-%
Any other websites or apps	2	1	-	1	-	-	-	-	2	-	-	2	-	2	-	-
	*%	1%	-%	*%	-%	-%	-%	-%	1%	-%	-%	*%	-%	*%	-%	-%
Other news websites or apps for your local area	1	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-
	*%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%
OTHER SOURCES																
Word of mouth (friends, family, colleagues)	14	3	-	3	3	3	2	3	2	5	3	6	8	10	3	1
	1%	3%	-%	2%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%
Any other news sources	3	1	-	1	-	-	1	2	1	-	-	3	-	3	-	-
	*%	1%	-%	*%	-%	-%	*%	1% l	*%	-%	-%	1%	-%	*%	-%	-%
ANY TV	183	16	17	33	37	32	49	43	63	35	42	106	77	167	16	11
	19%	16%	12%	20%	21%	21%	19%	21%	21%	16%	16%	21%	16%	20% no	11%	12%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	982	100	133	160	179	154	255	208	300	217	257	508	474	823	159	114
Effective Weighted Sample	974	100	132	159	178	153	253	207	298	215	255	504	470	822	154	110
Total	980	101	133	160	179	154	253	208	300	216	257	508	472	840	141	94
ANY RADIO	32	3	2	5	8	7	7	6	11	2	13	17	15	27	5	3
	3%	3%	2%	3%	5%	4%	3%	3%	4%	1%	5%	3%	3%	3%	3%	3%
											i					
ANY PRINTED NEWSPAPERS	23	2	1	4	6	4	6	5	7	5	6	12	11	19	4	2
	2%	2%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
ANY WEBSITES OR APPS	23	7	1	5	3	4	3	6	8	6	4	14	9	18	5	3
	2%	6%	1%	3%	2%	3%	1%	3%	3%	3%	1%	3%	2%	2%	3%	3%
		bdf														
ANY BBC	166	18	13	27	35	29	44	39	58	32	37	98	69	153	14	8
	17%	18%	10%	17%	20%	19%	17%	19%	19%	15%	14%	19%	15%	18%	10%	9%
					b	b								no		
ANY NEWS MEDIA	193	18	18	35	38	34	50	44	67	37	45	111	82	176	17	12
	20%	18%	13%	22%	21%	22%	20%	21%	22%	17%	18%	22%	17%	21%	12%	12%
						b								no		
NONE OF THESE	787	83	115	125	141	120	203	164	233	178	212	397	390	663	124	83
	80%	82%	87%	78%	79%	78%	80%	79%	78%	83%	82%	78%	83%	79%	88%	88%
			e												m	m

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 113

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
TV														
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143 15%	81 13%	16 11%	45 19% ab	54 17%	45 13%	44 16%	142 16%	139 16%	90 16%	68 17%	89 19% m	37 16% m	17 6%
STV and ITV Channels (STV/STV2/ITV)	88 9%	50 8%	8 6%	30 13% b	31 10%	30 9%	27 10%	86 9%	88 10%	51 9%	45 11%	56 12% m	23 10% m	8 3%
BBC News channel	74 8%	56 9% b	3 2%	14 6%	21 7%	30 9%	23 8%	73 8%	73 8%	48 8%	40 10%	50 11% m	18 7% m	6 2%
Channel 4/Channel 5	43 4%	31 5%	4 3%	8 3%	14 4%	9 3%	19 7% e	43 5%	43 5%	22 4%	24 6%	29 6% m	11 5% m	3 1%
Other 24-hour rolling news (e.g. Sky News, CNN)	23 2%	17 3%	3 2%	2 1%	10 3%	9 3%	4 1%	23 3%	23 3%	19 3%	15 4%	15 3% m	7 3% m	1 *%
Any other TV channel(s)	9 1%	7 1%	- -%	2 1%	2 1%	2 1%	5 2%	9 1%	9 1%	5 1%	4 1%	6 1%	2 1%	1 *%
RADIO														
Commercial Radio for your local area - so radio stations with advertisements	17 2%	8 1%	2 1%	7 3%	8 2%	6 2%	3 1%	17 2%	17 2%	13 2%	13 3%	14 3% m	2 1%	1 *%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17	10	1	6	3	7	7	17	17	11	12	13	2	2
	2%	2%	1%	3%	1%	2%	3%	2%	2%	2%	3%	3% m	1%	1%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15	9	2	3	3	8	4	15	15	12	12	11	2	2
	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	3%	2%	1%	1%
BBC Radio Scotland or BBC Radio Gàidheal	14	10	-	4	3	6	5	14	14	9	8	12	1	2
	1%	2%	-%	2%	1%	2%	2%	2%	2%	2%	2%	3% l	*%	1%
Any other Radio station(s)	5	2	-	3	2	1	2	5	5	4	4	5	-	-
	*%	*%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	-%	-%
PRINTED NEWSPAPERS														
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15	8	4	3	4	7	5	15	15	12	11	10	4	2
	2%	1%	3%	1%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%
Newspapers for your local area (printed)	15	9	1	5	5	8	2	15	15	13	12	9	5	1
	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	*%
Any other printed newspapers	1	-	-	1	-	1	-	1	1	1	1	1	-	-
	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

		REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
			SOUTHERN			3 TO				ANY				
		CENTRAL BELT	SCOTLAND	NORTH/ H&I	UNDER 3 HRS	UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	CATCH- UP	ANY ON- DEMAND	LIKELY	NEUTRAL	UNLIKELY
	Total	a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%														
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
WEBSITES OR APPS														
BBC news website or app	14	7	-	6	6	6	2	12	12	12	12	9	5	-
	1%	1%	-%	3%	2%	2%	1%	1%	1%	2%	3%	2%	2%	-%
											g	m	m	
Social media sites or apps (e.g. Facebook, Twitter)	10	5	-	5	6	3	1	10	10	9	9	6	3	-
	1%	1%	-%	2%	2%	1%	*%	1%	1%	2%	2%	1%	1%	-%
													m	
National newspaper websites or apps	9	6	-	3	4	3	2	8	8	7	8	7	1	1
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	2%	2%	*%	*%
Newspaper websites or apps for your local area	7	4	-	2	3	1	2	6	6	6	7	6	1	-
	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%	2%	1%	*%	-%
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3	1	-	2	1	1	1	3	3	2	2	2	-	1
	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%
Any other websites or apps	2	1	-	1	1	1	-	2	2	2	2	1	-	1
	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%
Other news websites or apps for your local area	1	-	-	1	-	1	-	1	1	1	1	1	-	-
	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%
OTHER SOURCES														
Word of mouth (friends, family, colleagues)	14	6	2	5	6	5	3	14	14	12	11	10	3	-
	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	3%	2%	1%	-%
												m	m	

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	586	141	255	322	348	275	909	870	564	393	465	240	277
Effective Weighted Sample	974	586	141	248	320	344	273	902	863	560	390	461	238	275
Total	980	602	145	234	322	344	276	907	869	563	392	463	239	278
Any other news sources	3 *%	1 *%	- -%	2 1%	1 *%	1 *%	1 *%	3 *%	3 *%	3 *%	3 1%	3 1%	- -%	- -%
ANY TV	183 19%	110 18%	20 13%	54 23% b	68 21%	63 18%	52 19%	181 20%	179 21%	121 21%	88 22%	116 25% lm	44 18% m	23 8%
ANY RADIO	32 3%	20 3%	4 3%	9 4%	10 3%	12 4%	10 4%	32 4%	32 4%	23 4%	21 5%	24 5% lm	3 1%	5 2%
ANY PRINTED NEWSPAPERS	23 2%	12 2%	4 3%	6 3%	7 2%	11 3%	5 2%	23 3%	23 3%	19 3%	16 4%	14 3% m	7 3%	2 1%
ANY WEBSITES OR APPS	23 2%	15 3%	- -%	8 3% b	10 3%	9 3%	4 1%	22 2%	22 3%	19 3%	19 5% gh	12 3%	8 3%	3 1%
ANY BBC	166 17%	100 17%	17 12%	49 21% b	61 19%	58 17%	48 17%	164 18%	161 19%	110 19%	82 21%	102 22% m	43 18% m	21 8%
ANY NEWS MEDIA	193 20%	117 19%	20 13%	57 24% b	72 22%	67 19%	54 20%	190 21%	188 22%	126 22%	94 24%	120 26% m	49 20% m	24 9%
NONE OF THESE	787 80%	485 81%	125 87% c	177 76%	250 78%	278 81%	222 80%	717 79%	680 78%	437 78%	298 76%	343 74%	190 80%	254 91% kl

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
TV												
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143	95	87	38	47	63	66	13	143	89	54	**
	15%	41%	46%	42%	8%	13%	33%	12%	15%	14%	15%	**
		d	d				eg					
STV and ITV Channels (STV/STV2/ITV)	88	54	48	30	32	48	31	8	88	52	36	**
	9%	24%	25%	34%	6%	10%	15%	7%	9%	8%	10%	**
		d	d				eg					
BBC News channel	74	44	40	21	29	42	21	10	74	43	31	**
	8%	19%	21%	23%	5%	8%	10%	9%	8%	7%	8%	**
		d	d									
Channel 4/Channel 5	43	25	19	13	18	24	12	7	43	22	21	**
	4%	11%	10%	14%	3%	5%	6%	6%	4%	4%	6%	**
		d	d									
Other 24-hour rolling news (e.g. Sky News, CNN)	23	14	10	8	9	16	4	3	23	16	7	**
	2%	6%	5%	9%	2%	3%	2%	3%	2%	3%	2%	**
		d	d									
Any other TV channel(s)	9	5	5	3	4	8	-	1	9	8	1	**
	1%	2%	3%	3%	1%	2%	-%	1%	1%	1%	*%	**
			d									
RADIO												
Commercial Radio for your local area - so radio stations with advertisements	17	10	10	8	7	9	6	3	17	13	4	**
	2%	4%	5%	9%	1%	2%	3%	2%	2%	2%	1%	**
		d	d									

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

		ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
	Total	ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17 2%	11 5% d	8 4% d	7 8%	6 1%	11 2%	5 2%	2 2%	17 2%	13 2%	4 1%	** **
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15 2%	9 4% d	8 4% d	5 6%	6 1%	10 2%	3 2%	2 2%	15 2%	12 2%	3 1%	** **
BBC Radio Scotland or BBC Radio Gàidheal	14 1%	13 6% d	11 6% d	10 12%	2 *%	10 2%	3 1%	2 2%	14 1%	12 2%	3 1%	** **
Any other Radio station(s)	5 *%	3 1%	3 2% d	3 3%	2 *%	2 *%	1 1%	2 2%	5 *%	4 1%	1 *%	** **
PRINTED NEWSPAPERS												
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15 2%	10 4% d	9 5% d	3 3%	6 1%	9 2%	2 1%	5 4%	15 2%	10 2%	5 1%	** **
Newspapers for your local area (printed)	15 2%	10 5% d	7 4% d	5 5%	5 1%	10 2%	2 1%	3 2%	15 2%	9 1%	6 2%	** **

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
Any other printed newspapers	1	-	-	-	1	-	-	1	1	1	-	**
	*%	-%	-%	-%	*%	-%	-%	1%	*%	*%	-%	**
WEBSITES OR APPS												
BBC news website or app	14	10	9	6	3	10	2	2	14	7	7	**
	1%	4%	5%	7%	1%	2%	1%	2%	1%	1%	2%	**
		d	d									
Social media sites or apps (e.g. Facebook, Twitter)	10	7	6	5	3	5	2	3	10	5	5	**
	1%	3%	3%	5%	1%	1%	1%	2%	1%	1%	1%	**
		d	d									
National newspaper websites or apps	9	7	5	3	3	8	-	2	9	8	2	**
	1%	3%	2%	3%	*%	2%	-%	2%	1%	1%	*%	**
		d	d									
Newspaper websites or apps for your local area	7	6	4	2	1	5	-	2	7	7	-	**
	1%	3%	2%	2%	*%	1%	-%	2%	1%	1%	-%	**
		d	d						j			
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3	2	2	1	1	2	-	1	3	2	1	**
	*%	1%	1%	1%	*%	*%	-%	1%	*%	*%	*%	**
Any other websites or apps	2	1	-	1	1	1	-	1	2	2	-	**
	*%	*%	-%	1%	*%	*%	-%	1%	*%	*%	-%	**
Other news websites or apps for your local area	1	-	-	-	1	-	-	1	1	1	-	**
	*%	-%	-%	-%	*%	-%	-%	1%	*%	*%	-%	**

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Table 113

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	*k
Unweighted total	982	233	195	92	581	502	200	112	982	615	367	-
Effective Weighted Sample	974	230	192	91	577	498	198	111	974	610	364	-
Total	980	229	191	89	581	500	199	112	980	613	367	-
OTHER SOURCES												
Word of mouth (friends, family, colleagues)	14	9	9	7	4	8	3	2	14	8	6	**
	1%	4%	5%	7%	1%	2%	2%	2%	1%	1%	2%	**
		d	d									
Any other news sources	3	2	2	1	1	2	-	1	3	3	-	**
	*%	1%	1%	1%	*%	*%	-%	1%	*%	*%	-%	**
ANY TV	183	116	100	47	64	89	74	17	183	114	70	**
	19%	51%	52%	53%	11%	18%	37%	15%	19%	19%	19%	**
		d	d					eg				
ANY RADIO	32	23	19	17	9	17	10	5	32	21	11	**
	3%	10%	10%	19%	2%	3%	5%	4%	3%	3%	3%	**
		d	d									
ANY PRINTED NEWSPAPERS	23	17	13	7	6	13	4	6	23	15	8	**
	2%	7%	7%	7%	1%	3%	2%	5%	2%	2%	2%	**
		d	d									
ANY WEBSITES OR APPS	23	17	13	10	6	17	2	4	23	13	10	**
	2%	7%	7%	11%	1%	3%	1%	3%	2%	2%	3%	**
		d	d									
ANY BBC	166	105	93	42	60	80	69	16	166	104	63	**
	17%	46%	49%	48%	10%	16%	35%	14%	17%	17%	17%	**
		d	d					eg				
ANY NEWS MEDIA	193	122	103	49	69	97	74	20	193	118	75	**
	20%	53%	54%	54%	12%	19%	37%	18%	20%	19%	20%	**
		d	d					eg				
NONE OF THESE	787	108	88	41	512	403	125	92	787	495	292	**
	80%	47%	46%	46%	88%	81%	63%	82%	80%	81%	80%	**
					ab	f		f				

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 113

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
									WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
						NEWS MEDIA EVER USE								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
TV														
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143	143	143	113	97	95	83	143	60	52	31	78	49	15
	15%	16%	17%	15%	16%	16%	14%	16%	15%	16%	12%	22% m	19% m	4%
STV and ITV Channels (STV/STV2/ITV)	88	88	84	88	64	64	54	84	41	40	7	53	31	4
	9%	10%	10%	12%	10%	10%	9%	9%	10% j	13% j	3%	15% m	12% m	1%
BBC News channel	74	74	74	65	49	49	46	74	37	26	11	44	27	3
	8%	8%	9%	9%	8%	8%	7%	8%	9% j	8%	4%	12% m	10% m	1%
Channel 4/Channel 5	43	43	43	39	29	32	26	43	21	19	3	23	18	2
	4%	5%	5%	5%	5%	5%	4%	5%	5% j	6% j	1%	7% m	7% m	1%
Other 24-hour rolling news (e.g. Sky News, CNN)	23	23	23	23	16	16	18	23	11	11	1	13	8	2
	2%	3%	3%	3%	3%	3%	3%	3%	3% j	3% j	*%	4% m	3% m	1%
Any other TV channel(s)	9	9	9	9	4	7	3	9	8	1	-	4	3	2
	1%	1%	1%	1%	1%	1%	*%	1%	2% ij	*%	-%	1%	1%	1%
RADIO														
Commercial Radio for your local area - so radio stations with advertisements	17	17	16	16	17	14	14	16	11	5	1	10	6	2
	2%	2%	2%	2%	3%	2%	2%	2%	3% j	1%	1%	3% m	2%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17 2%	17 2%	17 2%	13 2%	17 3%	14 2%	13 2%	17 2%	7 2%	5 1%	6 2%	10 3% m	5 2%	2 1%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15 2%	15 2%	15 2%	15 2%	15 2%	14 2%	11 2%	15 2%	8 2% j	7 2% j	- -%	8 2%	4 2%	3 1%
BBC Radio Scotland or BBC Radio Gàidheal	14 1%	14 2%	14 2%	11 2%	14 2%	11 2%	9 2%	14 2%	7 2%	2 1%	6 2%	11 3% m	3 1%	1 *%
Any other Radio station(s)	5 *%	5 1%	5 1%	5 1%	5 1%	5 1%	4 1%	5 1%	2 1%	3 1%	- -%	3 1%	1 *%	1 *%
PRINTED NEWSPAPERS														
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15 2%	15 2%	14 2%	15 2%	11 2%	15 3%	10 2%	14 2%	7 2%	8 2% j	1 *%	7 2%	3 1%	6 2%
Newspapers for your local area (printed)	15 2%	15 2%	15 2%	15 2%	11 2%	15 2%	12 2%	15 2%	6 1%	9 3% j	1 *%	11 3% m	2 1%	2 1%
Any other printed newspapers	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Table 113

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE					WEBSITES		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
WEBSITES OR APPS														
BBC news website or app	14	12	12	11	11	8	14	14	3	6	5	6	6	2
	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%
Social media sites or apps (e.g. Facebook, Twitter)	10	10	10	9	8	7	10	10	6	2	2	6	2	2
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
National newspaper websites or apps	9	8	8	7	7	6	9	9	2	4	4	5	3	2
	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%
Newspaper websites or apps for your local area	7	6	6	5	5	4	7	7	2	2	2	3	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3	3	3	3	2	2	3	3	1	2	-	1	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%
Any other websites or apps	2	2	2	2	2	2	2	2	-	2	-	1	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	-%	*%	*%	-%
Other news websites or apps for your local area	1	1	1	1	1	1	1	1	-	1	-	1	-	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	-%	-%
OTHER SOURCES														
Word of mouth (friends, family, colleagues)	14	14	14	11	11	10	12	14	7	3	3	10	2	2
	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%	1%
												m		

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	982	892	832	748	620	613	613	899	398	321	263	353	264	365
Effective Weighted Sample	974	885	825	742	614	609	608	892	395	318	261	350	262	363
Total	980	890	830	747	616	614	612	897	399	320	261	352	263	366
Any other news sources	3 *%	3 *%	3 *%	2 *%	3 *%	2 *%	3 *%	3 *%	1 *%	1 *%	1 *%	2 *%	- -%	1 *%
ANY TV	183 19%	183 21%	180 22%	152 20%	124 20%	127 21%	110 18%	180 20%	83 21% j	67 21% j	33 12%	102 29% m	65 25% m	16 4%
ANY RADIO	32 3%	32 4%	31 4%	27 4%	32 5%	26 4%	22 4%	31 3%	18 4%	8 2%	7 3%	19 5% m	9 4% m	4 1%
ANY PRINTED NEWSPAPERS	23 2%	23 3%	22 3%	23 3%	18 3%	23 4%	16 3%	22 2%	12 3% j	10 3% j	1 *%	12 3%	4 2%	7 2%
ANY WEBSITES OR APPS	23 2%	22 2%	22 3%	20 3%	18 3%	16 3%	23 4%	23 3%	6 2%	11 4%	6 2%	10 3%	9 3%	4 1%
ANY BBC	166 17%	165 19%	165 20%	134 18%	111 18%	113 18%	102 17%	166 19%	75 19% j	59 18%	33 12%	87 25% m	62 24% m	17 5%
ANY NEWS MEDIA	193 20%	192 22%	187 23%	161 22%	131 21%	136 22%	118 19%	188 21%	88 22% j	72 23% j	34 13%	104 30% m	69 26% m	20 6%
NONE OF THESE	787 80%	698 78%	643 77%	586 78%	485 79%	478 78%	493 81%	708 79%	311 78%	248 77%	228 87% hi	248 70%	193 74%	346 94% kl

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
TV															
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143	55	88	-	143	143	143	71	143	-	124	18	60	72	11
	15%	25%	18%	-%	74%	78%	89%	80%	86%	-%	17%	8%	12%	55%	15%
		bc	c		i	i	dei		di		k			l	
STV and ITV Channels (STV/STV2/ITV)	88	34	54	-	88	88	73	88	74	-	78	10	41	41	7
	9%	16%	11%	-%	46%	48%	46%	100%	44%	-%	10%	4%	8%	31%	9%
		c	c		i	i	i		i		k			l	
BBC News channel	74	29	45	-	74	74	74	40	74	-	67	7	37	30	7
	8%	13%	9%	-%	38%	40%	46%	46%	44%	-%	9%	3%	7%	23%	9%
		c	c		i	i	i		i		k			l	
Channel 4/Channel 5	43	12	31	-	43	43	39	28	40	-	38	5	25	16	2
	4%	5%	6%	-%	22%	23%	25%	32%	24%	-%	5%	2%	5%	12%	3%
		c	c		i	i	i		i					l	
Other 24-hour rolling news (e.g. Sky News, CNN)	23	8	15	-	23	23	18	10	20	-	21	2	18	5	-
	2%	4%	3%	-%	12%	13%	11%	11%	12%	-%	3%	1%	3%	4%	-%
		c	c		i	i	i		i						
Any other TV channel(s)	9	5	4	-	9	9	7	4	7	-	9	-	9	-	-
	1%	2%	1%	-%	5%	5%	4%	4%	4%	-%	1%	-%	2%	-%	-%
		c			i	i	i		i						
RADIO															
Commercial Radio for your local area - so radio stations with advertisements	17	9	8	-	17	15	14	12	16	-	16	1	11	4	2
	2%	4%	2%	-%	9%	8%	8%	14%	10%	-%	2%	*%	2%	3%	3%
		bc	c		i	i	i		i						

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Table 113

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17 2%	10 4% bc	8 2% c	- -%	17 9% i	16 9% i	15 10% i	8 9%	17 10% i	- -%	15 2%	2 1%	12 2%	5 4%	- -%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15 2%	8 4% c	7 1%	- -%	15 8% i	14 7% i	13 8% i	10 11%	15 9% i	- -%	14 2%	1 *%	9 2%	5 4%	1 1%
BBC Radio Scotland or BBC Radio Gàidheal	14 1%	11 5% bc	3 1%	- -%	14 7% i	14 8% i	13 8% i	9 11%	14 9% i	- -%	12 2%	2 1%	11 2%	4 3%	- -%
Any other Radio station(s)	5 *%	3 1%	2 *%	- -%	5 2% i	5 3% i	5 3% i	5 5%	5 3% i	- -%	5 1%	- -%	4 1%	1 1%	- -%
PRINTED NEWSPAPERS															
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15 2%	5 2% c	10 2% c	- -%	15 8% i	12 6% i	12 7% i	9 10%	12 7% i	- -%	15 2%	1 *%	8 1%	5 4%	3 4%
Newspapers for your local area (printed)	15 2%	5 2% c	10 2% c	- -%	15 8% i	11 6% i	10 6% i	10 11%	10 6% i	- -%	15 2% k	- -%	11 2%	4 3%	- -%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
Any other printed newspapers	1	1	-	-	1	1	1	1	1	-	1	-	1	-	-
	*%	*%	-%	-%	*%	*%	*%	1%	*%	-%	*%	-%	*%	-%	-%
WEBSITES OR APPS															
BBC news website or app	14	6	7	-	14	10	10	8	14	-	12	1	10	3	-
	1%	3%	1%	-%	7%	6%	6%	10%	8%	-%	2%	*%	2%	3%	-%
		c			i	i	i		i						
Social media sites or apps (e.g. Facebook, Twitter)	10	6	3	-	10	9	9	8	9	-	10	-	6	4	-
	1%	3%	1%	-%	5%	5%	5%	9%	5%	-%	1%	-%	1%	3%	-%
		bc			i	i	i		i						
National newspaper websites or apps	9	5	5	-	9	8	8	7	9	-	7	2	7	2	-
	1%	2%	1%	-%	5%	5%	5%	8%	6%	-%	1%	1%	1%	2%	-%
		c			i	i	i		i						
Newspaper websites or apps for your local area	7	4	3	-	7	5	5	3	6	-	6	1	6	1	-
	1%	2%	1%	-%	3%	2%	3%	4%	3%	-%	1%	*%	1%	1%	-%
		c			i	i	i		i						
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3	2	1	-	3	3	3	3	3	-	3	-	3	-	-
	*%	1%	*%	-%	1%	2%	2%	3%	2%	-%	*%	-%	1%	-%	-%
					i	i	i		i						
Any other websites or apps	2	2	-	-	2	2	1	1	2	-	2	-	2	-	-
	*%	1%	-%	-%	1%	1%	*%	1%	1%	-%	*%	-%	*%	-%	-%
		b			i	i			i						
Other news websites or apps for your local area	1	1	-	-	1	1	1	1	1	-	1	-	1	-	-
	*%	*%	-%	-%	*%	*%	*%	1%	*%	-%	*%	-%	*%	-%	-%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who ever read, watch, listen to or follow the news

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	982	223	500	259	195	185	161	91	168	787	747	235	517	133	73
Effective Weighted Sample	974	221	496	257	193	183	159	90	166	781	741	234	513	132	72
Total	980	220	501	259	193	183	160	88	166	787	744	237	517	132	73
OTHER SOURCES															
Word of mouth (friends, family, colleagues)	14	10	3	-	14	14	14	10	14	-	12	1	8	6	-
	1%	5% bc	1%	-%	7% i	7% i	8% i	12%	8% i	-%	2%	*%	2%	4%	-%
Any other news sources	3	3	-	-	3	3	3	2	3	-	2	1	3	-	-
	*%	1% b	-%	-%	1% i	2% i	2% i	2%	2% i	-%	*%	*%	1%	-%	-%
ANY TV	183	70	114	-	183	183	160	88	162	-	162	22	89	80	15
	19%	32% bc	23% c	-%	95% i	100% dhi	100% dhi	100%	98% i	-%	22% k	9%	17%	60% l	20%
ANY RADIO	32	20	13	-	32	30	28	17	31	-	29	3	20	11	2
	3%	9% bc	3% c	-%	17% i	17% i	17% i	20%	19% i	-%	4% k	1%	4%	8% l	3%
ANY PRINTED NEWSPAPERS	23	9	14	-	23	17	16	13	16	-	22	1	14	6	3
	2%	4% c	3% c	-%	12% i	9% i	10% i	15%	10% i	-%	3% k	*%	3%	4%	4%
ANY WEBSITES OR APPS	23	10	13	-	23	19	17	15	22	-	21	2	17	7	-
	2%	5% c	3% c	-%	12% i	10% i	11% i	17%	13% i	-%	3%	1%	3%	5%	-%
ANY BBC	166	63	104	-	166	162	160	74	166	-	147	20	79	74	14
	17%	29% bc	21% c	-%	86% i	89% i	100% dei	84%	100% dei	-%	20% k	8%	15%	56% l	19%
ANY NEWS MEDIA	193	73	121	-	193	183	160	88	166	-	171	22	97	80	17
	20%	33% bc	24% c	-%	100% i	100% i	100% i	100%	100% i	-%	23% k	9%	19%	60% l	23%
NONE OF THESE	787	148	380	259	-	-	-	-	-	787	573	214	419	52	56
	80%	67%	76% a	100% ab	-%	-%	-%	-%	-%	100% defh	77%	91% j	81% m	40%	77%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	*b	c	d	e	f	g	h	i	j	k	l	m	n	*o
Unweighted total	748	75	91	121	141	118	202	152	227	165	204	379	369	627	121	86
Effective Weighted Sample	742	75	90	120	140	117	200	151	225	163	202	376	366	626	117	83
Total	746	76	91	120	140	119	201	153	226	164	204	379	368	640	107	71
TV																
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143	12	11	25	26	27	42	35	50	26	31	86	57	131	12	7
	19%	16%	12%	21%	19%	23%	21%	23%	22%	16%	15%	23%	15%	20%	11%	10%
								l	l			jl		n		
STV and ITV Channels (STV/STV2/ITV)	88	8	7	17	15	13	29	19	26	21	23	45	43	75	13	8
	12%	10%	7%	14%	11%	11%	15%	13%	11%	13%	11%	12%	12%	12%	12%	11%
BBC News channel	74	9	6	13	19	11	16	17	26	17	14	43	31	67	7	4
	10%	12%	6%	11%	13%	10%	8%	11%	11%	10%	7%	11%	8%	10%	7%	5%
Channel 4/Channel 5	43	6	4	9	11	7	7	9	13	11	11	22	21	36	7	1
	6%	8%	4%	7%	8%	6%	3%	6%	6%	7%	5%	6%	6%	6%	6%	2%
Other 24-hour rolling news (e.g. Sky News, CNN)	23	4	2	5	8	3	1	3	9	6	5	12	11	23	-	-
	3%	5%	2%	4%	6%	3%	*%	2%	4%	4%	3%	3%	3%	4%	-%	-%
				f	f									n		
Any other TV channel(s)	9	1	1	-	2	2	3	1	2	2	4	3	6	8	1	-
	1%	1%	1%	-%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	-%
RADIO																
Commercial Radio for your local area - so radio stations with advertisements	17	2	2	3	3	3	3	5	6	2	4	11	6	13	4	2
	2%	3%	2%	3%	2%	3%	2%	3%	3%	1%	2%	3%	2%	2%	4%	3%
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17	1	2	2	4	5	3	4	6	-	7	10	7	14	3	1
	2%	1%	2%	1%	3%	4%	2%	2%	3%	-%	4%	3%	2%	2%	3%	2%
								i	i		i	i				

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Table 114

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	*b	c	d	e	f	g	h	i	j	k	l	m	n	*o
Unweighted total	748	75	91	121	141	118	202	152	227	165	204	379	369	627	121	86
Effective Weighted Sample	742	75	90	120	140	117	200	151	225	163	202	376	366	626	117	83
Total	746	76	91	120	140	119	201	153	226	164	204	379	368	640	107	71
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15	1	2	2	5	2	3	2	8	-	5	10	5	13	2	-
	2%	1%	2%	1%	4%	2%	1%	1%	3% i	-%	3%	3% i	1%	2%	2%	-%
BBC Radio Scotland or BBC Radio Gàidheal	14	3	-	1	2	3	6	4	5	1	5	9	6	13	2	1
	2%	4%	-%	1%	1%	3%	3%	2%	2%	*%	3%	2%	2%	2%	2%	1%
Any other Radio station(s)	5	1	1	2	1	-	-	2	1	-	2	3	2	4	1	-
	1%	1%	1%	1%	1%	-%	-%	1%	*%	-%	1%	1%	1%	1%	1%	-%
PRINTED NEWSPAPERS																
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15	2	-	2	5	2	5	2	5	4	5	6	9	13	2	1
	2%	3%	-%	1%	4%	2%	2%	1%	2%	3%	3%	2%	3%	2%	2%	2%
Newspapers for your local area (printed)	15	1	1	4	4	2	3	3	6	4	2	9	6	11	3	1
	2%	1%	1%	3%	3%	1%	1%	2%	2%	2%	1%	2%	2%	2%	3%	2%
Any other printed newspapers	1	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-
	*%	-%	-%	1%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%
WEBSITES OR APPS																
BBC news website or app	14	5	-	4	1	1	3	5	2	4	3	7	7	11	2	2
	2%	6%	-%	3%	1%	1%	2%	3%	1%	2%	1%	2%	2%	2%	2%	3%
Social media sites or apps (e.g. Facebook, Twitter)	10	3	1	3	1	1	1	3	2	3	1	5	5	6	3	1
	1%	4%	1%	3%	1%	1%	*%	2%	1%	2%	1%	1%	1%	1%	3% m	2%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	AGE 16-24 *a	25-34 *b	35-44 c	45-54 d	55-64 e	65+ f	SEG AB g	C1 h	C2 i	DE j	ABC1 k	C2DE l	AREA URBAN m	ALL RURAL n	REMOTE RURAL *o
Significance Level: 95%																
Unweighted total	748	75	91	121	141	118	202	152	227	165	204	379	369	627	121	86
Effective Weighted Sample	742	75	90	120	140	117	200	151	225	163	202	376	366	626	117	83
Total	746	76	91	120	140	119	201	153	226	164	204	379	368	640	107	71
National newspaper websites or apps	9 1%	3 4%	- -%	2 1%	2 1%	1 1%	2 1%	3 2%	3 1%	1 1%	3 1%	6 1%	4 1%	8 1%	1 1%	1 2%
Newspaper websites or apps for your local area	7 1%	2 3%	1 1%	1 1%	1 1%	- -%	2 1%	3 2%	1 1%	- -%	2 1%	5 1%	2 1%	7 1%	- -%	- -%
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3 *%	1 1%	- -%	1 1%	- -%	1 1%	- -%	1 1%	2 1%	- -%	- -%	3 1%	- -%	3 *%	- -%	- -%
Any other websites or apps	2 *%	1 1%	- -%	1 1%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	2 *%	- -%	2 *%	- -%	- -%
Other news websites or apps for your local area	1 *%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%
OTHER SOURCES																
Word of mouth (friends, family, colleagues)	14 2%	3 4%	- -%	3 3%	3 2%	3 2%	2 1%	3 2%	2 1%	5 3%	3 2%	6 2%	8 2%	10 2%	3 3%	1 2%
Any other news sources	3 *%	1 1%	- -%	1 1%	- -%	- -%	1 1%	2 1% l	1 *%	- -%	- -%	3 1%	- -%	3 *%	- -%	- -%
ANY TV	183 25%	16 21%	17 18%	33 27%	37 27%	32 27%	49 24%	43 28%	63 28%	35 21%	42 21%	106 28% jl	77 21%	167 26% n	16 15%	11 15%
ANY RADIO	32 4%	3 5%	2 2%	5 4%	8 6%	7 6%	7 3%	6 4%	11 5%	2 1%	13 6% i	17 4%	15 4%	27 4%	5 5%	3 4%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	*b	c	d	e	f	g	h	i	j	k	l	m	n	*o
Unweighted total	748	75	91	121	141	118	202	152	227	165	204	379	369	627	121	86
Effective Weighted Sample	742	75	90	120	140	117	200	151	225	163	202	376	366	626	117	83
Total	746	76	91	120	140	119	201	153	226	164	204	379	368	640	107	71
ANY PRINTED NEWSPAPERS	23	2	1	4	6	4	6	5	7	5	6	12	11	19	4	2
	3%	3%	1%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%
ANY WEBSITES OR APPS	23	7	1	5	3	4	3	6	8	6	4	14	9	18	5	3
	3%	9%	1%	4%	2%	3%	2%	4%	4%	3%	2%	4%	3%	3%	5%	4%
ANY BBC	166	18	13	27	35	29	44	39	58	32	37	98	69	153	14	8
	22%	24%	14%	23%	25%	25%	22%	26%	26%	19%	18%	26%	19%	24%	13%	12%
									l			jl		n		
ANY NEWS MEDIA	193	18	18	35	38	34	50	44	67	37	45	111	82	176	17	12
	26%	24%	19%	29%	27%	29%	25%	29%	30%	23%	22%	29%	22%	28%	16%	16%
									l			l		n		
NONE OF THESE	553	58	73	85	102	84	151	108	159	127	159	267	286	463	90	59
	74%	76%	81%	71%	73%	71%	75%	71%	70%	77%	78%	71%	78%	72%	84%	84%
													hk		m	

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	*m
Unweighted total	748	452	110	186	233	276	233	729	703	454	308	439	212	97
Effective Weighted Sample	742	452	110	181	231	273	232	723	698	450	305	435	210	96
Total	746	464	113	170	233	274	234	728	703	453	307	438	211	97
TV														
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143 19%	81 17%	16 15%	45 27% ab	54 23%	45 16%	44 19%	142 19%	139 20%	90 20%	68 22%	89 20%	37 18%	17 18%
STV and ITV Channels (STV/STV2/ITV)	88 12%	50 11%	8 7%	30 17% ab	31 13%	30 11%	27 12%	86 12%	88 13%	51 11%	45 15%	56 13%	23 11%	8 8%
BBC News channel	74 10%	56 12% b	3 3%	14 8%	21 9%	30 11%	23 10%	73 10%	73 10%	48 11%	40 13%	50 11%	18 8%	6 6%
Channel 4/Channel 5	43 6%	31 7%	4 4%	8 5%	14 6%	9 3%	19 8% e	43 6%	43 6%	22 5%	24 8%	29 7%	11 5%	3 3%
Other 24-hour rolling news (e.g. Sky News, CNN)	23 3%	17 4%	3 3%	2 1%	10 4%	9 3%	4 2%	23 3%	23 3%	19 4%	15 5%	15 3%	7 3%	1 1%
Any other TV channel(s)	9 1%	7 2%	- -%	2 1%	2 1%	2 1%	5 2%	9 1%	9 1%	5 1%	4 1%	6 1%	2 1%	1 1%
RADIO														
Commercial Radio for your local area - so radio stations with advertisements	17 2%	8 2%	2 2%	7 4%	8 3%	6 2%	3 1%	17 2%	17 2%	13 3%	13 4%	14 3%	2 1%	1 1%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	*m
Unweighted total	748	452	110	186	233	276	233	729	703	454	308	439	212	97
Effective Weighted Sample	742	452	110	181	231	273	232	723	698	450	305	435	210	96
Total	746	464	113	170	233	274	234	728	703	453	307	438	211	97
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17	10	1	6	3	7	7	17	17	11	12	13	2	2
	2%	2%	1%	3%	1%	2%	3%	2%	2%	2%	4%	3%	1%	2%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15	9	2	3	3	8	4	15	15	12	12	11	2	2
	2%	2%	2%	2%	1%	3%	2%	2%	2%	3%	4%	2%	1%	2%
BBC Radio Scotland or BBC Radio Gàidheal	14	10	-	4	3	6	5	14	14	9	8	12	1	2
	2%	2%	-%	2%	1%	2%	2%	2%	2%	2%	3%	3% l	*%	2%
Any other Radio station(s)	5	2	-	3	2	1	2	5	5	4	4	5	-	-
	1%	*%	-%	2%	1%	*%	1%	1%	1%	1%	1%	1%	-%	-%
PRINTED NEWSPAPERS														
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15	8	4	3	4	7	5	15	15	12	11	10	4	2
	2%	2%	4%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%
Newspapers for your local area (printed)	15	9	1	5	5	8	2	15	15	13	12	9	5	1
	2%	2%	1%	3%	2%	3%	1%	2%	2%	3%	4%	2%	2%	1%
Any other printed newspapers	1	-	-	1	-	1	-	1	1	1	1	1	-	-
	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	*m
Unweighted total	748	452	110	186	233	276	233	729	703	454	308	439	212	97
Effective Weighted Sample	742	452	110	181	231	273	232	723	698	450	305	435	210	96
Total	746	464	113	170	233	274	234	728	703	453	307	438	211	97
WEBSITES OR APPS														
BBC news website or app	14	7	-	6	6	6	2	12	12	12	12	9	5	-
	2%	2%	-%	4% b	2%	2%	1%	2%	2%	3%	4% gh	2%	2%	-%
Social media sites or apps (e.g. Facebook, Twitter)	10	5	-	5	6	3	1	10	10	9	9	6	3	-
	1%	1%	-%	3%	3%	1%	*%	1%	1%	2%	3%	1%	2%	-%
National newspaper websites or apps	9	6	-	3	4	3	2	8	8	7	8	7	1	1
	1%	1%	-%	2%	2%	1%	1%	1%	1%	2%	3%	2%	*%	1%
Newspaper websites or apps for your local area	7	4	-	2	3	1	2	6	6	6	7	6	1	-
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%	-%
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3	1	-	2	1	1	1	3	3	2	2	2	-	1
	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	1%	*%	-%	1%
Any other websites or apps	2	1	-	1	1	1	-	2	2	2	2	1	-	1
	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	1%	*%	-%	1%
Other news websites or apps for your local area	1	-	-	1	-	1	-	1	1	1	1	1	-	-
	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%
OTHER SOURCES														
Word of mouth (friends, family, colleagues)	14	6	2	5	6	5	3	14	14	12	11	10	3	-
	2%	1%	2%	3%	2%	2%	1%	2%	2%	3%	4%	2%	2%	-%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	*m
Unweighted total	748	452	110	186	233	276	233	729	703	454	308	439	212	97
Effective Weighted Sample	742	452	110	181	231	273	232	723	698	450	305	435	210	96
Total	746	464	113	170	233	274	234	728	703	453	307	438	211	97
Any other news sources	3 *%	1 *%	- -%	2 1%	1 *%	1 *%	1 *%	3 *%	3 *%	3 1%	3 1%	3 1%	- -%	- -%
ANY TV	183 25%	110 24%	20 17%	54 32% ab	68 29%	63 23%	52 22%	181 25%	179 25%	121 27%	88 29%	116 27%	44 21%	23 24%
ANY RADIO	32 4%	20 4%	4 4%	9 5%	10 4%	12 5%	10 4%	32 4%	32 5%	23 5%	21 7%	24 5% l	3 2%	5 5%
ANY PRINTED NEWSPAPERS	23 3%	12 3%	4 4%	6 4%	7 3%	11 4%	5 2%	23 3%	23 3%	19 4%	16 5%	14 3%	7 3%	2 2%
ANY WEBSITES OR APPS	23 3%	15 3%	- -%	8 5% b	10 4%	9 3%	4 2%	22 3%	22 3%	19 4%	19 6% gh	12 3%	8 4%	3 3%
ANY BBC	166 22%	100 21%	17 15%	49 29% ab	61 26%	58 21%	48 20%	164 23%	161 23%	110 24%	82 27%	102 23%	43 20%	21 22%
ANY NEWS MEDIA	193 26%	117 25%	20 17%	57 33% ab	72 31%	67 24%	54 23%	190 26%	188 27%	126 28%	94 31%	120 27%	49 23%	24 25%
NONE OF THESE	553 74%	347 75% c	93 83% c	113 67%	160 69%	208 76%	180 77%	538 74%	515 73%	327 72%	213 69%	318 73%	162 77%	73 75%

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	*k
Unweighted total	748	208	169	83	518	457	174	95	723	440	283	25
Effective Weighted Sample	742	206	167	82	514	453	172	94	717	436	281	25
Total	746	206	166	80	519	456	173	95	721	438	283	25
TV												
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143	95	87	38	47	63	66	13	143	89	54	**
	19%	46%	52%	47%	9%	14%	38%	14%	20%	20%	19%	**
		d	d				e					
STV and ITV Channels (STV/STV2/ITV)	88	54	48	30	32	48	31	8	88	52	36	**
	12%	26%	29%	37%	6%	10%	18%	8%	12%	12%	13%	**
		d	d				e					
BBC News channel	74	44	40	21	29	42	21	10	74	43	31	**
	10%	22%	24%	26%	5%	9%	12%	11%	10%	10%	11%	**
		d	d									
Channel 4/Channel 5	43	25	19	13	18	24	12	7	43	22	21	**
	6%	12%	12%	16%	3%	5%	7%	7%	6%	5%	7%	**
		d	d									
Other 24-hour rolling news (e.g. Sky News, CNN)	23	14	10	8	9	16	4	3	23	16	7	**
	3%	7%	6%	10%	2%	3%	2%	3%	3%	4%	3%	**
		d	d									
Any other TV channel(s)	9	5	5	3	4	8	-	1	9	8	1	**
	1%	2%	3%	4%	1%	2%	-%	1%	1%	2%	*%	**
			d									
RADIO												
Commercial Radio for your local area - so radio stations with advertisements	17	10	10	8	7	9	6	3	17	13	4	**
	2%	5%	6%	9%	1%	2%	3%	3%	2%	3%	1%	**
		d	d									

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	*k
Unweighted total	748	208	169	83	518	457	174	95	723	440	283	25
Effective Weighted Sample	742	206	167	82	514	453	172	94	717	436	281	25
Total	746	206	166	80	519	456	173	95	721	438	283	25
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17 2%	11 6% d	8 5% d	7 9%	6 1%	11 2%	5 3%	2 2%	17 2%	13 3%	4 1%	** **
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15 2%	9 4% d	8 5% d	5 6%	6 1%	10 2%	3 2%	2 2%	15 2%	12 3%	3 1%	** **
BBC Radio Scotland or BBC Radio Gàidheal	14 2%	13 6% d	11 6% d	10 13%	2 *%	10 2%	3 2%	2 2%	14 2%	12 3%	3 1%	** **
Any other Radio station(s)	5 1%	3 1%	3 2% d	3 4%	2 *%	2 *%	1 1%	2 2%	5 1%	4 1%	1 *%	** **
PRINTED NEWSPAPERS												
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15 2%	10 5% d	9 5% d	3 4%	6 1%	9 2%	2 1%	5 5%	15 2%	10 2%	5 2%	** **
Newspapers for your local area (printed)	15 2%	10 5% d	7 4% d	5 6%	5 1%	10 2%	2 1%	3 3%	15 2%	9 2%	6 2%	** **

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	*k
Unweighted total	748	208	169	83	518	457	174	95	723	440	283	25
Effective Weighted Sample	742	206	167	82	514	453	172	94	717	436	281	25
Total	746	206	166	80	519	456	173	95	721	438	283	25
Any other printed newspapers	1	-	-	-	1	-	-	1	1	1	-	**
	*%	-%	-%	-%	*%	-%	-%	1%	*%	*%	-%	**
WEBSITES OR APPS												
BBC news website or app	14	10	9	6	3	10	2	2	14	7	7	**
	2%	5%	5%	7%	1%	2%	1%	2%	2%	2%	2%	**
		d	d									
Social media sites or apps (e.g. Facebook, Twitter)	10	7	6	5	3	5	2	3	10	5	5	**
	1%	3%	3%	6%	1%	1%	1%	3%	1%	1%	2%	**
		d	d									
National newspaper websites or apps	9	7	5	3	3	8	-	2	9	8	2	**
	1%	3%	3%	3%	1%	2%	-%	2%	1%	2%	1%	**
		d	d									
Newspaper websites or apps for your local area	7	6	4	2	1	5	-	2	7	7	-	**
	1%	3%	2%	3%	*%	1%	-%	2%	1%	1%	-%	**
		d	d							j		
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3	2	2	1	1	2	-	1	3	2	1	**
	*%	1%	1%	1%	*%	*%	-%	1%	*%	*%	*%	**
Any other websites or apps	2	1	-	1	1	1	-	1	2	2	-	**
	*%	*%	-%	1%	*%	*%	-%	1%	*%	*%	-%	**
Other news websites or apps for your local area	1	-	-	-	1	-	-	1	1	1	-	**
	*%	-%	-%	-%	*%	-%	-%	1%	*%	*%	-%	**

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	*k
Unweighted total	748	208	169	83	518	457	174	95	723	440	283	25
Effective Weighted Sample	742	206	167	82	514	453	172	94	717	436	281	25
Total	746	206	166	80	519	456	173	95	721	438	283	25
OTHER SOURCES												
Word of mouth (friends, family, colleagues)	14	9	9	7	4	8	3	2	14	8	6	**
	2%	5% d	6% d	8%	1%	2%	2%	2%	2%	2%	2%	**
Any other news sources	3	2	2	1	1	2	-	1	3	3	-	**
	*%	1%	1%	1%	*%	*%	-%	1%	*%	1%	-%	**
ANY TV	183	116	100	47	64	89	74	17	183	114	70	**
	25%	57% d	60% d	59%	12%	20%	43% e	18%	25%	26%	25%	**
ANY RADIO	32	23	19	17	9	17	10	5	32	21	11	**
	4%	11% d	11% d	21%	2%	4%	6%	5%	4%	5%	4%	**
ANY PRINTED NEWSPAPERS	23	17	13	7	6	13	4	6	23	15	8	**
	3%	8% d	8% d	8%	1%	3%	2%	6%	3%	3%	3%	**
ANY WEBSITES OR APPS	23	17	13	10	6	17	2	4	23	13	10	**
	3%	8% d	8% d	12%	1%	4%	1%	4%	3%	3%	4%	**
ANY BBC	166	105	93	42	60	80	69	16	166	104	63	**
	22%	51% d	56% d	53%	12%	17%	40% e	17%	23%	24%	22%	**
ANY NEWS MEDIA	193	122	103	49	69	97	74	20	193	118	75	**
	26%	59% d	62% d	60%	13%	21%	43% e	21%	27%	27%	26%	**
NONE OF THESE	553	84	63	32	450	360	99	75	528	319	208	**
	74%	41%	38%	40%	87% ab	79% f	57%	79%	73%	73%	74%	**

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE					WEBSITES		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	748	700	673	606	473	486	438	698	343	256	124	361	275	112
Effective Weighted Sample	742	694	667	601	468	482	434	692	341	254	122	358	273	111
Total	746	698	671	606	468	486	436	696	345	255	122	360	274	113
TV														
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143	143	143	113	97	95	83	143	60	52	31	78	49	15
	19%	20%	21%	19%	21%	20%	19%	21%	17%	20%	25%	22%	18%	14%
STV and ITV Channels (STV/STV2/ITV)	88	88	84	88	64	64	54	84	41	40	7	53	31	4
	12%	13%	13%	15%	14%	13%	12%	12%	12%	16%	6%	15%	11%	4%
										j		m	m	
BBC News channel	74	74	74	65	49	49	46	74	37	26	11	44	27	3
	10%	11%	11%	11%	11%	10%	10%	11%	11%	10%	9%	12%	10%	3%
												m	m	
Channel 4/Channel 5	43	43	43	39	29	32	26	43	21	19	3	23	18	2
	6%	6%	6%	6%	6%	7%	6%	6%	6%	8%	2%	6%	6%	2%
										j				
Other 24-hour rolling news (e.g. Sky News, CNN)	23	23	23	23	16	16	18	23	11	11	1	13	8	2
	3%	3%	3%	4%	3%	3%	4%	3%	3%	4%	1%	4%	3%	2%
Any other TV channel(s)	9	9	9	9	4	7	3	9	8	1	-	4	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	-%	1%	1%	2%
									i					
RADIO														
Commercial Radio for your local area - so radio stations with advertisements	17	17	16	16	17	14	14	16	11	5	1	10	6	2
	2%	2%	2%	3%	4%	3%	3%	2%	3%	2%	1%	3%	2%	2%
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17	17	17	13	17	14	13	17	7	5	6	10	5	2
	2%	2%	3%	2%	4%	3%	3%	2%	2%	2%	5%	3%	2%	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	748	700	673	606	473	486	438	698	343	256	124	361	275	112
Effective Weighted Sample	742	694	667	601	468	482	434	692	341	254	122	358	273	111
Total	746	698	671	606	468	486	436	696	345	255	122	360	274	113
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15 2%	15 2%	15 2%	15 2%	15 3%	14 3%	11 2%	15 2%	8 2%	7 3%	- -%	8 2%	4 2%	3 3%
BBC Radio Scotland or BBC Radio Gàidheal	14 2%	14 2%	14 2%	11 2%	14 3%	11 2%	9 2%	14 2%	7 2%	2 1%	6 5% i	11 3%	3 1%	1 1%
Any other Radio station(s)	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	4 1%	5 1%	2 1%	3 1%	- -%	3 1%	1 *%	1 1%
PRINTED NEWSPAPERS														
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15 2%	15 2%	14 2%	15 3%	11 2%	15 3%	10 2%	14 2%	7 2%	8 3%	1 1%	7 2%	3 1%	6 5% l
Newspapers for your local area (printed)	15 2%	15 2%	15 2%	15 2%	11 2%	15 3%	12 3%	15 2%	6 2%	9 3%	1 1%	11 3% l	2 1%	2 2%
Any other printed newspapers	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%
WEBSITES OR APPS														
BBC news website or app	14 2%	12 2%	12 2%	11 2%	11 2%	8 2%	14 3%	14 2%	3 1%	6 2%	5 4% h	6 2%	6 2%	2 2%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	748	700	673	606	473	486	438	698	343	256	124	361	275	112
Effective Weighted Sample	742	694	667	601	468	482	434	692	341	254	122	358	273	111
Total	746	698	671	606	468	486	436	696	345	255	122	360	274	113
Social media sites or apps (e.g. Facebook, Twitter)	10 1%	10 1%	10 1%	9 1%	8 2%	7 1%	10 2%	10 1%	6 2%	2 1%	2 2%	6 2%	2 1%	2 2%
National newspaper websites or apps	9 1%	8 1%	8 1%	7 1%	7 2%	6 1%	9 2%	9 1%	2 1%	4 1%	4 3% h	5 1%	3 1%	2 2%
Newspaper websites or apps for your local area	7 1%	6 1%	6 1%	5 1%	5 1%	4 1%	7 2%	7 1%	2 1%	2 1%	2 2%	3 1%	1 *%	2 2%
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3 *%	3 *%	3 *%	3 *%	2 *%	2 *%	3 1%	3 *%	1 *%	2 1%	- -%	1 *%	1 *%	1 1%
Any other websites or apps	2 *%	2 *%	2 *%	2 *%	2 *%	2 *%	2 *%	2 *%	- -%	2 1%	- -%	1 *%	1 *%	- -%
Other news websites or apps for your local area	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%
OTHER SOURCES														
Word of mouth (friends, family, colleagues)	14 2%	14 2%	14 2%	11 2%	11 2%	10 2%	12 3%	14 2%	7 2%	3 1%	3 3%	10 3%	2 1%	2 2%
Any other news sources	3 *%	3 *%	3 *%	2 *%	3 1%	2 *%	3 1%	3 *%	1 *%	1 *%	1 1%	2 *%	- -%	1 1%
ANY TV	183 25%	183 26%	180 27%	152 25%	124 26%	127 26%	110 25%	180 26%	83 24%	67 26%	33 27%	102 28% m	65 24% m	16 15%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	748	700	673	606	473	486	438	698	343	256	124	361	275	112
Effective Weighted Sample	742	694	667	601	468	482	434	692	341	254	122	358	273	111
Total	746	698	671	606	468	486	436	696	345	255	122	360	274	113
ANY RADIO	32 4%	32 5%	31 5%	27 4%	32 7%	26 5%	22 5%	31 5%	18 5%	8 3%	7 6%	19 5%	9 3%	4 4%
ANY PRINTED NEWSPAPERS	23 3%	23 3%	22 3%	23 4%	18 4%	23 5%	16 4%	22 3%	12 3%	10 4%	1 1%	12 3%	4 2%	7 6% l
ANY WEBSITES OR APPS	23 3%	22 3%	22 3%	20 3%	18 4%	16 3%	23 5%	23 3%	6 2%	11 4%	6 5%	10 3%	9 3%	4 4%
ANY BBC	166 22%	165 24%	165 25%	134 22%	111 24%	113 23%	102 23%	166 24%	75 22%	59 23%	33 27%	87 24%	62 23%	17 15%
ANY NEWS MEDIA	193 26%	192 28%	187 28%	161 27%	131 28%	136 28%	118 27%	188 27%	88 25%	72 28%	34 28%	104 29% m	69 25%	20 18%
NONE OF THESE	553 74%	506 72%	484 72%	445 73%	337 72%	350 72%	318 73%	507 73%	257 75%	183 72%	88 72%	256 71%	204 75%	93 82% k

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 114

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	748	227	521	-	195	185	161	91	168	528	628	120	529	137	82
Effective Weighted Sample	742	225	517	-	193	183	159	90	166	524	623	119	525	136	81
Total	746	224	522	-	193	183	160	88	166	528	626	121	529	136	82
TV															
BBC Channels (BBC1/ BBC2/ BBC3/ BBC4)	143	55	88	**	143	143	143	71	143	-	124	18	60	72	11
	19%	25%	17%	**	74%	78%	89%	80%	86%	-%	20%	15%	11%	53%	13%
		b			i	i	dei		di					l	
STV and ITV Channels (STV/STV2/ITV)	88	34	54	**	88	88	73	88	74	-	78	10	41	41	7
	12%	15%	10%	**	46%	48%	46%	100%	44%	-%	12%	9%	8%	30%	8%
					i	i	i		i					l	
BBC News channel	74	29	45	**	74	74	74	40	74	-	67	7	37	30	7
	10%	13%	9%	**	38%	40%	46%	46%	44%	-%	11%	6%	7%	22%	8%
					i	i	i		i					l	
Channel 4/Channel 5	43	12	31	**	43	43	39	28	40	-	38	5	25	16	2
	6%	5%	6%	**	22%	23%	25%	32%	24%	-%	6%	4%	5%	12%	3%
					i	i	i		i					l	
Other 24-hour rolling news (e.g. Sky News, CNN)	23	8	15	**	23	23	18	10	20	-	21	2	18	5	-
	3%	4%	3%	**	12%	13%	11%	11%	12%	-%	3%	2%	3%	4%	-%
					i	i	i		i						
Any other TV channel(s)	9	5	4	**	9	9	7	4	7	-	9	-	9	-	-
	1%	2%	1%	**	5%	5%	4%	4%	4%	-%	1%	-%	2%	-%	-%
					i	i	i		i						
RADIO															
Commercial Radio for your local area - so radio stations with advertisements	17	9	8	**	17	15	14	12	16	-	16	1	11	4	2
	2%	4%	2%	**	9%	8%	8%	14%	10%	-%	3%	1%	2%	3%	3%
		b			i	i	i		i						

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 114

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	748	227	521	-	195	185	161	91	168	528	628	120	529	137	82
Effective Weighted Sample	742	225	517	-	193	183	159	90	166	524	623	119	525	136	81
Total	746	224	522	-	193	183	160	88	166	528	626	121	529	136	82
UK-wide BBC Radio (e.g. BBC Radio 1/2/3/4/5)	17 / 2%	10 / 4% / b	8 / 1%	** / **	17 / 9% / i	16 / 9% / i	15 / 10% / i	8 / 9%	17 / 10% / i	- / -%	15 / 2%	2 / 2%	12 / 2%	5 / 4%	- / -%
National Commercial Radio - so radio stations with advertisements (e.g. Classic FM, Capital Scotland, Heart Scotland, talkSPORT)	15 / 2%	8 / 4% / b	7 / 1%	** / **	15 / 8% / i	14 / 7% / i	13 / 8% / i	10 / 11%	15 / 9% / i	- / -%	14 / 2%	1 / 1%	9 / 2%	5 / 4%	1 / 1%
BBC Radio Scotland or BBC Radio Gàidheal	14 / 2%	11 / 5% / b	3 / 1%	** / **	14 / 7% / i	14 / 8% / i	13 / 8% / i	9 / 11%	14 / 9% / i	- / -%	12 / 2%	2 / 2%	11 / 2%	4 / 3%	- / -%
Any other Radio station(s)	5 / 1%	3 / 1%	2 / *%	** / **	5 / 2% / i	5 / 3% / i	5 / 3% / i	5 / 5%	5 / 3% / i	- / -%	5 / 1%	- / -%	4 / 1%	1 / 1%	- / -%
PRINTED NEWSPAPERS															
National newspapers (printed) (e.g. The Scottish Sun, Daily Record, Metro, Scottish Daily Mail, The Times)	15 / 2%	5 / 2%	10 / 2%	** / **	15 / 8% / i	12 / 6% / i	12 / 7% / i	9 / 10%	12 / 7% / i	- / -%	15 / 2%	1 / 1%	8 / 1%	5 / 4%	3 / 3%
Newspapers for your local area (printed)	15 / 2%	5 / 2%	10 / 2%	** / **	15 / 8% / i	11 / 6% / i	10 / 6% / i	10 / 11%	10 / 6% / i	- / -%	15 / 2%	- / -%	11 / 2%	4 / 3%	- / -%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	748	227	521	-	195	185	161	91	168	528	628	120	529	137	82
Effective Weighted Sample	742	225	517	-	193	183	159	90	166	524	623	119	525	136	81
Total	746	224	522	-	193	183	160	88	166	528	626	121	529	136	82
Any other printed newspapers	1	1	-	**	1	1	1	1	1	-	1	-	1	-	-
	*%	*%	-%	**	*%	*%	*%	1%	*%	-%	*%	-%	*%	-%	-%
WEBSITES OR APPS															
BBC news website or app	14	6	7	**	14	10	10	8	14	-	12	1	10	3	-
	2%	3%	1%	**	7%	6%	6%	10%	8%	-%	2%	1%	2%	3%	-%
					i	i	i		i						
Social media sites or apps (e.g. Facebook, Twitter)	10	6	3	**	10	9	9	8	9	-	10	-	6	4	-
	1%	3%	1%	**	5%	5%	5%	9%	5%	-%	2%	-%	1%	3%	-%
		b			i	i	i		i						
National newspaper websites or apps	9	5	5	**	9	8	8	7	9	-	7	2	7	2	-
	1%	2%	1%	**	5%	5%	5%	8%	6%	-%	1%	2%	1%	2%	-%
					i	i	i		i						
Newspaper websites or apps for your local area	7	4	3	**	7	5	5	3	6	-	6	1	6	1	-
	1%	2%	1%	**	3%	2%	3%	4%	3%	-%	1%	1%	1%	1%	-%
					i	i	i		i						
Other national news websites or apps (e.g. Buzzfeed, Huffington Post, STV News)	3	2	1	**	3	3	3	3	3	-	3	-	3	-	-
	*%	1%	*%	**	1%	2%	2%	3%	2%	-%	*%	-%	1%	-%	-%
					i	i	i		i						
Any other websites or apps	2	2	-	**	2	2	1	1	2	-	2	-	2	-	-
	*%	1%	-%	**	1%	1%	*%	1%	1%	-%	*%	-%	*%	-%	-%
		b			i	i			i						
Other news websites or apps for your local area	1	1	-	**	1	1	1	1	1	-	1	-	1	-	-
	*%	*%	-%	**	*%	*%	*%	1%	*%	-%	*%	-%	*%	-%	-%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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SUMMARY OF NEWS MEDIA WOULD CONSUME LESS FROM AS A RESULT OF THE 9PM WEEKDAY NEWS PROGRAMME

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	748	227	521	-	195	185	161	91	168	528	628	120	529	137	82
Effective Weighted Sample	742	225	517	-	193	183	159	90	166	524	623	119	525	136	81
Total	746	224	522	-	193	183	160	88	166	528	626	121	529	136	82
OTHER SOURCES															
Word of mouth (friends, family, colleagues)	14	10	3	**	14	14	14	10	14	-	12	1	8	6	-
	2%	4%	1%	**	7%	7%	8%	12%	8%	-%	2%	1%	2%	4%	-%
		b			i	i	i		i						
Any other news sources	3	3	-	**	3	3	3	2	3	-	2	1	3	-	-
	*%	1%	-%	**	1%	2%	2%	2%	2%	-%	*%	1%	1%	-%	-%
		b			i	i	i		i						
ANY TV	183	70	114	**	183	183	160	88	162	-	162	22	89	80	15
	25%	31%	22%	**	95%	100%	100%	100%	98%	-%	26%	18%	17%	59%	18%
		b			i	dhi	dhi		i					l	
ANY RADIO	32	20	13	**	32	30	28	17	31	-	29	3	20	11	2
	4%	9%	2%	**	17%	17%	17%	20%	19%	-%	5%	3%	4%	8%	3%
		b			i	i	i		i					l	
ANY PRINTED NEWSPAPERS	23	9	14	**	23	17	16	13	16	-	22	1	14	6	3
	3%	4%	3%	**	12%	9%	10%	15%	10%	-%	4%	1%	3%	4%	3%
					i	i	i		i						
ANY WEBSITES OR APPS	23	10	13	**	23	19	17	15	22	-	21	2	17	7	-
	3%	4%	3%	**	12%	10%	11%	17%	13%	-%	3%	2%	3%	5%	-%
					i	i	i		i						
ANY BBC	166	63	104	**	166	162	160	74	166	-	147	20	79	74	14
	22%	28%	20%	**	86%	89%	100%	84%	100%	-%	23%	16%	15%	54%	17%
		b			i	i	dei		dei					l	
ANY NEWS MEDIA	193	73	121	**	193	183	160	88	166	-	171	22	97	80	17
	26%	32%	23%	**	100%	100%	100%	100%	100%	-%	27%	18%	18%	59%	20%
		b			i	i	i		i		k			l	
NONE OF THESE	553	152	401	**	-	-	-	-	-	528	455	98	432	56	65
	74%	68%	77%	**	-%	-%	-%	-%	-%	100%	73%	82%	82%	41%	80%
			a							defh		j	m		

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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D7A. (SHOWCARD) AGREEMENT WITH STATEMENT - I think Scottish issues should be given more attention in the news (SINGLE CODE)

Base : All respondents

		AGE						SEG						AREA		
																ALL	REMOTE
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Agree strongly	433	53	62	67	82	69	100	87	120	96	130	207	226	356	77	49
	39%	38%	38%	37%	42%	42%	38%	40%	35%	40%	42%	37%	41%	37%	50%	47%
															m	m
Agree Slightly	290	28	46	46	56	47	67	55	95	71	69	151	140	251	40	29
	26%	20%	28%	26%	28%	29%	26%	25%	28%	30%	22%	27%	26%	26%	26%	28%
Neither/ nor disagree	262	53	39	46	46	29	49	41	86	55	81	126	136	233	29	19
	24%	37%	24%	25%	23%	17%	19%	19%	25%	23%	26%	22%	25%	24%	19%	18%
		bcdef									g					
Disagree slightly	92	7	12	18	9	14	31	27	32	12	21	59	33	85	7	6
	8%	5%	7%	10%	5%	9%	12%	12%	9%	5%	7%	10%	6%	9%	4%	5%
							ad	ijl				il		n		
Disagree strongly	34	-	5	4	3	5	15	9	11	6	7	21	13	32	2	2
	3%	-%	3%	2%	2%	3%	6%	4%	3%	3%	2%	4%	2%	3%	1%	2%
			a				a	ad								
TOTAL AGREE	723	82	108	113	137	116	168	142	215	167	199	358	366	607	116	78
	65%	58%	66%	62%	70%	71%	64%	65%	63%	70%	65%	63%	67%	63%	75%	75%
					a	a									m	m
TOTAL DISAGREE	125	7	17	22	12	19	46	37	43	18	28	79	46	117	9	8
	11%	5%	10%	12%	6%	12%	18%	17%	12%	8%	9%	14%	8%	12%	6%	7%
				ad		a	abd	ijl	l			ijl		n		

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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D7A. (SHOWCARD) AGREEMENT WITH STATEMENT - I think Scottish issues should be given more attention in the news (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Agree strongly	433 39%	271 39%	59 35%	104 41%	138 36%	157 40%	128 44%	410 40%	393 40%	247 40%	177 38%	273 56% lm	82 31% m	79 22%
Agree Slightly	290 26%	179 26%	41 24%	70 28%	92 24%	112 28%	78 27%	271 27%	262 27%	177 28%	124 27%	126 26%	90 34% km	74 21%
Neither/ nor disagree	262 24%	179 26% c	44 26% c	39 16%	99 26%	81 21%	58 20%	220 22%	211 22%	127 20%	118 26% i	53 11%	68 26% k	142 39% kl
Disagree slightly	92 8%	45 7%	18 11%	28 11% a	38 10%	31 8%	21 7%	86 8%	82 8%	52 8%	38 8%	25 5%	22 8%	44 12% k
Disagree strongly	34 3%	17 3%	7 4%	9 4%	13 4%	11 3%	8 3%	31 3% j	27 3% j	18 3% j	4 1%	8 2%	3 1%	23 6% kl
TOTAL AGREE	723 65%	450 65%	100 59%	174 69% b	230 60%	268 69% d	205 70% d	681 67%	655 67%	423 68%	301 65%	398 82% lm	172 65% m	153 42%
TOTAL DISAGREE	125 11%	63 9%	26 15% a	37 15% a	52 14%	42 11%	29 10%	116 11%	108 11%	71 11%	42 9%	34 7%	25 9%	67 18% kl

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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D7A. (SHOWCARD) AGREEMENT WITH STATEMENT - I think Scottish issues should be given more attention in the news (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Agree strongly	433 39%	106 45%	90 46%	49 54%	283 44%	253 47%	85 41%	51 41%	403 41% jk	276 45% jk	127 35% k	30 23%
Agree Slightly	290 26%	68 29%	51 26%	19 21%	187 29%	161 30%	58 28%	36 29%	273 28% k	149 24% k	124 34% hik	17 13%
Neither/ nor disagree	262 24%	38 16%	34 17%	13 14%	115 18%	96 18%	36 17%	21 17%	194 20%	110 18%	84 23%	68 52% hij
Disagree slightly	92 8%	23 10%	20 10%	9 10%	40 6%	25 5%	25 12% e	13 10% e	79 8%	49 8%	30 8%	12 9%
Disagree strongly	34 3%	2 1%	1 1%	1 1%	13 2%	8 2%	4 2%	3 2%	31 3% j	29 5% j	2 1%	3 2%
TOTAL AGREE	723 65%	174 73%	142 72%	67 75%	470 74%	414 76% f	143 69%	87 70%	676 69% k	426 69% k	251 68% k	47 36%
TOTAL DISAGREE	125 11%	25 11%	21 11%	10 11%	53 8%	34 6%	29 14% e	16 13% e	110 11%	78 13%	32 9%	15 12%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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D7A. (SHOWCARD) AGREEMENT WITH STATEMENT - I think Scottish issues should be given more attention in the news (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Agree strongly	433	370	354	318	253	268	263	379	193	112	98	206	95	132
	39%	42%	43%	43%	41%	44%	43%	42%	48%	35%	37%	57%	35%	28%
									ij			lm	m	
Agree Slightly	290	252	238	226	169	163	165	255	118	106	50	95	105	90
	26%	28%	29%	30%	27%	26%	27%	28%	29%	33%	19%	26%	38%	19%
									j	j		m	km	
Neither/ nor disagree	262	166	145	127	122	114	120	161	56	66	72	40	52	170
	24%	19%	18%	17%	20%	19%	20%	18%	14%	21%	28%	11%	19%	36%
										h	h		k	kl
Disagree slightly	92	72	68	60	49	50	46	74	28	25	26	16	19	56
	8%	8%	8%	8%	8%	8%	8%	8%	7%	8%	10%	5%	7%	12%
														kl
Disagree strongly	34	30	25	17	23	20	17	28	4	11	15	3	2	29
	3%	3%	3%	2%	4%	3%	3%	3%	1%	4%	6%	1%	1%	6%
										h	h			kl
TOTAL AGREE	723	623	592	544	421	431	428	634	310	218	148	300	201	222
	65%	70%	71%	73%	68%	70%	70%	71%	78%	68%	57%	83%	73%	47%
									ij	j		lm	m	
TOTAL DISAGREE	125	102	93	77	72	69	64	102	33	36	42	20	21	85
	11%	11%	11%	10%	12%	11%	10%	11%	8%	11%	16%	5%	8%	18%
											h			kl

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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D7A. (SHOWCARD) AGREEMENT WITH STATEMENT - I think Scottish issues should be given more attention in the news (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Agree strongly	433 39%	149 67% bc	184 35% c	100 27%	84 44%	80 44%	71 45%	39 44%	75 45%	319 41%	433 54% k	- -%	253 48% m	48 35%	33 40%
Agree Slightly	290 26%	40 18%	195 37% ac	55 15%	70 36% i	66 36% i	57 36% i	32 37%	60 36% i	203 26%	290 36% k	- -%	158 30%	58 43% l	19 23%
Neither/ nor disagree	262 24%	25 11%	94 18% a	144 39% ab	25 13%	23 13%	18 11%	13 15%	18 11%	169 22% defh	54 7%	208 67% j	83 16%	14 11%	21 26%
Disagree slightly	92 8%	10 5%	41 8%	40 11% a	12 6%	12 7%	12 8%	3 3%	12 7%	67 8%	17 2%	74 24% j	32 6%	12 9%	8 9%
Disagree strongly	34 3%	- -%	8 2%	26 7% ab	2 1%	2 1%	1 1%	1 1%	1 1%	29 4% fh	5 1%	29 9% j	4 1%	3 2%	1 1%
TOTAL AGREE	723 65%	189 84% bc	379 73% c	155 42%	154 80% i	146 80% i	128 80% i	71 81%	135 81% i	522 66%	723 90% k	- -%	411 78%	106 78%	52 64%
TOTAL DISAGREE	125 11%	10 5%	49 9% a	66 18% ab	14 7%	14 8%	13 8%	4 5%	13 8%	96 12%	23 3%	103 33% j	36 7%	15 11%	9 11%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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D7B. (SHOWCARD) AGREEMENT WITH STATEMENT - I have enough access to news about Scotland (SINGLE CODE)

Base : All respondents

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Agree strongly	300 27%	38 27%	43 26%	51 28%	48 25%	43 26%	75 29%	73 33% jl	96 28%	60 25%	70 23%	169 30% jl	131 24%	265 28%	34 22%	24 23%
Agree Slightly	309 28%	40 28%	53 32% c	41 23%	55 28%	51 31%	69 26%	58 26%	96 28%	65 27%	90 29%	153 27%	155 28%	280 29% no	28 18%	20 19%
Neither/ nor disagree	236 21%	40 29% ef	37 23% e	46 25% e	41 21% e	21 13%	51 19%	35 16%	77 23%	60 25% g	65 21%	112 20%	124 23% g	202 21%	35 22%	19 18%
Disagree slightly	204 18%	15 11%	19 12%	35 19% a	40 20% ab	36 22% ab	58 22% ab	42 19%	58 17%	44 18%	61 20%	99 18%	105 19%	162 17%	42 27% m	31 29% m
Disagree strongly	62 6%	7 5%	12 7%	9 5%	12 6%	13 8%	10 4%	13 6%	17 5%	12 5%	21 7%	30 5%	33 6%	47 5%	15 10% m	11 10% m
TOTAL AGREE	608 55%	78 55%	96 58%	92 51%	103 53%	94 57%	144 55%	131 59%	192 56%	126 52%	160 52%	322 57%	286 52%	546 57% no	63 41%	44 42%
TOTAL DISAGREE	266 24%	23 16%	32 19%	44 24%	51 26% a	49 30% ab	68 26% a	54 25%	74 22%	55 23%	82 27%	129 23%	138 25%	209 22%	57 37% m	41 40% m

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

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D7B. (SHOWCARD) AGREEMENT WITH STATEMENT - I have enough access to news about Scotland (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH- UP	ANY ON- DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Agree strongly	300 27%	170 25%	53 32%	76 30%	113 30%	98 25%	70 24%	262 26%	246 25%	152 25%	117 25%	125 26%	50 19%	125 35% kl
													l	
Agree Slightly	309 28%	191 28%	45 27%	72 29%	112 29%	114 29%	75 25%	287 28%	277 28%	176 28%	135 29%	125 26%	80 30%	104 29%
Neither/ nor disagree	236 21%	176 25% bc	22 13%	39 16%	70 18%	93 24%	60 21%	214 21%	205 21%	129 21%	102 22%	77 16%	72 27% k	88 24% k
Disagree slightly	204 18%	115 17%	36 21%	53 21%	64 17%	64 16%	71 24% de	196 19%	188 19%	123 20%	73 16%	121 25% lm	47 18% m	36 10%
Disagree strongly	62 6%	39 6%	13 8%	10 4%	21 6%	23 6%	17 6%	58 6%	58 6%	41 7%	34 7%	37 8% m	17 6% m	9 2%
TOTAL AGREE	608 55%	361 52%	99 58%	148 59%	226 59% f	212 54%	145 49%	549 54%	523 54%	329 53%	252 55%	250 51%	130 49%	229 63% kl
TOTAL DISAGREE	266 24%	154 22%	49 29%	63 25%	85 22%	87 22%	88 30% de	255 25%	246 25%	163 26%	107 23%	158 33% lm	63 24% m	45 12%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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D7B. (SHOWCARD) AGREEMENT WITH STATEMENT - I have enough access to news about Scotland (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Agree strongly	300	63	52	22	143	123	54	29	263	205	58	36
	27%	26%	26%	24%	22%	23%	26%	23%	27%	33%	16%	28%
									j	hj		j
Agree Slightly	309	57	47	23	187	137	69	37	271	157	113	38
	28%	24%	24%	25%	29%	25%	33%	30%	28%	26%	31%	29%
							e					
Neither/ nor disagree	236	47	42	14	133	116	34	30	193	102	91	43
	21%	20%	21%	16%	21%	21%	16%	24%	20%	17%	25%	33%
											hi	hi
Disagree slightly	204	59	45	25	130	130	43	17	198	115	83	6
	18%	25%	23%	28%	20%	24%	20%	14%	20%	19%	23%	5%
						g			k	k	k	
Disagree strongly	62	12	11	7	44	37	8	11	55	34	21	7
	6%	5%	6%	7%	7%	7%	4%	9%	6%	5%	6%	6%
TOTAL AGREE	608	119	99	44	330	260	123	66	534	363	171	74
	55%	50%	50%	49%	52%	48%	59%	53%	54%	59%	47%	57%
							e		j	j		
TOTAL DISAGREE	266	71	56	32	175	166	51	29	253	148	104	13
	24%	30%	28%	35%	27%	31%	24%	23%	26%	24%	28%	10%
									k	k	k	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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D7B. (SHOWCARD) AGREEMENT WITH STATEMENT - I have enough access to news about Scotland (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Agree strongly	300 27%	229 26%	207 25%	178 24%	159 26%	147 24%	173 28%	226 25%	82 21%	76 24%	105 40% hi	82 23%	48 17%	170 36% kl
Agree Slightly	309 28%	244 27%	228 27%	207 28%	163 26%	184 30%	164 27%	248 28%	110 27%	89 28%	72 28%	88 25%	90 33% k	130 27%
Neither/ nor disagree	236 21%	180 20%	167 20%	158 21%	121 20%	118 19%	116 19%	182 20%	82 20% j	75 23% j	37 14%	62 17%	66 24% k	108 23%
Disagree slightly	204 18%	186 21%	179 22%	160 21%	131 21%	128 21%	118 19%	189 21%	92 23% j	71 22% j	35 13%	96 27% m	58 21% m	49 10%
Disagree strongly	62 6%	51 6%	49 6%	43 6%	42 7%	36 6%	40 7%	52 6%	33 8% i	9 3%	13 5%	31 9% lm	11 4%	20 4%
TOTAL AGREE	608 55%	473 53%	435 52%	386 52%	321 52%	331 54%	337 55%	475 53%	192 48%	166 52%	177 68% hi	170 47%	138 50%	300 63% kl
TOTAL DISAGREE	266 24%	237 27%	228 27%	204 27%	173 28%	164 27%	159 26%	241 27%	125 31% j	80 25%	48 18%	128 35% lm	69 25% m	69 15%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D7B. (SHOWCARD) AGREEMENT WITH STATEMENT - I have enough access to news about Scotland (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Agree strongly	300 27%	53 24%	107 21%	140 38% ab	40 21%	39 21%	31 20%	22 25%	31 19%	223 28% dfh	163 20%	137 44% j	110 21%	35 26%	15 18%
Agree Slightly	309 28%	50 22%	163 31% a	96 26%	48 25%	47 26%	40 25%	19 21%	41 25%	222 28%	226 28%	83 27%	152 29%	39 29%	21 26%
Neither/ nor disagree	236 21%	39 17%	114 22%	83 23%	46 24%	42 23%	39 24%	17 19%	41 25%	148 19%	145 18%	91 29% j	105 20%	21 15%	27 34%
Disagree slightly	204 18%	62 28% c	113 22% c	29 8%	49 26% i	45 25%	42 26% i	24 27%	45 27% i	149 19%	204 26% k	- -%	124 23%	36 27%	15 18%
Disagree strongly	62 6%	21 9% bc	24 5%	17 5%	10 5%	10 5%	8 5%	7 7%	8 5%	45 6%	62 8% k	- -%	37 7%	5 3%	3 4%
TOTAL AGREE	608 55%	103 46%	270 52%	235 65% ab	88 46%	86 47%	71 45%	41 46%	72 43%	446 57% defh	389 49%	220 71% j	263 50%	74 55%	36 44%
TOTAL DISAGREE	266 24%	83 37% bc	137 26% c	46 13%	59 31%	55 30%	50 31%	31 35%	53 32%	194 25%	266 33% k	- -%	162 31%	41 30%	18 22%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D7C. (SHOWCARD) AGREEMENT WITH STATEMENT - I would like more coverage of UK and international news and events from a Scottish point of view (SINGLE CODE)

Base : All respondents

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Agree strongly	378 34%	43 30%	58 35%	58 32%	70 36%	62 38%	87 33%	74 34%	117 34%	83 34%	104 34%	192 34%	187 34%	320 33%	58 38%	39 37%
Agree Slightly	266 24%	34 24%	35 21%	44 24%	46 24%	46 28%	61 23%	59 27%	77 23%	61 25%	68 22%	136 24%	129 24%	225 24%	40 26%	28 27%
Neither/ nor disagree	268 24%	43 31% e	47 29% e	52 28% e	45 23% e	24 15%	58 22%	47 21%	87 25%	60 25%	75 24%	133 24%	135 25%	227 24%	41 27%	25 24%
Disagree slightly	122 11%	16 11%	16 10%	14 8%	24 12%	21 13%	31 12%	20 9%	39 11%	23 9%	41 13%	59 10%	64 12%	113 12% n	9 6%	9 9%
Disagree strongly	76 7%	5 4%	8 5%	14 8%	10 5%	10 6%	28 11% abd	20 9%	23 7%	14 6%	19 6%	43 8%	34 6%	71 7%	6 4%	3 3%
TOTAL AGREE	644 58%	77 54%	93 56%	102 56%	116 60%	109 67% acf	147 56%	133 61%	195 57%	143 60%	172 56%	328 58%	316 58%	545 57%	99 64%	67 64%
TOTAL DISAGREE	199 18%	21 15%	24 15%	29 16%	35 18%	31 19%	58 22%	40 18%	62 18%	37 15%	60 20%	102 18%	97 18%	184 19% n	15 10%	13 12%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D7C. (SHOWCARD) AGREEMENT WITH STATEMENT - I would like more coverage of UK and international news and events from a Scottish point of view (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Agree strongly	378 34%	254 37% c	57 34%	67 27%	116 30%	136 35%	115 39% d	355 35%	340 35%	206 33%	149 32%	242 50% lm	70 27% m	66 18%
Agree Slightly	266 24%	156 23%	34 20%	76 30% ab	92 24%	95 24%	71 24%	251 25%	243 25%	167 27%	110 24%	123 25% m	76 29% m	66 18%
Neither/ nor disagree	268 24%	176 25% c	44 26%	49 19%	93 24%	99 25%	59 20%	234 23%	222 23%	136 22%	126 27% i	69 14%	82 31% k	118 33% k
Disagree slightly	122 11%	64 9%	24 14%	35 14% a	48 13%	37 9%	34 12%	114 11%	114 12%	70 11%	49 11%	33 7%	26 10%	64 18% kl
Disagree strongly	76 7%	42 6%	10 6%	24 10%	33 9%	24 6%	14 5%	64 6%	56 6%	42 7%	27 6%	18 4%	11 4%	47 13% kl
TOTAL AGREE	644 58%	410 59%	91 54%	143 57%	208 55%	231 59%	186 63% d	606 60%	583 60%	373 60%	259 56%	365 75% lm	146 55% m	133 37%
TOTAL DISAGREE	199 18%	106 15%	34 20%	59 24% a	80 21% e	61 16%	48 16%	178 17%	169 17%	112 18%	76 17%	51 11%	37 14%	111 31% kl

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D7C. (SHOWCARD) AGREEMENT WITH STATEMENT - I would like more coverage of UK and international news and events from a Scottish point of view (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Agree strongly	378 34%	99 42%	81 41%	39 44%	240 38%	216 40%	77 37%	46 37%	357 36% k	243 40% jk	114 31% k	21 16%
Agree Slightly	266 24%	69 29%	60 31%	24 27%	165 26%	156 29%	53 25%	26 21%	245 25% k	138 22%	108 29% ik	20 15%
Neither/ nor disagree	268 24%	36 15%	30 15%	17 19%	146 23% ab	118 22%	33 16%	31 25% f	215 22%	123 20%	92 25%	53 40% hij
Disagree slightly	122 11%	25 10%	19 10%	7 8%	55 9%	38 7%	29 14% e	12 10%	103 11%	61 10%	42 12%	19 15%
Disagree strongly	76 7%	8 3%	6 3%	2 2%	32 5%	14 3%	16 8% e	9 7% e	59 6% j	49 8% j	10 3%	17 13% hij
TOTAL AGREE	644 58%	168 71% d	142 72% d	64 71%	405 64%	372 68% g	129 62%	72 58%	602 61% k	381 62% k	222 60% k	41 32%
TOTAL DISAGREE	199 18%	33 14%	25 13%	9 10%	86 14%	53 10%	46 22% e	21 17%	163 17%	110 18%	53 14%	36 28% hij

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D7C. (SHOWCARD) AGREEMENT WITH STATEMENT - I would like more coverage of UK and international news and events from a Scottish point of view (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Agree strongly	378	324	317	275	228	248	235	339	176	97	85	189	84	105
	34%	36%	38%	37%	37%	40%	38%	38%	44%	30%	32%	53%	31%	22%
									ij			lm	m	
Agree Slightly	266	233	218	208	158	144	154	228	108	95	42	94	84	87
	24%	26%	26%	28%	26%	24%	25%	25%	27%	30%	16%	26%	31%	18%
									j	j		m	m	
Neither/ nor disagree	268	190	168	159	141	128	129	189	72	76	67	51	75	142
	24%	21%	20%	21%	23%	21%	21%	21%	18%	24%	26%	14%	27%	30%
											h		k	k
Disagree slightly	122	93	84	76	54	60	60	92	33	32	39	17	21	85
	11%	10%	10%	10%	9%	10%	10%	10%	8%	10%	15%	5%	8%	18%
											h			kl
Disagree strongly	76	49	43	31	35	33	34	49	10	21	28	8	10	58
	7%	6%	5%	4%	6%	5%	5%	5%	3%	6%	11%	2%	4%	12%
										h	h			kl
TOTAL AGREE	644	557	535	482	386	392	388	567	284	192	127	283	168	193
	58%	63%	64%	65%	63%	64%	63%	63%	71%	60%	48%	79%	61%	40%
									ij	j		lm	m	
TOTAL DISAGREE	199	142	127	106	88	93	94	141	43	52	68	25	31	143
	18%	16%	15%	14%	14%	15%	15%	16%	11%	16%	26%	7%	11%	30%
										h	hi			kl

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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D7C. (SHOWCARD) AGREEMENT WITH STATEMENT - I would like more coverage of UK and international news and events from a Scottish point of view (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Agree strongly	378 34%	139 62% bc	159 30% c	80 22%	78 40%	75 41%	63 40%	31 35%	67 40%	279 35%	378 47% k	- -%	220 42%	49 36%	29 36%
Agree Slightly	266 24%	45 20% c	169 32% ac	51 14%	67 35% i	62 34% i	55 34% i	33 38%	58 35% i	178 23%	266 33% k	- -%	154 29%	42 31%	19 23%
Neither/ nor disagree	268 24%	24 11%	132 25% a	112 31% a	31 16%	29 16%	25 16%	18 20%	25 15%	185 23% defh	103 13%	165 53% j	112 21%	22 16%	22 27%
Disagree slightly	122 11%	13 6%	40 8%	70 19% ab	13 7%	13 7%	12 8%	4 5%	12 7%	90 11%	41 5%	82 26% j	30 6%	16 12% l	7 8%
Disagree strongly	76 7%	3 1%	21 4%	52 14% ab	4 2%	4 2%	4 3%	2 2%	4 2%	55 7% defh	12 2%	64 21% j	12 2%	7 5%	5 6%
TOTAL AGREE	644 58%	185 82% bc	329 63% c	131 36%	145 75% i	137 75% i	118 74% i	64 73%	125 75% i	457 58%	644 80% k	- -%	374 71%	91 67%	48 59%
TOTAL DISAGREE	199 18%	16 7%	61 12%	122 33% ab	17 9%	17 10%	16 10%	6 7%	16 10%	145 18% defh	53 7%	146 47% j	42 8%	23 17% l	12 14%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 119

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF ATTITUDES TOWARDS MORE COVERAGE/ NEWS/ ATTENTION FOR SCOTTISH ISSUES, NEWS ABOUT SCOTLAND AND SCOTTISH POINT OF VIEW

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
MORE ATTENTION/ MORE ACCESS/ MORE COVERAGE	800	90	121	126	147	131	185	162	238	179	222	399	401	673	127	87
	72%	63%	74%	69%	75%	80%	70%	74%	69%	74%	72%	71%	73%	70%	82%	83%
					a	acf									m	m
NOT REQUIRED	311	52	44	56	49	32	78	58	106	62	85	164	147	283	27	18
	28%	37%	26%	31%	25%	20%	30%	26%	31%	26%	28%	29%	27%	30%	18%	17%
		de		e			e							no		

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF ATTITUDES TOWARDS MORE COVERAGE/ NEWS/ ATTENTION FOR SCOTTISH ISSUES, NEWS ABOUT SCOTLAND AND SCOTTISH POINT OF VIEW

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
MORE ATTENTION/ MORE ACCESS/ MORE COVERAGE	800 72%	496 72%	115 68%	189 76%	261 69%	294 75% d	221 75%	748 74%	718 74%	467 75%	329 71%	431 89% lm	194 73% m	175 49%
NOT REQUIRED	311 28%	195 28%	54 32%	61 24%	120 31% e	97 25%	72 25%	269 26%	256 26%	154 25%	132 29%	54 11%	71 27% k	186 51% kl

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF ATTITUDES TOWARDS MORE COVERAGE/ NEWS/ ATTENTION FOR SCOTTISH ISSUES, NEWS ABOUT SCOTLAND AND SCOTTISH POINT OF VIEW

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
MORE ATTENTION/ MORE ACCESS/ MORE COVERAGE	800 72%	201 85%	166 84%	76 85%	507 80%	452 83%	160 77%	97 78%	744 76% k	470 77% k	274 75% k	56 43%
NOT REQUIRED	311 28%	36 15%	31 16%	14 15%	130 20%	91 17%	48 23%	27 22%	237 24%	143 23%	93 25%	74 57% hij

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF ATTITUDES TOWARDS MORE COVERAGE/ NEWS/ ATTENTION FOR SCOTTISH ISSUES, NEWS ABOUT SCOTLAND AND SCOTTISH POINT OF VIEW

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
MORE ATTENTION/ MORE ACCESS/ MORE COVERAGE	800 72%	683 77%	647 78%	589 79%	473 77%	475 77%	470 77%	693 77%	333 84% ij	237 74% j	173 66%	325 90% lm	223 81% m	252 53%
NOT REQUIRED	311 28%	207 23%	183 22%	158 21%	143 23%	139 23%	142 23%	204 23%	65 16%	83 26% h	88 34% hi	35 10%	51 19% k	225 47% kl

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF ATTITUDES TOWARDS MORE COVERAGE/ NEWS/ ATTENTION FOR SCOTTISH ISSUES, NEWS ABOUT SCOTLAND AND SCOTTISH POINT OF VIEW

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
MORE ATTENTION/ MORE ACCESS/ MORE COVERAGE	800 72%	204 91% bc	421 81% c	174 48%	171 88% i	162 88% i	140 88% i	78 88%	147 88% i	573 73%	800 100% k	- -%	447 85%	117 86%	61 75%
NOT REQUIRED	311 28%	20 9%	101 19% a	190 52% ab	22 12%	22 12%	20 12%	10 12%	20 12%	214 27% defh	- -%	311 100% j	82 15%	18 14%	21 25%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D8. You said you would watch the 9pm news on the new BBC Scotland channel. Do you think you would watch it in addition to or instead of your existing news consumption from other sources? By 'other sources' we mean all of the ways that you consume the news, e.g. television, radio, newspapers, online, and so on. (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		*a	*b	c	d	e	f	g	h	i	j	k	l	m	n	*o
Unweighted total	748	75	91	121	141	118	202	152	227	165	204	379	369	627	121	86
Effective Weighted Sample	742	75	90	120	140	117	200	151	225	163	202	376	366	626	117	83
Total	746	76	91	120	140	119	201	153	226	164	204	379	368	640	107	71
In addition to my existing news consumption	529 71%	55 72%	69 76%	84 70%	104 74%	79 66%	138 69%	109 72%	152 67%	121 74%	146 71%	262 69%	267 73%	461 72%	68 64%	45 63%
Instead of my existing news consumption	136 18%	10 13%	17 18%	21 17%	28 20%	28 24%	33 16%	35 23%	38 17%	27 16%	36 18%	73 19%	63 17%	115 18%	21 20%	16 22%
Don't know	82 11%	11 15%	5 6%	15 13%	9 6%	12 10%	30 15% d	9 6%	36 16% gl	15 9%	22 11%	44 12% g	38 10%	64 10%	18 17% m	11 15%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D8. You said you would watch the 9pm news on the new BBC Scotland channel. Do you think you would watch it in addition to or instead of your existing news consumption from other sources? By 'other sources' we mean all of the ways that you consume the news, e.g. television, radio, newspapers, online, and so on. (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	*m
Unweighted total	748	452	110	186	233	276	233	729	703	454	308	439	212	97
Effective Weighted Sample	742	452	110	181	231	273	232	723	698	450	305	435	210	96
Total	746	464	113	170	233	274	234	728	703	453	307	438	211	97
In addition to my existing news consumption	529 71%	348 75% c	84 75% c	97 57%	161 69%	194 71%	170 72%	518 71%	497 71%	325 72%	212 69%	329 75% l	133 63%	66 68%
Instead of my existing news consumption	136 18%	63 13%	20 17%	53 32% ab	45 19%	54 20%	35 15%	131 18%	129 18%	81 18%	63 21%	69 16%	49 23% k	18 18%
Don't know	82 11%	53 12%	9 8%	19 11%	26 11%	26 10%	29 13%	79 11%	77 11%	47 10%	31 10%	40 9%	29 14%	13 13%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D8. You said you would watch the 9pm news on the new BBC Scotland channel. Do you think you would watch it in addition to or instead of your existing news consumption from other sources? By 'other sources' we mean all of the ways that you consume the news, e.g. television, radio, newspapers, online, and so on. (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	*k
Unweighted total	748	208	169	83	518	457	174	95	723	440	283	25
Effective Weighted Sample	742	206	167	82	514	453	172	94	717	436	281	25
Total	746	206	166	80	519	456	173	95	721	438	283	25
In addition to my existing news consumption	529	112	87	46	400	383	84	45	517	305	212	**
	71%	55%	52%	57%	77%	84%	49%	47%	72%	70%	75%	**
					ab	f						
Instead of my existing news consumption	136	80	70	31	51	41	73	17	132	91	41	**
	18%	39%	42%	38%	10%	9%	42%	18%	18%	21%	14%	**
		d	d				e			j		
Don't know	82	13	9	4	67	32	15	33	73	42	31	**
	11%	6%	5%	5%	13%	7%	9%	35%	10%	10%	11%	**
					ab							

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

D8. You said you would watch the 9pm news on the new BBC Scotland channel. Do you think you would watch it in addition to or instead of your existing news consumption from other sources? By 'other sources' we mean all of the ways that you consume the news, e.g. television, radio, newspapers, online, and so on. (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	\multicolumn{7}{c}{NEWS MEDIA EVER USE}	\multicolumn{3}{c}{WATCH STV/ ITV NEWS PROGRAMMES}	\multicolumn{3}{c}{LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME}
		TV	**ANY BBC TV**	**ANY STV/ ITV TV**	**RADIO**	**PRESS**	**WEBSITES /APPS**	**ANY BBC**	**MOST DAYS**	**LESS OFTEN**	**NEVER**	**LIKELY**	**NEUTRAL**	**UNLIKELY**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	748	700	673	606	473	486	438	698	343	256	124	361	275	112
Effective Weighted Sample	742	694	667	601	468	482	434	692	341	254	122	358	273	111
Total	746	698	671	606	468	486	436	696	345	255	122	360	274	113
In addition to my existing news consumption	529 71%	495 71%	476 71%	431 71%	334 71%	340 70%	326 75%	499 72%	249 72%	177 70%	90 74%	268 74%	177 65%	85 75%
													l	
Instead of my existing news consumption	136 18%	131 19%	126 19%	108 18%	90 19%	93 19%	77 18%	128 18%	55 16%	55 21%	23 19%	61 17%	60 22%	14 13%
													m	
Don't know	82 11%	73 10%	69 10%	66 11%	45 10%	53 11%	34 8%	69 10%	41 12%	23 9%	9 7%	31 9%	37 14%	14 12%
													k	

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018. **Table 120**

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

D8. You said you would watch the 9pm news on the new BBC Scotland channel. Do you think you would watch it in addition to or instead of your existing news consumption from other sources? By 'other sources' we mean all of the ways that you consume the news, e.g. television, radio, newspapers, online, and so on. (SINGLE CODE)

Base : Those who think they would watch the 9pm news programme on the new BBC Scotland channel (SCORE OF 2-5 OUT OF 5)

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	*c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	748	227	521	-	195	185	161	91	168	528	628	120	529	137	82
Effective Weighted Sample	742	225	517	-	193	183	159	90	166	524	623	119	525	136	81
Total	746	224	522	-	193	183	160	88	166	528	626	121	529	136	82
In addition to my existing news consumption	529 71%	170 76% b	359 69%	** **	97 50%	89 49%	72 45%	41 47%	79 47%	419 79% defh	447 71%	82 68%	529 100% m	- -%	- -%
Instead of my existing news consumption	136 18%	36 16%	100 19%	** **	80 41% i	80 43% i	74 46% i	41 46%	74 44% i	52 10%	117 19%	18 15%	- -%	136 100% l	- -%
Don't know	82 11%	18 8%	64 12%	** **	17 9%	15 8%	14 9%	7 7%	14 8%	56 11%	61 10%	21 17% j	- -%	- -%	82 100%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF SOURCES, OTHER THAN TELEVISION, USED FOR CONTENT FOR AND ABOUT SCOTLAND

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Newspapers (printed)	580	46	62	73	94	112	192	135	153	123	168	288	291	496	84	53
	52%	32%	38%	40%	48%	68%	73%	62%	44%	51%	55%	51%	53%	52%	54%	51%
					ab	abcd	abcd	hikl			h		h			
Radio	579	69	86	95	123	86	119	142	176	125	136	318	261	486	93	60
	52%	49%	52%	52%	63%	53%	45%	64%	51%	52%	44%	56%	48%	51%	60%	57%
					abcf			hijkl				jl			m	
Social media media (e.g. Facebook, Twitter)	562	117	132	120	104	52	37	118	205	110	128	324	238	474	87	50
	51%	83%	80%	66%	53%	32%	14%	54%	60%	46%	42%	57%	43%	50%	57%	48%
		cdef	cdef	def	ef	f		jl	ijl			ijl				
Other websites or apps	353	69	68	82	65	36	31	113	129	59	51	242	110	315	38	23
	32%	49%	41%	45%	33%	22%	12%	51%	38%	24%	17%	43%	20%	33%	24%	22%
		def	ef	def	ef	f		hijkl	ijl	j		ijl		no		
Newspapers (websites or apps)	338	48	58	70	69	45	47	108	119	53	57	228	110	301	37	20
	30%	34%	35%	39%	35%	27%	18%	49%	35%	22%	19%	40%	20%	31%	24%	20%
		f	f	ef	f	f		hijkl	ijl			ijl		o		
YouTube	295	74	66	56	60	25	14	66	103	61	65	170	125	244	51	27
	27%	52%	40%	31%	31%	16%	5%	30%	30%	25%	21%	30%	23%	26%	33%	26%
		bcdef	ef	ef	ef	f		jl	jl			jl			m	
Any other way	240	32	42	43	43	42	39	71	83	44	43	153	87	232	9	5
	22%	22%	25%	24%	22%	26%	15%	32%	24%	18%	14%	27%	16%	24%	6%	4%
			f	f		f		hijl	jl			ijl		no		
ANY SOURCES	998	130	157	163	178	148	222	208	312	215	264	520	479	856	143	93
	90%	92%	95%	89%	91%	91%	84%	95%	91%	89%	86%	92%	87%	89%	93%	89%
		f	cf		f			ijl				jl				
NONE	113	11	8	19	18	15	41	12	32	26	43	44	69	101	12	12
	10%	8%	5%	11%	9%	9%	16%	5%	9%	11%	14%	8%	13%	11%	7%	11%
				b			abd				g		gk			gk

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF SOURCES, OTHER THAN TELEVISION, USED FOR CONTENT FOR AND ABOUT SCOTLAND

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Newspapers (printed)	580 52%	369 53%	77 45%	134 54%	165 43%	216 55% d	174 59% d	539 53% j	525 54% j	321 52% j	208 45%	287 59% m	147 56% m	146 40%
Radio	579 52%	354 51% b	72 42%	153 61% ab	215 56% f	225 57% f	120 41%	539 53%	520 53%	350 56%	255 55%	275 57% m	150 57% m	154 43%
Social media media (e.g. Facebook, Twitter)	562 51%	360 52% b	73 43%	128 51%	226 59% ef	202 52% f	105 36%	497 49%	476 49%	367 59% gh	325 71% ghi	242 50%	142 54%	178 49%
Other websites or apps	353 32%	228 33% b	32 19%	93 37% b	144 38% f	133 34% f	50 17%	310 31%	289 30%	260 42% gh	204 44% gh	148 30%	100 38% m	105 29%
Newspapers (websites or apps)	338 30%	216 31% b	27 16%	95 38% ab	131 34% f	134 34% f	51 17%	306 30%	287 29%	254 41% gh	195 42% gh	151 31%	88 33%	99 27%
YouTube	295 27%	192 28% b	29 17%	74 30% b	114 30% f	114 29% f	50 17%	257 25%	246 25%	192 31% gh	178 39% ghi	121 25%	78 29%	96 27%
Any other way	240 22%	140 20%	28 16%	73 29% ab	100 26% ef	79 20%	45 15%	206 20%	194 20%	162 26% gh	116 25% gh	115 24% l	46 17%	79 22%
ANY SOURCES	998 90%	616 89%	149 88%	234 93%	349 92% f	358 91% f	250 85%	913 90%	874 90%	577 93% gh	432 94% gh	440 91%	244 92% m	314 87%
NONE	113 10%	75 11%	21 12%	17 7%	32 8%	34 9%	44 15% de	104 10% ij	100 10% ij	44 7%	29 6%	44 9%	21 8%	47 13% l

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF SOURCES, OTHER THAN TELEVISION, USED FOR CONTENT FOR AND ABOUT SCOTLAND

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Newspapers (printed)	580 52%	141 59%	118 60%	56 62%	348 55%	291 54%	118 57%	79 64% e	556 57% k	363 59% jk	192 52% k	24 18%
Radio	579 52%	129 54%	111 56%	58 65%	351 55%	309 57%	110 53%	60 48%	540 55% k	338 55% k	201 55% k	39 30%
Social media media (e.g. Facebook, Twitter)	562 51%	108 46%	90 46%	45 50%	329 52%	292 54% f	83 40%	62 50%	481 49% i	269 44%	211 58% hi	81 62% hi
Other websites or apps	353 32%	85 36%	71 36%	32 35%	198 31%	163 30%	76 37%	44 35%	322 33% k	207 34% k	115 31%	31 24%
Newspapers (websites or apps)	338 30%	96 40% d	84 43% d	35 39%	185 29%	160 30%	75 36%	46 37%	323 33% k	215 35% k	108 29% k	14 11%
YouTube	295 27%	54 23%	44 22%	20 23%	172 27%	160 29% f	30 15%	35 29% f	243 25%	131 21%	112 31% hi	52 40% hi
Any other way	240 22%	68 29% d	57 29% d	24 26%	116 18%	86 16%	67 32% e	30 25% e	225 23% jk	178 29% hjk	47 13%	15 12%
ANY SOURCES	998 90%	217 91%	182 92%	83 92%	577 90%	493 91%	184 88%	116 93%	891 91% k	554 90% k	338 92% k	107 82%
NONE	113 10%	21 9%	15 8%	7 8%	61 10%	50 9%	24 12%	8 7%	89 9%	59 10%	29 8%	24 18% hij

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF SOURCES, OTHER THAN TELEVISION, USED FOR CONTENT FOR AND ABOUT SCOTLAND

Base : All respondents

	Total	NEWS MEDIA EVER USE					WEBSITES		WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Newspapers (printed)	580 52%	513 58% f	501 60% f	454 61% f	379 62% f	525 85% abcdfg	306 50%	522 58% f	266 67% ij	176 55% j	113 43%	223 62% m	166 61% m	191 40%
Radio	579 52%	494 55%	472 57%	412 55%	495 80% abcefg	357 58%	372 61% ac	517 58%	213 53%	191 60%	135 52%	205 57% m	160 58% m	214 45%
Social media media (e.g. Facebook, Twitter)	562 51%	417 47%	381 46%	340 45%	334 54% abceg	261 43%	447 73% abcdeg	432 48% e	151 38%	181 57% h	148 57% h	170 47%	148 54%	244 51%
Other websites or apps	353 32%	276 31%	260 31%	213 29%	211 34% ce	175 29%	305 50% abcdeg	299 33% c	75 19%	120 37% h	126 48% hi	99 28%	100 36% k	154 32%
Newspapers (websites or apps)	338 30%	284 32%	270 33%	225 30%	232 38% abc	208 34%	304 50% abcdeg	304 34%	103 26%	114 36% h	106 41% h	103 29%	94 34%	141 30%
YouTube	295 27%	205 23%	190 23%	179 24%	180 29% abceg	138 22%	208 34% abceg	218 24%	86 21%	87 27%	71 27%	80 22%	80 29% k	135 28% k
Any other way	240 22%	191 21%	177 21%	143 19%	127 21%	130 21%	183 30% abcdeg	206 23%	63 16%	64 20%	98 37% hi	74 21%	48 18%	118 25% l
ANY SOURCES	998 90%	805 90%	758 91%	671 90%	590 96% abcg	584 95% abcg	590 97% abcg	822 92%	350 88%	298 93% h	244 93% h	325 90%	255 93%	419 88% m
NONE	113 10%	85 10% def	72 9% def	77 10% def	26 4%	29 5%	21 3%	75 8% def	49 12% ij	23 7%	17 7%	35 10%	18 7%	59 12% l

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Table 128

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF SOURCES, OTHER THAN TELEVISION, USED FOR CONTENT FOR AND ABOUT SCOTLAND

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Newspapers (printed)	580 52%	135 60% c	313 60% c	132 36%	123 64% i	116 63% i	97 61%	59 67%	103 62%	432 55%	449 56% k	131 42%	310 59%	93 68% l	45 55%
Radio	579 52%	122 54% c	305 58% c	152 42%	114 59%	106 58%	91 57%	55 62%	96 58%	426 54%	446 56% k	133 43%	312 59%	73 54%	42 51%
Social media media (e.g. Facebook, Twitter)	562 51%	102 45%	271 52%	189 52%	93 48%	85 46%	74 46%	38 43%	80 48%	388 49%	420 53% k	141 45%	278 53% m	57 42%	38 46%
Other websites or apps	353 32%	57 26%	181 35% a	114 31%	63 33%	58 32%	51 32%	27 30%	57 34%	259 33%	262 33%	91 29%	176 33%	39 29%	23 28%
Newspapers (websites or apps)	338 30%	65 29%	179 34% c	94 26%	73 38%	66 36%	55 35%	30 34%	62 37%	250 32%	262 33% k	75 24%	171 32%	46 34%	27 33%
YouTube	295 27%	53 24%	134 26%	108 30%	44 23%	41 22%	33 20%	22 25%	36 22%	200 25%	227 28% k	69 22%	136 26%	30 22%	22 26%
Any other way	240 22%	35 15%	118 23% a	87 24% a	48 25%	46 25%	43 27%	16 18%	46 28%	177 22%	190 24% k	50 16%	103 19%	33 24%	17 21%
ANY SOURCES	998 90%	197 88%	488 93% ac	313 86%	180 93%	170 93%	148 93%	81 92%	155 93%	712 90%	739 92% k	259 83%	484 92%	130 96%	72 87%
NONE	113 10%	27 12% b	34 7%	52 14% b	13 7%	13 7%	12 7%	7 8%	12 7%	76 10%	61 8%	52 17% j	45 8%	6 4%	10 13%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF SOURCES CURRENTLY USED FOR CONTENT FOR AND ABOUT SCOTLAND WHICH WOULD USE NEW BBC SCOTLAND CHANNEL INSTEAD

Base : Those who use any source, other than television, for content for and about Scotland and who think they would watch the new BBC Scotland channel

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	998	129	157	163	176	148	224	207	311	216	264	518	480	838	160	112
Effective Weighted Sample	991	128	156	162	175	147	222	206	309	214	262	515	476	837	155	108
Total	998	130	157	163	178	148	222	208	312	215	264	520	479	856	143	93
Radio	29	2	2	3	5	6	10	5	8	6	10	12	16	22	6	2
	3%	2%	1%	2%	3%	4%	5%	2%	2%	3%	4%	2%	3%	3%	4%	2%
Newspapers (printed)	22	3	4	2	5	4	3	6	5	5	6	11	11	18	3	2
	2%	2%	3%	1%	3%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%
Newspapers (websites or apps)	16	3	4	1	4	3	1	2	4	4	6	6	10	14	2	1
	2%	2%	2%	1%	2%	2%	*%	1%	1%	2%	2%	1%	2%	2%	1%	1%
Social media media (e.g. Facebook, Twitter)	16	4	2	3	2	3	2	7	4	1	4	11	5	12	4	1
	2%	3%	1%	2%	1%	2%	1%	3% il	1%	*%	2%	2%	1%	1%	3%	1%
YouTube	15	5	2	2	2	3	1	3	6	2	4	9	6	9	6	2
	1%	4% f	1%	1%	1%	2%	*%	1%	2%	1%	1%	2%	1%	1%	4% m	2%
Other websites or apps	9	2	3	-	2	1	1	3	2	2	2	5	4	7	2	1
	1%	2%	2%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Any other way	8	2	2	2	1	-	1	2	3	2	1	5	3	7	1	-
	1%	2%	1%	1%	1%	-%	*%	1%	1%	1%	*%	1%	1%	1%	1%	-%
ANY SOURCES	55	7	7	8	10	10	12	10	19	10	16	29	26	44	11	5
	5%	5%	4%	5%	6%	7%	6%	5%	6%	5%	6%	6%	5%	5%	8%	5%
NONE	944	123	150	154	168	138	210	198	293	205	248	491	453	812	132	89
	95%	95%	96%	95%	94%	93%	94%	95%	94%	95%	94%	94%	95%	95%	92%	95%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Table 136

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF SOURCES CURRENTLY USED FOR CONTENT FOR AND ABOUT SCOTLAND WHICH WOULD USE NEW BBC SCOTLAND CHANNEL INSTEAD

Base : Those who use any source, other than television, for content for and about Scotland and who think they would watch the new BBC Scotland channel

	Total	REGION CENTRAL BELT	REGION SOUTHERN SCOTLAND	REGION NORTH/ H&I	WATCH TV PER DAY UNDER 3 HRS	WATCH TV PER DAY 3 TO UNDER 5HRS	WATCH TV PER DAY 5+ HRS	CHANNELS/ SERVICES EVER WATCH ANY BBC	CHANNELS/ SERVICES EVER WATCH ANY STV/ ITV	CHANNELS/ SERVICES EVER WATCH ANY CATCH-UP	CHANNELS/ SERVICES EVER WATCH ANY ON-DEMAND	LIKELIHOOD WOULD WATCH NEW CHANNEL LIKELY	LIKELIHOOD WOULD WATCH NEW CHANNEL NEUTRAL	LIKELIHOOD WOULD WATCH NEW CHANNEL UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	998	600	145	253	349	359	248	913	873	577	432	441	245	312
Effective Weighted Sample	991	600	145	247	346	356	247	906	867	573	429	438	243	310
Total	998	616	149	234	349	358	250	913	874	577	432	440	244	314
Radio	29 3%	17 3%	2 1%	9 4%	11 3%	10 3%	8 3%	29 3%	29 3%	19 3%	17 4%	21 5% m	7 3% m	- -%
Newspapers (printed)	22 2%	13 2%	4 3%	5 2%	10 3%	10 3%	2 1%	22 2%	21 2%	15 3%	16 4%	11 2%	8 3% m	3 1%
Newspapers (websites or apps)	16 2%	10 2%	1 1%	5 2%	7 2%	6 2%	3 1%	16 2%	16 2%	13 2%	12 3%	8 2%	4 2%	4 1%
Social media media (e.g. Facebook, Twitter)	16 2%	12 2%	1 1%	3 1%	7 2%	6 2%	3 1%	15 2%	15 2%	11 2%	12 3%	9 2% m	6 3% m	1 *%
YouTube	15 1%	11 2%	1 1%	2 1%	7 2%	4 1%	4 2%	15 2%	13 1%	10 2%	12 3%	8 2%	5 2%	2 1%
Other websites or apps	9 1%	4 1%	1 1%	4 2%	7 2% e	1 *%	1 *%	9 1%	9 1%	9 2%	7 2%	5 1%	2 1%	2 1%
Any other way	8 1%	5 1%	- -%	3 1%	6 2% f	2 1%	- -%	7 1%	8 1%	7 1%	6 1%	6 1% m	2 1%	- -%
ANY SOURCES	55 5%	33 5%	7 5%	15 6%	21 6%	21 6%	13 5%	54 6%	53 6%	36 6%	32 7%	34 8% m	13 5%	8 2%
NONE	944 95%	583 95%	142 95%	219 94%	328 94%	337 94%	237 95%	859 94%	821 94%	541 94%	401 93%	407 92%	231 95%	306 98% k

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF SOURCES CURRENTLY USED FOR CONTENT FOR AND ABOUT SCOTLAND WHICH WOULD USE NEW BBC SCOTLAND CHANNEL INSTEAD

Base : Those who use any source, other than television, for content for and about Scotland and who think they would watch the new BBC Scotland channel

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	998	219	185	85	576	494	185	116	892	554	338	106
Effective Weighted Sample	991	217	183	84	572	490	183	115	885	550	335	105
Total	998	217	182	83	577	493	184	116	891	554	338	107
Radio	29 3%	18 8% d	16 9% d	10 12%	10 2%	15 3%	9 5%	4 4%	29 3% k	20 4%	8 2%	- -%
Newspapers (printed)	22 2%	13 6% d	11 6% d	7 8%	9 2%	15 3%	5 3%	2 2%	22 2%	10 2%	12 4% k	- -%
Newspapers (websites or apps)	16 2%	10 5% d	9 5% d	6 7%	6 1%	8 2%	6 3%	2 2%	16 2%	9 2%	7 2%	- -%
Social media media (e.g. Facebook, Twitter)	16 2%	7 3%	7 4%	5 6%	9 2%	8 2%	5 3%	3 3%	16 2%	9 2%	7 2%	- -%
YouTube	15 1%	7 3%	6 3%	4 5%	8 1%	9 2%	3 2%	3 3%	14 2%	8 1%	6 2%	1 1%
Other websites or apps	9 1%	6 3% d	6 3% d	3 3%	3 1%	4 1%	3 2%	2 2%	9 1%	7 1%	2 1%	- -%
Any other way	8 1%	4 2%	4 2%	2 2%	4 1%	5 1%	1 1%	2 2%	8 1%	5 1%	3 1%	- -%
ANY SOURCES	55 5%	32 15% d	29 16% d	13 15%	23 4%	31 6%	18 10%	5 4%	54 6% k	31 6% k	23 7% k	1 1%
NONE	944 95%	185 85%	154 84%	70 85%	554 96% ab	462 94%	166 90%	111 96%	838 94%	523 94%	314 93%	106 99% hij

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

SUMMARY OF SOURCES CURRENTLY USED FOR CONTENT FOR AND ABOUT SCOTLAND WHICH WOULD USE NEW BBC SCOTLAND CHANNEL INSTEAD

Base : Those who use any source, other than television, for content for and about Scotland and who think they would watch the new BBC Scotland channel

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	998	806	759	670	593	584	591	823	348	298	246	325	257	416
Effective Weighted Sample	991	800	753	665	588	580	586	816	346	296	244	322	255	414
Total	998	805	758	671	590	584	590	822	350	298	244	325	255	419
Radio	29 3%	29 4%	27 4%	26 4%	26 4%	23 4%	20 3%	27 3%	14 4%	11 4%	4 2%	15 5% m	9 3% m	4 1%
Newspapers (printed)	22 2%	21 3%	20 3%	20 3%	17 3%	18 3%	16 3%	20 2%	10 3%	9 3%	3 1%	8 2%	7 3%	7 2%
Newspapers (websites or apps)	16 2%	15 2%	14 2%	14 2%	10 2%	10 2%	12 2%	15 2%	7 2%	8 3%	1 *% j	5 2%	6 2%	5 1%
Social media media (e.g. Facebook, Twitter)	16 2%	16 2%	16 2%	16 2%	12 2%	12 2%	15 3%	16 2%	7 2%	8 3%	1 *% j	9 3% m	6 2% m	1 *%
YouTube	15 1%	13 2%	12 2%	13 2%	9 2%	9 2%	12 2%	12 1%	6 2%	7 2%	1 *%	7 2%	5 2%	3 1%
Other websites or apps	9 1%	9 1%	9 1%	9 1%	4 1%	6 1%	8 1%	9 1%	3 1%	6 2%	- -% j	3 1%	4 1%	2 *%
Any other way	8 1%	8 1%	8 1%	8 1%	6 1%	6 1%	6 1%	8 1%	4 1%	3 1%	1 *%	3 1%	2 1%	3 1%
ANY SOURCES	55 5%	52 6%	51 7%	48 7%	43 7%	40 7%	40 7%	52 6%	24 7% j	23 8% j	7 3%	26 8% m	16 6% m	13 3%
NONE	944 95%	753 94%	707 93%	623 93%	547 93%	544 93%	551 93%	770 94%	326 93%	275 92%	237 97% hi	299 92%	239 94%	406 97% kl

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.   **Table 136**

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

SUMMARY OF SOURCES CURRENTLY USED FOR CONTENT FOR AND ABOUT SCOTLAND WHICH WOULD USE NEW BBC SCOTLAND CHANNEL INSTEAD

Base : Those who use any source, other than television, for content for and about Scotland and who think they would watch the new BBC Scotland channel

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	998	200	487	311	181	171	149	83	156	711	741	257	484	131	72
Effective Weighted Sample	991	198	484	309	179	169	148	82	154	706	735	256	480	130	71
Total	998	197	488	313	180	170	148	81	155	712	739	259	484	130	72
Radio	29 3%	12 6% c	16 3% c	1 *%	17 9% i	17 10% i	14 9% i	12 14%	14 9% i	12 2%	24 3%	4 2%	11 2%	14 11% l	2 3%
Newspapers (printed)	22 2%	8 4% c	12 3%	2 1%	13 7% i	12 7% i	9 6% i	8 10%	10 6% i	9 1%	20 3%	2 1%	9 2%	11 8% l	- -%
Newspapers (websites or apps)	16 2%	5 3%	8 2%	3 1%	11 6% i	10 6% i	8 6% i	6 8%	9 6% i	5 1%	13 2%	3 1%	6 1%	7 6% l	- -%
Social media media (e.g. Facebook, Twitter)	16 2%	10 5% bc	6 1% c	- -%	9 5% i	9 5% i	8 5% i	6 7%	8 5% i	7 1%	14 2%	2 1%	7 1%	8 6% l	1 1%
YouTube	15 1%	7 4% c	7 1%	1 *%	10 6% i	10 6% i	8 5% i	8 10%	8 5% i	4 1%	12 2%	3 1%	8 2%	5 4%	1 1%
Other websites or apps	9 1%	3 2%	5 1%	1 *%	5 3% i	5 3% i	4 3% i	4 5%	4 3% i	4 1%	7 1%	2 1%	6 1%	2 2%	- -%
Any other way	8 1%	3 2%	3 1%	2 1%	4 2% i	4 2% i	3 2%	3 4%	3 2%	4 1%	8 1%	- -%	3 1%	2 2%	1 1%
ANY SOURCES	55 5%	19 10% c	30 6% c	6 2%	29 16% i	28 17% i	24 16% i	18 22%	25 16% i	25 3%	43 6%	12 5%	22 4%	23 18% l	4 6%
NONE	944 95%	179 90%	458 94%	307 98% ab	151 84%	142 83%	124 84%	63 78%	130 84%	687 97% defh	697 94%	247 95%	462 96% m	107 82%	68 94%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

OVERALL SUMMARY - WHETHER BBC SCOTLAND WILL BE A SUBSTITUTE FOR ANY CURRENT CONSUMPTION

Base : All respondents

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
ANY TV CHANNELS OR SERVICES	238 21%	24 17%	23 14%	42 23% b	38 19%	47 29% abd	63 24% b	65 30% hijl	72 21%	48 20%	53 17%	137 24% jl	100 18%	208 22%	29 19%	23 22%
EXISTING TELEVISION VIEWING GENERALLY	208 19%	17 12%	17 10%	36 20% b	37 19% b	36 22% ab	65 25% ab	50 23%	66 19%	43 18%	49 16%	115 20%	93 17%	183 19%	25 16%	21 20%
ANY NEWS SOURCES	193 17%	18 13%	18 11%	35 19% b	38 20% b	34 21% b	50 19% b	44 20%	67 19%	37 15%	45 15%	111 20% l	82 15%	176 18% no	17 11%	12 11%
EXISTING NEWS CONSUMPTION GENERALLY	136 12%	10 7%	17 10%	21 11%	28 14% a	28 17% a	33 13%	35 16%	38 11%	27 11%	36 12%	73 13%	63 11%	115 12%	21 14%	16 15%
CONTENT FOR AND ABOUT SCOTLAND	55 5%	7 5%	7 4%	8 5%	10 5%	10 6%	12 5%	10 5%	19 5%	10 4%	16 5%	29 5%	26 5%	44 5%	11 7%	5 4%
ANY OF THESE	431 39%	41 29%	48 29%	73 40% ab	75 38%	73 45% ab	120 46% ab	95 43% j	136 39%	95 40%	104 34%	231 41% j	200 36%	364 38%	66 43%	50 47% m
NONE OF THESE	680 61%	101 71% cef	117 71% cef	108 60%	120 62%	90 55%	143 54%	124 57%	208 61%	145 60%	203 66% gk	332 59%	348 64%	592 62% o	88 57%	55 53%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

OVERALL SUMMARY - WHETHER BBC SCOTLAND WILL BE A SUBSTITUTE FOR ANY CURRENT CONSUMPTION

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
ANY TV CHANNELS OR SERVICES	238 21%	135 20%	26 15%	76 31% ab	90 24%	88 22%	60 20%	237 23%	225 23%	158 25%	118 26%	154 32% lm	64 24% m	19 5%
EXISTING TELEVISION VIEWING GENERALLY	208 19%	107 15%	34 20%	67 27% a	76 20%	79 20%	51 17%	205 20%	193 20%	137 22%	80 17%	126 26% m	57 22% m	25 7%
ANY NEWS SOURCES	193 17%	117 17%	20 12%	57 23% ab	72 19%	67 17%	54 19%	190 19%	188 19%	126 20%	94 20%	120 25% lm	49 18% m	24 7%
EXISTING NEWS CONSUMPTION GENERALLY	136 12%	63 9%	20 12%	53 21% ab	45 12%	54 14%	35 12%	131 13%	129 13%	81 13%	63 14%	69 14% m	49 18% m	18 5%
CONTENT FOR AND ABOUT SCOTLAND	55 5%	33 5%	7 4%	15 6%	21 5%	21 5%	13 4%	54 5%	53 5%	36 6%	32 7%	34 7% m	13 5% m	8 2%
ANY OF THESE	431 39%	251 36%	61 36%	119 47% ab	149 39%	164 42%	114 39%	422 41%	406 42%	272 44%	190 41%	256 53% m	120 45% m	55 15%
NONE OF THESE	680 61%	439 64% c	109 64% c	132 53%	232 61%	228 58%	179 61%	595 59%	568 58%	349 56%	270 59%	229 47%	145 55%	307 85% kl

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Table 138

BBC COMPETITION ASSESSMENT - SCOTLAND. DECEMBER 2017 AND JANUARY 2018.

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution.   Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

OVERALL SUMMARY - WHETHER BBC SCOTLAND WILL BE A SUBSTITUTE FOR ANY CURRENT CONSUMPTION

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
ANY TV CHANNELS OR SERVICES	238 21%	238 100% d	197 100% d	90 100%	- -%	114 21%	106 51% eg	18 15%	229 23% jk	163 27% jk	67 18% k	8 6%
EXISTING TELEVISION VIEWING GENERALLY	208 19%	106 44% d	89 45% d	42 46%	102 16%	- -%	208 100% eg	- -%	199 20% jk	150 24% jk	49 13%	9 7%
ANY NEWS SOURCES	193 17%	122 51% d	103 52% d	49 54%	69 11%	97 18%	74 35% eg	20 16%	193 20% k	118 19% k	75 20% k	- -%
EXISTING NEWS CONSUMPTION GENERALLY	136 12%	80 34% d	70 36% d	31 34%	51 8%	41 8%	73 35% eg	17 14% e	132 13% k	91 15% k	41 11% k	4 3%
CONTENT FOR AND ABOUT SCOTLAND	55 5%	32 13% d	29 14% d	13 14%	23 4%	31 6%	18 9%	5 4%	54 5% k	31 5% k	23 6% k	1 1%
ANY OF THESE	431 39%	238 100% d	197 100% d	90 100%	187 29%	177 33%	208 100% eg	40 32%	414 42% k	281 46% jk	133 36% k	17 13%
NONE OF THESE	680 61%	- -%	- -%	- -%	450 71% ab	366 67% f	- -%	84 68% f	567 58%	333 54%	234 64% i	114 87% hij

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

OVERALL SUMMARY - WHETHER BBC SCOTLAND WILL BE A SUBSTITUTE FOR ANY CURRENT CONSUMPTION

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
ANY TV CHANNELS OR SERVICES	238	226	218	186	146	155	144	226	101	75	54	114	70	54
	21%	25%	26%	25%	24%	25%	23%	25%	25%	23%	21%	32% m	25% m	11%
EXISTING TELEVISION VIEWING GENERALLY	208	187	183	150	121	139	126	193	89	51	59	95	58	55
	19%	21%	22%	20%	20%	23%	21%	22%	22% i	16%	22% i	26% m	21% m	12%
ANY NEWS SOURCES	193	192	187	161	131	136	118	188	88	72	34	104	69	20
	17%	22%	23%	22%	21%	22%	19%	21%	22% j	23% j	13%	29% m	25% m	4%
EXISTING NEWS CONSUMPTION GENERALLY	136	131	126	108	90	93	77	128	55	55	23	61	60	14
	12%	15%	15%	15%	15%	15%	13%	14%	14%	17% j	9%	17% m	22% m	3%
CONTENT FOR AND ABOUT SCOTLAND	55	52	51	48	43	40	40	52	24	23	7	26	16	13
	5%	6%	6%	6%	7%	7%	7%	6%	6% j	7% j	3%	7% m	6% m	3%
ANY OF THESE	431	399	387	336	268	286	251	401	185	135	93	197	141	92
	39%	45%	47% f	45%	44%	47% f	41%	45%	46% j	42%	36%	55% m	52% m	19%
NONE OF THESE	680	491	444	412	347	328	361	496	213	185	168	163	132	385
	61%	55%	53%	55%	56%	53%	59% be	55%	54%	58%	64% h	45%	48%	81% kl

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

OVERALL SUMMARY - WHETHER BBC SCOTLAND WILL BE A SUBSTITUTE FOR ANY CURRENT CONSUMPTION

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
ANY TV CHANNELS OR SERVICES	238 21%	83 37% bc	123 23% c	32 9%	122 63% i	116 64% i	101 63% i	54 61%	105 63% i	108 14%	201 25% k	36 12%	112 21%	80 59% l	13 16%
EXISTING TELEVISION VIEWING GENERALLY	208 19%	53 24% c	120 23% c	35 10%	74 38% i	74 40% i	69 43% i	31 35%	69 41% i	125 16%	160 20%	48 15%	84 16%	73 54% l	15 19%
ANY NEWS SOURCES	193 17%	73 32% bc	121 23% c	- -%	193 100% i	183 100% i	160 100% i	88 100%	166 100% i	- -%	171 21% k	22 7%	97 18%	80 59% l	17 20%
EXISTING NEWS CONSUMPTION GENERALLY	136 12%	36 16% c	100 19% c	- -%	80 41% i	80 43% i	74 46% i	41 46%	74 44% i	52 7%	117 15% k	18 6%	- -%	136 100% l	- -%
CONTENT FOR AND ABOUT SCOTLAND	55 5%	19 8% c	30 6% c	6 2%	29 15% i	28 15% i	24 15% i	18 20%	25 15% i	25 3%	43 5%	12 4%	22 4%	23 17% l	4 5%
ANY OF THESE	431 39%	123 55% c	256 49% c	52 14%	193 100% i	183 100% i	160 100% i	88 100%	166 100% i	221 28%	351 44% k	80 26%	208 39%	136 100% l	34 42%
NONE OF THESE	680 61%	102 45%	267 51%	312 86% ab	- -%	- -%	- -%	- -%	- -%	567 72% defh	449 56%	231 74% j	321 61% m	- -%	48 58%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F1. Do you have any long-standing illness, disability or infirmity? By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time. (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Yes	239	8	12	29	33	54	102	30	44	47	118	75	164	199	40	27
	22%	6%	7%	16%	17%	33%	39%	14%	13%	19%	38%	13%	30%	21%	26%	26%
				ab	ab	abcd	abcd			hk	ghikl		ghik			
No	868	133	152	152	162	108	161	189	299	192	188	489	379	757	111	75
	78%	94%	92%	84%	83%	66%	61%	86%	87%	80%	61%	87%	69%	79%	72%	72%
		cdef	cdef	ef	ef			jl	ijl	jl		ijl	j	n		
Refused	4	-	1	1	1	1	-	-	-	2	2	-	4	1	3	3
	*%	-%	*%	1%	1%	1%	-%	-%	-%	1%	1%	-%	1%	*%	2%	3%
										k			k		m	m

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F1. Do you have any long-standing illness, disability or infirmity? By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time. (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH- UP	ANY ON- DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Yes	239 22%	146 21%	44 26%	49 20%	35 9%	58 15% d	139 47% de	226 22% ij	221 23% ij	93 15%	57 12%	129 27% lm	47 18%	62 17%
No	868 78%	543 79%	124 73%	201 80%	344 90% ef	333 85% f	153 52%	788 78%	750 77%	525 85% gh	402 87% gh	353 73%	217 82% k	298 82% k
Refused	4 *%	2 *%	1 1%	1 *%	2 *%	1 *%	1 *%	3 *%	3 *%	3 *%	2 *%	2 *%	1 *%	1 *%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F1. Do you have any long-standing illness, disability or infirmity? By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time. (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Yes	239 22%	54 23%	41 21%	21 23%	152 24%	127 23%	45 22%	33 27%	219 22%	142 23%	76 21%	21 16%
No	868 78%	183 77%	155 79%	70 77%	484 76%	415 76%	162 78%	90 72%	758 77%	468 76%	290 79%	110 84%
Refused	4 *%	1 *%	1 *%	- -%	2 *%	1 *%	1 *%	1 1%	4 *%	3 *%	1 *%	- -%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

F1. Do you have any long-standing illness, disability or infirmity? By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time. (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Yes	239	206	193	183	126	157	84	200	134	47	37	109	46	84
	22%	23%	23%	25%	20%	26%	14%	22%	34%	15%	14%	30%	17%	18%
		f	f	f	f	df		f	ij			lm		
No	868	682	635	561	488	455	525	694	264	272	222	250	226	392
	78%	77%	76%	75%	79%	74%	86%	77%	66%	85%	85%	69%	83%	82%
						e	abcdeg			h	h		k	k
Refused	4	3	3	3	2	2	3	3	1	1	2	1	1	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

F1. Do you have any long-standing illness, disability or infirmity? By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time. (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Yes	239 22%	66 29% bc	114 22% c	59 16%	47 24%	44 24%	38 24%	20 22%	39 23%	172 22%	188 23% k	51 17%	134 25%	24 18%	22 26%
No	868 78%	157 70%	408 78% a	304 83% ab	146 76%	139 76%	122 76%	68 78%	127 77%	612 78%	610 76%	258 83% j	393 74%	112 82%	59 72%
Refused	4 *%	2 1%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	4 *%	3 *%	1 *%	2 *%	- -%	1 1%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F2. (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	AGE 16-24 a	AGE 25-34 b	AGE 35-44 c	AGE 45-54 d	AGE 55-64 e	AGE 65+ f	SEG AB g	SEG C1 h	SEG C2 i	SEG DE j	SEG ABC1 k	SEG C2DE l	AREA URBAN m	AREA ALL RURAL n	AREA REMOTE RURAL o
Significance Level: 95%																
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Scottish	904 81%	118 84% b	122 74%	139 76%	162 83% b	142 87% bc	220 83% b	153 70%	280 81% g	204 85% gk	267 87% gk	433 77% g	471 86% gk	779 81%	124 81%	80 76%
English	32 3%	3 2%	10 6% d	6 3%	3 2%	4 2%	6 2%	11 5% jl	11 3%	6 2%	3 1%	23 4% jl	9 2%	26 3%	6 4%	5 5%
Welsh	1 *%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%
Irish	6 1%	- -%	- -%	2 1%	1 1%	- -%	3 1%	1 *%	4 1%	1 *%	- -%	5 1%	1 *%	5 1%	1 *%	1 1%
British	106 10%	12 8%	12 7%	18 10%	17 9%	16 10%	30 11%	44 20% hijkl	26 8%	16 7%	20 7%	70 12% hijl	36 7%	85 9%	21 13%	16 16% m
Other	63 6%	8 6% ef	22 13% adef	16 9% ef	11 6% ef	1 1%	5 2%	11 5%	22 6%	14 6%	16 5%	32 6%	31 6%	60 6% n	3 2%	3 3%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F2. (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Scottish	904 81%	563 81%	148 87% c	193 77%	290 76%	320 82%	264 90% de	845 83%	824 85%	505 81%	381 83%	411 85% m	230 87% m	263 73%
English	32 3%	13 2%	3 2%	15 6% ab	14 4%	11 3%	4 1%	27 3%	24 3%	20 3%	14 3%	15 3%	7 3%	10 3%
Welsh	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%
Irish	6 1%	4 1%	1 1%	1 *%	2 *%	3 1%	1 *%	6 1%	5 1%	4 1%	3 1%	3 1%	2 1%	1 *%
British	106 10%	61 9%	15 9%	30 12%	46 12% f	38 10%	21 7%	101 10%	92 9%	70 11%	43 9%	43 9%	22 8%	41 11%
Other	63 6%	50 7% b	2 1%	11 4%	29 8% f	18 5% f	4 1%	37 4%	27 3%	21 3%	19 4%	13 3%	5 2%	45 13% kl

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F2. (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Scottish	904 81%	206 87%	170 87%	76 84%	528 83%	466 86% f	163 79%	105 85%	797 81%	483 79%	314 86% i	107 82%
English	32 3%	1 *%	1 1%	1 1%	26 4% ab	23 4% g	3 1%	1 1%	30 3%	20 3%	10 3%	2 1%
Welsh	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%
Irish	6 1%	- -%	- -%	- -%	5 1%	2 *%	3 1%	- -%	5 *%	2 *%	3 1%	1 1%
British	106 10%	24 10%	20 10%	11 12%	57 9%	36 7%	31 15% e	14 11%	101 10% k	76 12% jk	26 7%	5 3%
Other	63 6%	7 3%	6 3%	3 3%	21 3%	15 3%	8 4%	4 3%	47 5%	32 5%	14 4%	16 13% hij

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F2. (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Scottish	904	732	690	645	500	514	479	737	359	271	167	304	236	364
	81%	82%	83%	86%	81%	84%	78%	82%	90%	84%	64%	84%	86%	76%
			f	adfg			f		ij	j		m	m	
English	32	24	21	18	20	18	20	24	8	10	12	11	9	11
	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	4%	3%	3%	2%
Welsh	1	1	1	1	-	1	1	1	-	1	-	-	1	-
	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	-%	*%	-%
Irish	6	5	5	5	4	4	3	5	2	1	2	1	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%
British	106	93	87	61	70	60	72	95	27	25	49	34	17	54
	10%	10%	10%	8%	11%	10%	12%	11%	7%	8%	19%	10%	6%	11%
							c				hi			l
Other	63	35	26	17	22	17	36	35	3	12	31	10	8	45
	6%	4%	3%	2%	4%	3%	6%	4%	1%	4%	12%	3%	3%	9%
		c					bce			h	hi			kl

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F2. (SHOWCARD) How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Scottish	904 81%	190 85% c	440 84% c	275 75%	165 86%	158 86%	135 85%	75 86%	140 84%	631 80%	687 86% k	217 70%	450 85%	114 84%	66 80%
English	32 3%	8 4%	15 3%	8 2%	4 2%	4 2%	4 3%	3 3%	4 2%	26 3%	22 3%	10 3%	20 4%	2 2%	1 1%
Welsh	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%
Irish	6 1%	- -%	4 1%	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	4 *%	3 *%	3 1%	2 *%	1 1%	1 1%
British	106 10%	21 9%	42 8%	43 12%	16 8%	14 8%	14 9%	6 7%	16 10%	85 11%	63 8%	43 14% j	38 7%	17 12% l	9 11%
Other	63 6%	6 2%	21 4%	37 10% ab	7 3%	7 4%	6 3%	2 3%	6 3%	40 5%	25 3%	38 12% j	18 3%	2 2%	6 7%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		AGE						SEG						AREA		
															ALL	**REMOTE**
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	**RURAL**	**RURAL**
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
British	160	17	21	23	23	36	39	59	45	26	30	104	57	135	26	22
	14%	12%	13%	13%	12%	22%	15%	27%	13%	11%	10%	18%	10%	14%	17%	21%
						abcd		hijkl				hijl				
Scottish	852	111	117	134	156	123	209	140	263	192	256	403	449	735	116	72
	77%	78%	71%	74%	80%	75%	80%	64%	76%	80%	84%	71%	82%	77%	75%	69%
							b		g	gk	ghk	g	ghk	o		
English	24	4	5	2	3	4	7	6	8	6	4	14	10	16	8	7
	2%	3%	3%	1%	2%	2%	3%	3%	2%	3%	1%	3%	2%	2%	5%	7%
															m	m
Welsh	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-
	*%	-%	-%	-%	1%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%
Irish	6	-	-	2	1	-	3	1	4	1	-	5	1	5	1	1
	1%	-%	-%	1%	1%	-%	1%	*%	1%	*%	-%	1%	*%	1%	*%	1%
Any other white background	38	3	16	7	8	-	4	6	11	9	12	17	22	37	2	2
	3%	2%	10%	4%	4%	-%	1%	3%	3%	4%	4%	3%	4%	4%	1%	2%
			acdef	e	e											
White and Black Caribbean	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	*%	1%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%
White and Black African	2	1	-	1	-	-	-	1	-	1	-	1	1	2	-	-
	*%	1%	-%	1%	-%	-%	-%	*%	-%	*%	-%	*%	*%	*%	-%	-%
White and Asian	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	*%	1%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%
Any other mixed/ multiple ethnic background	3	-	1	2	-	-	-	2	1	-	-	3	-	3	-	-
	*%	-%	1%	1%	-%	-%	-%	1%	*%	-%	-%	1%	-%	*%	-%	-%
								l								
Indian	6	2	-	2	1	-	1	1	3	1	1	4	2	6	-	-
	1%	1%	-%	1%	1%	-%	*%	*%	1%	*%	*%	1%	*%	1%	-%	-%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

				AGE						SEG						AREA	
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Pakistani	2	1	-	1	-	-	-	1	-	-	1	1	1	2	-	-
	*%	1%	-%	1%	-%	-%	-%	*%	-%	-%	*%	*%	*%	*%	-%	-%
Any other Asian background	3	-	1	1	-	1	-	1	2	-	-	3	-	3	-	-
	*%	-%	1%	1%	-%	1%	-%	*%	1%	-%	-%	1%	-%	*%	-%	-%
African	2	-	1	1	-	-	-	-	1	1	-	1	1	2	-	-
	*%	-%	1%	1%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	-%
Any other black/ African/ Caribbean background	2	-	-	2	-	-	-	2	-	-	-	2	-	2	-	-
	*%	-%	-%	1%	-%	-%	-%	1% l	-%	-%	-%	*%	-%	*%	-%	-%
OTHER ETHNIC GROUP	6	-	2	2	2	-	-	-	2	2	2	2	4	5	1	1
	1%	-%	1%	1%	1%	-%	-%	-%	1%	1%	1%	*%	1%	1%	1%	1%
Refused	1	-	-	1	-	-	-	-	1	-	-	1	-	-	1	1
	*%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*% m	1% m

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
British	160	90	21	49	66	61	32	156	143	104	71	63	39	58
	14%	13%	12%	20% ab	17% f	16%	11%	15%	15%	17%	15%	13%	15%	16%
Scottish	852	532	139	181	273	300	248	794	776	476	354	393	214	245
	77%	77%	82% c	72%	72%	77%	85% de	78%	80%	77%	77%	81% m	81% m	68%
English	24	11	6	7	8	7	6	19	18	12	9	11	4	10
	2%	2%	4%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%
Welsh	1	-	-	1	-	1	-	1	1	1	-	-	-	1
	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%
Irish	6	4	1	1	2	3	1	6	5	4	3	3	2	1
	1%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%	*%
Any other white background	38	31	1	7	17	10	4	20	14	7	9	7	2	30
	3%	4% b	1%	3%	5% f	3%	1%	2%	1%	1%	2%	1%	1%	8% kl
White and Black Caribbean	1	1	-	-	-	1	-	-	-	-	1	-	-	1
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%
White and Black African	2	1	1	-	1	1	-	2	2	1	2	-	1	1
	*%	*%	1%	-%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%
White and Asian	1	1	-	-	1	-	-	1	1	1	1	-	-	1
	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%
Any other mixed/ multiple ethnic background	3	2	-	1	3	-	-	3	2	3	1	2	1	-
	*%	*%	-%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	-%
Indian	6	5	-	1	3	1	1	4	3	4	4	1	-	5
	1%	1%	-%	*%	1%	*%	*%	*%	*%	1%	1%	*%	-%	1% k

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Pakistani	2 *%	2 *%	- -%	- -%	- -%	1 *%	1 *%	2 *%	2 *%	2 *%	2 *%	1 *%	- -%	1 *%
Any other Asian background	3 *%	3 *%	- -%	- -%	1 *%	1 *%	- -%	2 *%	1 *%	1 *%	1 *%	- -%	- -%	3 1% k
African	2 *%	2 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	2 1%
Any other black/ African/ Caribbean background	2 *%	2 *%	- -%	- -%	1 *%	1 *%	- -%	2 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%
OTHER ETHNIC GROUP	6 1%	3 *%	1 1%	2 1%	3 1%	3 1%	- -%	4 *%	3 *%	3 *%	2 *%	4 1%	1 *%	1 *%
Refused	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

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F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
British	160 14%	37 16%	33 17%	18 20%	89 14%	76 14%	34 16%	16 13%	150 15% jk	112 18% jk	38 10%	11 8%
Scottish	852 77%	193 81%	157 80%	69 77%	502 79%	433 80%	160 77%	101 81%	752 77%	449 73%	303 83% hi	100 76%
English	24 2%	- -%	- -%	- -%	18 3% ab	13 2%	3 1%	2 1%	23 2%	15 3%	8 2%	1 1%
Welsh	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%
Irish	6 1%	- -%	- -%	- -%	5 1%	2 *%	3 1%	- -%	5 *%	2 *%	3 1%	1 1%
Any other white background	38 3%	5 2%	5 2%	2 2%	7 1%	6 1%	5 2%	1 1%	26 3%	19 3%	7 2%	12 9% hij
White and Black Caribbean	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%
White and Black African	2 *%	- -%	- -%	- -%	2 *%	1 *%	1 *%	- -%	1 *%	1 *%	- -%	1 1%
White and Asian	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 1% e	1 *%	- -%	1 *%	- -%
Any other mixed/ multiple ethnic background	3 *%	1 *%	- -%	- -%	2 *%	2 *%	- -%	1 1%	3 *%	3 1%	- -%	- -%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Indian	6 1%	1 *%	1 1%	- -%	2 *%	3 1%	- -%	- -%	5 1%	4 1%	1 *%	1 1%
Pakistani	2 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 1% e	1 *%	1 *%	- -%	1 1%
Any other Asian background	3 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	3 *%	2 *%	1 *%	- -%
African	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 1% i
Any other black/ African/ Caribbean background	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	1 *%	1 *%	- -%
OTHER ETHNIC GROUP	6 1%	1 *%	1 1%	1 1%	4 1%	2 *%	2 1%	1 1%	5 1%	2 *%	3 1%	1 1%
Refused	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1% h

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

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F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	WEBSITES /APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
British	160	142	133	104	96	86	100	141	48	43	59	49	34	77
	14%	16%	16%	14%	16%	14%	16%	16%	12%	13%	23% hi	14%	13%	16%
Scottish	852	687	650	605	478	488	456	695	337	256	159	290	223	339
	77%	77%	78%	81% f	78%	80% f	74%	77%	85% j	80% j	61%	80% m	82% m	71%
English	24	16	14	13	16	15	13	19	7	7	10	9	5	11
	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	4%	2%	2%	2%
Welsh	1	1	1	1	-	1	1	1	-	1	-	-	1	-
	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	-%	*%	-%
Irish	6	5	5	5	4	4	3	5	2	1	2	1	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%
Any other white background	38	21	14	10	13	10	21	18	2	5	19	3	3	32
	3%	2%	2%	1%	2%	2%	3% bce	2%	1%	2%	7% hi	1%	1%	7% kl
White and Black Caribbean	1	-	-	-	-	1	1	-	-	-	1	-	-	1
	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%
White and Black African	2	1	1	-	-	1	1	1	-	-	1	1	-	1
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%
White and Asian	1	1	1	1	1	-	1	1	-	1	-	-	-	1
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	-%	-%	*%
Any other mixed/ multiple ethnic background	3	2	2	1	1	1	3	3	-	2	1	1	1	1
	*%	*%	*%	*%	*%	*%	1%	*%	-%	1%	*%	*%	*%	*%
Indian	6	3	3	2	3	2	2	5	1	1	3	2	1	3
	1%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%	1%	*%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

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F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Pakistani	2	1	1	1	-	1	1	1	1	-	-	1	-	1
	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%	-%	*%
Any other Asian background	3	2	2	1	1	2	2	3	-	1	2	-	1	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1%	-%	*%	*%
African	2	1	1	-	-	-	-	1	-	-	1	-	-	2
	*%	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%
Any other black/ African/ Caribbean background	2	2	1	1	1	-	2	1	-	1	1	-	1	1
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	*%	*%
OTHER ETHNIC GROUP	6	4	2	2	2	2	4	2	1	1	3	3	1	2
	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	1%	*%	*%
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
British	160 14%	34 15%	69 13%	58 16%	26 13%	24 13%	23 14%	10 11%	25 15%	124 16%	102 13%	58 19% j	75 14%	19 14%	9 11%
Scottish	852 77%	179 80% c	417 80% c	256 70%	159 82% i	151 82% i	129 81%	74 84%	134 80%	593 75%	652 81% k	200 64%	418 79%	113 83%	65 79%
English	24 2%	5 2%	10 2%	10 3%	1 1%	1 1%	1 1%	1 1%	1 1%	22 3%	15 2%	10 3%	13 2%	1 1%	1 1%
Welsh	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%
Irish	6 1%	- -%	4 1%	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	4 *%	3 *%	3 1%	2 *%	1 1%	1 1%
Any other white background	38 3%	2 1%	7 1%	29 8% ab	5 2%	5 2%	3 2%	1 2%	3 2%	22 3%	11 1%	28 9% j	6 1%	1 1%	3 3%
White and Black Caribbean	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%
White and Black African	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	1 1%
White and Asian	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 1%
Any other mixed/ multiple ethnic background	3 *%	- -%	3 1%	- -%	- -%	- -%	- -%	- -%	- -%	3 *%	3 *%	- -%	2 *%	- -%	1 1%
Indian	6 1%	1 *%	3 1%	2 1%	- -%	- -%	- -%	- -%	- -%	5 1%	2 *%	4 1% j	4 1%	- -%	- -%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

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F3. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Pakistani	2	1	-	1	-	-	-	-	-	1	1	1	1	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	-%	-%
Any other Asian background	3	1	1	1	1	1	1	-	1	2	2	1	2	-	-
	*%	*%	*%	*%	1%	1%	1%	-%	1%	*%	*%	*%	*%	-%	-%
African	2	-	-	2	-	-	-	-	-	1	-	2	-	-	-
	*%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	1% j	-%	-%	-%
Any other black/ African/ Caribbean background	2	-	1	1	-	-	-	-	-	2	2	-	1	-	-
	*%	-%	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%
OTHER ETHNIC GROUP	6	2	3	1	1	1	1	1	1	4	5	1	3	1	1
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
Refused	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F4. Can you speak or write in Gaelic at all? IF YES - Would you say Gaelic is your preferred language? (SINGLE CODE)

Base : All respondents

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Yes, and preferred language	12	1	2	-	4	1	4	4	3	2	3	7	5	10	2	1
	1%	1%	1%	-%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Yes, but not preferred language	25	3	3	5	5	2	7	9	7	6	3	16	9	15	9	8
	2%	2%	2%	3%	2%	1%	3%	4%	2%	3%	1%	3%	2%	2%	6%	8%
								j							m	m
No	1074	138	160	177	187	160	252	207	334	232	301	541	534	931	143	96
	97%	97%	97%	97%	96%	98%	96%	94%	97%	97%	98%	96%	97%	97%	93%	92%
											g		g	no		

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F4. Can you speak or write in Gaelic at all? IF YES - Would you say Gaelic is your preferred language? (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Yes, and preferred language	12 1%	8 1%	- -%	4 2%	3 1%	6 1%	3 1%	11 1%	10 1%	6 1%	4 1%	7 1%	- -%	5 1%
Yes, but not preferred language	25 2%	13 2%	1 1%	10 4% b	11 3%	7 2%	4 1%	22 2%	20 2%	14 2%	9 2%	14 3%	5 2%	5 1%
No	1074 97%	669 97%	168 99% c	237 94%	367 96%	379 97%	286 98%	985 97%	944 97%	601 97%	448 97%	463 96%	260 98%	351 97%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F4. Can you speak or write in Gaelic at all? IF YES - Would you say Gaelic is your preferred language? (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Yes, and preferred language	12 1%	3 1%	3 1%	3 3%	5 1%	4 1%	2 1%	2 2%	8 1%	7 1%	1 *%	4 3% hj
Yes, but not preferred language	25 2%	9 4%	8 4%	4 4%	12 2%	9 2%	9 4% e	3 3%	24 2%	19 3%	5 1%	1 1%
No	1074 97%	226 95%	187 95%	84 93%	620 97%	530 98%	197 95%	119 96%	949 97%	588 96%	361 98% i	126 96%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F4. Can you speak or write in Gaelic at all? IF YES - Would you say Gaelic is your preferred language? (SINGLE CODE)

Base : All respondents

		NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
	Total	TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Yes, and preferred language	12	8	8	8	6	6	4	8	5	2	1	6	-	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%	-%	1%
												l		
Yes, but not preferred language	25	21	20	18	18	14	18	24	7	5	13	10	6	9
	2%	2%	2%	2%	3%	2%	3%	3%	2%	1%	5%	3%	2%	2%
											hi			
No	1074	861	802	721	592	594	590	865	387	314	247	344	268	463
	97%	97%	97%	96%	96%	97%	96%	96%	97%	98%	95%	96%	98%	97%
											j			

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F4. Can you speak or write in Gaelic at all? IF YES - Would you say Gaelic is your preferred language? (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Yes, and preferred language	12	6	1	5	3	3	3	3	3	5	9	3	5	1	1
	1%	3%	*%	1%	1%	2%	2%	3%	2%	1%	1%	1%	1%	1%	1%
		b		b											
Yes, but not preferred language	25	6	12	6	6	6	6	5	6	18	23	2	14	5	-
	2%	3%	2%	2%	3%	3%	4%	5%	4%	2%	3%	1%	3%	3%	-%
											k				
No	1074	213	509	353	185	175	151	80	158	764	768	306	510	130	81
	97%	95%	97%	97%	96%	95%	95%	91%	95%	97%	96%	98%	96%	96%	99%
												j			

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F5. What is your working status? (SINGLE CODE)

Base : All respondents

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
In full time employment - (30 hours per week plus)	441 40%	45 32% f	98 60% aef	108 60% aef	132 67% aef	49 30% f	8 3%	98 45% jl	160 47% jl	118 49% jl	64 21%	259 46% jl	182 33% j	381 40%	60 39%	36 34%
In part time employment - (Under 30 hours per week)	145 13%	14 10%	27 17% f	29 16% f	32 16% f	30 18% af	13 5%	24 11%	47 14%	34 14%	39 13%	71 13%	74 13%	116 12%	28 18% m	23 22% m
Unemployed	76 7%	18 13% ef	17 10% f	16 9% f	15 8% f	9 6% f	- -%	3 1%	4 1%	4 2%	65 21% ghikl	7 1%	69 13% ghik	68 7%	8 5%	6 6%
A student	69 6%	56 40% bcdef	8 5% def	5 3% def	- -%	- -%	- -%	9 4%	46 13% gijl	8 3%	6 2%	55 10% gijl	14 3%	65 7% no	4 3%	- -%
Full- time responsibility for home/ family	42 4%	5 3%	12 7% df	12 7% df	4 2%	7 4% f	2 1%	8 4%	8 2%	6 2%	20 6% hik	16 3%	25 5%	35 4%	7 5%	3 3%
Retired	303 27%	- -%	1 1%	1 1%	3 2%	59 36% abcd	239 91% abcde	72 33% hk	72 21%	69 29% h	90 29% h	144 26%	159 29% h	263 27%	41 26%	31 30%
Other	32 3%	3 2%	1 1%	8 5% bf	9 5% bf	10 6% bf	1 *%	5 2%	3 1%	2 1%	22 7% ghik	8 1%	24 4% hik	26 3%	6 4%	5 5%
Prefer not to say	3 *%	- -%	- -%	2 1%	1 1%	- -%	- -%	- -%	2 1%	- -%	1 *%	2 *%	1 *%	3 *%	- -%	- -%

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

F5. What is your working status? (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
In full time employment - (30 hours per week plus)	441 40%	299 43% c	64 38%	78 31%	191 50% f	180 46% f	47 16%	391 38%	375 39%	292 47% gh	242 53% gh	185 38%	112 42%	144 40%
In part time employment - (Under 30 hours per week)	145 13%	82 12%	20 12%	43 17% a	57 15%	55 14%	30 10%	131 13%	122 13%	84 13%	65 14%	67 14%	28 11%	49 14%
Unemployed	76 7%	61 9% c	10 6% c	5 2%	17 5%	21 5%	34 12% de	68 7%	67 7%	34 5%	32 7%	32 7%	18 7%	26 7%
A student	69 6%	49 7%	8 5%	12 5%	34 9% f	23 6% f	4 1%	55 5%	52 5%	42 7%	51 11% ghi	22 4%	11 4%	37 10% kl
Full- time responsibility for home/ family	42 4%	21 3%	4 2%	17 7% ab	17 5%	12 3%	10 3%	38 4%	35 4%	27 4%	24 5%	15 3%	9 3%	18 5%
Retired	303 27%	166 24%	51 30%	86 34% a	61 16%	91 23% d	148 51% de	300 30% ij	289 30% ij	127 20% j	35 8%	150 31% m	81 30% m	73 20%
Other	32 3%	12 2%	10 6% a	9 4%	3 1%	10 2%	18 6% de	31 3%	31 3%	13 2%	9 2%	12 3%	7 2%	13 4%
Prefer not to say	3 *%	1 *%	2 1% a	- -%	1 *%	- -%	2 1%	3 *%	3 *%	2 *%	2 *%	2 *%	- -%	1 *%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F5. What is your working status? (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
In full time employment - (30 hours per week plus)	441 40%	92 39%	77 39%	27 30%	246 39%	228 42% f	70 33%	41 33%	392 40%	231 38%	161 44%	48 37%
In part time employment - (Under 30 hours per week)	145 13%	34 14%	28 14%	18 20%	83 13%	71 13%	31 15%	15 12%	128 13%	76 12%	52 14%	17 13%
Unemployed	76 7%	11 5%	8 4%	7 8%	44 7%	37 7%	9 4%	8 7%	59 6%	25 4%	34 9% hi	17 13% hi
A student	69 6%	8 3%	6 3%	4 5%	32 5%	23 4%	9 4%	8 7%	48 5%	20 3%	28 8% hi	22 17% hij
Full- time responsibility for home/ family	42 4%	7 3%	5 2%	4 4%	26 4%	20 4%	6 3%	7 6%	35 4%	24 4%	11 3%	7 5%
Retired	303 27%	77 32%	66 33%	26 29%	187 29%	145 27%	77 37% e	43 35%	290 30% jk	221 36% hjk	69 19% k	13 10%
Other	32 3%	9 4%	7 3%	4 5%	17 3%	18 3%	7 3%	1 1%	26 3%	13 2%	13 3%	6 5%
Prefer not to say	3 *%	- -%	- -%	- -%	3 *%	2 *%	- -%	1 1%	3 *%	3 1%	- -%	- -%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F5. What is your working status? (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
In full time employment - (30 hours per week plus)	441 40%	343 39%	316 38%	279 37%	277 45% abceg	225 37%	312 51% abcdeg	356 40%	129 32%	140 44% h	123 47% h	133 37%	122 45%	186 39%
In part time employment - (Under 30 hours per week)	145 13%	117 13%	108 13%	92 12%	88 14%	68 11%	84 14%	114 13%	40 10%	42 13%	46 18% h	44 12%	32 12%	68 14%
Unemployed	76 7%	50 6%	41 5%	43 6%	30 5%	29 5%	29 5%	49 6%	26 6%	16 5%	17 6%	22 6%	17 6%	37 8%
A student	69 6%	39 4%	37 4%	36 5%	26 4%	26 4%	44 7% abde	45 5%	8 2%	26 8% h	14 5% h	16 5%	12 4%	41 9% kl
Full- time responsibility for home/ family	42 4%	29 3%	26 3%	21 3%	22 4%	16 3%	27 4%	30 3%	8 2%	13 4%	14 5% h	9 3%	14 5%	19 4%
Retired	303 27%	284 32% df	275 33% df	250 33% df	156 25% f	234 38% adfg	98 16%	275 31% df	171 43% ij	73 23%	45 17%	123 34% lm	68 25%	113 24%
Other	32 3%	25 3%	24 3%	23 3%	15 2%	16 3%	16 3%	25 3%	15 4% j	9 3% j	1 *%	10 3%	9 3%	13 3%
Prefer not to say	3 *%	3 *%	3 *%	3 *%	2 *%	- -%	2 *%	3 *%	1 *%	1 *%	1 *%	2 1%	- -%	1 *%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F5. What is your working status? (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
In full time employment - (30 hours per week plus)	441 40%	75 34%	218 42% a	147 40%	73 38%	69 38%	59 37%	29 33%	62 37%	319 41%	321 40%	120 38%	213 40%	56 41%	25 31%
In part time employment - (Under 30 hours per week)	145 13%	27 12%	66 13%	52 14%	29 15%	27 15%	24 15%	12 14%	26 16%	99 13%	108 13%	37 12%	66 13%	17 12%	10 12%
Unemployed	76 7%	14 6%	34 7%	27 8%	9 5%	9 5%	8 5%	4 5%	8 5%	49 6%	54 7%	22 7%	33 6%	7 5%	8 10%
A student	69 6%	10 5%	22 4%	37 10% ab	9 5%	9 5%	8 5%	5 5%	9 5%	39 5%	42 5%	28 9% j	24 4%	4 3%	5 6%
Full- time responsibility for home/ family	42 4%	6 3%	18 3%	18 5%	6 3%	6 3%	4 3%	4 5%	4 2%	29 4%	27 3%	15 5%	17 3%	5 4%	2 2%
Retired	303 27%	84 38% bc	144 28% c	75 21%	58 30%	55 30%	51 32%	30 34%	51 31%	232 29%	222 28%	82 26%	159 30%	39 29%	30 36%
Other	32 3%	4 2%	19 4%	9 2%	9 5% i	8 4%	5 3%	4 5%	6 4%	17 2%	24 3%	8 3%	13 3%	8 6%	2 3%
Prefer not to say	3 *%	3 1% bc	- -%	- -%	- -%	- -%	- -%	- -%	- -%	3 *%	3 *%	- -%	3 1%	- -%	- -%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F6. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)

Base : All respondents

		AGE						SEG						AREA		
	Total	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
1	256	13	17	34	33	45	115	42	71	45	98	113	143	215	41	30
	23%	9%	10%	18%	17%	27%	44%	19%	21%	19%	32%	20%	26%	23%	27%	28%
				ab	a	abcd	abcde				ghik		gik			
2-3	624	82	102	71	115	108	145	121	193	142	167	315	309	543	82	58
	56%	58%	62%	39%	59%	66%	55%	55%	56%	59%	54%	56%	56%	57%	53%	55%
		c	c		c	cf	c									
4+	230	47	46	77	47	10	3	56	79	54	42	135	95	199	32	17
	21%	33%	28%	42%	24%	6%	1%	26%	23%	22%	14%	24%	17%	21%	20%	16%
		ef	ef	bdef	ef	f		jl	jl	j		jl				

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

F6. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)

Base : All respondents

			REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
				SOUTHERN			3 TO					ANY				
			CENTRAL BELT	SCOTLAND	NORTH/ H&I	UNDER 3 HRS	UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	CATCH- UP	ANY ON- DEMAND	LIKELY	NEUTRAL	UNLIKELY
		Total													
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total		1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample		1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total		1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
1		256 23%	146 21%	53 32% ac	57 23%	48 13%	83 21% d	109 37% de	232 23% ij	226 23% ij	98 16% j	51 11%	110 23%	54 21%	92 25%
2-3		624 56%	403 58% b	84 50%	137 54%	217 57%	232 59%	156 53%	581 57%	550 56%	369 59%	250 54%	285 59%	144 54%	195 54%
4+		230 21%	142 21%	32 19%	57 23%	116 30% ef	77 20% f	28 9%	205 20%	198 20%	154 25% gh	160 35% ghi	90 19%	66 25% k	74 20%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F6. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
1	256 23%	46 19%	40 20%	16 18%	151 24%	128 24%	41 20%	28 23%	223 23%	145 24%	77 21%	34 26%
2-3	624 56%	136 57%	111 56%	46 51%	364 57%	298 55%	125 60%	77 62%	565 58% k	362 59% k	203 55% k	59 45%
4+	230 21%	56 23%	46 24%	28 31%	123 19%	117 22%	42 20%	19 15%	192 20%	106 17%	86 24% i	38 29% hi

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F6. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
1	256	207	191	183	132	151	80	201	116	59	48	81	58	117
	23%	23%	23%	24%	21%	25%	13%	22%	29%	18%	19%	23%	21%	24%
		f	f	f	f	f		f	ij					
2-3	624	514	481	431	345	358	370	519	235	181	149	208	156	260
	56%	58%	58%	58%	56%	58%	61%	58%	59%	57%	57%	58%	57%	54%
4+	230	169	157	133	139	105	162	176	48	80	64	71	59	101
	21%	19%	19%	18%	23%	17%	26%	20%	12%	25%	25%	20%	22%	21%
					ce		abceg			h	h			

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed.   Data is tested at the 95% confidence level.

F6. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
1	256 23%	60 27%	110 21%	86 24%	41 21%	37 20%	34 21%	21 24%	35 21%	182 23%	185 23%	71 23%	121 23%	27 20%	22 27%
2-3	624 56%	124 55%	299 57%	201 55%	107 55%	103 56%	87 55%	43 49%	90 54%	458 58%	446 56%	179 57%	305 58%	74 55%	44 54%
4+	230 21%	40 18%	113 22%	77 21%	46 24%	44 24%	39 24%	24 27%	42 25%	147 19%	169 21%	61 20%	103 19%	34 25%	16 20%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F7. And what is the total number of children aged under 18 in the household? (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
None	795	87	82	67	139	157	261	158	247	166	224	406	389	690	105	74
	72%	61%	50%	37%	71%	96%	99%	72%	72%	69%	73%	72%	71%	72%	68%	71%
		bc	c		bc	abcd	abcde									
1-2	273	50	73	95	49	5	1	49	89	65	70	138	135	231	42	25
	25%	35%	45%	53%	25%	3%	*%	22%	26%	27%	23%	25%	25%	24%	27%	24%
		def	def	adef	ef	f										
3+	43	5	9	19	8	1	1	12	7	10	13	20	23	36	7	5
	4%	3%	6%	11%	4%	1%	*%	6%	2%	4%	4%	3%	4%	4%	5%	5%
		f	ef	adef	ef			h								

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F7. And what is the total number of children aged under 18 in the household? (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
None	795	501	127	167	230	284	245	734	702	407	262	350	179	266
	72%	73%	75%	66%	60%	73% d	84% de	72% ij	72% ij	66% j	57%	72%	67%	74%
1-2	273	164	35	74	136	92	39	247	239	190	174	111	76	86
	25%	24%	21%	29% b	36% ef	23% f	13%	24%	25%	31% gh	38% ghi	23%	29%	24%
3+	43	26	7	10	15	15	9	37	33	24	24	24	10	9
	4%	4%	4%	4%	4%	4%	3%	4%	3%	4%	5%	5%	4%	2%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F7. And what is the total number of children aged under 18 in the household? (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
None	795 72%	166 70%	137 70%	59 66%	458 72%	376 69%	150 72%	99 80% e	715 73% k	466 76% jk	249 68%	80 61%
1-2	273 25%	63 27%	53 27%	27 30%	153 24%	145 27% g	48 23%	22 18%	230 23%	127 21%	103 28% i	43 33% hi
3+	43 4%	8 3%	6 3%	3 4%	26 4%	22 4%	10 5%	3 2%	36 4%	20 3%	15 4%	7 6%

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F7. And what is the total number of children aged under 18 in the household? (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
							WEBSITES							
		TV	ANY BBC TV	ANY STV/ ITV TV	RADIO	PRESS	/APPS	ANY BBC	MOST DAYS	LESS OFTEN	NEVER	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
None	795	652	619	564	434	493	382	665	326	222	167	261	197	337
	72%	73%	75%	75%	70%	80%	62%	74%	82%	69%	64%	72%	72%	71%
		f	f	df	f	abcdfg		f	ij					
1-2	273	206	183	161	154	100	197	200	65	86	79	81	67	125
	25%	23%	22%	22%	25%	16%	32%	22%	16%	27%	30%	23%	24%	26%
		e	e	e	e		abcdeg	e		h	h			
3+	43	32	29	22	27	21	33	32	8	12	15	18	10	15
	4%	4%	3%	3%	4%	3%	5%	4%	2%	4%	6%	5%	4%	3%
							c				h			

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F7. And what is the total number of children aged under 18 in the household? (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
None	795 72%	165 74%	377 72%	253 69%	138 71%	131 71%	116 72%	61 69%	120 72%	577 73%	569 71%	226 73%	383 72%	96 71%	63 77%
1-2	273 25%	49 22%	124 24%	100 28%	47 24%	44 24%	36 23%	25 28%	39 24%	183 23%	197 25%	76 24%	128 24%	31 23%	14 17%
3+	43 4%	10 4%	22 4%	11 3%	9 4%	9 5%	8 5%	3 3%	8 5%	27 3%	34 4%	9 3%	19 4%	8 6%	5 6%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F8. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG						AREA		
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	URBAN	ALL RURAL	REMOTE RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1111	140	165	182	195	163	265	219	343	242	307	562	549	937	174	126
Effective Weighted Sample	1103	139	164	181	194	162	263	218	341	240	305	558	544	936	169	122
Total	1111	142	165	182	195	163	263	220	344	241	307	563	548	957	154	105
Up to £10,399	106	15	13	17	14	17	30	2	15	13	77	17	90	89	17	11
	10%	11%	8%	9%	7%	11%	11%	1%	4%	5%	25%	3%	16%	9%	11%	11%
									g	g	ghikl		ghik			
From £10,400 to £15,599	112	11	15	20	9	15	41	4	28	25	55	33	79	93	19	15
	10%	8%	9%	11%	5%	9%	16%	2%	8%	10%	18%	6%	14%	10%	12%	14%
				d			ad		g	gk	ghik	g	ghk			
From £15,600 to £25,999	149	12	22	25	28	21	41	22	46	39	41	68	81	132	16	15
	13%	8%	13%	14%	14%	13%	16%	10%	13%	16%	13%	12%	15%	14%	11%	15%
							a			g						
From £26,000 to £36,399	147	12	30	31	34	21	19	35	44	52	17	78	69	123	25	13
	13%	9%	18%	17%	17%	13%	7%	16%	13%	22%	6%	14%	13%	13%	16%	12%
			af	af	af			j	j	hjkl		j	j			
From £36,400 to £51,999	84	5	12	24	24	13	6	34	35	10	5	69	15	71	13	11
	8%	3%	7%	13%	12%	8%	2%	15%	10%	4%	2%	12%	3%	7%	9%	11%
			f	af	af	f		ijl	ijl			ijl				
£52,000 and above	53	3	14	11	15	7	3	37	13	3	-	50	3	50	3	2
	5%	2%	9%	6%	8%	4%	1%	17%	4%	1%	-%	9%	1%	5%	2%	2%
			af	f	af			hijkl	jl	j		hijl				
Don't know	150	66	26	10	11	15	21	19	57	28	45	77	73	137	12	6
	13%	47%	16%	5%	6%	9%	8%	9%	17%	12%	15%	14%	13%	14%	8%	6%
		bcdef	cdf						g		g			no		
Refused	310	17	33	44	60	53	102	68	105	70	67	173	137	262	48	31
	28%	12%	20%	24%	31%	33%	39%	31%	31%	29%	22%	31%	25%	27%	31%	30%
				a	ab	ab	abc	j	j			jl				

Columns Tested: a,b,c,d,e,f - g,h,i,j,k,l - m,n,o

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F8. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	REGION			WATCH TV PER DAY			CHANNELS/ SERVICES EVER WATCH				LIKELIHOOD WOULD WATCH NEW CHANNEL		
		CENTRAL BELT	SOUTHERN SCOTLAND	NORTH/ H&I	UNDER 3 HRS	3 TO UNDER 5HRS	5+ HRS	ANY BBC	ANY STV/ ITV	ANY CATCH-UP	ANY ON-DEMAND	LIKELY	NEUTRAL	UNLIKELY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	673	165	273	380	394	292	1018	974	621	461	486	266	359
Effective Weighted Sample	1103	673	165	266	377	390	290	1010	967	616	457	482	264	357
Total	1111	691	169	251	381	392	293	1017	974	621	461	485	265	361
Up to £10,399	106 10%	68 10%	14 8%	24 10%	13 3%	28 7%	61 21% d	97 10%	97 10%	41 7%	25 5%	44 9%	20 8%	43 12%
							de	ij	ij					
From £10,400 to £15,599	112 10%	59 8%	25 15% a	29 11%	32 8%	32 8%	41 14% de	101 10% i	96 10% i	43 7%	36 8%	49 10%	26 10%	37 10%
From £15,600 to £25,999	149 13%	83 12%	33 19% a	33 13%	46 12%	60 15%	36 12%	138 14%	135 14%	91 15%	52 11%	70 14%	27 10%	51 14%
From £26,000 to £36,399	147 13%	90 13%	27 16%	30 12%	72 19% f	54 14% f	20 7%	138 14%	128 13%	94 15%	72 16%	64 13%	40 15%	44 12%
From £36,400 to £51,999	84 8%	52 8%	9 5%	22 9%	32 8% f	38 10% f	11 4%	79 8%	75 8%	62 10%	47 10%	46 9% m	22 8%	16 4%
£52,000 and above	53 5%	21 3%	4 2%	29 11% ab	30 8% f	19 5% f	2 1%	47 5%	42 4%	42 7% h	40 9% gh	25 5%	13 5%	15 4%
Don't know	150 13%	100 14%	22 13%	29 11%	62 16%	46 12%	34 11%	131 13%	122 13%	87 14%	88 19% ghi	50 10%	36 14%	64 18% k
Refused	310 28%	219 32% bc	36 21%	56 22%	95 25%	114 29%	87 30%	286 28% j	279 29% j	161 26%	101 22%	138 28%	81 31%	91 25%

Columns Tested: a,b,c - d,e,f - g,h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F8. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	ANY CHANNELS/ SERVICES WOULD WATCH LESS				BBC SCOTLAND VIEWING			FOLLOW NEWS			
		ANY	ANY BBC	ANY STV/ ITV	NONE	ADDITION	INSTEAD	DON'T KNOW	EVER	DAILY	LESS OFTEN	NO
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k
Unweighted total	1111	241	201	93	637	545	209	124	982	615	367	129
Effective Weighted Sample	1103	238	198	92	632	540	207	123	974	610	364	128
Total	1111	238	197	90	638	543	208	124	980	613	367	131
Up to £10,399	106	24	18	10	55	51	10	17	88	52	36	18
	10%	10%	9%	11%	9%	9%	5%	14%	9%	8%	10%	14%
						f		f				
From £10,400 to £15,599	112	26	25	10	63	54	22	12	96	60	36	16
	10%	11%	13%	11%	10%	10%	11%	10%	10%	10%	10%	12%
From £15,600 to £25,999	149	29	25	10	90	86	23	10	139	90	49	10
	13%	12%	13%	11%	14%	16%	11%	8%	14%	15%	13%	8%
						g			k	k		
From £26,000 to £36,399	147	32	26	15	87	80	27	13	131	76	55	16
	13%	14%	13%	17%	14%	15%	13%	10%	13%	12%	15%	12%
From £36,400 to £51,999	84	35	30	12	41	39	27	9	78	48	29	6
	8%	15%	15%	13%	6%	7%	13%	7%	8%	8%	8%	5%
		d	d				e					
£52,000 and above	53	17	15	7	25	21	10	11	51	42	9	2
	5%	7%	8%	7%	4%	4%	5%	9%	5%	7%	3%	2%
			d					e	j	jk		
Don't know	150	20	19	7	84	57	30	17	112	65	47	38
	13%	9%	10%	8%	13%	10%	15%	14%	11%	11%	13%	29%
												hij
Refused	310	55	39	19	192	156	57	33	286	181	105	24
	28%	23%	20%	21%	30%	29%	28%	27%	29%	29%	29%	19%
					ab				k	k	k	

Columns Tested: a,b,c,d - e,f,g - h,i,j,k

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F8. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	NEWS MEDIA EVER USE							WATCH STV/ ITV NEWS PROGRAMMES			LIKELIHOOD WOULD WATCH 9PM NEWS PROGRAMME		
			ANY BBC	**ANY STV/**			**WEBSITES**		**MOST**	**LESS**				**UNLIKELY**
		TV	**TV**	**ITV TV**	**RADIO**	**PRESS**	**/APPS**	**ANY BBC**	**DAYS**	**OFTEN**	**NEVER**	**LIKELY**	**NEUTRAL**	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Unweighted total	1111	892	832	748	620	613	613	899	398	321	263	361	275	475
Effective Weighted Sample	1103	885	825	742	614	609	608	892	395	318	261	358	273	472
Total	1111	890	830	747	616	614	612	897	399	320	261	360	274	478
Up to £10,399	106	82	72	78	49	59	34	77	49	25	15	29	27	50
	10%	9% f	9% f	10% f	8%	10% f	6%	9% f	12% ij	8%	6%	8%	10%	11%
From £10,400 to £15,599	112	90	83	77	57	55	42	85	53	23	20	27	24	60
	10%	10% f	10% f	10% f	9%	9%	7%	9%	13% ij	7%	8%	8%	9%	13% k
From £15,600 to £25,999	149	128	121	103	94	82	87	128	55	46	37	65	27	56
	13%	14%	15%	14%	15%	13%	14%	14%	14%	14%	14%	18% lm	10%	12%
From £26,000 to £36,399	147	121	111	92	95	74	96	120	51	39	41	48	37	62
	13%	14%	13%	12%	15%	12%	16%	13%	13%	12%	16%	13%	14%	13%
From £36,400 to £51,999	84	73	69	60	56	43	65	74	19	39	20	33	23	28
	8%	8%	8%	8%	9%	7%	11% e	8%	5%	12% h	7%	9%	8%	6%
£52,000 and above	53	45	43	33	37	32	47	50	9	16	26	12	18	23
	5%	5%	5%	4%	6%	5%	8% abc	6%	2%	5%	10% hi	3%	7%	5%
Don't know	150	88	83	74	58	61	79	102	32	39	41	35	32	83
	13%	10%	10%	10%	9%	10%	13% d	11%	8%	12%	16% h	10%	12%	17% kl
Refused	310	264	249	231	171	207	163	261	131	94	61	112	83	115
	28%	30%	30%	31%	28%	34% df	27%	29%	33% j	29%	23%	31% m	30%	24%

Columns Tested: a,b,c,d,e,f,g - h,i,j - k,l,m

Any break columns with a base of 50 to 99 are marked with an asterisk and should be treated with caution. Columns with a base lower than 50 have been removed. Data is tested at the 95% confidence level.

F8. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	WOULD WATCH 9PM NEWS PROGRAMME			ANY NEWS MEDIA WOULD CONSUME LESS						MORE ATTENTION/ ACCESS/ COVERAGE		9PM NEWS CONSUMPTION		
		MOST DAYS	LESS OFTEN	NEVER	ANY	TV	ANY BBC TV	ANY STV/ ITV TV	ANY BBC	NONE	YES	NO	ADDITION	INSTEAD	DON'T KNOW
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted total	1111	227	521	363	195	185	161	91	168	787	803	308	529	137	82
Effective Weighted Sample	1103	225	517	361	193	183	159	90	166	781	796	306	525	136	81
Total	1111	224	522	364	193	183	160	88	166	787	800	311	529	136	82
Up to £10,399	106	23	43	41	22	20	16	12	17	66	76	30	43	12	11
	10%	10%	8%	11%	11%	11%	10%	13%	10%	8%	10%	10%	8%	9%	13%
From £10,400 to £15,599	112	16	53	43	19	18	16	8	16	77	70	41	50	13	6
	10%	7%	10%	12%	10%	10%	10%	9%	10%	10%	9%	13% j	9%	9%	8%
From £15,600 to £25,999	149	36	70	43	26	26	23	11	23	113	110	38	83	15	7
	13%	16%	13%	12%	13%	14%	14%	12%	14%	14%	14%	12%	16%	11%	8%
From £26,000 to £36,399	147	33	64	50	34	31	28	18	31	97	108	40	69	24	4
	13%	15%	12%	14%	18%	17%	17%	20%	19% i	12%	13%	13%	13%	18%	5%
From £36,400 to £51,999	84	17	50	16	27	27	23	14	24	51	67	17	37	22	8
	8%	8%	10% c	5%	14% i	15% i	15% i	16%	14% i	6%	8%	6%	7%	16% l	10%
£52,000 and above	53	10	26	17	8	8	7	2	7	43	35	18	18	13	5
	5%	4%	5%	5%	4%	4%	5%	2%	4%	5%	4%	6%	3%	10% l	6%
Don't know	150	21	60	68	15	13	13	5	15	97	109	41	51	12	17
	13%	9%	12%	19% ab	8%	7%	8%	6%	9%	12% e	14%	13%	10%	9%	21%
Refused	310	69	156	85	42	41	33	19	33	244	225	85	178	23	24
	28%	31%	30% c	23%	22%	22%	21%	22%	20%	31% defh	28%	27%	34% m	17%	29%

Columns Tested: a,b,c - d,e,f,g,h,i - j,k - l,m,n