

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)	1
Base : All respondents	
A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)	10
Base : All respondents	
A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)	13
Base : All respondents	
CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B	21
Base : All respondents	
A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS	30
Base : All respondents	
A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	33
Base : Those who have personally watched BBC One in the past 3 months	
A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	36
Base : Those who have personally watched BBC Two in the past 3 months	
A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	39
Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months	
A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	42
Base : Those who have personally watched Channel 4 in the past 3 months	
A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	45
Base : Those who have personally watched Channel 5 in the past 3 months	
A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	48
Base : Those who have personally watched BBC Three in the past 3 months	
A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	51
Base : Those who have personally watched BBC Four in the past 3 months	
A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	54
Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months	
A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	57
Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months	
A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	60
Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months	
A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	63
Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months	

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A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	66
Base : Those who have personally watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports) in the past 3 months	
A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	69
Base : Those who have personally watched S4C (Welsh) in the past 3 months	
A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	72
Base : Those who have personally watched BBC News channel in the past 3 months	
A5O. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	75
Base : Those who have personally watched BBC Parliament in the past 3 months	
A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	78
Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months	
A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	81
Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months	
A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	84
Base : Those who have personally watched CBBC in the past 3 months	
A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	87
Base : Those who have personally watched CBeebies in the past 3 months	
A5T. How often in the past 3 months have you watched GB News? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)	90
Base : Those who have personally watched GB News in the past 3 months	
A5A-A5S. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS	93
Base : All respondents	
A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?	96
Base : All respondents	
A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?	102
Base : All respondents	
CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B	106
Base : All respondents	
A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?	115
Base : Those who have personally watched BBC iPlayer in the past 3 months	
A7B. How often in the past 3 months have you watched programmes or films using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)?	118
Base : Those who have personally watched ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months	
A7C. How often in the past 3 months have you watched programmes or films using STV Player/ STV Player VIP (Scotland)?	121
Base : Those who have personally watched STV Player/ STV Player VIP (Scotland) in the past 3 months	
A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?	124
Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months	

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A7E. How often in the past 3 months have you watched programmes or films using All4/ aLL4+ (previously 4OD)?	127
Base : Those who have personally watched All4/ aLL4+ (previously 4OD) in the past 3 months	
A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?	130
Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months	
A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?	133
Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months	
A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?	136
Base : Those who have personally watched UKTV Play in the past 3 months	
A7I. How often in the past 3 months have you watched programmes or films using Discovery+?	139
Base : Those who have personally watched Discovery+ in the past 3 months	
A7J. How often in the past 3 months have you watched programmes or films using Virgin TV Catch-up or Virgin Media Anywhere?	142
Base : Those who have personally watched Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months	
A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?	145
Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months	
A7L. How often in the past 3 months have you watched programmes or films using Netflix?	148
Base : Those who have personally watched Netflix in the past 3 months	
A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?	151
Base : Those who have personally watched Amazon Prime Video in the past 3 months	
A7N. How often in the past 3 months have you watched programmes or films using NOW?	154
Base : Those who have personally watched NOW in the past 3 months	
A7O. How often in the past 3 months have you watched programmes or films using Disney+?	157
Base : Those who have personally watched Disney+ in the past 3 months	
A7P. How often in the past 3 months have you watched programmes or films using Apple TV+?	160
Base : Those who have personally watched Apple TV+ in the past 3 months	
A7Q. How often in the past 3 months have you watched programmes or films using BritBox?	163
Base : Those who have personally watched BritBox in the past 3 months	
A7R. How often in the past 3 months have you watched programmes or films using Hayu?	166
Base : Those who have personally watched Hayu in the past 3 months	
A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?	169
Base : Those who have personally watched YouTube channels in the past 3 months	
A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS	172
Base : All respondents	
A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)	181
Base : All respondents	
A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)	190
Base : All respondents	
RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B	196
Base : All respondents	
A9A. How often in the past 3 months have you listened to BBC Radio 1?	211
Base : Those who have personally listened to BBC Radio 1 in the past 3 months	

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A9B. How often in the past 3 months have you listened to BBC Radio 2?	214
Base : Those who have personally listened to BBC Radio 2 in the past 3 months	
A9C. How often in the past 3 months have you listened to BBC Radio 3?	217
Base : Those who have personally listened to BBC Radio 3 in the past 3 months	
A9D. How often in the past 3 months have you listened to BBC Radio 4?	220
Base : Those who have personally listened to BBC Radio 4 in the past 3 months	
A9E. How often in the past 3 months have you listened to BBC Radio 5 live?	223
Base : Those who have personally listened to BBC Radio 5 live in the past 3 months	
A9F. How often in the past 3 months have you listened to BBC 6 Music?	226
Base : Those who have personally listened to BBC 6 Music in the past 3 months	
A9G. How often in the past 3 months have you listened to BBC Asian Network?	229
Base : Those who have personally listened to BBC Asian Network in the past 3 months	
A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?	232
Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months	
A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra?	235
Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months	
A9J. How often in the past 3 months have you listened to BBC Radio 5 live sports extra?	238
Base : Those who have personally listened to BBC Radio 5 live sports extra in the past 3 months	
A9K. How often in the past 3 months have you listened to BBC World Service?	241
Base : Those who have personally listened to BBC World Service in the past 3 months	
A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)?	244
Base : Those who have personally listened to BBC radio for your region (ENGLAND) in the past 3 months	
A9M. How often in the past 3 months have you listened to BBC Radio Scotland (SCOTLAND)?	247
Base : Those who have personally listened to BBC Radio Scotland (SCOTLAND) in the past 3 months	
A9N. How often in the past 3 months have you listened to BBC Radio nan Gàidheal (SCOTLAND)?	250
Base : Those who have personally listened to BBC Radio nan Gàidheal (SCOTLAND) in the past 3 months	
A9O. How often in the past 3 months have you listened to BBC Radio Wales (WALES)?	253
Base : Those who have personally listened to BBC Radio Wales (WALES) in the past 3 months	
A9P. How often in the past 3 months have you listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)?	256
Base : Those who have personally listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES) in the past 3 months	
A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)?	259
Base : Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months	
A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?	262
Base : Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months	
A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?	265
Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months	
A9T. How often in the past 3 months have you listened to talkRADIO?	268
Base : Those who have personally listened to talkRADIO in the past 3 months	
A9U. How often in the past 3 months have you listened to Classic FM?	271
Base : Those who have personally listened to Classic FM in the past 3 months	

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A9V. How often in the past 3 months have you listened to Any Absolute Radio station?	274
Base : Those who have personally listened to Any Absolute Radio station in the past 3 months	
A9W. How often in the past 3 months have you listened to Any Capital radio station?	277
Base : Those who have personally listened to Any Capital radio station in the past 3 months	
A9X. How often in the past 3 months have you listened to Any Heart radio station?	280
Base : Those who have personally listened to Any Heart radio station in the past 3 months	
A9Y. How often in the past 3 months have you listened to Any Smooth radio station?	283
Base : Those who have personally listened to Any Smooth radio station in the past 3 months	
A9Z. How often in the past 3 months have you listened to Any Kiss radio station?	286
Base : Those who have personally listened to Any Kiss radio station in the past 3 months	
A9AA. How often in the past 3 months have you listened to Any Magic radio station?	289
Base : Those who have personally listened to Any Magic radio station in the past 3 months	
A9AB. How often in the past 3 months have you listened to Virgin Radio?	292
Base : Those who have personally listened to Virgin Radio in the past 3 months	
A9AC. How often in the past 3 months have you listened to Any LBC radio station?	295
Base : Those who have personally listened to Any LBC radio station in the past 3 months	
A9AD. How often in the past 3 months have you listened to Times Radio?	298
Base : Those who have personally listened to Times Radio in the past 3 months	
A9AE. How often in the past 3 months have you listened to GB News Radio?	301
Base : Those who have personally listened to GB News Radio in the past 3 months	
A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS	304
Base : All respondents	
A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)	316
Base : All respondents	
A11A. How often in the past 3 months have you used the BBC News site/ app?	322
Base : Those who have personally used the BBC News site/ app in the past 3 months	
A11B. How often in the past 3 months have you used the BBC Sport site/ app?	325
Base : Those who have personally used the BBC Sport site/ app in the past 3 months	
A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?	328
Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months	
A11D. How often in the past 3 months have you used the BBC Weather site/ app?	331
Base : Those who have personally used the BBC Weather site/ app in the past 3 months	
A11E. How often in the past 3 months have you used the BBC iPlayer Kids site/ app?	334
Base : Those who have personally used the BBC iPlayer Kids site/ app in the past 3 months	
A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?	337
Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months	
A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?	340
Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months	
A11H. How often in the past 3 months have you used the BBC Newsround site?	343
Base : Those who have personally used the BBC Newsround site in the past 3 months	

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A11I. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?	346
Base : Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months	
A11A-A11I. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS	349
Base : All respondents	
A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?	355
Base : All respondents	
A13A. How often in the past 3 months have you listened to BBC Sounds?	361
Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)	
A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?	364
Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)	
A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?	367
Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)	
A13D. How often in the past 3 months have you listened to GlobalPlayer?	370
Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)	
A13E. How often in the past 3 months have you listened to RadioPlayer?	373
Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)	
A13F. How often in the past 3 months have you listened to Spotify?	376
Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)	
A13G. How often in the past 3 months have you listened to Deezer?	379
Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)	
A13H. How often in the past 3 months have you listened to Amazon Music?	382
Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)	
A13I. How often in the past 3 months have you listened to TuneIn?	385
Base : Those who have personally listened to TuneIn in the past 3 months (excluding those completing a paper questionnaire)	
A13J. How often in the past 3 months have you listened to Audible?	388
Base : Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)	
A13K. How often in the past 3 months have you listened to YouTube Music?	391
Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)	
A13L. How often in the past 3 months have you listened to SoundCloud?	394
Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)	
A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS	397
Base : All respondents	
SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS	403
Base : All respondents	
BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS	406
Base : All respondents	
SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS	424
Base : All respondents	
NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS	427
Base : All respondents	

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SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)	430
Base : All respondents	
TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS	433
Base : All respondents	
A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)	439
Base : Those watching any of these TV or video services in the past 3 months	
B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)	445
Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months	
B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)	451
Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (was ITV Hub) and STV Player) in the past 3 months	
B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)	457
Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months	
B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)	463
Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months	
B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)	469
Base : Those who have watched S4C (including S4C Clic) in the past 3 months	
B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)	475
Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months	
B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)	481
Base : Those who have watched NOW in the past 3 months	
B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)	487
Base : Those who have watched Netflix in the past 3 months	
B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)	493
Base : Those who have watched Amazon Prime Video in the past 3 months	
B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)	499
Base : Those who have watched YouTube channels in the past 3 months	
B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)	505
Base : Those who have watched Britbox in the past 3 months	
B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)	511
Base : Those who have watched Disney+ in the past 3 months	
B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)	517
Base : Those who have watched Apple TV+ in the past 3 months	
B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels? (Please think about what you have watched in the past 3 months)	523
Base : Those who have watched UKTV channels in the past 3 months	
B1O. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)	529
Base : Those who have watched GB News in the past 3 months	
B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)	535
Base : Those who have watched Hayu in the past 3 months	
B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)	541
Base : Those who have listened to any BBC Radio stations in the past 3 months	

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B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)	547
Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months	
B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)	553
Base : Those who have listened to talkRADIO in the past 3 months	
B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)	559
Base : Those who have listened to Classic FM in the past 3 months	
B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)	565
Base : Those who have listened to any Absolute Radio in the past 3 months	
B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)	571
Base : Those who have listened to any Capital radio in the past 3 months	
B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)	577
Base : Those who have listened to any Heart radio in the past 3 months	
B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)	583
Base : Those who have listened to any Smooth Radio in the past 3 months	
B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)	589
Base : Those who have listened to any Kiss radio in the past 3 months	
B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)	595
Base : Those who have listened to any Magic Radio in the past 3 months	
B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)	601
Base : Those who have listened to Virgin Radio in the past 3 months	
B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)	607
Base : Those who have listened to any LBC Radio in the past 3 months	
B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)	613
Base : Those who have listened to Times Radio in the past 3 months	
B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)	619
Base : Those who have listened to GB News Radio in the past 3 months	
B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?	622
Base : Those who have used BBC Sounds in the past 3 months	
B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?	628
Base : Those who have used Apple Music or Apple Podcasts in the past 3 months	
B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?	634
Base : Those who have used Google Play Music or Google Podcasts in the past 3 months	
B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?	640
Base : Those who have used GlobalPlayer in the past 3 months	
B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?	646
Base : Those who have used RadioPlayer in the past 3 months	
B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?	649
Base : Those who have used Spotify in the past 3 months	
B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?	655
Base : Those who have used Deezer in the past 3 months	

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B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music? Base : Those who have used Amazon Music in the past 3 months	661
B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with TuneIn? Base : Those who have used TuneIn in the past 3 months	667
B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible? Base : Those who have used Audible in the past 3 months	670
B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music? Base : Those who have used YouTube Music in the past 3 months	673
B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud? Base : Those who have used SoundCloud in the past 3 months	679
B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used BBC iPlayer in the past 3 months	682
B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months	688
B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months	694
B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used S4C Clic (Welsh language) in the past 3 months	700
B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using All4/ All4+ (previously 4OD)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used All4/ All4+ (previously 4OD) in the past 3 months	706
B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used My5 (previously Demand 5) in the past 3 months	712
B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used Sky On Demand or Sky Go in the past 3 months	718
B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used UKTV Play in the past 3 months	724
B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used Discovery+ in the past 3 months	730
B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV Catch-up or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months) Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months	736
B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months? Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months	742
C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC? Base : All respondents	748

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C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC? Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)	754
C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC? Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)	763
C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"? Base : All respondents	772
C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"? Base : All respondents	779
C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"? Base : All respondents	786
C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"? Base : All respondents	793
C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"? Base : All respondents	800
C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"? Base : All respondents	808
C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"? Base : All respondents	815
C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"? Base : All respondents	822
C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"? Base : All respondents	829
C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"? Base : All respondents	837
C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"? Base : All respondents	844
C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"? Base : All respondents	851
C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"? Base : All respondents	858
C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"? Base : All respondents	865

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C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?	872
Base : All respondents	
C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?	879
Base : All respondents	
C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?	886
Base : All respondents	
C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?	893
Base : All respondents	
C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?	900
Base : All respondents	
C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?	907
Base : All respondents	
C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?	914
Base : All respondents	
C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?	922
Base : All respondents	
C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?	929
Base : All respondents	
C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?	936
Base : All respondents	
C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?	943
Base : All respondents	
C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?	951
Base : All respondents	
C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?	958
Base : All respondents	
C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?	965
Base : All respondents	
C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?	972
Base : All respondents	
C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?	979
Base : All respondents	
C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?	986
Base : All respondents	
D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?	993
Base : All respondents	

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D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?	996
Base : All respondents	
D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?	999
Base : All respondents	
D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?	1002
Base : All respondents	
D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?	1005
Base : All respondents	
D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?	1008
Base : All respondents	
D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?	1011
Base : All respondents	
D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?	1014
Base : All respondents	
D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?	1017
Base : All respondents	
D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?	1020
Base : All respondents	
D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?	1023
Base : All respondents	
D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?	1026
Base : All respondents	
D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?	1029
Base : All respondents	
D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?	1032
Base : All respondents	
D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?	1035
Base : All respondents	
D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?	1038
Base : All respondents	
D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?	1041
Base : All respondents	
D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?	1044
Base : All respondents	
F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?	1047
Base : All respondents	
F2. To what extent do you agree or disagree with the statement "I would miss the BBC if it wasn't there"?	1053
Base : All respondents	
F2B. Could you say why you gave that answer?	1056
Base : All respondents (who gave a reason for their answer)	

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G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)	1066
Base : All respondents	
G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?	1072
Base : Those who watch, listen to or read news	
S1. HOURS SPEND ONLINE IN A TYPICAL WEEK	1075
Base : All respondents	
A2. Which of these ways do you go online from home?	1081
Base : All respondents	
S2. RESPONDENT'S GENDER	1084
Base : All respondents	
S3. RESPONDENT'S AGE	1087
Base : All respondents	
S5. HOUSEHOLD SOCIO-ECONOMIC GROUP	1090
Base : All respondents	
S6. RESPONDENT'S WORKING STATUS	1093
Base : All respondents	
S7. URBANITY	1096
Base : All respondents	
S8. REGION/ NATION	1099
Base : All respondents	
S9. How would you describe your national identity?	1105
Base : All respondents	
S10. RESPONDENT'S ETHNICITY	1108
Base : All respondents	
S11. RESPONDENT'S RELIGION, IF ANY	1115
Base : All respondents	
G3. What is the total number of people in the household (including yourself and any children)?	1118
Base : All respondents	
G4. Do any children aged under 16 live in your household?	1121
Base : All respondents	
G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?	1124
Base : Those in a household with any children aged under 16	
G5A. Which of these people aged 16 or over do you usually share your home with?	1127
Base : All respondents	
G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?	1130
Base : All respondents	
G7. How long have you lived in the UK?	1139
Base : All respondents	
G8. 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. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)	1142
Base : All respondents	

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G9. Which of these – if any – impact or limit your daily activities or the work you can do?	1148
Base : All respondents	
G10. Which of these best describes you?	1157
Base : All respondents	
G11. Is your current gender identity the same as that assigned at birth?	1160
Base : All respondents	

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Table 1

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Freeview or Freeview Play (free TV via an aerial)	1896	952	940	168	259	284	296	889	458	556	331	552	1618	134	102	42	
	44%	45%	43%	32%	33%	41%	43%	55%	41%	42%	43%	50%	45%	39%	47%	33%	
						ab	ab	abcd				abc	d		bd		
Sky (satellite TV with a monthly subscription)	1451	728	717	159	292	287	246	467	451	453	267	278	1192	120	88	51	
	34%	35%	33%	31%	37%	41%	35%	29%	41%	34%	35%	25%	33%	35%	41%	40%	
					e	ae			bd	d	d				a	a	
Apps for broadcaster catch-up services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5	809	382	419	127	200	134	132	216	278	259	123	150	695	61	36	17	
	19%	18%	19%	24%	26%	19%	19%	13%	25%	20%	16%	14%	19%	18%	17%	13%	
				e	ce	e	e		bcd	d			d				
Amazon Fire TV (plug in stick, plug in box or cube)	642	302	337	106	161	109	119	146	197	197	126	122	514	66	34	28	
	15%	14%	15%	20%	21%	16%	17%	9%	18%	15%	16%	11%	14%	19%	16%	21%	
				e	e	e	e		d		d			a		a	
Virgin Media (cable TV subscription)	587	285	300	73	123	89	103	198	177	189	104	117	508	53	16	10	
	14%	14%	14%	14%	16%	13%	15%	12%	16%	14%	14%	11%	14%	15%	8%	8%	
									d				cd	cd			
BT TV	310	172	138	36	89	31	52	103	100	74	66	69	270	17	14	8	
	7%	8%	6%	7%	11%	4%	7%	6%	9%	6%	9%	6%	7%	5%	6%	7%	
					ce				b								
NOW	289	144	142	44	101	54	40	50	98	85	55	51	254	20	9	5	
	7%	7%	7%	8%	13%	8%	6%	3%	9%	6%	7%	5%	7%	6%	4%	4%	
				e	cde	e	e		d								

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 1

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A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Freesat (satellite TV with no subscription)	246	133	113	25	40	42	37	102	83	59	44	60	209	20	11	6	
	6%	6%	5%	5%	5%	6%	5%	6%	8%	4%	6%	5%	6%	6%	5%	5%	
									b								
TalkTalk TV	138	71	66	29	37	19	12	40	39	34	27	38	125	7	5	1	
	3%	3%	3%	6%	5%	3%	2%	2%	4%	3%	3%	3%	3%	2%	2%	1%	
				de									d				
Google Chromecast	124	68	54	18	43	19	22	21	46	32	18	28	101	13	6	3	
	3%	3%	2%	4%	6%	3%	3%	1%	4%	2%	2%	3%	3%	4%	3%	2%	
				e	e												
Roku	100	53	45	9	39	18	15	20	42	25	10	23	83	5	11	1	
	2%	3%	2%	2%	5%	3%	2%	1%	4%	2%	1%	2%	2%	2%	5%	1%	
					ae				c						abd		
YouView	72	51	22	9	22	13	10	18	25	18	19	10	64	6	2	1	
	2%	2%	1%	2%	3%	2%	1%	1%	2%	1%	3%	1%	2%	2%	1%	1%	
					e						d						
EE TV	62	36	26	15	20	16	9	2	24	17	13	8	55	3	3	*	
	1%	2%	1%	3%	3%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	
				e	e	e	e									1%	
Other	55	28	27	4	6	14	7	24	12	16	12	15	52	2	2	*	
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	
														*		1%	
No-one watches broadcast TV channels in the household	237	135	99	56	56	37	31	58	37	90	35	76	195	14	9	19	
	6%	6%	5%	11%	7%	5%	4%	4%	3%	7%	5%	7%	5%	4%	4%	15%	
				cde	e				a	a		a				abc	
Don't know	19	10	9	7	7	2	-	3	3	5	5	7	19	1	-	-	
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	
				e													

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
SUMMARY																	
FREE BROADCAST TV SERVICE	2053	1033	1016	185	291	309	320	948	503	600	355	595	1753	148	107	45	
	48%	49%	47%	36%	37%	44%	46%	59%	45%	46%	46%	54%	49%	43%	50%	35%	
						a	ab	abcd				abc	d		d		
PAID BROADCAST TV SERVICE	2467	1220	1237	295	510	442	415	805	740	755	462	509	2076	202	122	67	
	57%	58%	57%	57%	65%	64%	60%	50%	67%	57%	60%	46%	58%	59%	57%	52%	
					ae	e	e		bcd	d	d						
STREAMING TV PLAYER	780	375	400	125	211	131	137	176	242	236	144	158	626	77	47	30	
	18%	18%	18%	24%	27%	19%	20%	11%	22%	18%	19%	14%	17%	23%	22%	23%	
				e	cde	e	e		d					a		a	
BROADCASTER APPS	809	382	419	127	200	134	132	216	278	259	123	150	695	61	36	17	
	19%	18%	19%	24%	26%	19%	19%	13%	25%	20%	16%	14%	19%	18%	17%	13%	
				e	ce	e	e		bcd	d			d				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Freeview or Freeview Play (free TV via an aerial)	1896	1643	253	423	1446	388	1481	141	195	197	388	1076	779
	44%	44%	42%	34%	48%	35%	47%	32%	34%	40%	35%	40%	50%
					a		a						a
Sky (satellite TV with a monthly subscription)	1451	1197	254	538	893	490	940	195	244	227	490	1012	417
	34%	32%	43%	44%	30%	44%	30%	45%	43%	46%	44%	38%	27%
			a	b		b						b	
Apps for broadcaster catch-up services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5	809	713	96	275	527	250	553	107	127	102	250	566	227
	19%	19%	16%	22%	18%	23%	18%	25%	22%	21%	23%	21%	15%
				b		b						b	
Amazon Fire TV (plug in stick, plug in box or cube)	642	563	79	240	396	219	416	95	93	100	219	469	166
	15%	15%	13%	20%	13%	20%	13%	22%	16%	20%	20%	18%	11%
				b		b						b	
Virgin Media (cable TV subscription)	587	570	17	206	377	180	403	69	95	82	180	402	180
	14%	15%	3%	17%	13%	16%	13%	16%	17%	17%	16%	15%	12%
		b		b								b	
BT TV	310	257	54	90	214	80	224	31	40	38	80	210	92
	7%	7%	9%	7%	7%	7%	7%	7%	7%	8%	7%	8%	6%
NOW	289	258	30	107	176	92	191	37	49	40	92	237	48
	7%	7%	5%	9%	6%	8%	6%	8%	9%	8%	8%	9%	3%
				b								b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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A1. Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device? (There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Freesat (satellite TV with no subscription)	246 6%	199 5%	47 8%	70 6%	172 6%	62 6%	179 6%	25 6%	34 6%	33 7%	62 6%	146 5%	95 6%
TalkTalk TV	138 3%	132 4%	6 1%	57 5%	75 3%	53 5%	80 3%	22 5%	28 5%	19 4%	53 5%	100 4%	36 2%
Google Chromecast	124 3%	103 3%	20 3%	41 3%	80 3%	34 3%	87 3%	19 4%	14 2%	14 3%	34 3%	85 3%	36 2%
Roku	100 2%	90 2%	10 2%	48 4%	51 2%	37 3%	61 2%	11 3%	18 3%	19 4%	37 3%	71 3%	29 2%
YouView	72 2%	65 2%	8 1%	27 2%	40 1%	22 2%	46 1%	13 3%	9 2%	8 2%	22 2%	55 2%	14 1%
EE TV	62 1%	59 2%	3 *%	25 2%	35 1%	20 2%	40 1%	9 2%	12 2%	5 1%	20 2%	58 2%	3 *%
Other	55 1%	48 1%	7 1%	20 2%	34 1%	17 2%	38 1%	4 1%	9 2%	9 2%	17 2%	31 1%	24 2%
No-one watches broadcast TV channels in the household	237 6%	212 6%	25 4%	55 4%	175 6%	47 4%	182 6%	21 5%	24 4%	16 3%	47 4%	121 5%	105 7%
Don't know	19 *%	18 *%	1 *%	6 *%	11 *%	2 *%	13 *%	2 *%	2 *%	- -%	2 *%	8 *%	11 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
SUMMARY													
FREE BROADCAST TV SERVICE	2053 48%	1771 48%	282 47%	461 38%	1562 52% a	419 38%	1604 51% a	154 35%	213 38%	211 43%	419 38%	1172 44%	835 54% a
PAID BROADCAST TV SERVICE	2467 57%	2133 58%	335 56%	865 70% b	1568 52%	780 71% b	1651 53%	303 69%	405 71%	356 72%	780 71%	1703 64% b	728 47%
STREAMING TV PLAYER	780 18%	680 18%	100 17%	293 24% b	478 16%	261 24% b	511 16%	115 26%	110 19%	118 24%	261 24%	564 21% b	206 13%
BROADCASTER APPS	809 19%	713 19%	96 16%	275 22% b	527 18%	250 23% b	553 18%	107 25%	127 22%	102 21%	250 23%	566 21% b	227 15%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Freeview or Freeview Play (free TV via an aerial)	1896	1420	1126	770	476	1896	1753	1046	915	257	1790	106	253	417	1227
	44%	40%	36%	64%	65%	44%	48%	45%	43%	47%	46%	26%	36%	41%	48%
		b		abe	abe	ab	cf	f	f	f	f				ab
Sky (satellite TV with a monthly subscription)	1451	1310	1213	237	141	1451	1335	883	835	214	1377	73	199	346	905
	34%	37%	39%	20%	19%	34%	36%	38%	39%	39%	35%	18%	29%	34%	35%
		cd	cde			cd	f	f	f	f	f				a
Apps for broadcaster catch-up services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5	809	807	753	57	2	809	748	537	551	182	779	31	105	151	553
	19%	23%	24%	5%	*%	19%	20%	23%	26%	34%	20%	8%	15%	15%	21%
		cde	cde	d		cd	f	ef	aef	abcef	f				ab
Amazon Fire TV (plug in stick, plug in box or cube)	642	634	617	25	7	642	561	388	394	124	592	50	113	146	382
	15%	18%	20%	2%	1%	15%	15%	17%	18%	23%	15%	12%	16%	14%	15%
		cde	cde			cd			aef	abef					
Virgin Media (cable TV subscription)	587	552	489	98	35	587	529	323	342	95	539	48	79	140	368
	14%	16%	16%	8%	5%	14%	14%	14%	16%	18%	14%	12%	11%	14%	14%
		cd	cd	d		cd									
BT TV	310	290	265	45	20	310	302	231	218	76	305	6	32	67	211
	7%	8%	9%	4%	3%	7%	8%	10%	10%	14%	8%	1%	5%	7%	8%
		cd	cd			cd	f	f	ef	aef	f				a
NOW	289	284	278	10	5	289	264	206	190	81	279	9	39	63	186
	7%	8%	9%	1%	1%	7%	7%	9%	9%	15%	7%	2%	6%	6%	7%
		cd	cde			cd	f	f	f	abcef	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Freesat (satellite TV with no subscription)	246 6%	216 6%	179 6%	67 6%	30 4%	246 6%	230 6%	158 7%	156 7%	60 11%	235 6%	11 3%	53 8%	52 5%	141 5%
TalkTalk TV	138 3%	130 4%	119 4%	19 2%	7 1%	138 3%	120 3%	99 4%	96 4%	34 6%	126 3%	11 3%	19 3%	25 2%	94 4%
Google Chromecast	124 3%	122 3%	119 4%	4 *	1 *	124 3%	111 3%	81 3%	93 4%	37 7%	117 3%	6 2%	16 2%	20 2%	88 3%
Roku	100 2%	96 3%	93 3%	8 1%	4 1%	100 2%	82 2%	63 3%	68 3%	32 6%	85 2%	15 4%	17 2%	19 2%	64 2%
YouView	72 2%	72 2%	66 2%	7 1%	1 *	72 2%	72 2%	63 3%	59 3%	34 6%	72 2%	- -%	10 1%	12 1%	51 2%
EE TV	62 1%	60 2%	60 2%	2 *	2 *	62 1%	58 2%	44 2%	43 2%	14 3%	60 2%	2 *	4 1%	17 2%	41 2%
Other	55 1%	49 1%	41 1%	14 1%	6 1%	55 1%	44 1%	30 1%	26 1%	12 2%	48 1%	7 2%	12 2%	11 1%	32 1%
No-one watches broadcast TV channels in the household	237 6%	156 4%	147 5%	90 8%	81 11%	237 6%	59 2%	73 3%	71 3%	17 3%	128 3%	109 27%	85 12%	79 8%	74 3%
Don't know	19 *%	14 *%	13 *%	6 *%	5 1%	19 *%	7 *%	4 *%	4 *%	- -%	10 *%	10 2%	7 1%	4 *%	8 *%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
SUMMARY															
FREE BROADCAST TV SERVICE	2053	1556	1247	806	497	2053	1894	1141	1011	289	1936	117	294	452	1307
	48%	44%	40%	67%	68%	48%	51%	49%	47%	53%	50%	29%	42%	44%	51%
			abe	abe	ab	cf	f	f	f	f	f				ab
PAID BROADCAST TV SERVICE	2467	2261	2064	404	206	2467	2247	1473	1412	360	2324	144	344	583	1541
	57%	64%	67%	34%	28%	57%	61%	64%	66%	66%	60%	35%	49%	57%	60%
		cde	cde	cd	f	ef	aef	f	f	35%	49%	57%	a	a	
STREAMING TV PLAYER	780	767	744	36	13	780	676	467	489	156	712	67	137	173	470
	18%	22%	24%	3%	2%	18%	18%	20%	23%	29%	18%	17%	20%	17%	18%
		cde	cde	cd	f	ef	aef	abef	f						
BROADCASTER APPS	809	807	753	57	2	809	748	537	551	182	779	31	105	151	553
	19%	23%	24%	5%	*%	19%	20%	23%	26%	34%	20%	8%	15%	15%	21%
		cde	cde	d	cd	f	ef	aef	abcef	f					ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC One	3336	1644	1681	314	552	525	559	1386	908	1020	572	835	2807	262	172	94	
	78%	78%	77%	60%	71%	76%	81%	86%	82%	77%	75%	76%	78%	76%	80%	73%	
					a	a	ab	abcd	cd						d		
The main ITV/ STV/ UTV channel	3029	1433	1589	256	436	482	524	1332	798	915	522	793	2549	236	160	85	
	71%	68%	73%	49%	56%	69%	76%	83%	72%	69%	68%	72%	71%	69%	74%	66%	
			a			ab	ab	abcd							d		
Channel 4	2777	1339	1430	255	445	444	462	1171	752	876	472	676	2343	222	143	69	
	65%	64%	66%	49%	57%	64%	66%	73%	68%	67%	62%	61%	65%	65%	67%	53%	
						a	ab	abcd	d				d	d	d		
Channel 5	2284	1096	1180	175	291	334	410	1074	601	692	387	603	1940	177	121	45	
	53%	52%	54%	34%	37%	48%	59%	67%	54%	53%	51%	55%	54%	52%	57%	35%	
						ab	abc	abcd					d	d	d		
BBC Two	2231	1156	1068	161	300	324	362	1084	658	691	360	522	1895	157	130	48	
	52%	55%	49%	31%	38%	47%	52%	68%	59%	52%	47%	47%	53%	46%	61%	37%	
		b				ab	ab	abcd	bcd				bd	d	abd		
None of these	487	257	222	96	129	86	73	103	93	166	92	136	405	37	21	24	
	11%	12%	10%	18%	17%	12%	11%	6%	8%	13%	12%	12%	11%	11%	10%	18%	
				cde	de	e	e			a		a				abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 2

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC One	3336	2855	480	912	2392	820	2482	310	418	397	820	2067	1206
	78%	77%	81%	74%	80%	74%	80%	71%	73%	80%	74%	78%	78%
					a	a	a			a			
The main ITV/ STV/ UTV channel	3029	2585	444	805	2197	739	2262	265	360	375	739	1819	1156
	71%	70%	75%	65%	73%	67%	72%	61%	63%	76%	67%	68%	75%
					a	a	a			abd			a
Channel 4	2777	2369	408	753	1997	683	2066	248	335	331	683	1732	995
	65%	64%	69%	61%	67%	62%	66%	57%	59%	67%	62%	65%	64%
					a					a			
Channel 5	2284	1942	342	572	1689	524	1736	172	249	278	524	1346	890
	53%	52%	58%	46%	56%	48%	56%	40%	44%	56%	48%	51%	58%
					a		a			abd			a
BBC Two	2231	1889	341	555	1657	508	1702	165	254	264	508	1310	888
	52%	51%	57%	45%	55%	46%	55%	38%	45%	53%	46%	49%	58%
			a	a	a	a	a			a	a		a
None of these	487	425	62	151	312	135	327	64	74	48	135	285	187
	11%	11%	10%	12%	10%	12%	10%	15%	13%	10%	12%	11%	12%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 2

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A. Which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC One	3336 78%	2775 78%	2365 76%	970 81% b	560 76%	3336 78%	3336 91% bcef	1983 86% f	1858 86% f	481 89% f	3336 86% f	- -%	332 48%	705 69% a	2298 89% ab
The main ITV/ STV/ UTV channel	3029 71%	2484 70%	2099 68%	931 78% abe	546 74% b	3029 71%	2851 78% cef	1755 76% f	1586 74% f	395 73% f	2899 75% f	131 32%	395 57%	654 64% a	1980 77% ab
Channel 4	2777 65%	2352 66% d	2000 65% d	776 65% d	425 58%	2777 65% d	2635 72% f	1690 73% ef	1563 73% ef	414 76% ef	2686 69% f	90 22%	325 47%	578 57% a	1873 73% ab
Channel 5	2284 53%	1888 53%	1578 51%	706 59% abe	396 54%	2284 53%	2183 59% f	1373 59% f	1252 58% f	323 60% f	2210 57% f	74 18%	287 41%	461 45%	1535 60% ab
BBC Two	2231 52%	1828 51%	1521 49%	710 59% abe	402 55%	2231 52%	2231 61% ef	1504 65% aef	1327 62% ef	396 73% abcef	2231 57% f	- -%	191 27%	449 44% a	1591 62% ab
None of these	487 11%	370 10%	346 11%	142 12%	117 16% abe	487 11%	121 3%	131 6% a	126 6% a	26 5%	259 7% a	228 56% abcde	192 28% bc	177 17% c	119 5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	2011	948	1055	216	339	333	333	789	544	624	354	487	1699	158	114	39	
	47%	45%	48%	42%	43%	48%	48%	49%	49%	47%	46%	44%	47%	46%	53%	30%	
								a					d	d	d		
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1665	807	852	143	277	256	303	687	477	497	288	402	1377	149	100	39	
	39%	38%	39%	27%	35%	37%	44%	43%	43%	38%	38%	36%	38%	43%	46%	30%	
					a	a	ab	ab	d				d	d	ad		
BBC News channel	1289	691	595	98	181	194	233	583	424	394	206	265	1094	112	59	24	
	30%	33%	27%	19%	23%	28%	34%	36%	38%	30%	27%	24%	30%	33%	27%	18%	
		b				a	ab	abc	bcd	d			d	d	d		
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1229	678	548	128	209	225	224	443	379	385	232	232	1023	108	73	26	
	29%	32%	25%	25%	27%	32%	32%	28%	34%	29%	30%	21%	28%	31%	34%	20%	
		b				a			d	d	d		d	d	d		
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1148	604	540	82	162	149	191	564	307	370	196	275	957	96	75	20	
	27%	29%	25%	16%	21%	22%	27%	35%	28%	28%	26%	25%	27%	28%	35%	15%	
		b					a	abcd					d	d	ad		
BBC Three	981	531	444	125	229	173	148	307	309	306	150	216	866	60	43	13	
	23%	25%	20%	24%	29%	25%	21%	19%	28%	23%	20%	20%	24%	17%	20%	10%	
		b			de	e			cd				bd	d	d		
Other Channel 5 channel (e.g. 5USA, 5Star)	968	487	480	75	148	158	169	419	237	269	189	273	799	91	66	13	
	23%	23%	22%	14%	19%	23%	24%	26%	21%	20%	25%	25%	22%	26%	31%	10%	
						a	a	ab					d	d	ad		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Four	952	521	427	93	130	130	159	440	329	279	130	214	836	63	40	13	
	22%	25%	20%	18%	17%	19%	23%	27%	30%	21%	17%	19%	23%	18%	18%	10%	
		b						abc	bcd				d	d	d		
CBeebies	375	160	215	41	148	100	31	55	114	113	68	81	323	25	17	10	
	9%	8%	10%	8%	19%	14%	5%	3%	10%	9%	9%	7%	9%	7%	8%	8%	
				e	ade	ade											
BBC Parliament	309	192	117	28	44	52	37	148	111	85	42	71	269	20	16	4	
	7%	9%	5%	5%	6%	8%	5%	9%	10%	6%	5%	6%	7%	6%	8%	3%	
		b						d	bcd				d		d		
GB News	252	160	91	13	32	30	47	129	79	61	57	54	215	21	10	5	
	6%	8%	4%	3%	4%	4%	7%	8%	7%	5%	7%	5%	6%	6%	5%	4%	
		b					a	abc									
CBBC	235	110	126	55	79	59	13	29	64	71	41	60	205	16	11	4	
	5%	5%	6%	10%	10%	8%	2%	2%	6%	5%	5%	5%	6%	5%	5%	3%	
				de	de	de											
BBC Scotland TV channel (on air between 7pm and midnight)	159	94	65	16	30	23	20	71	51	45	25	38	61	92	4	1	
	4%	4%	3%	3%	4%	3%	3%	4%	5%	3%	3%	3%	2%	27%	2%	1%	
														acd			
S4C (Welsh)	71	39	33	12	15	8	8	29	27	20	10	15	44	2	24	1	
	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	11%	1%	
															abd		
BBC Alba (Scottish Gaelic)	65	42	24	8	13	10	7	27	21	20	14	11	40	22	2	1	
	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	6%	1%	1%	
														acd			
Any other broadcast TV channels	98	60	38	4	10	5	18	61	23	37	9	30	88	5	3	1	
	2%	3%	2%	1%	1%	1%	3%	4%	2%	3%	1%	3%	2%	2%	1%	1%	
							c	abc									

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
None	849	396	445	131	163	136	107	312	151	251	155	292	694	66	36	53	
	20%	19%	20%	25%	21%	20%	15%	19%	14%	19%	20%	26%	19%	19%	17%	41%	
				de						a	a	abc				abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	2011 47%	1717 46%	294 49%	577 47%	1417 47%	522 47%	1471 47%	205 47%	258 45%	243 49%	522 47%	1268 48%	707 46%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1665 39%	1421 38%	244 41%	478 39%	1172 39%	439 40%	1211 39%	165 38%	216 38%	210 42%	439 40%	1026 39%	608 39%
BBC News channel	1289 30%	1099 30%	190 32%	337 27%	935 31%	304 28%	968 31%	99 23%	147 26%	156 32%	304 28%	786 30%	478 31%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1229 29%	1030 28%	199 33%	414 34% b	805 27%	377 34% b	841 27%	131 30%	176 31%	199 40% ab	377 34%	836 31% b	376 24%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1148 27%	964 26%	183 31%	278 23%	865 29% a	247 22%	895 29% a	93 21%	120 21%	119 24%	247 22%	646 24%	474 31% a
BBC Three	981 23%	868 23%	113 19%	339 28% b	628 21%	304 28% b	663 21%	112 26%	157 28%	142 29%	304 28%	684 26% b	291 19%
Other Channel 5 channel (e.g. 5USA, 5Star)	968 23%	810 22%	159 27%	267 22%	690 23%	248 23%	709 23%	92 21%	115 20%	124 25%	248 23%	596 22%	354 23%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Four	952 22%	804 22%	148 25%	244 20%	692 23%	217 20%	718 23%	66 15%	97 17%	118 24%	217 20%	576 22%	362 23%
										a			
CBeebies	375 9%	319 9%	57 10%	279 23% b	93 3%	259 24% b	113 4%	181 41% bcd	143 25% c	66 13%	259 24% c	287 11% b	85 5%
BBC Parliament	309 7%	270 7%	39 7%	85 7%	220 7%	76 7%	228 7%	29 7%	34 6%	39 8%	76 7%	194 7%	109 7%
GB News	252 6%	214 6%	37 6%	73 6%	175 6%	72 7%	176 6%	27 6%	37 6%	32 6%	72 7%	160 6%	86 6%
CBBC	235 5%	210 6%	26 4%	158 13% b	74 2%	141 13% b	91 3%	82 19% cd	83 15% c	43 9%	141 13%	177 7% b	57 4%
BBC Scotland TV channel (on air between 7pm and midnight)	159 4%	139 4%	20 3%	37 3%	120 4%	29 3%	127 4%	9 2%	13 2%	17 3%	29 3%	91 3%	64 4%
S4C (Welsh)	71 2%	57 2%	15 2%	25 2%	44 1%	19 2%	50 2%	7 2%	9 2%	10 2%	19 2%	45 2%	25 2%
BBC Alba (Scottish Gaelic)	65 2%	58 2%	8 1%	15 1%	48 2%	14 1%	49 2%	6 1%	10 2%	7 1%	14 1%	40 1%	24 2%
Any other broadcast TV channels	98 2%	83 2%	15 3%	21 2%	74 2%	21 2%	74 2%	9 2%	10 2%	10 2%	21 2%	44 2%	50 3% a
None	849 20%	754 20%	95 16%	196 16%	631 21% a	174 16%	653 21% a	70 16%	101 18%	78 16%	174 16%	458 17%	366 24% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	2011	1754	1501	510	256	2011	1875	1175	1090	309	1913	97	275	431	1304
	47%	49%	48%	43%	35%	47%	51%	51%	51%	57%	49%	24%	40%	42%	51%
		cd	cd	d		d	f	f	f	ef	f				ab
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1665	1488	1291	374	177	1665	1550	1037	981	295	1582	83	263	307	1095
	39%	42%	42%	31%	24%	39%	42%	45%	46%	54%	41%	20%	38%	30%	42%
		cd	cd	d		cd	f	ef	ef	abcef	f		b		b
BBC News channel	1289	1140	959	329	148	1289	1289	854	881	259	1289	-	122	249	918
	30%	32%	31%	27%	20%	30%	35%	37%	41%	48%	33%	-%	18%	24%	36%
		cd	d	d		d	f	ef	aef	abef	f		a		ab
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1229	1132	1022	207	97	1229	1149	763	774	190	1182	47	182	281	765
	29%	32%	33%	17%	13%	29%	31%	33%	36%	35%	30%	11%	26%	28%	30%
		cde	cde			cd	f	f	aef	f	f				
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1148	1000	837	311	148	1148	1080	731	671	197	1097	50	204	191	752
	27%	28%	27%	26%	20%	27%	29%	32%	31%	36%	28%	12%	29%	19%	29%
		d	d	d		d	f	f	f	aef	f		b		b
BBC Three	981	888	793	188	93	981	981	702	647	229	981	-	80	201	701
	23%	25%	26%	16%	13%	23%	27%	30%	30%	42%	25%	-%	11%	20%	27%
		cd	cd			cd	f	aef	ef	abcef	f		a		ab
Other Channel 5 channel (e.g. 5USA, 5Star)	968	848	719	249	120	968	893	601	542	164	910	58	169	169	631
	23%	24%	23%	21%	16%	23%	24%	26%	25%	30%	23%	14%	24%	17%	24%
		d	d			d	f	f	f	ef	f		b		b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 3

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC Four	952 22%	832 23%	692 22%	259 22%	120 16%	952 22%	952 26%	698 30%	618 29%	255 47%	952 24%	- -%	95 14%	184 18%	672 26%
		d	d	d		d	f	aef	ef	abcef	f				ab
CBeebies	375 9%	362 10%	343 11%	32 3%	13 2%	375 9%	375 10%	248 11%	248 12%	69 13%	375 10%	- -%	52 7%	75 7%	249 10%
		cd	cde			cd	f	f	f	f	f				
BBC Parliament	309 7%	272 8%	223 7%	87 7%	38 5%	309 7%	309 8%	208 9%	223 10%	69 13%	309 8%	- -%	25 4%	68 7%	216 8%
							f	f	ef	aef	f				a
GB News	252 6%	231 6%	187 6%	64 5%	20 3%	252 6%	239 7%	168 7%	166 8%	70 13%	243 6%	8 2%	63 9%	43 4%	146 6%
		d	d			d	f	f	f	abcef	f		bc		
CBBC	235 5%	228 6%	213 7%	23 2%	7 1%	235 5%	235 6%	171 7%	165 8%	53 10%	235 6%	- -%	27 4%	41 4%	168 7%
		cd	cd			cd	f	f	f	aef	f				b
BBC Scotland TV channel (on air between 7pm and midnight)	159 4%	148 4%	121 4%	37 3%	11 2%	159 4%	159 4%	118 5%	125 6%	45 8%	159 4%	- -%	16 2%	26 3%	117 5%
		d	d			d	f	f	ef	aef	f				
S4C (Welsh)	71 2%	68 2%	62 2%	10 1%	4 1%	71 2%	69 2%	61 3%	55 3%	23 4%	71 2%	- -%	10 1%	9 1%	53 2%
			d					f	f	aef					
BBC Alba (Scottish Gaelic)	65 2%	59 2%	49 2%	16 1%	6 1%	65 2%	65 2%	54 2%	51 2%	22 4%	65 2%	- -%	10 1%	10 1%	46 2%
								f	f	aef					
Any other broadcast TV channels	98 2%	75 2%	47 2%	51 4%	23 3%	98 2%	85 2%	48 2%	53 2%	16 3%	91 2%	7 2%	21 3%	17 2%	59 2%
				abe	b										

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4B. And which, if any, of these TV channels have you personally watched in the past 3 months? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4 and My5. Please include watching on any device.)

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
None	849	574	515	334	275	849	473	285	218	35	597	252	214	254	381
	20%	16%	17%	28%	37%	20%	13%	12%	10%	6%	15%	62%	31%	25%	15%
				abe	abce	ab	cd	d			abcd	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC One	3336	1644	1681	314	552	525	559	1386	908	1020	572	835	2807	262	172	94	
	78%	78%	77%	60%	71%	76%	81%	86%	82%	77%	75%	76%	78%	76%	80%	73%	
					a	a	ab	abcd	cd						d		
The main ITV/ STV/ UTV channel	3029	1433	1589	256	436	482	524	1332	798	915	522	793	2549	236	160	85	
	71%	68%	73%	49%	56%	69%	76%	83%	72%	69%	68%	72%	71%	69%	74%	66%	
			a			ab	ab	abcd							d		
Channel 4	2777	1339	1430	255	445	444	462	1171	752	876	472	676	2343	222	143	69	
	65%	64%	66%	49%	57%	64%	66%	73%	68%	67%	62%	61%	65%	65%	67%	53%	
						a	ab	abcd	d				d	d	d		
Channel 5	2284	1096	1180	175	291	334	410	1074	601	692	387	603	1940	177	121	45	
	53%	52%	54%	34%	37%	48%	59%	67%	54%	53%	51%	55%	54%	52%	57%	35%	
						ab	abc	abcd					d	d	d		
BBC Two	2231	1156	1068	161	300	324	362	1084	658	691	360	522	1895	157	130	48	
	52%	55%	49%	31%	38%	47%	52%	68%	59%	52%	47%	47%	53%	46%	61%	37%	
		b				ab	ab	abcd	bcd				bd	d	abd		
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	2011	948	1055	216	339	333	333	789	544	624	354	487	1699	158	114	39	
	47%	45%	48%	42%	43%	48%	48%	49%	49%	47%	46%	44%	47%	46%	53%	30%	
								a					d	d	d		
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1665	807	852	143	277	256	303	687	477	497	288	402	1377	149	100	39	
	39%	38%	39%	27%	35%	37%	44%	43%	43%	38%	38%	36%	38%	43%	46%	30%	
					a	a	ab	ab	d				d	d	ad		
BBC News channel	1289	691	595	98	181	194	233	583	424	394	206	265	1094	112	59	24	
	30%	33%	27%	19%	23%	28%	34%	36%	38%	30%	27%	24%	30%	33%	27%	18%	
		b				a	ab	abc	bcd	d			d	d	d		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1229	678	548	128	209	225	224	443	379	385	232	232	1023	108	73	26	
	29%	32%	25%	25%	27%	32%	32%	28%	34%	29%	30%	21%	28%	31%	34%	20%	
		b				a			d	d	d		d	d	d		
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1148	604	540	82	162	149	191	564	307	370	196	275	957	96	75	20	
	27%	29%	25%	16%	21%	22%	27%	35%	28%	28%	26%	25%	27%	28%	35%	15%	
		b					a	abcd					d	d	ad		
BBC Three	981	531	444	125	229	173	148	307	309	306	150	216	866	60	43	13	
	23%	25%	20%	24%	29%	25%	21%	19%	28%	23%	20%	20%	24%	17%	20%	10%	
		b			de	e			cd				bd	d	d		
Other Channel 5 channel (e.g. 5USA, 5Star)	968	487	480	75	148	158	169	419	237	269	189	273	799	91	66	13	
	23%	23%	22%	14%	19%	23%	24%	26%	21%	20%	25%	25%	22%	26%	31%	10%	
						a	a	ab					d	d	ad		
BBC Four	952	521	427	93	130	130	159	440	329	279	130	214	836	63	40	13	
	22%	25%	20%	18%	17%	19%	23%	27%	30%	21%	17%	19%	23%	18%	18%	10%	
		b						abc	bcd				d	d	d		
CBeebies	375	160	215	41	148	100	31	55	114	113	68	81	323	25	17	10	
	9%	8%	10%	8%	19%	14%	5%	3%	10%	9%	9%	7%	9%	7%	8%	8%	
				e	ade	ade											
BBC Parliament	309	192	117	28	44	52	37	148	111	85	42	71	269	20	16	4	
	7%	9%	5%	5%	6%	8%	5%	9%	10%	6%	5%	6%	7%	6%	8%	3%	
		b						d	bcd				d		d		
GB News	252	160	91	13	32	30	47	129	79	61	57	54	215	21	10	5	
	6%	8%	4%	3%	4%	4%	7%	8%	7%	5%	7%	5%	6%	6%	5%	4%	
		b					a	abc									

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
CBBC	235	110	126	55	79	59	13	29	64	71	41	60	205	16	11	4	
	5%	5%	6%	10%	10%	8%	2%	2%	6%	5%	5%	5%	6%	5%	5%	3%	
BBC Scotland TV channel (on air between 7pm and midnight)	159	94	65	16	30	23	20	71	51	45	25	38	61	92	4	1	
	4%	4%	3%	3%	4%	3%	3%	4%	5%	3%	3%	3%	2%	27%	2%	1%	
				de	de	de							acd				
S4C (Welsh)	71	39	33	12	15	8	8	29	27	20	10	15	44	2	24	1	
	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	11%	1%	
															abd		
BBC Alba (Scottish Gaelic)	65	42	24	8	13	10	7	27	21	20	14	11	40	22	2	1	
	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	6%	1%	1%	
														acd			
Any other broadcast TV channels	98	60	38	4	10	5	18	61	23	37	9	30	88	5	3	1	
	2%	3%	2%	1%	1%	1%	3%	4%	2%	3%	1%	3%	2%	2%	1%	1%	
							c	abc									
None	370	194	169	75	99	64	53	79	69	125	70	106	307	28	14	20	
	9%	9%	8%	14%	13%	9%	8%	5%	6%	9%	9%	10%	9%	8%	7%	15%	
				cde	e	e										abc	
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean number of TV channels in the past 3 months (out of 21)	5.9	6.1	5.8	4.4	5.2	5.8	6.1	6.7	6.5	5.9	5.7	5.6	5.9	6.1	6.4	4.3	
		b			a	ab	ab	abcd	bcd				d	d	ad		
Standard deviation	3.69	3.86	3.51	3.49	3.80	3.78	3.59	3.48	3.69	3.68	3.67	3.66	3.67	3.96	3.71	3.32	
Standard error	.06	.08	.08	.15	.14	.13	.15	.09	.12	.10	.12	.11	.07	.17	.16	.16	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC One	3336	2855	480	912	2392	820	2482	310	418	397	820	2067	1206
	78%	77%	81%	74%	80%	74%	80%	71%	73%	80%	74%	78%	78%
					a		a			a			
The main ITV/ STV/ UTV channel	3029	2585	444	805	2197	739	2262	265	360	375	739	1819	1156
	71%	70%	75%	65%	73%	67%	72%	61%	63%	76%	67%	68%	75%
					a		a			abd			a
Channel 4	2777	2369	408	753	1997	683	2066	248	335	331	683	1732	995
	65%	64%	69%	61%	67%	62%	66%	57%	59%	67%	62%	65%	64%
					a					a			
Channel 5	2284	1942	342	572	1689	524	1736	172	249	278	524	1346	890
	53%	52%	58%	46%	56%	48%	56%	40%	44%	56%	48%	51%	58%
					a		a			abd			a
BBC Two	2231	1889	341	555	1657	508	1702	165	254	264	508	1310	888
	52%	51%	57%	45%	55%	46%	55%	38%	45%	53%	46%	49%	58%
			a		a		a			a	a		a
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	2011	1717	294	577	1417	522	1471	205	258	243	522	1268	707
	47%	46%	49%	47%	47%	47%	47%	47%	45%	49%	47%	48%	46%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1665	1421	244	478	1172	439	1211	165	216	210	439	1026	608
	39%	38%	41%	39%	39%	40%	39%	38%	38%	42%	40%	39%	39%
BBC News channel	1289	1099	190	337	935	304	968	99	147	156	304	786	478
	30%	30%	32%	27%	31%	28%	31%	23%	26%	32%	28%	30%	31%
										a			

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1229 29%	1030 28%	199 33%	414 34% b	805 27%	377 34% b	841 27%	131 30%	176 31%	199 40% ab	377 34%	836 31% b	376 24%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1148 27%	964 26%	183 31%	278 23%	865 29% a	247 22%	895 29% a	93 21%	120 21%	119 24%	247 22%	646 24%	474 31% a
BBC Three	981 23%	868 23%	113 19%	339 28% b	628 21%	304 28% b	663 21%	112 26%	157 28%	142 29%	304 28%	684 26% b	291 19%
Other Channel 5 channel (e.g. 5USA, 5Star)	968 23%	810 22%	159 27%	267 22%	690 23%	248 23%	709 23%	92 21%	115 20%	124 25%	248 23%	596 22%	354 23%
BBC Four	952 22%	804 22%	148 25%	244 20%	692 23%	217 20%	718 23%	66 15%	97 17%	118 24% a	217 20%	576 22%	362 23%
CBeebies	375 9%	319 9%	57 10%	279 23% b	93 3%	259 24% b	113 4%	181 41% bcd	143 25% c	66 13%	259 24% c	287 11% b	85 5%
BBC Parliament	309 7%	270 7%	39 7%	85 7%	220 7%	76 7%	228 7%	29 7%	34 6%	39 8%	76 7%	194 7%	109 7%
GB News	252 6%	214 6%	37 6%	73 6%	175 6%	72 7%	176 6%	27 6%	37 6%	32 6%	72 7%	160 6%	86 6%
CBBC	235 5%	210 6%	26 4%	158 13% b	74 2%	141 13% b	91 3%	82 19% cd	83 15% c	43 9%	141 13%	177 7% b	57 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Scotland TV channel (on air between 7pm and midnight)	159 4%	139 4%	20 3%	37 3%	120 4%	29 3%	127 4%	9 2%	13 2%	17 3%	29 3%	91 3%	64 4%
S4C (Welsh)	71 2%	57 2%	15 2%	25 2%	44 1%	19 2%	50 2%	7 2%	9 2%	10 2%	19 2%	45 2%	25 2%
BBC Alba (Scottish Gaelic)	65 2%	58 2%	8 1%	15 1%	48 2%	14 1%	49 2%	6 1%	10 2%	7 1%	14 1%	40 1%	24 2%
Any other broadcast TV channels	98 2%	83 2%	15 3%	21 2%	74 2%	21 2%	74 2%	9 2%	10 2%	10 2%	21 2%	44 2%	50 3%
None	370 9%	321 9%	49 8%	103 8%	249 8%	93 8%	259 8%	43 10%	51 9%	33 7%	93 8%	211 8%	146 9%
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean number of TV channels in the past 3 months (out of 21)	5.9	5.9	6.3 a	5.9	6.0	6.0	6.0	5.7	5.7	6.4 ab	6.0	5.9	6.0
Standard deviation	3.69	3.70	3.63	3.81	3.63	3.80	3.64	3.78	3.81	3.87	3.80	3.69	3.71
Standard error	.06	.06	.14	.11	.07	.12	.06	.18	.16	.18	.12	.07	.09

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC One	3336 78%	2775 78%	2365 76%	970 81% b	560 76%	3336 78%	3336 91% bcef	1983 86% f	1858 86% f	481 89% f	3336 86% f	- -%	332 48%	705 69% a	2298 89% ab
The main ITV/ STV/ UTV channel	3029 71%	2484 70%	2099 68%	931 78% abe	546 74% b	3029 71%	2851 78% cef	1755 76% f	1586 74% f	395 73% f	2899 75% f	131 32%	395 57%	654 64% a	1980 77% ab
Channel 4	2777 65%	2352 66% d	2000 65% d	776 65% d	425 58%	2777 65% d	2635 72% f	1690 73% ef	1563 73% ef	414 76% ef	2686 69% f	90 22%	325 47%	578 57% a	1873 73% ab
Channel 5	2284 53%	1888 53%	1578 51%	706 59% abe	396 54%	2284 53%	2183 59% f	1373 59% f	1252 58% f	323 60% f	2210 57% f	74 18%	287 41%	461 45%	1535 60% ab
BBC Two	2231 52%	1828 51%	1521 49%	710 59% abe	402 55%	2231 52%	2231 61% ef	1504 65% aef	1327 62% ef	396 73% abcef	2231 57% f	- -%	191 27%	449 44% a	1591 62% ab
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	2011 47%	1754 49% cd	1501 48% cd	510 43% d	256 35%	2011 47% d	1875 51% f	1175 51% f	1090 51% f	309 57% ef	1913 49% f	97 24%	275 40%	431 42% d	1304 51% ab
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1665 39%	1488 42% cd	1291 42% cd	374 31% d	177 24%	1665 39% cd	1550 42% f	1037 45% ef	981 46% ef	295 54% abcef	1582 41% f	83 20%	263 38% b	307 30%	1095 42% b
BBC News channel	1289 30%	1140 32% cd	959 31% d	329 27% d	148 20%	1289 30% d	1289 35% f	854 37% ef	881 41% aef	259 48% abef	1289 33% f	- -%	122 18%	249 24% a	918 36% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1229	1132	1022	207	97	1229	1149	763	774	190	1182	47	182	281	765
	29%	32%	33%	17%	13%	29%	31%	33%	36%	35%	30%	11%	26%	28%	30%
		cde	cde			cd	f	f	aef	f	f				
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1148	1000	837	311	148	1148	1080	731	671	197	1097	50	204	191	752
	27%	28%	27%	26%	20%	27%	29%	32%	31%	36%	28%	12%	29%	18%	29%
		d	d	d		d	f	f	f	aef	f		b		b
BBC Three	981	888	793	188	93	981	981	702	647	229	981	-	80	201	701
	23%	25%	26%	16%	13%	23%	27%	30%	30%	42%	25%	-%	11%	20%	27%
		cd	cd			cd	f	aef	ef	abcef	f			a	ab
Other Channel 5 channel (e.g. 5USA, 5Star)	968	848	719	249	120	968	893	601	542	164	910	58	169	169	631
	23%	24%	23%	21%	16%	23%	24%	26%	25%	30%	23%	14%	24%	17%	24%
		d	d			d	f	f	f	ef	f		b		b
BBC Four	952	832	692	259	120	952	952	698	618	255	952	-	95	184	672
	22%	23%	22%	22%	16%	22%	26%	30%	29%	47%	24%	-%	14%	18%	26%
		d	d	d		d	f	aef	ef	abcef	f				ab
CBeebies	375	362	343	32	13	375	375	248	248	69	375	-	52	75	249
	9%	10%	11%	3%	2%	9%	10%	11%	12%	13%	10%	-%	7%	7%	10%
		cd	cde			cd	f	f	f	f	f				
BBC Parliament	309	272	223	87	38	309	309	208	223	69	309	-	25	68	216
	7%	8%	7%	7%	5%	7%	8%	9%	10%	13%	8%	-%	4%	7%	8%
							f	f	ef	aef	f				a
GB News	252	231	187	64	20	252	239	168	166	70	243	8	63	43	146
	6%	6%	6%	5%	3%	6%	7%	7%	8%	13%	6%	2%	9%	4%	6%
		d	d			d	f	f	f	abcef	f		bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 4

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CHANNELS WATCHED IN PAST 3 MONTHS AT A4A/ A4B

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
CBBC	235	228	213	23	7	235	235	171	165	53	235	-	27	41	168
	5%	6%	7%	2%	1%	5%	6%	7%	8%	10%	6%	-%	4%	4%	7%
		cd	cd			cd	f	f	f	aef	f				b
BBC Scotland TV channel (on air between 7pm and midnight)	159	148	121	37	11	159	159	118	125	45	159	-	16	26	117
	4%	4%	4%	3%	2%	4%	4%	5%	6%	8%	4%	-%	2%	3%	5%
		d	d			d	f	f	ef	aef	f				
S4C (Welsh)	71	68	62	10	4	71	69	61	55	23	71	-	10	9	53
	2%	2%	2%	1%	1%	2%	2%	3%	3%	4%	2%	-%	1%	1%	2%
			d					f	f	aef					
BBC Alba (Scottish Gaelic)	65	59	49	16	6	65	65	54	51	22	65	-	10	10	46
	2%	2%	2%	1%	1%	2%	2%	2%	2%	4%	2%	-%	1%	1%	2%
								f	f	aef					
Any other broadcast TV channels	98	75	47	51	23	98	85	48	53	16	91	7	21	17	59
	2%	2%	2%	4%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%
				abe	b										
None	370	269	250	120	101	370	63	91	89	15	171	198	150	132	88
	9%	8%	8%	10%	14%	9%	2%	4%	4%	3%	4%	49%	22%	13%	3%
					abe			a	a		a	abcde	bc	c	
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean number of TV channels in the past 3 months (out of 21)	5.9	6.1	6.0	5.7	4.9	5.9	6.7	6.9	6.9	7.9	6.4	1.6	4.5	5.0	6.7
		cd	d	d		d	ef	ef	aef	abcef	f		4.5	5.0	6.7
														a	ab
Standard deviation	3.69	3.74	3.77	3.49	3.26	3.69	3.36	3.61	3.61	3.86	3.52	2.23	3.80	3.56	3.53
Standard error	.06	.06	.07	.10	.12	.06	.06	.08	.08	.17	.06	.11	.14	.11	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 6

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
ANY BBC TV CHANNELS	3546	1744	1793	367	607	563	581	1428	975	1068	623	881	2986	278	184	98	
	83%	83%	82%	70%	78%	81%	84%	89%	88%	81%	81%	80%	83%	81%	86%	76%	
					a	a	a	abcd	bcd			d		d			
ANY ITV CHANNELS	3259	1541	1710	310	499	515	548	1387	851	996	565	845	2740	257	170	91	
	76%	73%	79%	60%	64%	74%	79%	86%	77%	76%	74%	76%	76%	75%	79%	71%	
			a			ab	ab	abcd							d		
ANY CHANNEL 4 CHANNELS	2980	1434	1536	281	494	480	497	1227	799	935	511	735	2512	241	153	74	
	69%	68%	71%	54%	63%	69%	72%	76%	72%	71%	67%	67%	70%	70%	71%	58%	
					a	a	ab	abc					d	d	d		
ANY CHANNEL 5 CHANNELS	2406	1160	1239	193	320	357	429	1107	625	724	421	636	2038	190	130	47	
	56%	55%	57%	37%	41%	51%	62%	69%	57%	55%	55%	58%	56%	55%	61%	37%	
						ab	abc	abcd					d	d	d		
ANY OTHER CHANNELS	1979	1051	923	176	324	297	355	828	554	627	357	440	1644	168	126	40	
	46%	50%	42%	34%	41%	43%	51%	52%	50%	48%	47%	40%	46%	49%	59%	31%	
		b				a	abc	abc	d	d	d		d	d	abd		
NONE	370	194	169	75	99	64	53	79	69	125	70	106	307	28	14	20	
	9%	9%	8%	14%	13%	9%	8%	5%	6%	9%	9%	10%	9%	8%	7%	15%	
				cde	e	e										abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OF COM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 6

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
ANY BBC TV CHANNELS	3546	3040	506	1004	2504	905	2599	356	465	414	905	2218	1265
	83%	82%	85%	82%	84%	82%	83%	82%	82%	84%	82%	83%	82%
ANY ITV CHANNELS	3259	2793	466	886	2345	808	2421	302	401	393	808	1983	1215
	76%	75%	78%	72%	78%	73%	78%	69%	71%	80%	73%	74%	79%
				a						ab			a
ANY CHANNEL 4 CHANNELS	2980	2542	438	828	2121	752	2196	277	377	363	752	1861	1066
	69%	69%	74%	67%	71%	68%	70%	63%	66%	74%	68%	70%	69%
										a			
ANY CHANNEL 5 CHANNELS	2406	2045	361	617	1763	567	1813	192	271	300	567	1432	926
	56%	55%	61%	50%	59%	51%	58%	44%	48%	61%	51%	54%	60%
				a			a			abd			a
ANY OTHER CHANNELS	1979	1676	303	578	1382	524	1433	194	253	253	524	1230	706
	46%	45%	51%	47%	46%	48%	46%	45%	44%	51%	48%	46%	46%
NONE	370	321	49	103	249	93	259	43	51	33	93	211	146
	9%	9%	8%	8%	8%	8%	8%	10%	9%	7%	8%	8%	9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 6

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A4A/A4B. TV CHANNELS PERSONALLY WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
ANY BBC TV CHANNELS	3546	2968	2551	995	578	3546	3546	2120	1978	511	3546	-	393	766	2387
	83%	83%	82%	83%	79%	83%	96%	92%	92%	94%	91%	-%	57%	75%	93%
		d					bcef	f	f	f	f			a	ab
ANY ITV CHANNELS	3259	2697	2298	962	563	3259	3053	1883	1718	435	3111	149	424	711	2124
	76%	76%	74%	80%	77%	76%	83%	81%	80%	80%	80%	37%	61%	70%	82%
				abe			cef	f	f	f	f			a	ab
ANY CHANNEL 4 CHANNELS	2980	2529	2158	821	451	2980	2808	1789	1673	439	2866	114	375	632	1973
	69%	71%	70%	69%	61%	69%	76%	77%	78%	81%	74%	28%	54%	62%	77%
		d	d	d		d	f	ef	ef	ef	f			a	ab
ANY CHANNEL 5 CHANNELS	2406	1995	1671	735	411	2406	2289	1437	1319	348	2316	90	309	491	1606
	56%	56%	54%	61%	56%	56%	62%	62%	61%	64%	60%	22%	44%	48%	62%
				abe			f	f	f	f	f				ab
ANY OTHER CHANNELS	1979	1756	1514	464	222	1979	1843	1219	1172	314	1893	86	320	403	1255
	46%	49%	49%	39%	30%	46%	50%	53%	55%	58%	49%	21%	46%	39%	49%
		cd	cd	d		cd	f	ef	aef	aef	f				b
NONE	370	269	250	120	101	370	63	91	89	15	171	198	150	132	88
	9%	8%	8%	10%	14%	9%	2%	4%	4%	3%	4%	49%	22%	13%	3%
				abe				a	a		a	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC One in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	3302	1635	1659	325	479	604	465	1429	778	980	668	876	2137	431	415	319	
Effective Weighted Sample	2644	1359	1282	274	388	494	366	1162	639	776	550	709	2002	408	398	310	
Total	3336	1644	1681	314	552	525	559	1386	908	1020	572	835	2807	262	172	94	
At least daily	2036	1007	1027	104	250	258	332	1092	546	609	341	540	1722	156	101	58	
	61%	61%	61%	33%	45%	49%	59%	79%	60%	60%	60%	65%	61%	59%	58%	62%	
					a	a	abc	abcd									
At least weekly	1027	505	517	156	232	210	183	246	283	332	183	229	855	84	57	30	
	31%	31%	31%	50%	42%	40%	33%	18%	31%	33%	32%	27%	30%	32%	33%	32%	
				de	de	e	e										
At least monthly	178	81	98	38	54	33	22	33	60	49	29	40	153	12	9	4	
	5%	5%	6%	12%	10%	6%	4%	2%	7%	5%	5%	5%	5%	5%	5%	4%	
				cde	de	e											
Less often	80	44	34	12	15	23	20	10	16	22	18	23	68	6	4	1	
	2%	3%	2%	4%	3%	4%	4%	1%	2%	2%	3%	3%	2%	2%	2%	1%	
				e	e	e	e										
Don't know/ can't remember	15	8	7	5	1	1	2	5	3	7	2	3	9	3	1	*	
	*%	*%	*%	2%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	1%	1%	
SUMMARY																	
DAILY	2036	1007	1027	104	250	258	332	1092	546	609	341	540	1722	156	101	58	
	61%	61%	61%	33%	45%	49%	59%	79%	60%	60%	60%	65%	61%	59%	58%	62%	
					a	a	abc	abcd									
WEEKLY	3063	1512	1543	259	482	468	515	1339	829	941	524	769	2577	240	158	88	
	92%	92%	92%	83%	87%	89%	92%	97%	91%	92%	91%	92%	92%	91%	92%	94%	
							a	abcd									
MONTHLY	3241	1593	1641	297	536	501	537	1371	889	990	553	809	2729	252	167	92	
	97%	97%	98%	95%	97%	95%	96%	99%	98%	97%	97%	97%	97%	96%	97%	98%	
								acd									

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 7

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC One in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	3302	2774	528	891	2381	787	2483	311	398	378	787	1883	1352
Effective Weighted Sample	2644	2241	404	701	1919	620	1999	243	322	295	620	1507	1121
Total	3336	2855	480	912	2392	820	2482	310	418	397	820	2067	1206
At least daily	2036 61%	1723 60%	313 65%	463 51%	1559 65% a	433 53%	1588 64% a	149 48%	204 49%	226 57%	433 53%	1109 54%	883 73% a
At least weekly	1027 31%	888 31%	139 29%	346 38% b	669 28%	301 37% b	713 29%	117 38%	167 40%	137 34%	301 37%	771 37% b	247 20%
At least monthly	178 5%	158 6%	21 4%	66 7% b	108 5%	58 7%	116 5%	30 10%	28 7%	25 6%	58 7%	127 6%	47 4%
Less often	80 2%	75 3%	5 1%	33 4% b	46 2%	26 3%	53 2%	13 4%	18 4%	9 2%	26 3%	53 3%	22 2%
Don't know/ can't remember	15 *%	12 *%	3 1%	4 *%	10 *%	2 *%	12 *%	2 1%	* *%	1 *%	2 *%	7 *%	8 1%
SUMMARY													
DAILY	2036 61%	1723 60%	313 65%	463 51%	1559 65% a	433 53%	1588 64% a	149 48%	204 49%	226 57%	433 53%	1109 54%	883 73% a
WEEKLY	3063 92%	2611 91%	452 94%	809 89%	2228 93% a	734 89%	2301 93% a	265 86%	372 89%	363 91%	734 89%	1880 91%	1129 94%
MONTHLY	3241 97%	2768 97%	473 98%	874 96%	2336 98%	792 96%	2417 97%	295 95%	400 96%	388 98%	792 96%	2007 97%	1177 98%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 7

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A. How often in the past 3 months have you watched BBC One? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC One in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	3302	2698	2302	1000	604	3302	3302	1947	1786	450	3302	-	343	677	2282
Effective Weighted Sample	2644	2161	1829	818	487	2644	2644	1564	1434	364	2644	-	279	553	1813
Total	3336	2775	2365	970	560	3336	3336	1983	1858	481	3336	-	332	705	2298
At least daily	2036 61%	1617 58%	1315 56%	721 74%	419 75%	2036 61%	2036 61%	1313 66%	1148 62%	332 69%	2036 61%	** **	153 46%	335 47%	1548 67%
				abe	abe	b		ae		ae					ab
At least weekly	1027 31%	911 33%	820 35%	207 21%	116 21%	1027 31%	1027 31%	536 27%	574 31%	118 25%	1027 31%	** **	110 33%	288 41%	628 27%
		cd	cde			cd	b				b		c		
At least monthly	178 5%	169 6%	157 7%	21 2%	10 2%	178 5%	178 5%	91 5%	92 5%	22 5%	178 5%	** **	34 10%	57 8%	88 4%
		cd	cd			cd							c	c	
Less often	80 2%	67 2%	63 3%	17 2%	13 2%	80 2%	80 2%	35 2%	37 2%	7 1%	80 2%	** **	33 10%	20 3%	27 1%
													bc	c	
Don't know/ can't remember	15 *%	12 *%	11 *%	4 *%	3 *%	15 *%	15 *%	9 *%	6 *%	3 1%	15 *%	** **	2 1%	5 1%	7 *%
SUMMARY															
DAILY	2036 61%	1617 58%	1315 56%	721 74%	419 75%	2036 61%	2036 61%	1313 66%	1148 62%	332 69%	2036 61%	** **	153 46%	335 47%	1548 67%
				abe	abe	b		ae		ae					ab
WEEKLY	3063 92%	2528 91%	2135 90%	928 96%	535 96%	3063 92%	3063 92%	1849 93%	1722 93%	450 93%	3063 92%	** **	263 79%	623 88%	2177 95%
				abe	abe								a		ab
MONTHLY	3241 97%	2696 97%	2291 97%	950 98%	545 97%	3241 97%	3241 97%	1940 98%	1815 98%	472 98%	3241 97%	** **	297 89%	680 96%	2264 99%
													a		ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 8

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Two in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	2171	1134	1032	161	249	369	295	1097	561	645	416	549	1441	257	313	160	
Effective Weighted Sample	1755	946	808	139	208	303	233	898	465	518	347	447	1349	243	300	156	
Total	2231	1156	1068	161	300	324	362	1084	658	691	360	522	1895	157	130	48	
At least daily	612	338	272	33	86	59	75	359	173	179	98	161	528	46	23	15	
	27%	29%	26%	21%	29%	18%	21%	33%	26%	26%	27%	31%	28%	29%	18%	32%	
					c			acd					c	c		c	
At least weekly	1197	641	553	72	137	191	198	599	372	374	187	263	1009	80	84	23	
	54%	55%	52%	45%	46%	59%	55%	55%	57%	54%	52%	50%	53%	51%	65%	48%	
						ab									abd		
At least monthly	306	140	166	34	53	53	63	103	84	100	43	80	262	20	17	7	
	14%	12%	15%	21%	18%	16%	17%	10%	13%	14%	12%	15%	14%	13%	13%	15%	
				e	e	e	e										
Less often	100	31	69	21	22	19	23	14	24	32	30	15	84	9	5	2	
	4%	3%	6%	13%	7%	6%	6%	1%	4%	5%	8%	3%	4%	6%	4%	5%	
			a	e	e	e	e				ad						
Don't know/ can't remember	15	6	9	1	2	1	2	9	4	6	1	4	12	1	1	*	
	1%	1%	1%	1%	1%	%	1%	1%	1%	1%	%	1%	1%	1%	1%	1%	
SUMMARY																	
DAILY	612	338	272	33	86	59	75	359	173	179	98	161	528	46	23	15	
	27%	29%	26%	21%	29%	18%	21%	33%	26%	26%	27%	31%	28%	29%	18%	32%	
					c			acd					c	c		c	
WEEKLY	1809	979	825	105	223	250	273	957	546	553	285	425	1537	126	107	38	
	81%	85%	77%	65%	74%	77%	76%	88%	83%	80%	79%	81%	81%	81%	82%	79%	
		b				a		abcd									
MONTHLY	2115	1119	991	139	276	303	336	1061	630	653	329	504	1799	146	124	45	
	95%	97%	93%	86%	92%	94%	93%	98%	96%	95%	91%	97%	95%	93%	95%	94%	
		b				a		abcd				c					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 8

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Two in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2171	1801	370	520	1634	468	1685	163	236	236	468	1160	975
Effective Weighted Sample	1755	1471	285	418	1324	378	1363	129	194	191	378	938	814
Total	2231	1889	341	555	1657	508	1702	165	254	264	508	1310	888
At least daily	612 27%	499 26%	113 33%	129 23%	479 29%	116 23%	490 29%	39 24%	55 22%	60 23%	116 23%	305 23%	296 33% a
At least weekly	1197 54%	1024 54%	173 51%	298 54%	890 54%	278 55%	910 53%	81 49%	139 55%	152 58%	278 55%	723 55%	460 52%
At least monthly	306 14%	270 14%	36 11%	96 17%	207 13%	89 17%	214 13%	31 19%	48 19%	43 16%	89 17%	204 16% b	99 11%
Less often	100 4%	84 4%	16 5%	29 5%	69 4%	23 5%	75 4%	11 7%	12 5%	9 3%	23 5%	72 6% b	25 3%
Don't know/ can't remember	15 1%	12 1%	3 1%	4 1%	11 1%	2 *% 1%	12 1%	2 1%	* *% -	- -%	2 *% -	6 *% -	9 1%
SUMMARY													
DAILY	612 27%	499 26%	113 33%	129 23%	479 29%	116 23%	490 29%	39 24%	55 22%	60 23%	116 23%	305 23%	296 33% a
WEEKLY	1809 81%	1523 81%	286 84%	427 77% a	1370 83% a	394 78%	1401 82%	121 73%	193 76%	212 81%	394 78%	1027 78%	755 85% a
MONTHLY	2115 95%	1793 95%	323 95%	522 94%	1577 95%	483 95%	1615 95%	152 92%	241 95%	255 97%	483 95%	1231 94%	854 96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 8

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5B. How often in the past 3 months have you watched BBC Two? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Two in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2171	1739	1442	729	432	2171	2171	1455	1267	363	2171	-	194	428	1549
Effective Weighted Sample	1755	1410	1160	599	349	1755	1755	1179	1021	295	1755	-	159	350	1246
Total	2231	1828	1521	710	402	2231	2231	1504	1327	396	2231	-	191	449	1591
At least daily	612 27%	487 27%	398 26%	214 30%	125 31%	612 27%	612 27%	465 31%	370 28%	138 35%	612 27%	** **	50 26%	95 21%	467 29%
										ae					b
At least weekly	1197 54%	978 54%	809 53%	388 55%	219 54%	1197 54%	1197 54%	796 53%	730 55%	204 51%	1197 54%	** **	94 49%	246 55%	857 54%
At least monthly	306 14%	257 14%	220 14%	86 12%	49 12%	306 14%	306 14%	185 12%	171 13%	41 10%	306 14%	** **	32 17%	72 16%	202 13%
Less often	100 4%	93 5%	82 5%	19 3%	7 2%	100 4%	100 4%	49 3%	51 4%	9 2%	100 4%	** **	14 7%	30 7%	56 4%
		d	cd												c
Don't know/ can't remember	15 1%	13 1%	12 1%	3 *%	2 1%	15 1%	15 1%	9 1%	5 *%	5 1%	15 1%	** **	1 1%	4 1%	9 1%
SUMMARY															
DAILY	612 27%	487 27%	398 26%	214 30%	125 31%	612 27%	612 27%	465 31%	370 28%	138 35%	612 27%	** **	50 26%	95 21%	467 29%
										ae					b
WEEKLY	1809 81%	1465 80%	1207 79%	602 85%	344 85%	1809 81%	1809 81%	1262 84%	1100 83%	342 86%	1809 81%	** **	144 75%	342 76%	1324 83%
				b											b
MONTHLY	2115 95%	1722 94%	1427 94%	689 97%	393 98%	2115 95%	2115 95%	1447 96%	1271 96%	383 97%	2115 95%	** **	175 92%	414 92%	1526 96%
				ab	ab										b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	3017	1448	1563	264	380	561	440	1372	685	878	610	843	1955	390	383	289	
Effective Weighted Sample	2416	1202	1213	225	308	457	346	1116	564	698	501	681	1829	368	367	280	
Total	3029	1433	1589	256	436	482	524	1332	798	915	522	793	2549	236	160	85	
At least daily	1629	725	901	89	193	215	272	860	362	448	303	514	1343	143	91	52	
	54%	51%	57%	35%	44%	45%	52%	65%	45%	49%	58%	65%	53%	60%	57%	61%	
			a				a	abcd			ab	ab		a		a	
At least weekly	1129	574	551	128	205	210	200	386	342	380	178	229	970	75	54	30	
	37%	40%	35%	50%	47%	44%	38%	29%	43%	42%	34%	29%	38%	32%	34%	36%	
		b		de	e	e	e		cd	cd							
At least monthly	203	96	106	32	33	42	31	65	66	64	34	39	175	17	9	2	
	7%	7%	7%	13%	7%	9%	6%	5%	8%	7%	7%	5%	7%	7%	6%	2%	
				de		e							d	d			
Less often	56	28	28	7	5	14	14	16	22	21	6	7	48	1	5	1	
	2%	2%	2%	3%	1%	3%	3%	1%	3%	2%	1%	1%	2%	%	3%	1%	
															b		
Don't know/ can't remember	13	10	3	-	-	*	7	5	6	2	1	4	12	*	1	-	
	*%	1%	*%	-%	-%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%	-%	

SUMMARY

DAILY	1629	725	901	89	193	215	272	860	362	448	303	514	1343	143	91	52
	54%	51%	57%	35%	44%	45%	52%	65%	45%	49%	58%	65%	53%	60%	57%	61%
			a				a	abcd			ab	ab		a		a
WEEKLY	2758	1299	1452	217	398	425	472	1246	705	828	481	743	2313	217	145	82
	91%	91%	91%	85%	91%	88%	90%	94%	88%	90%	92%	94%	91%	92%	91%	97%
								ac				a				abc
MONTHLY	2961	1395	1558	249	430	468	503	1310	771	892	515	782	2488	235	154	84
	98%	97%	98%	97%	99%	97%	96%	98%	97%	98%	99%	99%	98%	99%	96%	99%
								d						c		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	3017	2527	490	782	2209	707	2282	265	346	354	707	1661	1292
Effective Weighted Sample	2416	2043	374	617	1779	559	1837	208	280	278	559	1328	1071
Total	3029	2585	444	805	2197	739	2262	265	360	375	739	1819	1156
At least daily	1629 54%	1391 54%	237 53%	370 46%	1246 57% a	351 48%	1265 56% a	128 48%	167 46%	179 48%	351 48%	862 47%	725 63% a
At least weekly	1129 37%	959 37%	170 38%	338 42% b	779 35%	302 41%	814 36%	107 40%	140 39%	160 43%	302 41%	771 42% b	347 30%
At least monthly	203 7%	177 7%	26 6%	68 9%	132 6%	57 8%	143 6%	23 9%	38 11%	20 5%	57 8%	140 8%	61 5%
Less often	56 2%	49 2%	7 1%	23 3%	32 1%	23 3% b	32 1%	8 3%	13 4%	11 3%	23 3%	36 2%	19 2%
Don't know/ can't remember	13 *%	9 *%	4 1%	5 1%	7 *%	5 1%	7 *%	- -%	2 1%	3 1%	5 1%	9 1%	4 *%
SUMMARY													
DAILY	1629 54%	1391 54%	237 53%	370 46%	1246 57% a	351 48%	1265 56% a	128 48%	167 46%	179 48%	351 48%	862 47%	725 63% a
WEEKLY	2758 91%	2350 91%	408 92%	708 88%	2026 92% a	653 88%	2080 92%	234 88%	307 85%	339 91%	653 88%	1633 90%	1072 93%
MONTHLY	2961 98%	2527 98%	433 98%	777 97%	2158 98%	711 96%	2223 98% a	258 97%	346 96%	360 96%	711 96%	1773 97%	1133 98%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5C. How often in the past 3 months have you watched The main ITV/ STV/ UTV channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched The main ITV/ STV/ UTV channel in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3017	2430	2055	962	587	3017	2835	1731	1529	372	2881	136	406	631	1980
Effective Weighted Sample	2416	1946	1633	786	474	2416	2268	1391	1223	301	2304	112	329	516	1571
Total	3029	2484	2099	931	546	3029	2851	1755	1586	395	2899	131	395	654	1980
At least daily	1629	1283	1055	574	346	1629	1537	920	767	193	1556	73	225	305	1099
	54%	52%	50%	62%	63%	54%	54%	52%	48%	49%	54%	56%	57%	47%	55%
				abe	abe		c				c		b		b
At least weekly	1129	961	830	299	168	1129	1069	678	657	168	1087	42	123	267	739
	37%	39%	40%	32%	31%	37%	37%	39%	41%	43%	37%	32%	31%	41%	37%
		cd	cd			cd								a	
At least monthly	203	186	166	37	17	203	186	122	131	24	193	10	23	63	117
	7%	7%	8%	4%	3%	7%	7%	7%	8%	6%	7%	8%	6%	10%	6%
		cd	cd			cd								c	
Less often	56	46	41	14	9	56	50	29	26	6	52	3	20	15	20
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	5%	2%	1%
													c		
Don't know/ can't remember	13	8	7	6	5	13	9	6	5	4	11	2	5	3	6
	*%	*%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1%	1%	*%	*%
SUMMARY															
DAILY	1629	1283	1055	574	346	1629	1537	920	767	193	1556	73	225	305	1099
	54%	52%	50%	62%	63%	54%	54%	52%	48%	49%	54%	56%	57%	47%	55%
				abe	abe		c				c		b		b
WEEKLY	2758	2243	1884	873	515	2758	2606	1598	1424	361	2643	115	348	572	1837
	91%	90%	90%	94%	94%	91%	91%	91%	90%	91%	91%	88%	88%	88%	93%
				ab	ab										ab
MONTHLY	2961	2429	2050	911	532	2961	2792	1720	1555	385	2835	126	371	635	1955
	98%	98%	98%	98%	97%	98%	98%	98%	98%	97%	98%	96%	94%	97%	99%
															a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 10

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 4 in the past 3 months

	GENDER			AGE					SEG				NATION				N
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	2720	1314	1400	261	386	505	388	1180	644	831	539	706	1777	364	347	232	
Effective Weighted Sample	2188	1099	1087	217	312	414	304	970	533	662	445	570	1665	343	332	225	
Total	2777	1339	1430	255	445	444	462	1171	752	876	472	676	2343	222	143	69	
At least daily	735 26%	372 28%	360 25%	59 23%	124 28%	111 25%	118 26%	323 28%	190 25%	188 21%	133 28%	225 33%	604 26%	81 36%	29 20%	21 31%	
											b	ab		ac		c	
At least weekly	1504 54%	730 55%	772 54%	123 48%	225 51%	237 53%	259 56%	660 56%	415 55%	505 58%	254 54%	329 49%	1272 54%	112 51%	85 59%	35 51%	
											d						
At least monthly	413 15%	176 13%	235 16%	54 21%	70 16%	69 15%	66 14%	153 13%	121 16%	136 15%	60 13%	96 14%	359 15%	23 10%	20 14%	10 15%	
				e													
Less often	113 4%	54 4%	58 4%	16 6%	24 5%	27 6%	16 3%	31 3%	24 3%	44 5%	22 5%	23 3%	99 4%	4 2%	7 5%	2 3%	
						e											
Don't know/ can't remember	11 *%	6 *%	5 *%	3 1%	2 *%	1 *%	2 *%	4 *%	2 *%	4 *%	3 1%	2 *%	9 *%	1 1%	1 1%	- -%	
SUMMARY																	
DAILY	735 26%	372 28%	360 25%	59 23%	124 28%	111 25%	118 26%	323 28%	190 25%	188 21%	133 28%	225 33%	604 26%	81 36%	29 20%	21 31%	
											b	ab		ac		c	
WEEKLY	2239 81%	1102 82%	1132 79%	182 71%	349 78%	348 78%	378 82%	982 84%	605 80%	693 79%	388 82%	554 82%	1876 80%	193 87%	114 80%	56 82%	
							a	a						ac			
MONTHLY	2652 96%	1279 95%	1367 96%	237 93%	420 94%	416 94%	444 96%	1135 97%	726 96%	828 95%	447 95%	650 96%	2235 95%	217 98%	135 94%	66 97%	
								ac									

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 4 in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2720	2275	445	731	1962	649	2042	253	317	305	649	1562	1103
Effective Weighted Sample	2188	1847	343	577	1591	515	1652	195	259	243	515	1256	919
Total	2777	2369	408	753	1997	683	2066	248	335	331	683	1732	995
At least daily	735 26%	637 27%	98 24%	207 27%	523 26%	194 28%	536 26%	76 31%	96 29%	91 27%	194 28%	424 24%	299 30% a
At least weekly	1504 54%	1270 54%	234 57%	384 51%	1107 55%	348 51%	1143 55%	112 45%	167 50%	173 52%	348 51%	963 56%	517 52%
At least monthly	413 15%	354 15%	59 14%	131 17%	278 14%	116 17%	293 14%	46 19%	56 17%	58 18%	116 17%	267 15%	136 14%
Less often	113 4%	98 4%	15 4%	30 4%	80 4%	25 4%	85 4%	13 5%	16 5%	9 3%	25 4%	70 4%	39 4%
Don't know/ can't remember	11 *%	9 *%	2 1%	1 *%	9 *%	- -%	9 *%	- -%	- -%	- -%	- -%	7 *%	4 *%
SUMMARY													
DAILY	735 26%	637 27%	98 24%	207 27%	523 26%	194 28%	536 26%	76 31%	96 29%	91 27%	194 28%	424 24%	299 30% a
WEEKLY	2239 81%	1908 81%	332 81%	591 78%	1630 82%	542 79%	1679 81%	188 76%	264 79%	264 80%	542 79%	1387 80%	816 82%
MONTHLY	2652 96%	2261 95%	391 96%	722 96%	1909 96%	658 96%	1972 95%	235 95%	319 95%	322 97%	658 96%	1655 96%	952 96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 10

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5D. How often in the past 3 months have you watched Channel 4? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 4 in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2720	2272	1935	785	448	2720	2579	1639	1499	381	2630	90	326	555	1839
Effective Weighted Sample	2188	1829	1546	644	362	2188	2075	1327	1205	310	2115	73	266	451	1472
Total	2777	2352	2000	776	425	2777	2635	1690	1563	414	2686	90	325	578	1873
At least daily	735 26%	620 26%	535 27%	200 26%	115 27%	735 26%	698 26%	460 27%	395 25%	128 31%	706 26%	** **	101 31%	127 22%	508 27%
													b		
At least weekly	1504 54%	1294 55%	1093 55%	411 53%	210 50%	1504 54%	1423 54%	928 55%	883 56%	233 56%	1456 54%	** **	164 51%	321 56%	1019 54%
At least monthly	413 15%	337 14%	291 15%	122 16%	76 18%	413 15%	398 15%	238 14%	232 15%	42 10%	403 15%	** **	31 10%	96 17%	285 15%
													a		
Less often	113 4%	92 4%	72 4%	41 5%	21 5%	113 4%	106 4%	59 3%	49 3%	8 2%	111 4%	** **	28 8%	31 5%	55 3%
													c		
Don't know/ can't remember	11 *%	9 *%	9 *%	2 *%	2 *%	11 *%	10 *%	6 *%	4 *%	3 1%	10 *%	** **	1 *%	3 1%	6 *%
SUMMARY															
DAILY	735 26%	620 26%	535 27%	200 26%	115 27%	735 26%	698 26%	460 27%	395 25%	128 31%	706 26%	** **	101 31%	127 22%	508 27%
													b		
WEEKLY	2239 81%	1914 81%	1628 81%	612 79%	326 77%	2239 81%	2121 81%	1388 82%	1278 82%	361 87%	2162 80%	** **	265 82%	448 77%	1527 82%
										ae					
MONTHLY	2652 96%	2250 96%	1918 96%	734 94%	402 95%	2652 96%	2519 96%	1626 96%	1510 97%	403 98%	2565 95%	** **	296 91%	544 94%	1812 97%
															a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 11

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 5 in the past 3 months

	GENDER			AGE					SEG				NATION				N
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	2217	1073	1138	180	245	388	332	1072	512	649	440	616	1478	291	294	154	
Effective Weighted Sample	1796	899	894	151	203	316	266	887	427	519	367	501	1382	274	282	149	
Total	2284	1096	1180	175	291	334	410	1074	601	692	387	603	1940	177	121	45	
At least daily	486	248	238	35	75	59	74	243	110	104	101	172	410	48	18	9	
	21%	23%	20%	20%	26%	18%	18%	23%	18%	15%	26%	28%	21%	27%	15%	20%	
											ab	ab		c			
At least weekly	1189	568	617	83	126	179	207	594	315	394	193	288	997	95	71	26	
	52%	52%	52%	48%	43%	54%	50%	55%	52%	57%	50%	48%	51%	54%	59%	56%	
								b		d							
At least monthly	439	199	239	38	70	67	87	177	121	145	67	106	379	28	24	8	
	19%	18%	20%	22%	24%	20%	21%	17%	20%	21%	17%	18%	20%	16%	20%	18%	
Less often	158	78	79	15	20	29	39	56	54	45	26	34	142	5	8	2	
	7%	7%	7%	8%	7%	9%	9%	5%	9%	7%	7%	6%	7%	3%	7%	5%	
													b				
Don't know/ can't remember	12	3	7	4	-	*	3	4	1	5	1	5	11	*	-	*	
	1%	*%	1%	2%	-%	*%	1%	*%	*%	1%	*%	1%	1%	*%	-%	1%	
				e													
SUMMARY																	
DAILY	486	248	238	35	75	59	74	243	110	104	101	172	410	48	18	9	
	21%	23%	20%	20%	26%	18%	18%	23%	18%	15%	26%	28%	21%	27%	15%	20%	
											ab	ab		c			
WEEKLY	1675	817	855	118	202	238	281	837	425	498	294	459	1408	144	89	35	
	73%	74%	72%	68%	69%	71%	69%	78%	71%	72%	76%	76%	73%	81%	73%	77%	
								abd						a			
MONTHLY	2114	1015	1094	156	271	304	368	1014	546	642	361	565	1786	172	113	43	
	93%	93%	93%	89%	93%	91%	90%	94%	91%	93%	93%	94%	92%	97%	93%	95%	
								d						a			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 11

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 5 in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2217	1852	365	554	1641	500	1694	179	243	253	500	1195	971
Effective Weighted Sample	1796	1511	287	438	1340	397	1381	138	197	202	397	965	817
Total	2284	1942	342	572	1689	524	1736	172	249	278	524	1346	890
At least daily	486 21%	426 22%	60 17%	126 22%	355 21%	118 22%	364 21%	52 30%	51 20%	51 18%	118 22%	252 19%	219 25% a
At least weekly	1189 52%	1007 52%	183 53%	274 48%	902 53%	250 48%	926 53%	68 39%	112 45%	141 51%	250 48%	719 53%	452 51%
At least monthly	439 19%	366 19%	73 21%	123 21%	313 19%	114 22%	321 19%	40 23%	57 23%	63 23%	114 22%	270 20%	155 17%
Less often	158 7%	136 7%	22 6%	47 8%	109 6%	42 8%	115 7%	14 8%	28 11%	21 8%	42 8%	99 7%	58 7%
Don't know/ can't remember	12 1%	7 *%	5 1%	2 *%	10 1%	1 *%	10 1%	- -%	1 1%	1 1%	1 *%	6 *%	6 1%
SUMMARY													
DAILY	486 21%	426 22%	60 17%	126 22%	355 21%	118 22%	364 21%	52 30%	51 20%	51 18%	118 22%	252 19%	219 25% a
WEEKLY	1675 73%	1433 74%	242 71%	400 70%	1257 74%	368 70%	1290 74%	119 69%	163 65%	192 69%	368 70%	972 72%	671 75%
MONTHLY	2114 93%	1799 93%	315 92%	523 92%	1570 93%	481 92%	1611 93%	159 92%	220 88%	255 92%	481 92%	1242 92%	826 93%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 11

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5E. How often in the past 3 months have you watched Channel 5? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Channel 5 in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2217	1806	1509	708	411	2217	2115	1325	1190	292	2143	74	286	444	1487
Effective Weighted Sample	1796	1462	1212	586	336	1796	1714	1075	961	239	1736	60	234	362	1201
Total	2284	1888	1578	706	396	2284	2183	1373	1252	323	2210	74	287	461	1535
At least daily	486 21%	401 21%	335 21%	151 21%	85 21%	486 21%	453 21%	297 22%	249 20%	81 25%	461 21%	** **	77 27%	99 22%	309 20%
At least weekly	1189 52%	984 52%	800 51%	389 55%	205 52%	1189 52%	1145 52%	718 52%	679 54%	165 51%	1158 52%	** **	135 47%	227 49%	828 54%
At least monthly	439 19%	367 19%	321 20%	118 17%	72 18%	439 19%	421 19%	265 19%	246 20%	55 17%	426 19%	** **	52 18%	92 20%	295 19%
Less often	158 7%	126 7%	113 7%	45 6%	32 8%	158 7%	153 7%	89 6%	77 6%	19 6%	154 7%	** **	21 7%	41 9%	96 6%
Don't know/ can't remember	12 1%	10 1%	8 1%	3 *%	2 *%	12 1%	12 1%	5 *%	1 *%	3 1%	12 1%	** **	3 1%	3 1%	7 *%
SUMMARY															
DAILY	486 21%	401 21%	335 21%	151 21%	85 21%	486 21%	453 21%	297 22%	249 20%	81 25%	461 21%	** **	77 27%	99 22%	309 20%
WEEKLY	1675 73%	1385 73%	1135 72%	540 76%	290 73%	1675 73%	1598 73%	1015 74%	928 74%	246 76%	1618 73%	** **	212 74%	326 71%	1137 74%
MONTHLY	2114 93%	1752 93%	1456 92%	658 93%	362 91%	2114 93%	2019 92%	1280 93%	1174 94%	301 93%	2044 93%	** **	264 92%	418 90%	1432 93%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 12

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Three in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	886	468	414	118	184	191	110	283	246	268	168	204	642	100	102	42	
Effective Weighted Sample	738	406	329	104	157	160	93	236	209	221	143	176	603	96	97	41	
Total	981	531	444	125	229	173	148	307	309	306	150	216	866	60	43	13	
At least daily	168	109	59	31	53	25	24	35	46	40	35	47	151	10	5	**	
	17%	21%	13%	25%	23%	15%	16%	11%	15%	13%	24%	22%	17%	17%	11%	**	
		b		e	e						b						
At least weekly	429	244	185	54	93	76	62	144	149	114	59	107	376	29	19	**	
	44%	46%	42%	43%	41%	44%	42%	47%	48%	37%	40%	49%	43%	49%	45%	**	
At least monthly	247	120	124	27	58	46	37	78	75	94	32	45	216	13	13	**	
	25%	23%	28%	22%	25%	27%	25%	26%	24%	31%	21%	21%	25%	22%	31%	**	
Less often	122	55	64	12	22	25	22	41	34	53	20	15	110	7	5	**	
	12%	10%	14%	9%	9%	15%	15%	13%	11%	17%	13%	7%	13%	12%	11%	**	
										d							
Don't know/ can't remember	15	3	12	1	3	-	4	8	5	4	3	3	13	*	1	**	
	2%	1%	3%	1%	1%	-%	3%	2%	2%	1%	2%	1%	2%	1%	3%	**	
SUMMARY																	
DAILY	168	109	59	31	53	25	24	35	46	40	35	47	151	10	5	**	
	17%	21%	13%	25%	23%	15%	16%	11%	15%	13%	24%	22%	17%	17%	11%	**	
		b		e	e						b						
WEEKLY	598	353	244	85	146	101	85	180	195	154	95	154	527	39	24	**	
	61%	66%	55%	68%	64%	59%	58%	59%	63%	50%	63%	71%	61%	66%	56%	**	
		b							b		b						
MONTHLY	844	473	368	112	204	147	122	258	270	249	127	199	743	52	37	**	
	86%	89%	83%	90%	89%	85%	82%	84%	87%	81%	85%	92%	86%	88%	87%	**	
												b					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 12

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Three in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	886	775	111	306	567	272	601	105	139	122	272	581	298
Effective Weighted Sample	738	650	88	254	473	225	501	86	118	102	225	484	255
Total	981	868	113	339	628	304	663	112	157	142	304	684	291
At least daily	168 17%	157 18%	11 10%	75 22% b	90 14%	68 22% b	96 15%	39 35%	30 19%	26 18%	68 22%	130 19%	37 13%
At least weekly	429 44%	375 43%	54 48%	147 43%	277 44%	130 43%	294 44%	41 36%	63 40%	66 46%	130 43%	293 43%	134 46%
At least monthly	247 25%	213 25%	34 30%	73 22%	173 28%	66 22%	180 27%	21 18%	43 27%	28 20%	66 22%	171 25%	73 25%
Less often	122 12%	109 13%	13 12%	44 13%	73 12%	39 13%	77 12%	12 10%	21 13%	21 15%	39 13%	80 12%	41 14%
Don't know/ can't remember	15 2%	14 2%	1 1%	* *%	15 2%	* *%	15 2%	* *%	* *%	* *%	* *%	9 1%	6 2%
SUMMARY													
DAILY	168 17%	157 18%	11 10%	75 22% b	90 14%	68 22% b	96 15%	39 35%	30 19%	26 18%	68 22%	130 19%	37 13%
WEEKLY	598 61%	532 61%	65 58%	222 65%	367 58%	198 65%	390 59%	80 71%	93 59%	92 65%	198 65%	424 62%	170 59%
MONTHLY	844 86%	745 86%	99 87%	295 87%	540 86%	264 87%	571 86%	100 89%	136 87%	120 85%	264 87%	595 87%	243 84%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5F. How often in the past 3 months have you watched BBC Three? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Three in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	886	795	711	175	91	886	886	626	574	195	886	-	72	182	632
Effective Weighted Sample	738	661	589	150	77	738	738	521	479	163	738	-	62	156	520
Total	981	888	793	188	93	981	981	702	647	229	981	-	80	201	701
At least daily	168 17%	153 17%	145 18%	23 12%	** **	168 17%	168 17%	131 19%	121 19%	56 24%	168 17%	** **	** **	24 12%	125 18%
At least weekly	429 44%	378 43%	331 42%	98 52%	** **	429 44%	429 44%	300 43%	283 44%	101 44%	429 44%	** **	** **	85 42%	314 45%
At least monthly	247 25%	233 26%	204 26%	43 23%	** **	247 25%	247 25%	178 25%	161 25%	48 21%	247 25%	** **	** **	55 27%	179 26%
Less often	122 12%	111 13%	101 13%	21 11%	** **	122 12%	122 12%	86 12%	74 11%	21 9%	122 12%	** **	** **	33 17%	72 10%
Don't know/ can't remember	15 2%	13 1%	13 2%	3 1%	** **	15 2%	15 2%	7 1%	8 1%	3 1%	15 2%	** **	** **	4 2%	11 2%
SUMMARY															
DAILY	168 17%	153 17%	145 18%	23 12%	** **	168 17%	168 17%	131 19%	121 19%	56 24%	168 17%	** **	** **	24 12%	125 18%
WEEKLY	598 61%	530 60%	476 60%	121 65%	** **	598 61%	598 61%	431 61%	403 62%	157 69%	598 61%	** **	** **	109 54%	439 63%
MONTHLY	844 86%	763 86%	680 86%	164 87%	** **	844 86%	844 86%	609 87%	565 87%	205 89%	844 86%	** **	** **	164 82%	618 88%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Four in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	~c	~d	
Unweighted total	861	480	378	85	105	139	124	408	266	244	152	199	629	100	91	41	
Effective Weighted Sample	722	409	311	74	88	119	101	349	226	203	129	173	587	95	86	40	
Total	952	521	427	93	130	130	159	440	329	279	130	214	836	63	40	13	
At least daily	138 14%	84 16%	54 13%	** **	32 25% de	24 18%	16 10%	45 10%	42 13%	33 12%	27 21%	35 16%	121 14%	11 17%	** **	** **	
At least weekly	461 48%	261 50%	198 46%	** **	49 37%	62 48%	75 47%	235 53% b	158 48%	134 48%	67 52%	102 48%	411 49%	23 37%	** **	** **	
At least monthly	225 24%	124 24%	101 24%	** **	32 25%	27 21%	38 24%	108 24%	95 29% c	65 23%	19 14%	46 22%	193 23%	20 31%	** **	** **	
Less often	118 12%	49 9%	69 16% a	** **	15 11%	17 13%	28 17%	48 11%	32 10%	39 14%	17 13%	30 14%	102 12%	9 15%	** **	** **	
Don't know/ can't remember	10 1%	3 1%	7 2%	** **	2 2%	- -%	2 1%	5 1%	1 *%	8 3%	- -%	1 1%	9 1%	- -%	** **	** **	
SUMMARY																	
DAILY	138 14%	84 16%	54 13%	** **	32 25% de	24 18%	16 10%	45 10%	42 13%	33 12%	27 21%	35 16%	121 14%	11 17%	** **	** **	
WEEKLY	598 63%	345 66%	251 59%	** **	81 62%	86 66%	91 57%	280 64%	201 61%	167 60%	94 73%	137 64%	532 64%	34 54%	** **	** **	
MONTHLY	824 87%	469 90% b	352 82%	** **	113 87%	113 87%	129 81%	387 88%	296 90%	232 83%	113 87%	183 86%	725 87%	54 85%	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 13

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Four in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	861	718	143	216	632	191	656	61	89	96	191	477	369
Effective Weighted Sample	722	604	118	180	531	158	551	50	74	82	158	399	322
Total	952	804	148	244	692	217	718	66	97	118	217	576	362
At least daily	138 14%	125 15%	13 9%	60 25% b	74 11%	58 27% b	76 11%	** **	** **	** **	58 27%	93 16%	43 12%
At least weekly	461 48%	383 48%	78 53%	117 48%	336 49%	98 45%	355 49%	** **	** **	** **	98 45%	273 47%	180 50%
At least monthly	225 24%	186 23%	39 27%	41 17%	182 26% a	37 17%	185 26%	** **	** **	** **	37 17%	129 22%	92 25%
Less often	118 12%	102 13%	16 11%	25 10%	92 13%	24 11%	92 13%	** **	** **	** **	24 11%	73 13%	45 12%
Don't know/ can't remember	10 1%	9 1%	2 1%	2 1%	9 1%	- -%	10 1%	** **	** **	** **	- -%	8 1%	2 1%
SUMMARY													
DAILY	138 14%	125 15%	13 9%	60 25% b	74 11%	58 27% b	76 11%	** **	** **	** **	58 27%	93 16%	43 12%
WEEKLY	598 63%	507 63%	91 62%	176 72% b	410 59%	156 72% b	431 60%	** **	** **	** **	156 72%	366 64%	223 62%
MONTHLY	824 87%	693 86%	130 88%	217 89%	592 85%	193 89%	616 86%	** **	** **	** **	193 89%	495 86%	315 87%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 13

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5G. How often in the past 3 months have you watched BBC Four? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Four in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	861	744	617	244	117	861	861	629	556	216	861	-	91	168	602
Effective Weighted Sample	722	622	512	211	100	722	722	526	465	182	722	-	76	141	505
Total	952	832	692	259	120	952	952	698	618	255	952	-	95	184	672
At least daily	138 14%	124 15%	111 16%	26 10%	13 11%	138 14%	138 14%	103 15%	97 16%	49 19%	138 14%	** **	** **	24 13%	97 14%
At least weekly	461 48%	399 48%	320 46%	141 54%	62 52%	461 48%	461 48%	346 49%	299 48%	139 55%	461 48%	** **	** **	86 47%	329 49%
At least monthly	225 24%	194 23%	162 23%	63 24%	31 26%	225 24%	225 24%	164 23%	146 24%	48 19%	225 24%	** **	** **	43 23%	163 24%
Less often	118 12%	105 13%	92 13%	26 10%	12 10%	118 12%	118 12%	77 11%	69 11%	17 7%	118 12%	** **	** **	27 15%	79 12%
Don't know/ can't remember	10 1%	9 1%	7 1%	3 1%	1 1%	10 1%	10 1%	9 1%	7 1%	2 1%	10 1%	** **	** **	4 2%	4 1%
SUMMARY															
DAILY	138 14%	124 15%	111 16%	26 10%	13 11%	138 14%	138 14%	103 15%	97 16%	49 19%	138 14%	** **	** **	24 13%	97 14%
WEEKLY	598 63%	523 63%	431 62%	167 65%	75 63%	598 63%	598 63%	449 64%	395 64%	188 74%	598 63%	** **	** **	110 60%	426 63%
MONTHLY	824 87%	718 86%	593 86%	230 89%	106 89%	824 87%	824 87%	613 88%	541 88%	236 92%	824 87%	** **	** **	153 83%	589 88%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 14

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1973	932	1035	219	294	386	282	792	458	593	410	511	1298	266	275	134	
Effective Weighted Sample	1593	787	804	187	238	317	221	653	381	476	339	415	1214	251	263	130	
Total	2011	948	1055	216	339	333	333	789	544	624	354	487	1699	158	114	39	
At least daily	484	222	262	45	94	85	82	178	102	120	100	163	414	35	23	12	
	24%	23%	25%	21%	28%	26%	25%	22%	19%	19%	28%	33%	24%	22%	20%	31%	
											ab	ab					
At least weekly	1028	499	527	100	163	182	163	420	280	333	182	231	865	84	59	20	
	51%	53%	50%	46%	48%	55%	49%	53%	51%	53%	51%	47%	51%	53%	52%	51%	
At least monthly	369	176	189	48	62	47	76	136	126	116	58	71	305	32	27	6	
	18%	19%	18%	22%	18%	14%	23%	17%	23%	19%	16%	15%	18%	20%	23%	15%	
									d								
Less often	111	42	68	19	17	18	10	48	33	48	12	19	99	6	5	1	
	6%	4%	6%	9%	5%	6%	3%	6%	6%	8%	3%	4%	6%	4%	5%	3%	
				d													
Don't know/ can't remember	18	9	9	4	3	-	3	8	4	7	3	4	16	1	1	-	
	1%	1%	1%	2%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	
SUMMARY																	
DAILY	484	222	262	45	94	85	82	178	102	120	100	163	414	35	23	12	
	24%	23%	25%	21%	28%	26%	25%	22%	19%	19%	28%	33%	24%	22%	20%	31%	
											ab	ab					
WEEKLY	1512	720	789	145	258	267	245	597	381	453	282	394	1279	119	82	32	
	75%	76%	75%	67%	76%	80%	74%	76%	70%	73%	80%	81%	75%	75%	71%	82%	
						a					a	ab					
MONTHLY	1881	897	978	193	320	314	320	733	507	568	340	465	1584	151	108	38	
	94%	95%	93%	89%	94%	94%	96%	93%	93%	91%	96%	95%	93%	95%	95%	97%	
							a				b						

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1973	1658	315	558	1401	495	1462	198	245	230	495	1159	773
Effective Weighted Sample	1593	1349	244	444	1137	394	1186	157	199	182	394	930	649
Total	2011	1717	294	577	1417	522	1471	205	258	243	522	1268	707
At least daily	484 24%	416 24%	68 23%	147 25%	330 23%	137 26%	340 23%	57 28%	77 30%	51 21%	137 26%	294 23%	180 25%
At least weekly	1028 51%	877 51%	150 51%	294 51%	727 51%	265 51%	755 51%	91 44%	120 46%	136 56%	265 51%	671 53%	336 48%
At least monthly	369 18%	314 18%	55 19%	106 18%	262 18%	93 18%	274 19%	45 22%	46 18%	41 17%	93 18%	237 19%	132 19%
Less often	111 6%	94 5%	18 6%	29 5%	82 6%	24 5%	86 6%	11 5%	15 6%	15 6%	24 5%	55 4%	52 7% a
Don't know/ can't remember	18 1%	15 1%	3 1%	2 *%	16 1%	2 *%	16 1%	2 1%	- -%	1 *%	2 *%	11 1%	7 1%
SUMMARY													
DAILY	484 24%	416 24%	68 23%	147 25%	330 23%	137 26%	340 23%	57 28%	77 30%	51 21%	137 26%	294 23%	180 25%
WEEKLY	1512 75%	1293 75%	218 74%	440 76%	1057 75%	402 77%	1095 74%	147 72%	197 76%	187 77%	402 77%	965 76%	516 73%
MONTHLY	1881 94%	1607 94%	274 93%	546 95%	1319 93%	495 95%	1369 93%	192 94%	243 94%	227 94%	495 95%	1202 95%	647 92%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 14

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5H. How often in the past 3 months have you watched Other ITV channel (e.g. ITV2, ITV3, ITV Be)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITViX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other ITV channel (e.g. ITV2, ITV3, ITV Be) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1973	1712	1464	509	261	1973	1840	1150	1068	287	1876	97	278	422	1273
Effective Weighted Sample	1593	1379	1174	420	215	1593	1483	929	853	233	1512	81	225	342	1026
Total	2011	1754	1501	510	256	2011	1875	1175	1090	309	1913	97	275	431	1304
At least daily	484	417	360	124	67	484	439	285	259	83	451	**	89	80	315
	24%	24%	24%	24%	26%	24%	23%	24%	24%	27%	24%	**	32%	19%	24%
													b		
At least weekly	1028	893	761	267	135	1028	964	589	555	141	984	**	122	231	675
	51%	51%	51%	52%	53%	51%	51%	50%	51%	46%	51%	**	45%	53%	52%
At least monthly	369	337	293	76	32	369	350	226	208	64	355	**	40	85	245
	18%	19%	20%	15%	13%	18%	19%	19%	19%	21%	19%	**	14%	20%	19%
Less often	111	93	76	35	18	111	106	69	60	17	109	**	19	32	61
	6%	5%	5%	7%	7%	6%	6%	6%	5%	6%	6%	**	7%	7%	5%
Don't know/ can't remember	18	15	11	7	3	18	15	6	8	3	15	**	5	4	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	2%	1%	1%
SUMMARY															
DAILY	484	417	360	124	67	484	439	285	259	83	451	**	89	80	315
	24%	24%	24%	24%	26%	24%	23%	24%	24%	27%	24%	**	32%	19%	24%
													b		
WEEKLY	1512	1309	1121	391	202	1512	1404	874	814	224	1435	**	211	311	990
	75%	75%	75%	77%	79%	75%	75%	74%	75%	72%	75%	**	77%	72%	76%
MONTHLY	1881	1647	1414	468	235	1881	1754	1100	1022	288	1790	**	250	396	1235
	94%	94%	94%	92%	92%	94%	94%	94%	94%	93%	94%	**	91%	92%	95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1673	808	859	147	249	307	257	713	413	494	328	438	1050	249	241	133	
Effective Weighted Sample	1334	671	660	124	197	248	203	585	342	385	273	349	984	235	233	129	
Total	1665	807	852	143	277	256	303	687	477	497	288	402	1377	149	100	39	
At least daily	298 18%	163 20%	134 16%	20 14%	74 27%	55 21%	56 19%	93 14%	76 16%	74 15%	54 19%	94 23%	251 18%	28 19%	12 12%	7 17%	
At least weekly	868 52%	406 50%	461 54%	73 51%	134 48%	140 55%	163 54%	358 52%	241 51%	254 51%	165 57%	208 52%	713 52%	82 55%	51 51%	22 56%	
At least monthly	379 23%	179 22%	199 23%	38 27%	54 19%	48 19%	65 21%	174 25%	127 27%	128 26%	55 19%	69 17%	310 22%	28 19%	31 32%	9 23%	
Less often	111 7%	55 7%	52 6%	12 8%	13 5%	13 5%	19 6%	54 8%	32 7%	34 7%	14 5%	31 8%	95 7%	10 7%	4 4%	1 4%	
Don't know/ can't remember	10 1%	4 *%	6 1%	- -%	2 1%	- -%	- -%	8 1%	2 *%	8 2%	- -%	* *%	8 1%	- -%	1 1%	- -%	
SUMMARY																	
DAILY	298 18%	163 20%	134 16%	20 14%	74 27%	55 21%	56 19%	93 14%	76 16%	74 15%	54 19%	94 23%	251 18%	28 19%	12 12%	7 17%	
WEEKLY	1166 70%	569 71%	595 70%	93 65%	208 75%	195 76%	220 72%	451 66%	317 66%	328 66%	219 76%	302 75%	964 70%	110 74%	63 63%	29 73%	
MONTHLY	1545 93%	748 93%	794 93%	131 92%	261 94%	243 95%	284 94%	625 91%	443 93%	456 92%	274 95%	371 92%	1274 93%	138 93%	94 95%	38 96%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 15

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1673	1407	266	473	1186	429	1229	163	213	204	429	953	685
Effective Weighted Sample	1334	1130	205	372	952	337	986	127	170	160	337	756	568
Total	1665	1421	244	478	1172	439	1211	165	216	210	439	1026	608
At least daily	298 18%	263 19%	35 14%	111 23% b	185 16%	104 24% b	192 16%	44 27%	57 27%	36 17%	104 24%	186 18%	106 17%
At least weekly	868 52%	740 52%	128 52%	249 52%	609 52%	224 51%	634 52%	76 46%	104 48%	124 59%	224 51%	551 54%	302 50%
At least monthly	379 23%	319 22%	60 25%	97 20%	280 24%	91 21%	286 24%	34 21%	45 21%	41 19%	91 21%	231 22%	144 24%
Less often	111 7%	93 7%	17 7%	21 4%	87 7%	19 4%	89 7%	11 7%	10 4%	9 4%	19 4%	54 5%	51 8%
Don't know/ can't remember	10 1%	6 *%	4 1%	- -%	10 1%	- -%	10 1%	- -%	- -%	- -%	- -%	4 *%	5 1%
SUMMARY													
DAILY	298 18%	263 19%	35 14%	111 23% b	185 16%	104 24% b	192 16%	44 27%	57 27%	36 17%	104 24%	186 18%	106 17%
WEEKLY	1166 70%	1003 71%	163 67%	361 75% b	794 68%	328 75%	827 68%	120 73%	161 75%	160 76%	328 75%	737 72%	409 67%
MONTHLY	1545 93%	1321 93%	223 91%	457 96%	1075 92%	420 96%	1112 92%	154 93%	206 96%	201 96%	420 96%	967 94%	552 91%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5I. How often in the past 3 months have you watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1673	1470	1274	399	203	1673	1558	1038	980	273	1588	85	267	319	1087
Effective Weighted Sample	1334	1179	1014	322	158	1334	1241	828	780	220	1265	69	217	255	864
Total	1665	1488	1291	374	177	1665	1550	1037	981	295	1582	83	263	307	1095
At least daily	298	269	241	57	30	298	274	207	178	78	282	**	49	32	217
	18%	18%	19%	15%	17%	18%	18%	20%	18%	26%	18%	**	19%	10%	20%
										ace					b
At least weekly	868	775	665	203	93	868	804	516	507	136	820	**	132	175	560
	52%	52%	52%	54%	53%	52%	52%	50%	52%	46%	52%	**	50%	57%	51%
At least monthly	379	343	295	84	36	379	360	244	238	66	367	**	52	77	249
	23%	23%	23%	23%	20%	23%	23%	23%	24%	22%	23%	**	20%	25%	23%
Less often	111	92	82	29	19	111	101	65	53	15	103	**	27	21	63
	7%	6%	6%	8%	10%	7%	7%	6%	5%	5%	6%	**	10%	7%	6%
Don't know/ can't remember	10	10	8	1	-	10	10	6	6	1	10	**	3	1	6
	1%	1%	1%	*%	-%	1%	1%	1%	1%	*%	1%	**	1%	*%	1%
SUMMARY															
DAILY	298	269	241	57	30	298	274	207	178	78	282	**	49	32	217
	18%	18%	19%	15%	17%	18%	18%	20%	18%	26%	18%	**	19%	10%	20%
										ace					b
WEEKLY	1166	1043	906	260	122	1166	1079	723	685	214	1102	**	181	207	778
	70%	70%	70%	69%	69%	70%	70%	70%	70%	72%	70%	**	69%	67%	71%
MONTHLY	1545	1387	1200	344	158	1545	1439	967	923	280	1470	**	233	285	1027
	93%	93%	93%	92%	90%	93%	93%	93%	94%	95%	93%	**	89%	93%	94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 16

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	979	485	493	77	125	186	148	443	208	267	220	284	624	148	160	47	
Effective Weighted Sample	789	409	379	67	103	153	118	359	170	211	183	232	581	140	154	46	
Total	968	487	480	75	148	158	169	419	237	269	189	273	799	91	66	13	
At least daily	183	105	78	**	25	31	37	75	32	38	41	73	152	19	8	**	
	19%	22%	16%	**	17%	20%	22%	18%	13%	14%	21%	27%	19%	21%	12%	**	
												ab					
At least weekly	444	221	222	**	62	79	80	190	110	125	82	128	360	46	31	**	
	46%	45%	46%	**	42%	50%	48%	45%	46%	46%	43%	47%	45%	51%	48%	**	
At least monthly	238	104	135	**	45	40	37	95	70	79	45	45	197	17	22	**	
	25%	21%	28%	**	30%	25%	22%	23%	30%	29%	24%	16%	25%	19%	33%	**	
									d	d					b		
Less often	90	53	37	**	14	8	15	48	20	23	20	26	79	8	4	**	
	9%	11%	8%	**	10%	5%	9%	12%	9%	8%	11%	10%	10%	8%	5%	**	
Don't know/ can't remember	13	6	7	**	2	*	-	10	5	5	1	1	11	1	1	**	
	1%	1%	2%	**	1%	%	-%	2%	2%	2%	1%	%	1%	1%	1%	**	
SUMMARY																	
DAILY	183	105	78	**	25	31	37	75	32	38	41	73	152	19	8	**	
	19%	22%	16%	**	17%	20%	22%	18%	13%	14%	21%	27%	19%	21%	12%	**	
												ab					
WEEKLY	627	326	300	**	87	110	117	265	141	163	123	201	512	65	40	**	
	65%	67%	63%	**	59%	70%	69%	63%	60%	60%	65%	73%	64%	72%	60%	**	
												ab					
MONTHLY	866	429	435	**	132	150	154	361	211	241	168	246	709	82	61	**	
	89%	88%	91%	**	89%	95%	91%	86%	89%	90%	89%	90%	89%	91%	94%	**	
						e											

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	979	809	170	261	707	240	728	96	112	113	240	547	408
Effective Weighted Sample	789	655	134	210	570	192	588	74	92	92	192	445	337
Total	968	810	159	267	690	248	709	92	115	124	248	596	354
At least daily	183 19%	152 19%	31 19%	52 19%	126 18%	50 20%	128 18%	** **	23 20%	21 17%	50 20%	108 18%	68 19%
At least weekly	444 46%	378 47%	66 42%	126 47%	317 46%	114 46%	329 46%	** **	54 47%	56 45%	114 46%	269 45%	165 47%
At least monthly	238 25%	193 24%	45 28%	67 25%	170 25%	63 25%	173 24%	** **	29 26%	37 30%	63 25%	170 29% b	68 19%
Less often	90 9%	79 10%	11 7%	22 8%	65 9%	21 9%	67 9%	** **	8 7%	10 8%	21 9%	46 8%	44 12%
Don't know/ can't remember	13 1%	7 1%	6 4%	* **	12 2%	* **	12 2%	** **	* **	* **	* **	5 1%	8 2%
SUMMARY													
DAILY	183 19%	152 19%	31 19%	52 19%	126 18%	50 20%	128 18%	** **	23 20%	21 17%	50 20%	108 18%	68 19%
WEEKLY	627 65%	531 66%	97 61%	178 67%	443 64%	163 66%	457 64%	** **	77 67%	77 62%	163 66%	376 63%	234 66%
MONTHLY	866 89%	724 89%	142 89%	245 92%	612 89%	227 91%	630 89%	** **	107 93%	114 92%	227 91%	546 92% b	301 85%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 16

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5J. How often in the past 3 months have you watched Other Channel 5 channel (e.g. 5USA, 5Star)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Other Channel 5 channel (e.g. 5USA, 5Star) in the past 3 months

	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	979	843	716	263	136	979	905	604	554	151	922	57	170	176	633
Effective Weighted Sample	789	682	576	214	108	789	728	487	442	124	741	48	138	142	509
Total	968	848	719	249	120	968	893	601	542	164	910	58	169	169	631
At least daily	183	161	141	43	22	183	164	112	95	38	168	**	38	27	118
	19%	19%	20%	17%	18%	19%	18%	19%	18%	23%	18%	**	23%	16%	19%
At least weekly	444	382	320	124	62	444	411	276	252	78	416	**	79	75	290
	46%	45%	45%	50%	52%	46%	46%	46%	46%	48%	46%	**	47%	44%	46%
At least monthly	238	219	188	50	19	238	223	154	141	37	230	**	31	46	162
	25%	26%	26%	20%	16%	25%	25%	26%	26%	23%	25%	**	18%	27%	26%
Less often	90	73	61	29	17	90	85	51	46	9	85	**	20	18	52
	9%	9%	8%	12%	14%	9%	9%	8%	9%	6%	9%	**	12%	11%	8%
Don't know/ can't remember	13	12	10	3	1	13	11	8	7	1	11	**	1	2	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%
SUMMARY															
DAILY	183	161	141	43	22	183	164	112	95	38	168	**	38	27	118
	19%	19%	20%	17%	18%	19%	18%	19%	18%	23%	18%	**	23%	16%	19%
WEEKLY	627	543	461	167	84	627	574	388	347	116	584	**	117	102	408
	65%	64%	64%	67%	70%	65%	64%	65%	64%	71%	64%	**	69%	60%	65%
MONTHLY	866	763	649	217	103	866	797	542	489	153	814	**	148	148	570
	89%	90%	90%	87%	85%	89%	89%	90%	90%	94%	89%	**	88%	88%	90%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	1151	611	536	84	141	183	166	577	262	361	230	298	746	156	181	68	
Effective Weighted Sample	932	507	423	72	116	149	131	477	221	290	192	240	698	148	174	66	
Total	1148	604	540	82	162	149	191	564	307	370	196	275	957	96	75	20	
At least daily	251 22%	147 24%	104 19%	** **	39 24%	29 19%	44 23%	125 22%	58 19%	70 19%	55 28%	68 25%	214 22%	23 24%	10 13%	** **	
At least weekly	594 52%	320 53%	273 51%	** **	75 46%	87 59%	88 46%	309 55%	166 54%	186 50%	98 50%	144 52%	502 52%	47 49%	35 46%	** **	
At least monthly	226 20%	104 17%	120 22%	** **	34 21%	23 15%	44 23%	99 17%	62 20%	84 23%	36 18%	43 16%	175 18%	21 22%	26 35%	** **	
Less often	62 5%	28 5%	33 6%	** **	10 6%	10 7%	13 7%	23 4%	17 6%	22 6%	7 4%	16 6%	53 6%	5 5%	4 5%	** **	
Don't know/ can't remember	15 1%	5 1%	10 2%	** **	4 2%	- -%	2 1%	9 2%	3 1%	7 2%	- -%	4 1%	13 1%	- -%	1 1%	** **	
SUMMARY																	
DAILY	251 22%	147 24%	104 19%	** **	39 24%	29 19%	44 23%	125 22%	58 19%	70 19%	55 28%	68 25%	214 22%	23 24%	10 13%	** **	
WEEKLY	845 74%	467 77%	377 70%	** **	114 70%	116 78%	132 69%	434 77%	224 73%	255 69%	153 78%	212 77%	716 75%	69 72%	45 59%	** **	
MONTHLY	1070 93%	571 94%	497 92%	** **	148 92%	139 93%	176 92%	532 94%	286 93%	340 92%	190 96%	255 93%	890 93%	90 95%	71 94%	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 17

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1151	957	194	277	869	246	900	95	119	114	246	593	527
Effective Weighted Sample	932	779	154	221	709	196	734	74	97	92	196	479	441
Total	1148	964	183	278	865	247	895	93	120	119	247	646	474
At least daily	251 22%	215 22%	35 19%	56 20%	193 22%	53 22%	195 22%	** **	27 22%	23 19%	53 22%	152 24%	89 19%
At least weekly	594 52%	496 51%	98 54%	135 49%	458 53%	118 48%	476 53%	** **	57 48%	60 50%	118 48%	320 49%	261 55%
At least monthly	226 20%	188 19%	38 20%	64 23%	159 18%	54 22%	170 19%	** **	26 21%	27 23%	54 22%	130 20%	92 19%
Less often	62 5%	52 5%	11 6%	21 7%	42 5%	20 8%	42 5%	** **	10 9%	9 8%	20 8%	35 5%	27 6%
Don't know/ can't remember	15 1%	13 1%	2 1%	2 1%	13 1%	2 1%	13 1%	** **	- -%	* *%	2 1%	9 1%	6 1%
SUMMARY													
DAILY	251 22%	215 22%	35 19%	56 20%	193 22%	53 22%	195 22%	** **	27 22%	23 19%	53 22%	152 24%	89 19%
WEEKLY	845 74%	711 74%	134 73%	191 69%	651 75%	171 69%	671 75%	** **	84 70%	83 70%	171 69%	472 73%	349 74%
MONTHLY	1070 93%	899 93%	171 93%	255 92%	810 94%	225 91%	840 94%	** **	110 91%	109 92%	225 91%	602 93%	441 93%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 17

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5K. How often in the past 3 months have you watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any UKTV channel (e.g. Dave, Really, Yesterday, Drama) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1151	979	817	334	172	1151	1084	730	681	190	1101	50	196	200	755
Effective Weighted Sample	932	799	663	272	135	932	875	593	546	154	890	43	165	162	606
Total	1148	1000	837	311	148	1148	1080	731	671	197	1097	50	204	191	752
At least daily	251 22%	211 21%	172 21%	79 25%	39 26%	251 22%	233 22%	169 23%	145 22%	45 23%	237 22%	** **	52 25%	32 17%	166 22%
At least weekly	594 52%	514 51%	426 51%	168 54%	80 54%	594 52%	553 51%	378 52%	350 52%	103 52%	563 51%	** **	112 55%	97 51%	385 51%
At least monthly	226 20%	205 21%	178 21%	48 15%	20 14%	226 20%	219 20%	139 19%	138 21%	40 20%	223 20%	** **	26 13%	47 25%	152 20%
Less often	62 5%	55 5%	49 6%	14 4%	8 5%	62 5%	60 6%	37 5%	28 4%	5 2%	60 6%	** **	13 6%	14 7%	36 5%
Don't know/ can't remember	15 1%	14 1%	12 1%	2 1%	1 1%	15 1%	15 1%	7 1%	10 2%	5 2%	15 1%	** **	1 1%	1 1%	13 2%
SUMMARY															
DAILY	251 22%	211 21%	172 21%	79 25%	39 26%	251 22%	233 22%	169 23%	145 22%	45 23%	237 22%	** **	52 25%	32 17%	166 22%
WEEKLY	845 74%	726 73%	598 71%	247 80%	119 81%	845 74%	787 73%	548 75%	494 74%	148 75%	800 73%	** **	164 80%	129 68%	552 73%
MONTHLY	1070 93%	931 93%	776 93%	295 95%	140 94%	1070 93%	1005 93%	687 94%	632 94%	188 95%	1022 93%	** **	190 93%	177 92%	704 94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	1225	665	557	134	185	261	186	459	330	385	269	241	783	177	176	89	
Effective Weighted Sample	983	556	426	113	151	214	146	376	274	301	222	196	733	167	169	86	
Total	1229	678	548	128	209	225	224	443	379	385	232	232	1023	108	73	26	
At least daily	517	317	199	42	85	92	94	202	152	167	93	105	424	43	41	**	
	42%	47%	36%	33%	41%	41%	42%	46%	40%	43%	40%	45%	41%	40%	57%	**	
		b													ab		
At least weekly	566	300	263	66	94	104	104	197	182	177	112	94	477	49	25	**	
	46%	44%	48%	51%	45%	46%	47%	44%	48%	46%	48%	41%	47%	46%	34%	**	
													c				
At least monthly	109	44	65	14	21	25	14	35	36	30	21	22	90	11	5	**	
	9%	6%	12%	11%	10%	11%	6%	8%	9%	8%	9%	10%	9%	10%	7%	**	
			a														
Less often	29	13	16	6	6	4	8	6	8	9	5	8	25	3	1	**	
	2%	2%	3%	5%	3%	2%	4%	1%	2%	2%	2%	3%	2%	2%	2%	**	
Don't know/ can't remember	9	4	5	1	3	-	2	3	1	3	1	4	8	1	*	**	
	1%	1%	1%	1%	2%	-%	1%	1%	*%	1%	1%	2%	1%	1%	1%	**	
SUMMARY																	
DAILY	517	317	199	42	85	92	94	202	152	167	93	105	424	43	41	**	
	42%	47%	36%	33%	41%	41%	42%	46%	40%	43%	40%	45%	41%	40%	57%	**	
		b													ab		
WEEKLY	1082	617	462	108	179	197	199	399	335	343	205	199	901	93	66	**	
	88%	91%	84%	84%	86%	87%	89%	90%	88%	89%	88%	86%	88%	86%	91%	**	
		b															
MONTHLY	1191	660	527	122	200	221	213	434	371	373	226	221	991	104	71	**	
	97%	97%	96%	95%	96%	98%	95%	98%	98%	97%	97%	95%	97%	97%	98%	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 18

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1225	1019	206	407	809	365	848	130	170	190	365	773	428
Effective Weighted Sample	983	820	164	323	654	290	686	104	139	150	290	624	353
Total	1229	1030	199	414	805	377	841	131	176	199	377	836	376
At least daily	517 42%	420 41%	97 49%	169 41%	343 43%	153 41%	358 43%	53 41%	78 44%	80 40%	153 41%	355 42%	152 40%
At least weekly	566 46%	484 47%	81 41%	191 46%	371 46%	173 46%	388 46%	50 38%	74 42%	100 50%	173 46%	385 46%	176 47%
At least monthly	109 9%	92 9%	17 8%	40 10%	67 8%	37 10%	70 8%	20 16%	18 10%	11 6%	37 10%	71 9%	36 10%
Less often	29 2%	26 3%	3 2%	11 3%	18 2%	10 3%	19 2%	4 3%	5 3%	6 3%	10 3%	19 2%	10 3%
Don't know/ can't remember	9 1%	8 1%	1 1%	4 1%	5 1%	3 1%	6 1%	3 2%	1 1%	1 1%	3 1%	6 1%	3 1%
SUMMARY													
DAILY	517 42%	420 41%	97 49%	169 41%	343 43%	153 41%	358 43%	53 41%	78 44%	80 40%	153 41%	355 42%	152 40%
WEEKLY	1082 88%	904 88%	178 90%	360 87%	715 89%	326 87%	746 89%	103 79%	152 86%	180 91%	326 87%	740 89%	328 87%
MONTHLY	1191 97%	996 97%	195 98%	399 96%	782 97%	364 97%	815 97%	124 95%	170 97%	191 96%	364 97%	811 97%	364 97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5L. How often in the past 3 months have you watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1225	1129	1023	202	96	1225	1134	751	769	187	1173	52	187	281	757
Effective Weighted Sample	983	904	814	169	80	983	915	607	615	149	944	40	153	228	604
Total	1229	1132	1022	207	97	1229	1149	763	774	190	1182	47	182	281	765
At least daily	517 42%	475 42%	433 42%	84 40%	** **	517 42%	487 42%	332 44%	327 42%	85 45%	501 42%	** **	84 46%	117 42%	315 41%
At least weekly	566 46%	525 46%	475 46%	90 44%	** **	566 46%	528 46%	352 46%	357 46%	89 47%	541 46%	** **	78 43%	132 47%	356 47%
At least monthly	109 9%	101 9%	87 9%	21 10%	** **	109 9%	100 9%	60 8%	68 9%	13 7%	105 9%	** **	14 7%	20 7%	75 10%
Less often	29 2%	22 2%	19 2%	10 5%	** **	29 2%	27 2%	15 2%	15 2%	1 *%	27 2%	** **	6 3%	11 4%	13 2%
Don't know/ can't remember	9 1%	9 1%	8 1%	2 1%	** **	9 1%	8 1%	3 *%	6 1%	2 1%	9 1%	** **	2 1%	1 *%	6 1%
SUMMARY															
DAILY	517 42%	475 42%	433 42%	84 40%	** **	517 42%	487 42%	332 44%	327 42%	85 45%	501 42%	** **	84 46%	117 42%	315 41%
WEEKLY	1082 88%	1000 88%	908 89%	174 84%	** **	1082 88%	1015 88%	685 90%	684 88%	174 92%	1042 88%	** **	162 89%	249 89%	671 88%
MONTHLY	1191 97%	1101 97%	996 97%	195 94%	** **	1191 97%	1115 97%	745 98%	752 97%	187 98%	1146 97%	** **	175 96%	269 96%	746 97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched S4C (Welsh) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Unweighted total	98	48	50	14	16	13	12	43	34	29	15	20	34	4	56	4	
Effective Weighted Sample	70	37	32	11	12	9	8	31	24	21	11	14	32	4	54	4	
Total	71	39	33	12	15	8	8	29	27	20	10	15	44	2	24	1	
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SUMMARY																	
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched S4C (Welsh) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	98	74	24	34	63	28	69	12	15	15	28	56	40
Effective Weighted Sample	70	53	18	24	46	20	50	8	11	10	20	40	30
Total	71	57	15	25	44	19	50	7	9	10	19	45	25
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5M. How often in the past 3 months have you watched S4C (Welsh)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched S4C (Welsh) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	98	91	81	17	7	98	96	81	75	27	98	-	10	15	73
Effective Weighted Sample	70	65	58	13	6	70	68	57	52	20	70	-	8	11	51
Total	71	68	62	10	4	71	69	61	55	23	71	-	10	9	53
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 20

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC News channel in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	1227	656	568	96	151	211	190	579	363	362	232	270	830	183	136	78	
Effective Weighted Sample	1007	558	448	84	126	177	153	480	302	295	195	226	776	172	129	76	
Total	1289	691	595	98	181	194	233	583	424	394	206	265	1094	112	59	24	
At least daily	647	347	300	**	78	97	118	325	201	187	106	152	554	59	23	**	
	50%	50%	50%	**	43%	50%	51%	56%	47%	48%	52%	57%	51%	52%	39%	**	
At least weekly	481	262	217	**	75	76	86	189	168	156	77	81	405	39	27	**	
	37%	38%	36%	**	41%	39%	37%	32%	40%	40%	37%	30%	37%	34%	45%	**	
At least monthly	103	53	50	**	22	11	18	42	32	32	20	19	84	12	5	**	
	8%	8%	8%	**	12%	6%	8%	7%	8%	8%	10%	7%	8%	11%	9%	**	
Less often	54	25	28	**	5	10	11	25	22	18	3	10	47	3	4	**	
	4%	4%	5%	**	3%	5%	5%	4%	5%	5%	1%	4%	4%	3%	6%	**	
Don't know/ can't remember	4	4	-	**	1	-	-	2	1	-	-	3	3	-	1	**	
	*%	1%	-%	**	1%	-%	-%	*%	*%	-%	-%	1%	*%	-%	1%	**	
SUMMARY																	
DAILY	647	347	300	**	78	97	118	325	201	187	106	152	554	59	23	**	
	50%	50%	50%	**	43%	50%	51%	56%	47%	48%	52%	57%	51%	52%	39%	**	
WEEKLY	1128	610	516	**	153	173	204	514	369	343	183	233	960	97	50	**	
	88%	88%	87%	**	84%	89%	88%	88%	87%	87%	89%	88%	88%	87%	84%	**	
MONTHLY	1231	663	566	**	175	184	222	556	401	375	203	251	1044	109	55	**	
	96%	96%	95%	**	96%	95%	95%	95%	95%	95%	99%	95%	95%	97%	93%	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 20

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC News channel in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1227	1031	196	310	904	273	940	93	131	140	273	694	506
Effective Weighted Sample	1007	851	156	253	743	224	772	75	109	114	224	566	432
Total	1289	1099	190	337	935	304	968	99	147	156	304	786	478
At least daily	647 50%	549 50%	98 52%	161 48%	480 51%	148 49%	493 51%	** **	75 51%	82 53%	148 49%	388 49%	249 52%
At least weekly	481 37%	416 38%	65 34%	132 39%	341 36%	115 38%	358 37%	** **	51 35%	59 38%	115 38%	306 39%	163 34%
At least monthly	103 8%	85 8%	18 9%	32 9%	70 7%	30 10%	71 7%	** **	16 11%	9 6%	30 10%	61 8%	42 9%
Less often	54 4%	47 4%	7 4%	12 3%	42 4%	11 3%	43 4%	** **	4 3%	6 4%	11 3%	31 4%	22 5%
Don't know/ can't remember	4 *%	2 *%	1 1%	- -%	4 *%	- -%	4 *%	** **	- -%	- -%	- -%	1 *%	3 1%
SUMMARY													
DAILY	647 50%	549 50%	98 52%	161 48%	480 51%	148 49%	493 51%	** **	75 51%	82 53%	148 49%	388 49%	249 52%
WEEKLY	1128 88%	965 88%	163 86%	294 87%	821 88%	263 87%	851 88%	** **	127 86%	141 91%	263 87%	693 88%	412 86%
MONTHLY	1231 96%	1050 96%	181 95%	325 97%	890 95%	293 97%	922 95%	** **	143 97%	150 96%	293 97%	754 96%	454 95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 20

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5N. How often in the past 3 months have you watched BBC News channel? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC News channel in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1227	1091	916	311	136	1227	1227	829	852	248	1227	-	121	229	877
Effective Weighted Sample	1007	892	745	262	115	1007	1007	680	692	199	1007	-	100	192	715
Total	1289	1140	959	329	148	1289	1289	854	881	259	1289	-	122	249	918
At least daily	647 50%	560 49%	466 49%	181 55%	87 58%	647 50%	647 50%	444 52%	450 51%	135 52%	647 50%	** **	64 52%	104 42%	480 52% b
At least weekly	481 37%	430 38%	371 39%	109 33%	51 34%	481 37%	481 37%	306 36%	323 37%	92 36%	481 37%	** **	40 33%	108 43%	333 36%
At least monthly	103 8%	98 9%	79 8%	24 7%	5 3%	103 8%	103 8%	60 7%	66 8%	21 8%	103 8%	** **	13 11%	22 9%	68 7%
Less often	54 4%	48 4%	41 4%	13 4%	6 4%	54 4%	54 4%	44 5%	39 4%	11 4%	54 4%	** **	5 4%	14 6%	35 4%
Don't know/ can't remember	4 *%	4 *%	2 *%	2 *%	- -%	4 *%	4 *%	1 *%	2 *%	1 *%	4 *%	** **	- -%	1 1%	2 *%
SUMMARY															
DAILY	647 50%	560 49%	466 49%	181 55%	87 58%	647 50%	647 50%	444 52%	450 51%	135 52%	647 50%	** **	64 52%	104 42%	480 52% b
WEEKLY	1128 88%	990 87%	837 87%	291 88%	138 93%	1128 88%	1128 88%	750 88%	773 88%	227 88%	1128 88%	** **	104 85%	212 85%	813 89%
MONTHLY	1231 96%	1088 95%	916 96%	314 96%	142 96%	1231 96%	1231 96%	810 95%	839 95%	247 96%	1231 96%	** **	117 96%	234 94%	881 96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A50. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Parliament in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	284	178	106	24	35	52	30	143	93	79	48	64	200	33	37	14	
Effective Weighted Sample	237	153	85	21	30	44	24	119	79	64	40	56	189	31	35	14	
Total	309	192	117	28	44	52	37	148	111	85	42	71	269	20	16	4	
At least daily	56 18%	35 18%	21 18%	** **	** **	** **	** **	27 18%	** **	** **	** **	** **	49 18%	** **	** **	** **	
At least weekly	153 50%	94 49%	59 50%	** **	** **	** **	** **	69 47%	** **	** **	** **	** **	133 49%	** **	** **	** **	
At least monthly	73 24%	46 24%	27 23%	** **	** **	** **	** **	36 24%	** **	** **	** **	** **	65 24%	** **	** **	** **	
Less often	24 8%	14 7%	10 9%	** **	** **	** **	** **	14 9%	** **	** **	** **	** **	19 7%	** **	** **	** **	
Don't know/ can't remember	2 1%	2 1%	- -%	** **	** **	** **	** **	2 2%	** **	** **	** **	** **	2 1%	** **	** **	** **	
SUMMARY																	
DAILY	56 18%	35 18%	21 18%	** **	** **	** **	** **	27 18%	** **	** **	** **	** **	49 18%	** **	** **	** **	
WEEKLY	209 68%	129 67%	80 68%	** **	** **	** **	** **	96 65%	** **	** **	** **	** **	182 68%	** **	** **	** **	
MONTHLY	283 91%	176 91%	107 91%	** **	** **	** **	** **	132 89%	** **	** **	** **	** **	247 92%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 21

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A50. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Parliament in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	284	244	40	73	207	67	213	26	34	32	67	165	113
Effective Weighted Sample	237	204	32	62	172	56	177	22	27	28	56	138	97
Total	309	270	39	85	220	76	228	29	34	39	76	194	109
At least daily	56 18%	49 18%	** **	** **	37 17%	** **	40 17%	** **	** **	** **	** **	33 17%	22 20%
At least weekly	153 50%	130 48%	** **	** **	104 47%	** **	109 48%	** **	** **	** **	** **	100 52%	49 45%
At least monthly	73 24%	69 25%	** **	** **	57 26%	** **	59 26%	** **	** **	** **	** **	46 24%	27 25%
Less often	24 8%	20 8%	** **	** **	19 9%	** **	19 8%	** **	** **	** **	** **	15 8%	9 8%
Don't know/ can't remember	2 1%	2 1%	** **	** **	2 1%	** **	2 1%	** **	** **	** **	** **	- -%	2 2%
SUMMARY													
DAILY	56 18%	49 18%	** **	** **	37 17%	** **	40 17%	** **	** **	** **	** **	33 17%	22 20%
WEEKLY	209 68%	179 66%	** **	** **	141 64%	** **	148 65%	** **	** **	** **	** **	133 69%	71 65%
MONTHLY	283 91%	248 92%	** **	** **	198 90%	** **	207 91%	** **	** **	** **	** **	178 92%	98 89%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A50. How often in the past 3 months have you watched BBC Parliament? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Parliament in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	284	252	206	78	32	284	284	203	209	67	284	-	25	58	201
Effective Weighted Sample	237	210	171	66	27	237	237	168	171	54	237	-	20	49	168
Total	309	272	223	87	38	309	309	208	223	69	309	-	25	68	216
At least daily	56 18%	52 19%	51 23%	** **	** **	56 18%	56 18%	46 22%	45 20%	** **	56 18%	** **	** **	** **	43 20%
At least weekly	153 50%	129 47%	105 47%	** **	** **	153 50%	153 50%	97 47%	111 50%	** **	153 50%	** **	** **	** **	105 48%
At least monthly	73 24%	66 24%	50 22%	** **	** **	73 24%	73 24%	46 22%	50 22%	** **	73 24%	** **	** **	** **	49 23%
Less often	24 8%	23 8%	18 8%	** **	** **	24 8%	24 8%	19 9%	15 7%	** **	24 8%	** **	** **	** **	18 8%
Don't know/ can't remember	2 1%	2 1%	- -%	** **	** **	2 1%	2 1%	- -%	2 1%	** **	2 1%	** **	** **	** **	2 1%
SUMMARY															
DAILY	56 18%	52 19%	51 23%	** **	** **	56 18%	56 18%	46 22%	45 20%	** **	56 18%	** **	** **	** **	43 20%
WEEKLY	209 68%	181 67%	155 70%	** **	** **	209 68%	209 68%	143 69%	156 70%	** **	209 68%	** **	** **	** **	148 68%
MONTHLY	283 91%	247 91%	205 92%	** **	** **	283 91%	283 91%	189 91%	206 92%	** **	283 91%	** **	** **	** **	197 91%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	76	42	34	7	12	16	6	35	23	23	18	12	30	36	5	5	
Effective Weighted Sample	60	35	25	6	10	14	5	28	18	18	14	10	28	34	5	5	
Total	65	42	24	8	13	10	7	27	21	20	14	11	40	22	2	1	
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																	
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	76	67	9	16	58	15	59	6	9	8	15	44	29
Effective Weighted Sample	60	52	7	13	46	12	47	5	7	7	12	34	24
Total	65	58	8	15	48	14	49	6	10	7	14	40	24
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5P. How often in the past 3 months have you watched BBC Alba (Scottish Gaelic)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Alba (Scottish Gaelic) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	76	69	55	21	7	76	76	61	58	23	76	-	11	9	56
Effective Weighted Sample	60	54	42	18	6	60	60	48	45	16	60	-	9	7	44
Total	65	59	49	16	6	65	65	54	51	22	65	-	10	10	46
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d	
Unweighted total	212	116	96	16	34	36	27	99	62	60	38	52	50	149	10	3	
Effective Weighted Sample	176	100	76	13	27	30	25	85	51	48	34	46	46	142	10	3	
Total	159	94	65	16	30	23	20	71	51	45	25	38	61	92	4	1	
At least daily	33	23	**	**	**	**	**	**	**	**	**	**	**	26	**	**	
	21%	24%	**	**	**	**	**	**	**	**	**	**	**	28%	**	**	
At least weekly	85	47	**	**	**	**	**	**	**	**	**	**	**	47	**	**	
	54%	50%	**	**	**	**	**	**	**	**	**	**	**	50%	**	**	
At least monthly	28	17	**	**	**	**	**	**	**	**	**	**	**	15	**	**	
	18%	18%	**	**	**	**	**	**	**	**	**	**	**	17%	**	**	
Less often	10	5	**	**	**	**	**	**	**	**	**	**	**	4	**	**	
	6%	6%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	
Don't know/ can't remember	2	2	**	**	**	**	**	**	**	**	**	**	**	-	**	**	
	1%	2%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	
SUMMARY																	
DAILY	33	23	**	**	**	**	**	**	**	**	**	**	**	26	**	**	
	21%	24%	**	**	**	**	**	**	**	**	**	**	**	28%	**	**	
WEEKLY	119	70	**	**	**	**	**	**	**	**	**	**	**	73	**	**	
	75%	74%	**	**	**	**	**	**	**	**	**	**	**	79%	**	**	
MONTHLY	147	87	**	**	**	**	**	**	**	**	**	**	**	88	**	**	
	92%	93%	**	**	**	**	**	**	**	**	**	**	**	95%	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	212	187	25	46	164	38	172	12	16	20	38	118	89
Effective Weighted Sample	176	154	23	38	137	32	142	10	14	17	32	97	76
Total	159	139	20	37	120	29	127	9	13	17	29	91	64
At least daily	33	27	**	**	23	**	24	**	**	**	**	22	**
	21%	19%	**	**	19%	**	19%	**	**	**	**	24%	**
At least weekly	85	76	**	**	65	**	69	**	**	**	**	50	**
	54%	55%	**	**	54%	**	54%	**	**	**	**	55%	**
At least monthly	28	26	**	**	20	**	23	**	**	**	**	15	**
	18%	19%	**	**	17%	**	18%	**	**	**	**	17%	**
Less often	10	8	**	**	10	**	10	**	**	**	**	4	**
	6%	6%	**	**	8%	**	8%	**	**	**	**	4%	**
Don't know/ can't remember	2	2	**	**	2	**	2	**	**	**	**	-	**
	1%	1%	**	**	2%	**	2%	**	**	**	**	-%	**
SUMMARY													
DAILY	33	27	**	**	23	**	24	**	**	**	**	22	**
	21%	19%	**	**	19%	**	19%	**	**	**	**	24%	**
WEEKLY	119	102	**	**	88	**	93	**	**	**	**	72	**
	75%	74%	**	**	73%	**	73%	**	**	**	**	79%	**
MONTHLY	147	129	**	**	108	**	115	**	**	**	**	88	**
	92%	93%	**	**	90%	**	91%	**	**	**	**	96%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 23

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5Q. How often in the past 3 months have you watched BBC Scotland TV channel (on air between 7pm and midnight)? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched BBC Scotland TV channel (on air between 7pm and midnight) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	212	197	161	51	15	212	212	151	161	54	212	-	22	35	155
Effective Weighted Sample	176	162	131	46	14	176	176	124	132	42	176	-	19	30	127
Total	159	148	121	37	11	159	159	118	125	45	159	-	16	26	117
At least daily	33 21%	28 19%	22 18%	** **	** **	33 21%	33 21%	25 21%	26 20%	** **	33 21%	** **	** **	** **	28 24%
At least weekly	85 54%	81 55%	68 56%	** **	** **	85 54%	85 54%	64 55%	69 55%	** **	85 54%	** **	** **	** **	65 55%
At least monthly	28 18%	26 18%	22 18%	** **	** **	28 18%	28 18%	21 17%	21 17%	** **	28 18%	** **	** **	** **	20 17%
Less often	10 6%	10 7%	8 6%	** **	** **	10 6%	10 6%	6 5%	7 6%	** **	10 6%	** **	** **	** **	3 3%
Don't know/ can't remember	2 1%	2 1%	2 1%	** **	** **	2 1%	2 1%	2 1%	2 2%	** **	2 1%	** **	** **	** **	2 1%
SUMMARY															
DAILY	33 21%	28 19%	22 18%	** **	** **	33 21%	33 21%	25 21%	26 20%	** **	33 21%	** **	** **	** **	28 24%
WEEKLY	119 75%	109 74%	90 74%	** **	** **	119 75%	119 75%	89 76%	94 76%	** **	119 75%	** **	** **	** **	93 79%
MONTHLY	147 92%	136 92%	112 92%	** **	** **	147 92%	147 92%	110 93%	115 92%	** **	147 92%	** **	** **	** **	112 96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBBC in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	223	104	119	53	68	63	12	27	53	61	46	63	157	25	26	15	
Effective Weighted Sample	187	91	96	46	57	53	10	23	45	53	41	51	149	24	25	14	
Total	235	110	126	55	79	59	13	29	64	71	41	60	205	16	11	4	
At least daily	86 36%	33 30%	53 42%	** **	** **	** **	** **	** **	** **	** **	** **	** **	73 36%	** **	** **	** **	
At least weekly	82 35%	35 32%	47 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	68 33%	** **	** **	** **	
At least monthly	42 18%	23 21%	19 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	41 20%	** **	** **	** **	
Less often	21 9%	16 15%	5 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 9%	** **	** **	** **	
Don't know/ can't remember	4 2%	2 2%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 2%	** **	** **	** **	
SUMMARY																	
DAILY	86 36%	33 30%	53 42%	** **	** **	** **	** **	** **	** **	** **	** **	** **	73 36%	** **	** **	** **	
WEEKLY	168 71%	68 62%	100 79% a	** **	** **	** **	** **	** **	** **	** **	** **	** **	140 69%	** **	** **	** **	
MONTHLY	210 89%	91 83%	119 94%	** **	** **	** **	** **	** **	** **	** **	** **	** **	182 89%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBBC in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO ~b	YES a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	223	195	28	152	68	136	84	86	79	39	136	163	58
Effective Weighted Sample	187	165	22	126	58	111	73	66	66	34	111	136	50
Total	235	210	26	158	74	141	91	82	83	43	141	177	57
At least daily	86 36%	79 38%	** **	70 44%	** **	69 49%	** **	** **	** **	** **	69 49%	67 38%	** **
At least weekly	82 35%	71 34%	** **	52 33%	** **	44 31%	** **	** **	** **	** **	44 31%	60 34%	** **
At least monthly	42 18%	38 18%	** **	21 13%	** **	17 12%	** **	** **	** **	** **	17 12%	33 19%	** **
Less often	21 9%	19 9%	** **	13 8%	** **	10 7%	** **	** **	** **	** **	10 7%	16 9%	** **
Don't know/ can't remember	4 2%	3 1%	** **	2 1%	** **	* *0%	** **	** **	** **	** **	* *0%	* *0%	** **
SUMMARY													
DAILY	86 36%	79 38%	** **	70 44%	** **	69 49%	** **	** **	** **	** **	69 49%	67 38%	** **
WEEKLY	168 71%	150 72%	** **	123 78%	** **	114 81%	** **	** **	** **	** **	114 81%	127 72%	** **
MONTHLY	210 89%	188 89%	** **	143 91%	** **	130 93%	** **	** **	** **	** **	130 93%	161 91%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5R. How often in the past 3 months have you watched CBBC? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBBC in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	223	214	200	23	9	223	223	156	154	48	223	-	25	41	157
Effective Weighted Sample	187	180	167	20	7	187	187	133	130	41	187	-	21	35	131
Total	235	228	213	23	7	235	235	171	165	53	235	-	27	41	168
At least daily	86 36%	80 35%	74 35%	** **	** **	86 36%	86 36%	58 34%	61 37%	** **	86 36%	** **	** **	** **	63 37%
At least weekly	82 35%	82 36%	78 37%	** **	** **	82 35%	82 35%	63 37%	59 36%	** **	82 35%	** **	** **	** **	63 37%
At least monthly	42 18%	42 19%	36 17%	** **	** **	42 18%	42 18%	35 20%	29 18%	** **	42 18%	** **	** **	** **	30 18%
Less often	21 9%	21 9%	21 10%	** **	** **	21 9%	21 9%	13 8%	16 10%	** **	21 9%	** **	** **	** **	11 7%
Don't know/ can't remember	4 2%	3 1%	3 1%	** **	** **	4 2%	4 2%	2 1%	- -%	** **	4 2%	** **	** **	** **	1 1%
SUMMARY															
DAILY	86 36%	80 35%	74 35%	** **	** **	86 36%	86 36%	58 34%	61 37%	** **	86 36%	** **	** **	** **	63 37%
WEEKLY	168 71%	162 71%	152 72%	** **	** **	168 71%	168 71%	121 71%	120 73%	** **	168 71%	** **	** **	** **	125 74%
MONTHLY	210 89%	204 89%	188 89%	** **	** **	210 89%	210 89%	156 91%	149 90%	** **	210 89%	** **	** **	** **	155 92%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBeebies in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	~d	~e	~a	b	~c	~d	a	~b	~c	~d	
Unweighted total	362	149	212	40	133	116	23	50	93	103	78	88	241	42	44	35	
Effective Weighted Sample	290	128	162	33	107	93	19	43	76	85	65	70	227	40	43	34	
Total	375	160	215	41	148	100	31	55	114	113	68	81	323	25	17	10	
At least daily	157	60	97	**	81	53	**	**	**	47	**	**	128	**	**	**	
	42%	37%	45%	**	55%	53%	**	**	**	42%	**	**	40%	**	**	**	
At least weekly	131	55	76	**	32	32	**	**	**	39	**	**	113	**	**	**	
	35%	34%	35%	**	22%	32%	**	**	**	34%	**	**	35%	**	**	**	
At least monthly	54	26	28	**	20	11	**	**	**	17	**	**	51	**	**	**	
	14%	16%	13%	**	14%	11%	**	**	**	15%	**	**	16%	**	**	**	
Less often	32	18	13	**	12	4	**	**	**	10	**	**	29	**	**	**	
	8%	11%	6%	**	8%	4%	**	**	**	9%	**	**	9%	**	**	**	
Don't know/ can't remember	3	2	1	**	2	-	**	**	**	-	**	**	2	**	**	**	
	1%	1%	*%	**	1%	-%	**	**	**	-%	**	**	1%	**	**	**	
SUMMARY																	
DAILY	157	60	97	**	81	53	**	**	**	47	**	**	128	**	**	**	
	42%	37%	45%	**	55%	53%	**	**	**	42%	**	**	40%	**	**	**	
WEEKLY	287	114	173	**	113	85	**	**	**	86	**	**	241	**	**	**	
	77%	71%	80%	**	77%	85%	**	**	**	76%	**	**	75%	**	**	**	
MONTHLY	341	140	200	**	134	95	**	**	**	103	**	**	292	**	**	**	
	91%	88%	93%	**	90%	96%	**	**	**	91%	**	**	90%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBeebies in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO ~b	YES a	NO b	0-4 a	5-10 b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	362	299	63	277	82	257	101	185	137	62	257	262	94
Effective Weighted Sample	290	244	46	219	69	202	85	143	112	51	202	212	77
Total	375	319	57	279	93	259	113	181	143	66	259	287	85
At least daily	157 42%	130 41%	** **	141 51%	** **	135 52%	21 19%	107 59%	70 49%	** **	135 52%	122 43%	** **
						b							
At least weekly	131 35%	111 35%	** **	81 29%	** **	72 28%	58 52%	44 24%	40 28%	** **	72 28%	95 33%	** **
						a							
At least monthly	54 14%	48 15%	** **	36 13%	** **	32 13%	19 17%	18 10%	21 14%	** **	32 13%	45 16%	** **
Less often	32 8%	28 9%	** **	19 7%	** **	17 7%	14 12%	11 6%	11 7%	** **	17 7%	23 8%	** **
Don't know/ can't remember	3 1%	2 1%	** **	2 1%	** **	2 1%	1 1%	* *%	2 1%	** **	2 1%	2 1%	** **
SUMMARY													
DAILY	157 42%	130 41%	** **	141 51%	** **	135 52%	21 19%	107 59%	70 49%	** **	135 52%	122 43%	** **
						b							
WEEKLY	287 77%	241 76%	** **	222 79%	** **	207 80%	79 70%	151 84%	110 77%	** **	207 80%	218 76%	** **
MONTHLY	341 91%	289 91%	** **	258 92%	** **	240 92%	98 87%	170 94%	131 91%	** **	240 92%	262 91%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5S. How often in the past 3 months have you watched CBeebies? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched CBeebies in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	362	345	328	34	17	362	362	232	237	64	362	-	49	75	238
Effective Weighted Sample	290	278	264	26	12	290	290	191	192	52	290	-	40	59	191
Total	375	362	343	32	13	375	375	248	248	69	375	-	52	75	249
At least daily	157 42%	148 41%	143 42%	** **	** **	157 42%	157 42%	91 37%	105 43%	** **	157 42%	** **	** **	** **	100 40%
At least weekly	131 35%	128 35%	121 35%	** **	** **	131 35%	131 35%	90 36%	81 33%	** **	131 35%	** **	** **	** **	94 38%
At least monthly	54 14%	52 14%	47 14%	** **	** **	54 14%	54 14%	42 17%	34 14%	** **	54 14%	** **	** **	** **	31 13%
Less often	32 8%	32 9%	30 9%	** **	** **	32 8%	32 8%	24 10%	26 10%	** **	32 8%	** **	** **	** **	24 10%
Don't know/ can't remember	3 1%	2 1%	2 1%	** **	** **	3 1%	3 1%	2 1%	2 1%	** **	3 1%	** **	** **	** **	* **%
SUMMARY															
DAILY	157 42%	148 41%	143 42%	** **	** **	157 42%	157 42%	91 37%	105 43%	** **	157 42%	** **	** **	** **	100 40%
WEEKLY	287 77%	276 76%	264 77%	** **	** **	287 77%	287 77%	181 73%	186 75%	** **	287 77%	** **	** **	** **	193 78%
MONTHLY	341 91%	328 91%	311 91%	** **	** **	341 91%	341 91%	222 90%	220 89%	** **	341 91%	** **	** **	** **	224 90%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5T. How often in the past 3 months have you watched GB News? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched GB News in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	239	145	94	13	24	35	43	124	72	56	60	51	164	33	24	18	
Effective Weighted Sample	198	125	73	10	22	29	34	105	59	47	50	43	155	31	23	17	
Total	252	160	91	13	32	30	47	129	79	61	57	54	215	21	10	5	
At least daily	108 43%	64 40%	** **	** **	** **	** **	** **	57 44%	** **	** **	** **	** **	90 42%	** **	** **	** **	
At least weekly	92 37%	63 39%	** **	** **	** **	** **	** **	46 35%	** **	** **	** **	** **	81 38%	** **	** **	** **	
At least monthly	35 14%	23 15%	** **	** **	** **	** **	** **	15 12%	** **	** **	** **	** **	31 14%	** **	** **	** **	
Less often	10 4%	6 4%	** **	** **	** **	** **	** **	8 7%	** **	** **	** **	** **	8 4%	** **	** **	** **	
Don't know/ can't remember	6 2%	4 2%	** **	** **	** **	** **	** **	3 2%	** **	** **	** **	** **	6 3%	** **	** **	** **	
SUMMARY																	
DAILY	108 43%	64 40%	** **	** **	** **	** **	** **	57 44%	** **	** **	** **	** **	90 42%	** **	** **	** **	
WEEKLY	201 80%	127 79%	** **	** **	** **	** **	** **	103 79%	** **	** **	** **	** **	171 79%	** **	** **	** **	
MONTHLY	236 94%	150 94%	** **	** **	** **	** **	** **	118 91%	** **	** **	** **	** **	202 94%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5T. How often in the past 3 months have you watched GB News? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched GB News in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	239	205	34	65	172	63	174	21	33	31	63	146	86
Effective Weighted Sample	198	170	29	55	142	54	143	19	28	26	54	121	74
Total	252	214	37	73	175	72	176	27	37	32	72	160	86
At least daily	108 43%	91 42%	** **	** **	66 38%	** **	66 38%	** **	** **	** **	** **	68 43%	** **
At least weekly	92 37%	79 37%	** **	** **	67 39%	** **	68 39%	** **	** **	** **	** **	61 38%	** **
At least monthly	35 14%	31 15%	** **	** **	27 16%	** **	28 16%	** **	** **	** **	** **	24 15%	** **
Less often	10 4%	7 3%	** **	** **	8 4%	** **	8 4%	** **	** **	** **	** **	3 2%	** **
Don't know/ can't remember	6 2%	6 3%	** **	** **	6 3%	** **	6 3%	** **	** **	** **	** **	4 2%	** **
SUMMARY													
DAILY	108 43%	91 42%	** **	** **	66 38%	** **	66 38%	** **	** **	** **	** **	68 43%	** **
WEEKLY	201 80%	170 79%	** **	** **	134 77%	** **	135 77%	** **	** **	** **	** **	130 81%	** **
MONTHLY	236 94%	201 94%	** **	** **	161 92%	** **	162 92%	** **	** **	** **	** **	153 96%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5T. How often in the past 3 months have you watched GB News? (Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), All4, My5, and others. Please include watching on any device.)

Base : Those who have personally watched GB News in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	239	220	179	60	19	239	227	159	159	63	231	8	62	45	132
Effective Weighted Sample	198	183	147	52	15	198	189	134	133	53	192	6	50	35	113
Total	252	231	187	64	20	252	239	168	166	70	243	8	63	43	146
At least daily	108 43%	99 43%	81 43%	** **	** **	108 43%	100 42%	65 39%	63 38%	** **	101 42%	** **	** **	** **	53 37%
At least weekly	92 37%	86 37%	70 37%	** **	** **	92 37%	89 37%	67 40%	63 38%	** **	91 37%	** **	** **	** **	63 43%
At least monthly	35 14%	33 14%	27 15%	** **	** **	35 14%	35 15%	26 15%	27 16%	** **	35 14%	** **	** **	** **	21 14%
Less often	10 4%	9 4%	5 3%	** **	** **	10 4%	10 4%	5 3%	7 4%	** **	10 4%	** **	** **	** **	7 5%
Don't know/ can't remember	6 2%	4 2%	4 2%	** **	** **	6 2%	6 2%	4 2%	6 4%	** **	6 2%	** **	** **	** **	2 1%
SUMMARY															
DAILY	108 43%	99 43%	81 43%	** **	** **	108 43%	100 42%	65 39%	63 38%	** **	101 42%	** **	** **	** **	53 37%
WEEKLY	201 80%	185 80%	151 81%	** **	** **	201 80%	188 79%	133 79%	126 76%	** **	193 79%	** **	** **	** **	116 80%
MONTHLY	236 94%	219 95%	178 95%	** **	** **	236 94%	223 93%	158 94%	153 92%	** **	228 93%	** **	** **	** **	137 94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A-A5S. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
ANY BBC TV CHANNELS	3320	1640	1672	309	565	515	546	1385	917	999	580	824	2796	259	171	93	
	77%	78%	77%	59%	72%	74%	79%	86%	83%	76%	76%	74%	78%	75%	79%	72%	
					a	a	a	abcd	bcd								
ANY ITV CHANNELS	2958	1389	1563	261	444	453	498	1302	753	896	515	792	2481	234	155	87	
	69%	66%	72%	50%	57%	65%	72%	81%	68%	68%	67%	72%	69%	68%	72%	68%	
			a			ab	ab	abcd									
ANY CHANNEL 4 CHANNELS	2434	1195	1233	204	398	384	412	1036	651	759	417	607	2039	211	123	62	
	57%	57%	57%	39%	51%	55%	59%	65%	59%	58%	55%	55%	57%	61%	57%	48%	
					a	a	ab	abc					d	d	d		
ANY CHANNEL 5 CHANNELS	1801	878	919	133	225	263	306	874	447	534	320	500	1512	156	97	36	
	42%	42%	42%	26%	29%	38%	44%	54%	40%	41%	42%	45%	42%	45%	45%	28%	
						ab	ab	abcd					d	d	d		
ANY OTHER CHANNELS	1643	900	739	136	258	261	288	701	465	515	311	352	1366	142	100	35	
	38%	43%	34%	26%	33%	38%	41%	44%	42%	39%	41%	32%	38%	41%	46%	27%	
		b				a	ab	abc	d	d	d		d	d	ad		
NONE	544	278	256	119	142	97	81	104	108	182	103	151	451	46	23	24	
	13%	13%	12%	23%	18%	14%	12%	6%	10%	14%	14%	14%	12%	13%	11%	19%	
				cde	de	e	e			a						ac	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A-A5S. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
ANY BBC TV CHANNELS	3320	2836	483	935	2350	849	2433	333	431	389	849	2072	1189
	77%	77%	81%	76%	78%	77%	78%	76%	76%	79%	77%	78%	77%
ANY ITV CHANNELS	2958	2523	434	775	2158	711	2221	262	342	354	711	1775	1125
	69%	68%	73%	63%	72%	64%	71%	60%	60%	72%	64%	67%	73%
					a		a			ab			a
ANY CHANNEL 4 CHANNELS	2434	2073	361	666	1745	612	1799	218	303	298	612	1516	878
	57%	56%	61%	54%	58%	55%	58%	50%	53%	60%	55%	57%	57%
										a			
ANY CHANNEL 5 CHANNELS	1801	1538	263	444	1338	410	1372	135	183	211	410	1056	711
	42%	42%	44%	36%	45%	37%	44%	31%	32%	43%	37%	40%	46%
					a		a			ab			a
ANY OTHER CHANNELS	1643	1382	261	477	1153	435	1193	149	205	218	435	1038	570
	38%	37%	44%	39%	38%	39%	38%	34%	36%	44%	39%	39%	37%
			a							a			
NONE	544	485	59	167	355	145	377	70	84	51	145	330	197
	13%	13%	10%	14%	12%	13%	12%	16%	15%	10%	13%	12%	13%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A5A-A5S. TV CHANNELS PERSONALLY WATCHED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
ANY BBC TV CHANNELS	3320	2766	2364	955	554	3320	3320	2016	1883	493	3320	-	329	692	2298
	77%	78%	76%	80%	75%	77%	90%	87%	88%	91%	85%	-%	47%	68%	89%
							bcef	f	f	ef	f			a	ab
ANY ITV CHANNELS	2958	2429	2055	903	529	2958	2785	1707	1537	397	2830	128	378	624	1956
	69%	68%	66%	75%	72%	69%	76%	74%	72%	73%	73%	32%	54%	61%	76%
				abe	b		cef	f	f	f	f				ab
ANY CHANNEL 4 CHANNELS	2434	2083	1776	658	350	2434	2292	1496	1388	394	2338	95	302	497	1635
	57%	59%	57%	55%	48%	57%	62%	65%	65%	73%	60%	23%	43%	49%	63%
		d	d	d		d	f	ef	ef	abcef	f				ab
ANY CHANNEL 5 CHANNELS	1801	1494	1229	571	306	1801	1710	1081	993	273	1730	70	233	347	1221
	42%	42%	40%	48%	42%	42%	46%	47%	46%	50%	44%	17%	33%	34%	47%
				abe			f	f	f	f	f				ab
ANY OTHER CHANNELS	1643	1463	1271	372	179	1643	1534	1030	984	269	1570	72	274	333	1035
	38%	41%	41%	31%	24%	38%	42%	44%	46%	50%	40%	18%	39%	33%	40%
		cd	cd	d		cd	f	ef	aef	aef	f		b		b
NONE	544	424	391	153	121	544	176	157	153	24	310	234	205	201	139
	13%	12%	13%	13%	16%	13%	5%	7%	7%	5%	8%	58%	29%	20%	5%
					a			a	a		a	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC iPlayer	2359	1137	1211	263	458	397	408	834	750	782	374	454	1998	187	122	52	
	55%	54%	56%	50%	59%	57%	59%	52%	68%	59%	49%	41%	55%	54%	57%	40%	
					ae				bcd	cd	d		d	d	d		
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1509	674	829	164	317	234	238	557	446	478	251	334	1334	69	74	32	
	35%	32%	38%	31%	41%	34%	34%	35%	40%	36%	33%	30%	37%	20%	35%	25%	
			a		a				cd	d			bd		bd		
All4/ All4+ (previously 4OD)	834	388	440	87	208	140	140	258	245	291	133	165	703	70	42	19	
	19%	18%	20%	17%	27%	20%	20%	16%	22%	22%	17%	15%	19%	20%	20%	15%	
					ace				d	d							
Sky On Demand or Sky Go	656	359	293	76	157	144	116	162	200	216	131	109	525	63	48	20	
	15%	17%	13%	15%	20%	21%	17%	10%	18%	16%	17%	10%	15%	18%	22%	15%	
		b		e	e	ae	e		d	d	d				ad		
My5 (previously Demand 5)	649	292	357	49	101	103	126	270	187	189	124	149	560	50	26	13	
	15%	14%	16%	9%	13%	15%	18%	17%	17%	14%	16%	13%	16%	14%	12%	10%	
						a	a	a					d				
Discovery+	333	188	145	55	85	64	61	70	94	101	59	80	286	31	10	7	
	8%	9%	7%	10%	11%	9%	9%	4%	8%	8%	8%	7%	8%	9%	5%	5%	
				e	e	e	e						c	c			
BBC TV programmes and content on YouTube	268	172	95	57	54	35	55	68	66	96	49	57	238	14	10	6	
	6%	8%	4%	11%	7%	5%	8%	4%	6%	7%	6%	5%	7%	4%	5%	5%	
		b		ce			e										
UKTV Play	259	148	111	26	49	38	41	104	68	78	48	65	227	14	13	5	
	6%	7%	5%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	4%	6%	4%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Virgin TV Catch-up or Virgin Media Anywhere	228 5%	111 5%	117 5%	24 5%	52 7%	27 4%	47 7%	77 5%	62 6%	72 5%	51 7% d	43 4%	193 5% c	24 7% c	6 3%	5 4%	
STV Player/ STV Player VIP (Scotland)	202 5%	108 5%	94 4%	20 4%	42 5%	30 4%	34 5%	77 5%	63 6%	59 4%	42 6%	38 3%	89 2%	107 31% acd	4 2%	2 2%	
S4C Clic (Welsh language)	68 2%	42 2%	25 1%	12 2% de	30 4% de	14 2% e	2 *% e	9 1%	23 2%	18 1%	11 1%	16 1%	56 2%	5 1%	7 3% d	1 1%	
None of these	1297 30%	646 31%	645 30%	144 28% b	158 20%	182 26%	182 26%	630 39% abcd	211 19%	341 26% a	246 32% ab	497 45% abc	1079 30%	100 29%	67 31%	51 40% abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC iPlayer	2359	2025	334	708	1622	636	1694	248	324	285	636	1598	728
	55%	55%	56%	58%	54%	58%	54%	57%	57%	58%	58%	60% b	47%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1509	1286	223	468	1030	425	1073	177	206	190	425	987	492
	35%	35%	37%	38%	34%	39%	34%	41%	36%	38%	39%	37% b	32%
All4/ All4+ (previously 4OD)	834	737	97	266	556	239	583	107	124	95	239	560	260
	19%	20%	16%	22%	19%	22%	19%	24%	22%	19%	22%	21% b	17%
Sky On Demand or Sky Go	656	555	100	261	385	239	406	100	113	108	239	497	151
	15%	15%	17%	21% b	13%	22% b	13%	23%	20%	22%	22%	19% b	10%
My5 (previously Demand 5)	649	562	87	198	446	182	462	63	89	84	182	399	235
	15%	15%	15%	16%	15%	16%	15%	14%	16%	17%	16%	15%	15%
Discovery+	333	294	40	142	184	128	197	49	60	56	128	260	70
	8%	8%	7%	12% b	6%	12% b	6%	11%	11%	11%	12%	10% b	5%
BBC TV programmes and content on YouTube	268	240	28	96	166	80	182	29	41	40	80	179	88
	6%	6%	5%	8%	6%	7%	6%	7%	7%	8%	7%	7%	6%
UKTV Play	259	228	31	66	188	60	193	24	27	28	60	155	94
	6%	6%	5%	5%	6%	5%	6%	5%	5%	6%	5%	6%	6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Virgin TV Catch-up or Virgin Media Anywhere	228 5%	219 6% b	9 2%	76 6%	148 5%	68 6%	156 5%	31 7%	44 8%	23 5%	68 6%	156 6%	68 4%
STV Player/ STV Player VIP (Scotland)	202 5%	175 5%	27 5%	63 5%	134 4%	54 5%	143 5%	24 5%	27 5%	22 4%	54 5%	137 5%	62 4%
S4C Clic (Welsh language)	68 2%	64 2%	4 1%	41 3% b	23 1%	33 3% b	30 1%	18 4%	19 3%	13 3%	33 3%	55 2% b	12 1%
None of these	1297 30%	1117 30%	180 30%	271 22%	998 33% a	242 22%	1026 33% a	90 21%	140 25%	116 23%	242 22%	613 23%	644 42% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC iPlayer	2359	2359	1981	379	-	2359	2359	1500	1549	453	2359	-	229	464	1667
	55%	66%	64%	32%	-%	55%	64%	65%	72%	83%	61%	-%	33%	45%	65%
		cde	cde	d		cd	ef	ef	abef	abcef	f			a	ab
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1509	1509	1283	226	-	1509	1397	941	941	280	1436	73	203	275	1031
	35%	42%	41%	19%	-%	35%	38%	41%	44%	52%	37%	18%	29%	27%	40%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
All4/ All4+ (previously 4OD)	834	834	731	103	-	834	759	555	563	198	795	39	111	138	585
	19%	23%	24%	9%	-%	19%	21%	24%	26%	36%	20%	10%	16%	14%	23%
		cde	cde	d		cd	f	aef	aef	abcef	f				ab
Sky On Demand or Sky Go	656	656	621	35	-	656	615	452	452	151	631	24	92	121	442
	15%	18%	20%	3%	-%	15%	17%	20%	21%	28%	16%	6%	13%	12%	17%
		cde	cde	d		cd	f	ef	aef	abcef	f				b
My5 (previously Demand 5)	649	649	551	98	-	649	591	441	441	146	611	37	97	102	450
	15%	18%	18%	8%	-%	15%	16%	19%	21%	27%	16%	9%	14%	10%	17%
		cde	cde	d		cd	f	aef	aef	abcef	f				b
Discovery+	333	333	333	-	-	333	297	238	239	72	316	17	44	64	225
	8%	9%	11%	-%	-%	8%	8%	10%	11%	13%	8%	4%	6%	6%	9%
		cd	cde			cd		af	aef	aef					
BBC TV programmes and content on YouTube	268	268	235	33	-	268	268	189	209	85	268	-	26	44	198
	6%	8%	8%	3%	-%	6%	7%	8%	10%	16%	7%	-%	4%	4%	8%
		cd	cd	d		cd	f	f	aef	abcef	f				ab
UKTV Play	259	259	229	30	-	259	239	194	191	74	247	11	50	38	171
	6%	7%	7%	2%	-%	6%	7%	8%	9%	14%	6%	3%	7%	4%	7%
		cd	cd	d		cd	f	ef	aef	abcef	f		b		b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6A. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Virgin TV Catch-up or Virgin Media Anywhere	228	228	209	18	-	228	210	144	160	53	212	16	28	47	153
	5%	6%	7%	2%	-%	5%	6%	6%	7%	10%	5%	4%	4%	5%	6%
		cd	cd	d		cd			e	aef					
STV Player/ STV Player VIP (Scotland)	202	202	173	29	-	202	190	148	148	66	192	10	21	36	145
	5%	6%	6%	2%	-%	5%	5%	6%	7%	12%	5%	2%	3%	3%	6%
		cd	cd	d		cd		f	ef	abcef					
S4C Clic (Welsh language)	68	68	63	5	-	68	66	65	62	27	68	-	9	17	42
	2%	2%	2%	*%	-%	2%	2%	3%	3%	5%	2%	-%	1%	2%	2%
		cd	cd			cd		f	ef	aef					
None of these	1297	562	562	735	735	1297	883	479	289	33	1011	286	296	382	618
	30%	16%	18%	61%	100%	30%	24%	21%	13%	6%	26%	70%	43%	37%	24%
				abe	abce	ab	bcd	cd	d		bcd	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Netflix	2726	1285	1426	429	653	509	520	615	797	878	502	549	2278	222	136	90	
	63%	61%	66%	82%	84%	73%	75%	38%	72%	67%	66%	50%	63%	65%	63%	70%	
			a	cde	cde	e	e		cd	d	d						
Amazon Prime Video	1903	933	955	278	452	353	341	479	597	608	344	355	1592	152	111	49	
	44%	44%	44%	53%	58%	51%	49%	30%	54%	46%	45%	32%	44%	44%	52%	38%	
				e	de	e	e		bcd	d	d				ad		
Disney+	1150	536	601	225	366	247	185	128	357	369	201	222	944	104	61	41	
	27%	26%	28%	43%	47%	36%	27%	8%	32%	28%	26%	20%	26%	30%	28%	32%	
				cde	cde	de	e		d	d	d						
YouTube channels	1139	633	493	252	291	195	174	227	294	368	222	253	949	102	47	42	
	27%	30%	23%	48%	37%	28%	25%	14%	27%	28%	29%	23%	26%	30%	22%	32%	
		b		bcde	cde	e	e				d			c		ac	
NOW	423	204	214	67	126	86	67	76	138	115	84	85	372	28	15	7	
	10%	10%	10%	13%	16%	12%	10%	5%	13%	9%	11%	8%	10%	8%	7%	6%	
				e	de	e	e		bd				d				
Apple TV+	236	143	92	56	66	44	36	34	87	86	40	23	201	18	9	8	
	6%	7%	4%	11%	9%	6%	5%	2%	8%	7%	5%	2%	6%	5%	4%	6%	
		b		cde	e	e	e		d	d	d						
BritBox	156	83	71	21	42	26	26	41	58	42	25	30	140	8	5	3	
	4%	4%	3%	4%	5%	4%	4%	3%	5%	3%	3%	3%	4%	2%	3%	3%	
				e					d								
Hayu	78	23	53	16	29	17	8	7	23	27	13	14	64	10	3	1	
	2%	1%	2%	3%	4%	2%	1%	1%	2%	2%	2%	1%	2%	3%	1%	1%	
			a	e	e	e											
Any other catch-up, on-demand or streaming services	50	27	23	5	8	4	7	25	8	12	11	19	40	5	2	2	
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	
None/ no others	1043	503	540	34	39	96	115	759	176	288	166	413	883	76	55	28	
	24%	24%	25%	6%	5%	14%	17%	47%	16%	22%	22%	37%	24%	22%	26%	22%	
						ab	ab	abcd		a	a	abc					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Netflix	2726 63%	2363 64%	363 61%	1001 81% b	1679 56%	893 81% b	1784 57%	359 82%	465 82%	397 80%	893 81%	2032 76% b	651 42%
Amazon Prime Video	1903 44%	1648 45%	255 43%	680 55% b	1200 40%	607 55% b	1271 41%	250 57%	314 55%	248 50%	607 55%	1382 52% b	495 32%
Disney+	1150 27%	1015 27%	135 23%	582 47% b	556 19%	518 47% b	620 20%	228 52% c	305 54% c	200 40%	518 47%	898 34% b	239 15%
YouTube channels	1139 27%	991 27%	148 25%	404 33% b	711 24%	331 30% b	782 25%	159 36% c	166 29%	130 26%	331 30%	787 30% b	328 21%
NOW	423 10%	371 10%	51 9%	174 14% b	242 8%	149 14% b	267 9%	67 15%	72 13%	57 11%	149 14%	335 13% b	82 5%
Apple TV+	236 6%	215 6%	22 4%	90 7% b	139 5%	76 7% b	153 5%	42 10% c	32 6%	20 4%	76 7%	196 7% b	38 2%
BritBox	156 4%	137 4%	19 3%	61 5% b	90 3%	52 5% b	98 3%	15 4%	23 4%	31 6%	52 5%	113 4% b	40 3%
Hayu	78 2%	70 2%	8 1%	39 3% b	35 1%	35 3% b	38 1%	18 4%	21 4%	12 2%	35 3%	65 2% b	12 1%
Any other catch-up, on-demand or streaming services	50 1%	40 1%	10 2%	11 1%	39 1%	8 1%	42 1%	2 *%	3 1%	6 1%	8 1%	19 1%	31 2% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
None/ no others	1043	884	159	109	923	105	927	32	50	55	105	358	658
	24%	24%	27%	9%	31%	10%	30%	7%	9%	11%	10%	13%	43%
					a		a						a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A6B. Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Netflix	2726	2726	2726	-	-	2726	2335	1545	1542	398	2471	255	436	659	1632
	63%	77%	88%	-%	-%	63%	63%	67%	72%	73%	64%	63%	63%	64%	63%
		cde	acde			cd			abef	abef					
Amazon Prime Video	1903	1903	1903	-	-	1903	1682	1165	1168	339	1761	142	296	418	1189
	44%	53%	61%	-%	-%	44%	46%	50%	54%	62%	45%	35%	43%	41%	46%
		cde	acde			cd	f	aef	aef	abcef	f				
Disney+	1150	1150	1150	-	-	1150	990	681	744	205	1051	99	178	235	737
	27%	32%	37%	-%	-%	27%	27%	29%	35%	38%	27%	24%	26%	23%	29%
		cde	acde			cd			abef	abef					b
YouTube channels	1139	1077	981	158	61	1139	919	637	669	170	996	142	219	281	639
	27%	30%	32%	13%	8%	27%	25%	27%	31%	31%	26%	35%	32%	27%	25%
		cde	cde	d		cd			ae	a		abe	c		
NOW	423	423	423	-	-	423	385	297	282	108	405	17	62	90	271
	10%	12%	14%	-%	-%	10%	10%	13%	13%	20%	10%	4%	9%	9%	10%
		cd	cde			cd	f	f	aef	abcef	f				
Apple TV+	236	236	236	-	-	236	212	184	180	70	223	14	26	41	170
	6%	7%	8%	-%	-%	6%	6%	8%	8%	13%	6%	3%	4%	4%	7%
		cd	cde			cd		aef	aef	abcef					b
BritBox	156	156	156	-	-	156	148	119	114	49	153	4	18	29	109
	4%	4%	5%	-%	-%	4%	4%	5%	5%	9%	4%	1%	3%	3%	4%
		cd	cde			cd	f	f	f	abcef	f				
Hayu	78	78	78	-	-	78	71	56	56	19	73	5	8	19	51
	2%	2%	3%	-%	-%	2%	2%	2%	3%	3%	2%	1%	1%	2%	2%
		cd	cd			cd									
Any other catch-up, on-demand or streaming services	50	49	40	10	1	50	43	36	31	14	46	4	10	8	31
	1%	1%	1%	1%	*%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%
		d													
None/ no others	1043	371	7	1036	672	1043	906	495	313	62	952	91	150	238	655
	24%	10%	*%	86%	92%	24%	25%	21%	15%	11%	24%	22%	22%	23%	25%
		b		abe	abce	ab	bcd	cd			cd	cd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Netflix	2726	1285	1426	429	653	509	520	615	797	878	502	549	2278	222	136	90	
	63%	61%	66%	82%	84%	73%	75%	38%	72%	67%	66%	50%	63%	65%	63%	70%	
			a	cde	cde	e	e		cd	d	d						
BBC iPlayer	2359	1137	1211	263	458	397	408	834	750	782	374	454	1998	187	122	52	
	55%	54%	56%	50%	59%	57%	59%	52%	68%	59%	49%	41%	55%	54%	57%	40%	
					ae				bcd	cd	d		d	d	d		
Amazon Prime Video	1903	933	955	278	452	353	341	479	597	608	344	355	1592	152	111	49	
	44%	44%	44%	53%	58%	51%	49%	30%	54%	46%	45%	32%	44%	44%	52%	38%	
				e	de	e	e		bcd	d	d				ad		
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1509	674	829	164	317	234	238	557	446	478	251	334	1334	69	74	32	
	35%	32%	38%	31%	41%	34%	34%	35%	40%	36%	33%	30%	37%	20%	35%	25%	
			a		a				cd	d			bd		bd		
Disney+	1150	536	601	225	366	247	185	128	357	369	201	222	944	104	61	41	
	27%	26%	28%	43%	47%	36%	27%	8%	32%	28%	26%	20%	26%	30%	28%	32%	
				cde	cde	de	e		d	d	d						
YouTube channels	1139	633	493	252	291	195	174	227	294	368	222	253	949	102	47	42	
	27%	30%	23%	48%	37%	28%	25%	14%	27%	28%	29%	23%	26%	30%	22%	32%	
		b		bcde	cde	e	e				d			c	ac		
All4/ All4+ (previously 4OD)	834	388	440	87	208	140	140	258	245	291	133	165	703	70	42	19	
	19%	18%	20%	17%	27%	20%	20%	16%	22%	22%	17%	15%	19%	20%	20%	15%	
					ace				d	d							
Sky On Demand or Sky Go	656	359	293	76	157	144	116	162	200	216	131	109	525	63	48	20	
	15%	17%	13%	15%	20%	21%	17%	10%	18%	16%	17%	10%	15%	18%	22%	15%	
		b		e	e	ae	e		d	d	d			ad			
My5 (previously Demand 5)	649	292	357	49	101	103	126	270	187	189	124	149	560	50	26	13	
	15%	14%	16%	9%	13%	15%	18%	17%	17%	14%	16%	13%	16%	14%	12%	10%	
						a	a	a					d				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
NOW	423	204	214	67	126	86	67	76	138	115	84	85	372	28	15	7	
	10%	10%	10%	13%	16%	12%	10%	5%	13%	9%	11%	8%	10%	8%	7%	6%	
				e	de	e	e		bd				d				
Discovery+	333	188	145	55	85	64	61	70	94	101	59	80	286	31	10	7	
	8%	9%	7%	10%	11%	9%	9%	4%	8%	8%	8%	7%	8%	9%	5%	5%	
				e	e	e	e						c	c			
BBC TV programmes and content on YouTube	268	172	95	57	54	35	55	68	66	96	49	57	238	14	10	6	
	6%	8%	4%	11%	7%	5%	8%	4%	6%	7%	6%	5%	7%	4%	5%	5%	
		b		ce			e										
UKTV Play	259	148	111	26	49	38	41	104	68	78	48	65	227	14	13	5	
	6%	7%	5%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	4%	6%	4%	
Apple TV+	236	143	92	56	66	44	36	34	87	86	40	23	201	18	9	8	
	6%	7%	4%	11%	9%	6%	5%	2%	8%	7%	5%	2%	6%	5%	4%	6%	
		b		cde	e	e	e		d	d	d						
Virgin TV Catch-up or Virgin Media Anywhere	228	111	117	24	52	27	47	77	62	72	51	43	193	24	6	5	
	5%	5%	5%	5%	7%	4%	7%	5%	6%	5%	7%	4%	5%	7%	3%	4%	
											d		c	c			
STV Player/ STV Player VIP (Scotland)	202	108	94	20	42	30	34	77	63	59	42	38	89	107	4	2	
	5%	5%	4%	4%	5%	4%	5%	5%	6%	4%	6%	3%	2%	31%	2%	2%	
														acd			
BritBox	156	83	71	21	42	26	26	41	58	42	25	30	140	8	5	3	
	4%	4%	3%	4%	5%	4%	4%	3%	5%	3%	3%	3%	4%	2%	3%	3%	
					e				d								
Hayu	78	23	53	16	29	17	8	7	23	27	13	14	64	10	3	1	
	2%	1%	2%	3%	4%	2%	1%	1%	2%	2%	2%	1%	2%	3%	1%	1%	
			a	e	e	e											

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

	GENDER			AGE					SEG				NATION				N
	Total	MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	
Significance Level: 99%																	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
S4C Clic (Welsh language)	68 2%	42 2%	25 1%	12 2% de	30 4% de	14 2% e	2 *%	9 1%	23 2%	18 1%	11 1%	16 1%	56 2%	5 1%	7 3% d	1 1%	
Any other catch-up, on-demand or streaming services	50 1%	27 1%	23 1%	5 1%	8 1%	4 1%	7 1%	25 2%	8 1%	12 1%	11 1%	19 2%	40 1%	5 2%	2 1%	2 1%	
None	672 16%	345 16%	327 15%	31 6%	24 3%	63 9% b	75 11% ab	480 30% abcd	89 8%	155 12%	120 16% a	308 28% abc	560 16%	50 15%	41 19%	22 17%	
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean number of VoD services in the past 3 months (out of 19)	3.3	3.3	3.3	3.7 e	4.2 acde	3.6 e	3.5 e	2.4	3.9 bcd	3.4 d	3.3 d	2.5	3.3 d	3.4 d	3.3 d	2.8	
Standard deviation	2.60	2.68	2.51	2.47	2.57	2.49	2.57	2.46	2.49	2.56	2.60	2.57	2.61	2.64	2.48	2.36	
Standard error	.04	.06	.05	.10	.10	.09	.11	.06	.08	.07	.09	.07	.05	.11	.11	.11	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Netflix	2726	2363	363	1001	1679	893	1784	359	465	397	893	2032	651
	63%	64%	61%	81% b	56%	81% b	57%	82%	82%	80%	81%	76% b	42%
BBC iPlayer	2359	2025	334	708	1622	636	1694	248	324	285	636	1598	728
	55%	55%	56%	58%	54%	58%	54%	57%	57%	58%	58%	60% b	47%
Amazon Prime Video	1903	1648	255	680	1200	607	1271	250	314	248	607	1382	495
	44%	45%	43%	55% b	40%	55% b	41%	57%	55%	50%	55%	52% b	32%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1509	1286	223	468	1030	425	1073	177	206	190	425	987	492
	35%	35%	37%	38%	34%	39%	34%	41%	36%	38%	39%	37% b	32%
Disney+	1150	1015	135	582	556	518	620	228	305	200	518	898	239
	27%	27%	23%	47% b	19%	47% b	20%	52% c	54% c	40%	47%	34% b	15%
YouTube channels	1139	991	148	404	711	331	782	159	166	130	331	787	328
	27%	27%	25%	33% b	24%	30% b	25%	36% c	29%	26%	30%	30% b	21%
All4/ All4+ (previously 4OD)	834	737	97	266	556	239	583	107	124	95	239	560	260
	19%	20%	16%	22%	19%	22%	19%	24%	22%	19%	22%	21% b	17%
Sky On Demand or Sky Go	656	555	100	261	385	239	406	100	113	108	239	497	151
	15%	15%	17%	21% b	13%	22% b	13%	23%	20%	22%	22%	19% b	10%
My5 (previously Demand 5)	649	562	87	198	446	182	462	63	89	84	182	399	235
	15%	15%	15%	16%	15%	16%	15%	14%	16%	17%	16%	15%	15%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOW	423	371	51	174	242	149	267	67	72	57	149	335	82
	10%	10%	9%	14%	8%	14%	9%	15%	13%	11%	14%	13%	5%
				b		b						b	
Discovery+	333	294	40	142	184	128	197	49	60	56	128	260	70
	8%	8%	7%	12%	6%	12%	6%	11%	11%	11%	12%	10%	5%
				b		b						b	
BBC TV programmes and content on YouTube	268	240	28	96	166	80	182	29	41	40	80	179	88
	6%	6%	5%	8%	6%	7%	6%	7%	7%	8%	7%	7%	6%
UKTV Play	259	228	31	66	188	60	193	24	27	28	60	155	94
	6%	6%	5%	5%	6%	5%	6%	5%	5%	6%	5%	6%	6%
Apple TV+	236	215	22	90	139	76	153	42	32	20	76	196	38
	6%	6%	4%	7%	5%	7%	5%	10%	6%	4%	7%	7%	2%
				b				c				b	
Virgin TV Catch-up or Virgin Media Anywhere	228	219	9	76	148	68	156	31	44	23	68	156	68
	5%	6%	2%	6%	5%	6%	5%	7%	8%	5%	6%	6%	4%
		b											
STV Player/ STV Player VIP (Scotland)	202	175	27	63	134	54	143	24	27	22	54	137	62
	5%	5%	5%	5%	4%	5%	5%	5%	5%	4%	5%	5%	4%
BritBox	156	137	19	61	90	52	98	15	23	31	52	113	40
	4%	4%	3%	5%	3%	5%	3%	4%	4%	6%	5%	4%	3%
				b								b	
Hayu	78	70	8	39	35	35	38	18	21	12	35	65	12
	2%	2%	1%	3%	1%	3%	1%	4%	4%	2%	3%	2%	1%
				b		b						b	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
S4C Clic (Welsh language)	68 2%	64 2%	4 1%	41 3% b	23 1%	33 3% b	30 1%	18 4%	19 3%	13 3%	33 3%	55 2% b	12 1%
Any other catch-up, on-demand or streaming services	50 1%	40 1%	10 2%	11 1%	39 1%	8 1%	42 1%	2 *%	3 1%	6 1%	8 1%	19 1%	31 2% a
None	672 16%	569 15%	103 17%	75 6%	589 20% a	72 7%	591 19% a	20 5%	41 7%	37 7%	72 7%	214 8%	437 28% a
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean number of VoD services in the past 3 months (out of 19)	3.3	3.3	3.1	4.1 b	3.0	4.1 b	3.0	4.2	4.1	3.9	4.1	3.8 b	2.5
Standard deviation	2.60	2.64	2.30	2.60	2.50	2.59	2.52	2.56	2.60	2.65	2.59	2.56	2.48
Standard error	.04	.04	.09	.07	.05	.08	.04	.12	.11	.12	.08	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Netflix	2726 63%	2726 77% cde	2726 88% acde	- -%	- -%	2726 63% cd	2335 63%	1545 67%	1542 72% abef	398 73% abef	2471 64%	255 63%	436 63%	659 64%	1632 63%
BBC iPlayer	2359 55%	2359 66% cde	1981 64% cde	379 32% d	- -%	2359 55% cd	2359 64% ef	1500 65% ef	1549 72% abef	453 83% abcef	2359 61% f	- -%	229 33%	464 45% a	1667 65% ab
Amazon Prime Video	1903 44%	1903 53% cde	1903 61% acde	- -%	- -%	1903 44% cd	1682 46% f	1165 50% aef	1168 54% aef	339 62% abcef	1761 45% f	142 35%	296 43%	418 41%	1189 46%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1509 35%	1509 42% cde	1283 41% cde	226 19% d	- -%	1509 35% cd	1397 38% f	941 41% f	941 44% aef	280 52% abcef	1436 37% f	73 18%	203 29%	275 27%	1031 40% ab
Disney+	1150 27%	1150 32% cde	1150 37% acde	- -%	- -%	1150 27% cd	990 27%	681 29%	744 35% abef	205 38% abef	1051 27%	99 24%	178 26%	235 23%	737 29% b
YouTube channels	1139 27%	1077 30% cde	981 32% cde	158 13% d	61 8%	1139 27% cd	919 25%	637 27%	669 31% ae	170 31% a	996 26%	142 35% abe	219 32% c	281 27%	639 25%
All4/ All4+ (previously 4OD)	834 19%	834 23% cde	731 24% cde	103 9% d	- -%	834 19% cd	759 21% f	555 24% aef	563 26% aef	198 36% abcef	795 20% f	39 10%	111 16%	138 14%	585 23% ab
Sky On Demand or Sky Go	656 15%	656 18% cde	621 20% cde	35 3% d	- -%	656 15% cd	615 17% f	452 20% ef	452 21% aef	151 28% abcef	631 16% f	24 6%	92 13%	121 12%	442 17% b
My5 (previously Demand 5)	649 15%	649 18% cde	551 18% cde	98 8% d	- -%	649 15% cd	591 16% f	441 19% aef	441 21% aef	146 27% abcef	611 16% f	37 9%	97 14%	102 10%	450 17% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
NOW	423	423	423	-	-	423	385	297	282	108	405	17	62	90	271
	10%	12%	14%	-%	-%	10%	10%	13%	13%	20%	10%	4%	9%	9%	10%
		cd	cde			cd	f	f	aef	abcef	f				
Discovery+	333	333	333	-	-	333	297	238	239	72	316	17	44	64	225
	8%	9%	11%	-%	-%	8%	8%	10%	11%	13%	8%	4%	6%	6%	9%
		cd	cde			cd		af	aef	aef					
BBC TV programmes and content on YouTube	268	268	235	33	-	268	268	189	209	85	268	-	26	44	198
	6%	8%	8%	3%	-%	6%	7%	8%	10%	16%	7%	-%	4%	4%	8%
		cd	cd	d		cd	f	f	aef	abcef	f				ab
UKTV Play	259	259	229	30	-	259	239	194	191	74	247	11	50	38	171
	6%	7%	7%	2%	-%	6%	7%	8%	9%	14%	6%	3%	7%	4%	7%
		cd	cd	d		cd	f	ef	aef	abcef	f		b		b
Apple TV+	236	236	236	-	-	236	212	184	180	70	223	14	26	41	170
	6%	7%	8%	-%	-%	6%	6%	8%	8%	13%	6%	3%	4%	4%	7%
		cd	cde			cd		aef	aef	abcef					b
Virgin TV Catch-up or Virgin Media Anywhere	228	228	209	18	-	228	210	144	160	53	212	16	28	47	153
	5%	6%	7%	2%	-%	5%	6%	6%	7%	10%	5%	4%	4%	5%	6%
		cd	cd	d		cd			e	aef					
STV Player/ STV Player VIP (Scotland)	202	202	173	29	-	202	190	148	148	66	192	10	21	36	145
	5%	6%	6%	2%	-%	5%	5%	6%	7%	12%	5%	2%	3%	3%	6%
		cd	cd	d		cd		f	ef	abcef					
BritBox	156	156	156	-	-	156	148	119	114	49	153	4	18	29	109
	4%	4%	5%	-%	-%	4%	4%	5%	5%	9%	4%	1%	3%	3%	4%
		cd	cde			cd	f	f	f	abcef	f				
Hayu	78	78	78	-	-	78	71	56	56	19	73	5	8	19	51
	2%	2%	3%	-%	-%	2%	2%	2%	3%	3%	2%	1%	1%	2%	2%
		cd	cd			cd									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 30

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED IN PAST 3 MONTHS AT A6A/ A6B

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
S4C Clic (Welsh language)	68 2%	68 2%	63 2%	5 *%	- -%	68 2%	66 2%	65 3%	62 3%	27 5%	68 2%	- -%	9 1%	17 2%	42 2%
		cd	cd			cd		f	ef	aef					
Any other catch-up, on-demand or streaming services	50 1%	49 1%	40 1%	10 1%	1 *%	50 1%	43 1%	36 2%	31 1%	14 3%	46 1%	4 1%	10 1%	8 1%	31 1%
		d													
None	672 16%	- -%	- -%	672 56%	672 92%	672 16%	553 15%	305 13%	134 6%	19 3%	595 15%	78 19%	114 16%	163 16%	395 15%
				abe	abce	ab	cd	cd			cd	bcd			
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean number of VoD services in the past 3 months (out of 19)	3.3	4.0	4.2	.8	*	3.3	3.5	3.9	4.2	5.2	3.4	1.9	2.8	2.8	3.6
		cde	acde	d		cd	f	aef	abef	abcef	f				ab
Standard deviation	2.60	2.34	2.33	1.29	.03	2.60	2.64	2.78	2.62	3.03	2.62	1.83	2.28	2.22	2.76
Standard error	.04	.04	.04	.04	*	.04	.04	.06	.06	.14	.04	.09	.09	.07	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?

Base : Those who have personally watched BBC iPlayer in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	2271	1091	1170	270	391	458	334	818	640	749	424	458	1492	312	295	172	
Effective Weighted Sample	1832	916	910	228	321	371	264	677	529	591	355	376	1401	297	282	168	
Total	2359	1137	1211	263	458	397	408	834	750	782	374	454	1998	187	122	52	
At least daily	476	232	239	69	127	71	77	131	139	137	92	108	410	37	23	7	
	20%	20%	20%	26%	28%	18%	19%	16%	19%	17%	25%	24%	21%	20%	19%	13%	
				e	ce						b						
At least weekly	1140	562	574	108	206	189	204	434	373	385	170	212	956	98	64	23	
	48%	49%	47%	41%	45%	48%	50%	52%	50%	49%	45%	47%	48%	52%	52%	45%	
								a									
At least monthly	570	266	303	65	90	112	94	210	196	193	86	95	484	42	28	17	
	24%	23%	25%	25%	20%	28%	23%	25%	26%	25%	23%	21%	24%	22%	23%	33%	
						b											
Less often	166	75	90	20	35	25	33	53	41	64	26	35	143	10	8	5	
	7%	7%	7%	7%	8%	6%	8%	6%	5%	8%	7%	8%	7%	5%	7%	9%	
Don't know/ can't remember	8	3	5	1	-	1	-	6	1	3	-	4	6	2	-	*	
	*%	*%	*%	*%	-%	*%	-%	1%	*%	*%	-%	1%	*%	1%	-%	1%	
SUMMARY																	
DAILY	476	232	239	69	127	71	77	131	139	137	92	108	410	37	23	7	
	20%	20%	20%	26%	28%	18%	19%	16%	19%	17%	25%	24%	21%	20%	19%	13%	
				e	ce						b						
WEEKLY	1616	794	813	177	333	260	281	566	512	522	262	320	1366	134	87	30	
	69%	70%	67%	67%	73%	65%	69%	68%	68%	67%	70%	71%	68%	72%	71%	58%	
													d	d	d		
MONTHLY	2186	1060	1116	242	422	372	375	775	708	715	348	415	1849	176	114	47	
	93%	93%	92%	92%	92%	94%	92%	93%	94%	91%	93%	92%	93%	94%	93%	91%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 32

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?

Base : Those who have personally watched BBC iPlayer in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2271	1924	347	684	1561	603	1642	240	298	274	603	1436	802
Effective Weighted Sample	1832	1563	269	543	1270	479	1334	191	244	213	479	1157	672
Total	2359	2025	334	708	1622	636	1694	248	324	285	636	1598	728
At least daily	476 20%	418 21%	58 17%	170 24% b	296 18%	150 24%	315 19%	70 28%	73 23%	62 22%	150 24%	331 21%	133 18%
At least weekly	1140 48%	961 47%	179 53%	338 48%	790 49%	310 49%	818 48%	109 44%	162 50%	139 49%	310 49%	777 49%	354 49%
At least monthly	570 24%	488 24%	82 24%	156 22%	410 25%	138 22%	427 25%	50 20%	68 21%	69 24%	138 22%	383 24%	180 25%
Less often	166 7%	154 8%	12 4%	43 6%	120 7%	38 6%	125 7%	19 8%	20 6%	15 5%	38 6%	105 7%	56 8%
Don't know/ can't remember	8 *%	3 *%	4 1% a	1 *%	7 *%	- -%	8 *%	- -%	- -%	- -%	- -%	3 *%	5 1%
SUMMARY													
DAILY	476 20%	418 21%	58 17%	170 24% b	296 18%	150 24%	315 19%	70 28%	73 23%	62 22%	150 24%	331 21%	133 18%
WEEKLY	1616 69%	1380 68%	237 71%	508 72%	1085 67%	460 72%	1134 67%	179 72%	235 73%	201 71%	460 72%	1107 69%	487 67%
MONTHLY	2186 93%	1868 92%	318 95%	664 94%	1495 92%	598 94%	1561 92%	229 92%	304 94%	270 95%	598 94%	1491 93%	667 92%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 32

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A. How often in the past 3 months have you watched programmes or films using BBC iPlayer?

Base : Those who have personally watched BBC iPlayer in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS							BBC FAVOURABILITY		
	Total	ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2271	2271	1908	363	-	2271	2271	1414	1487	428	2271	-	223	440	1608
Effective Weighted Sample	1832	1832	1529	304	-	1832	1832	1156	1199	346	1832	-	186	361	1286
Total	2359	2359	1981	379	-	2359	2359	1500	1549	453	2359	-	229	464	1667
At least daily	476 20%	476 20%	430 22%	46 12%	** **	476 20%	476 20%	329 22%	353 23%	152 34%	476 20%	** **	31 14%	76 16%	369 22%
		c	c			c				abce					a
At least weekly	1140 48%	1140 48%	948 48%	192 51%	** **	1140 48%	1140 48%	733 49%	770 50%	218 48%	1140 48%	** **	87 38%	208 45%	845 51%
															a
At least monthly	570 24%	570 24%	465 23%	105 28%	** **	570 24%	570 24%	344 23%	341 22%	64 14%	570 24%	** **	68 30%	134 29%	368 22%
							d	d	d		d			c	
Less often	166 7%	166 7%	132 7%	34 9%	** **	166 7%	166 7%	89 6%	80 5%	18 4%	166 7%	** **	42 18%	45 10%	78 5%
													bc	c	
Don't know/ can't remember	8 *%	8 *%	6 *%	2 *%	** **	8 *%	8 *%	4 *%	4 *%	- -%	8 *%	** **	* *%	1 *%	6 *%
SUMMARY															
DAILY	476 20%	476 20%	430 22%	46 12%	** **	476 20%	476 20%	329 22%	353 23%	152 34%	476 20%	** **	31 14%	76 16%	369 22%
		c	c			c				abce					a
WEEKLY	1616 69%	1616 69%	1378 70%	238 63%	** **	1616 69%	1616 69%	1062 71%	1123 73%	371 82%	1616 69%	** **	118 52%	283 61%	1215 73%
										abce					ab
MONTHLY	2186 93%	2186 93%	1843 93%	343 91%	** **	2186 93%	2186 93%	1406 94%	1464 95%	435 96%	2186 93%	** **	187 81%	417 90%	1582 95%
														a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 33

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7B. How often in the past 3 months have you watched programmes or films using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)?

Base : Those who have personally watched ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1422	634	783	163	249	275	196	539	362	444	279	337	1008	120	183	111	
Effective Weighted Sample	1161	540	618	139	212	223	156	452	306	357	233	277	947	115	175	107	
Total	1509	674	829	164	317	234	238	557	446	478	251	334	1334	69	74	32	
At least daily	267	108	156	41	71	32	44	79	75	69	54	70	241	11	11	5	
	18%	16%	19%	25%	23%	14%	18%	14%	17%	14%	21%	21%	18%	16%	15%	15%	
At least weekly	743	330	411	68	167	125	118	266	215	238	125	165	649	38	42	13	
	49%	49%	50%	41%	53%	54%	49%	48%	48%	50%	50%	49%	49%	55%	57%	41%	
At least monthly	393	186	208	42	56	60	62	173	134	126	57	76	345	19	17	12	
	26%	28%	25%	26%	18%	26%	26%	31%	30%	26%	23%	23%	26%	27%	23%	38%	
Less often	99	45	52	12	21	17	15	35	20	45	13	20	92	1	4	2	
	7%	7%	6%	7%	7%	7%	6%	6%	5%	9%	5%	6%	7%	2%	5%	6%	
Don't know/ can't remember	7	5	2	1	2	-	-	4	1	-	2	3	7	-	-	-	
	*%	1%	*%	1%	1%	-%	-%	1%	*%	-%	1%	1%	1%	-%	-%	-%	
SUMMARY																	
DAILY	267	108	156	41	71	32	44	79	75	69	54	70	241	11	11	5	
	18%	16%	19%	25%	23%	14%	18%	14%	17%	14%	21%	21%	18%	16%	15%	15%	
WEEKLY	1010	438	567	109	238	157	162	345	290	306	179	235	890	49	53	18	
	67%	65%	68%	66%	75%	67%	68%	62%	65%	64%	71%	70%	67%	71%	72%	56%	
MONTHLY	1403	624	775	151	294	217	223	518	424	433	236	311	1235	67	71	30	
	93%	93%	93%	92%	93%	93%	94%	93%	95%	91%	94%	93%	93%	98%	95%	94%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 33

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7B. How often in the past 3 months have you watched programmes or films using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)?)

Base : Those who have personally watched ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1422	1197	225	449	964	403	1010	166	199	182	403	859	533
Effective Weighted Sample	1161	985	176	357	797	320	833	133	158	143	320	703	449
Total	1509	1286	223	468	1030	425	1073	177	206	190	425	987	492
At least daily	267 18%	225 17%	43 19%	100 21%	161 16%	89 21%	172 16%	47 26%	32 15%	33 17%	89 21%	181 18%	79 16%
At least weekly	743 49%	640 50%	103 46%	252 54%	486 47%	231 54%	507 47%	82 47%	126 61%	109 57%	231 54%	513 52% b	216 44%
At least monthly	393 26%	326 25%	67 30%	91 20%	301 29% a	84 20%	308 29% a	40 22%	36 17%	41 22%	84 20%	230 23%	158 32% a
Less often	99 7%	90 7%	9 4%	22 5%	77 8%	18 4%	81 8%	8 4%	10 5%	7 4%	18 4%	62 6%	35 7%
Don't know/ can't remember	7 *%	5 *%	1 1%	2 *%	5 *%	2 1%	5 *%	1 1%	2 1%	- -%	2 1%	1 *%	4 1%
SUMMARY													
DAILY	267 18%	225 17%	43 19%	100 21%	161 16%	89 21%	172 16%	47 26%	32 15%	33 17%	89 21%	181 18%	79 16%
WEEKLY	1010 67%	865 67%	145 65%	352 75% b	647 63%	320 75% b	679 63%	129 73%	158 77%	142 75%	320 75%	694 70% b	295 60%
MONTHLY	1403 93%	1191 93%	213 95%	444 95%	948 92%	404 95%	987 92%	169 95%	194 94%	182 96%	404 95%	924 94%	452 92%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 33

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7B. How often in the past 3 months have you watched programmes or films using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)?

Base : Those who have personally watched ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1422	1422	1208	214	-	1422	1314	873	880	256	1348	74	197	264	961
Effective Weighted Sample	1161	1161	978	183	-	1161	1073	718	717	209	1103	58	163	218	780
Total	1509	1509	1283	226	-	1509	1397	941	941	280	1436	73	203	275	1031
At least daily	267 18%	267 18%	251 20%	16 7%	** **	267 18%	242 17%	177 19%	176 19%	68 24%	250 17%	** **	33 16%	38 14%	197 19%
At least weekly	743 49%	743 49%	637 50%	106 47%	** **	743 49%	681 49%	461 49%	461 49%	126 45%	701 49%	** **	99 49%	136 49%	508 49%
At least monthly	393 26%	393 26%	316 25%	77 34%	** **	393 26%	375 27%	251 27%	253 27%	67 24%	383 27%	** **	46 22%	83 30%	264 26%
Less often	99 7%	99 7%	73 6%	26 11%	** **	99 7%	92 7%	48 5%	51 5%	18 6%	96 7%	** **	26 13%	18 6%	55 5%
Don't know/ can't remember	7 *%	7 *%	5 *%	1 1%	** **	7 *%	7 *%	4 *%	- -%	- -%	7 *%	** **	- -%	1 *%	6 1%
SUMMARY															
DAILY	267 18%	267 18%	251 20%	16 7%	** **	267 18%	242 17%	177 19%	176 19%	68 24%	250 17%	** **	33 16%	38 14%	197 19%
WEEKLY	1010 67%	1010 67%	888 69%	122 54%	** **	1010 67%	923 66%	638 68%	637 68%	195 70%	952 66%	** **	131 65%	173 63%	705 68%
MONTHLY	1403 93%	1403 93%	1204 94%	199 88%	** **	1403 93%	1298 93%	889 94%	890 95%	262 94%	1334 93%	** **	177 87%	257 93%	970 94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7C. How often in the past 3 months have you watched programmes or films using STV Player/ STV Player VIP (Scotland)?

Base : Those who have personally watched STV Player/ STV Player VIP (Scotland) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	263	122	141	22	46	51	40	104	72	80	54	57	69	177	9	8	
Effective Weighted Sample	210	104	108	18	35	43	33	88	57	65	45	45	65	167	8	8	
Total	202	108	94	20	42	30	34	77	63	59	42	38	89	107	4	2	
At least daily	38 19%	24 22%	15 16%	** **	** **	** **	** **	7 10%	** **	** **	** **	** **	** **	10 9%	** **	** **	
At least weekly	102 50%	51 47%	51 54%	** **	** **	** **	** **	37 48%	** **	** **	** **	** **	** **	66 62%	** **	** **	
At least monthly	45 22%	25 23%	20 21%	** **	** **	** **	** **	24 31%	** **	** **	** **	** **	** **	26 24%	** **	** **	
Less often	14 7%	7 7%	6 7%	** **	** **	** **	** **	8 10%	** **	** **	** **	** **	** **	5 4%	** **	** **	
Don't know/ can't remember	3 1%	1 1%	2 2%	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	** **	- -%	** **	** **	
SUMMARY																	
DAILY	38 19%	24 22%	15 16%	** **	** **	** **	** **	7 10%	** **	** **	** **	** **	** **	10 9%	** **	** **	
WEEKLY	140 69%	75 69%	66 70%	** **	** **	** **	** **	44 58%	** **	** **	** **	** **	** **	76 71%	** **	** **	
MONTHLY	185 92%	100 92%	86 91%	** **	** **	** **	** **	68 89%	** **	** **	** **	** **	** **	102 96%	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7C. How often in the past 3 months have you watched programmes or films using STV Player/ STV Player VIP (Scotland)?

Base : Those who have personally watched STV Player/ STV Player VIP (Scotland) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	263	231	32	73	186	64	195	27	31	27	64	168	90
Effective Weighted Sample	210	182	28	57	154	49	161	21	24	21	49	133	76
Total	202	175	27	63	134	54	143	24	27	22	54	137	62
At least daily	38 19%	36 21%	** **	** **	14 10%	** **	16 11%	** **	** **	** **	** **	33 24%	** **
At least weekly	102 50%	88 50%	** **	** **	71 53%	** **	75 52%	** **	** **	** **	** **	66 48%	** **
At least monthly	45 22%	37 21%	** **	** **	36 27%	** **	37 26%	** **	** **	** **	** **	31 23%	** **
Less often	14 7%	12 7%	** **	** **	11 8%	** **	12 8%	** **	** **	** **	** **	5 4%	** **
Don't know/ can't remember	3 1%	2 1%	** **	** **	3 2%	** **	3 2%	** **	** **	** **	** **	2 1%	** **
SUMMARY													
DAILY	38 19%	36 21%	** **	** **	14 10%	** **	16 11%	** **	** **	** **	** **	33 24%	** **
WEEKLY	140 69%	124 71%	** **	** **	85 63%	** **	91 64%	** **	** **	** **	** **	99 72%	** **
MONTHLY	185 92%	161 92%	** **	** **	121 90%	** **	128 90%	** **	** **	** **	** **	130 95%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7C. How often in the past 3 months have you watched programmes or films using STV Player/ STV Player VIP (Scotland)?

Base : Those who have personally watched STV Player/ STV Player VIP (Scotland) in the past 3 months

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d		TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	263	263	220	43	-	263	246	174	179	67	250	13	25	46	192
Effective Weighted Sample	210	210	174	38	-	210	196	139	141	53	199	12	21	37	153
Total	202	202	173	29	-	202	190	148	148	66	192	10	21	36	145
At least daily	38 19%	38 19%	38 22%	** **	** **	38 19%	38 20%	35 23%	35 24%	** **	38 20%	** **	** **	** **	30 21%
At least weekly	102 50%	102 50%	87 50%	** **	** **	102 50%	95 50%	73 49%	74 50%	** **	97 50%	** **	** **	** **	74 51%
At least monthly	45 22%	45 22%	38 22%	** **	** **	45 22%	40 21%	27 19%	29 19%	** **	40 21%	** **	** **	** **	32 22%
Less often	14 7%	14 7%	9 5%	** **	** **	14 7%	13 7%	10 7%	9 6%	** **	14 7%	** **	** **	** **	8 5%
Don't know/ can't remember	3 1%	3 1%	2 1%	** **	** **	3 1%	3 1%	3 2%	2 1%	** **	3 1%	** **	** **	** **	2 1%
SUMMARY															
DAILY	38 19%	38 19%	38 22%	** **	** **	38 19%	38 20%	35 23%	35 24%	** **	38 20%	** **	** **	** **	30 21%
WEEKLY	140 69%	140 69%	124 72%	** **	** **	140 69%	134 71%	107 72%	109 73%	** **	135 70%	** **	** **	** **	104 71%
MONTHLY	185 92%	185 92%	162 94%	** **	** **	185 92%	174 92%	135 91%	137 93%	** **	176 91%	** **	** **	** **	135 93%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?

Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months

	GENDER			AGE					SEG				NATION				N
	Total	MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	67	39	28	12	24	17	4	10	22	17	14	14	41	8	15	3	
Effective Weighted Sample	53	34	19	9	21	15	4	8	17	14	11	12	39	8	14	3	
Total	68	42	25	12	30	14	2	9	23	18	11	16	56	5	7	1	
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SUMMARY																	
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?

Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	67	61	6	38	27	31	33	16	18	11	31	50	16
Effective Weighted Sample	53	49	5	32	20	25	25	14	15	9	25	41	12
Total	68	64	4	41	23	33	30	18	19	13	33	55	12
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7D. How often in the past 3 months have you watched programmes or films using S4C Clic (Welsh language)?

Base : Those who have personally watched S4C Clic (Welsh language) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	67	67	62	5	-	67	66	63	61	23	67	-	8	17	42
Effective Weighted Sample	53	53	49	4	-	53	52	51	48	19	53	-	7	13	33
Total	68	68	63	5	-	68	66	65	62	27	68	-	9	17	42
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7E. How often in the past 3 months have you watched programmes or films using All4/ aLL4+ (previously 4OD)?

Base : Those who have personally watched All4/ aLL4+ (previously 4OD) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	817	374	439	90	178	164	125	260	216	282	143	176	530	119	103	65	
Effective Weighted Sample	658	317	338	74	147	134	95	218	176	223	122	142	498	113	99	64	
Total	834	388	440	87	208	140	140	258	245	291	133	165	703	70	42	19	
At least daily	109 13%	56 14%	51 12%	** **	46 22% e	18 13% e	15 11%	12 5%	31 12%	28 10%	21 16%	29 17%	92 13%	8 12%	7 17%	** **	
At least weekly	396 48%	169 44%	227 51%	** **	95 46%	72 51%	68 49%	123 47%	110 45%	149 51%	58 43%	79 48%	326 46%	40 57%	18 44%	** **	
At least monthly	261 31%	131 34%	130 30%	** **	50 24%	38 27%	45 32%	103 40% b	85 34%	89 31%	44 33%	43 26%	226 32%	17 25%	13 31%	** **	
Less often	66 8%	30 8%	33 7%	** **	17 8%	12 9%	11 8%	20 8%	20 8%	22 8%	10 8%	14 8%	58 8%	3 5%	3 7%	** **	
Don't know/ can't remember	2 *%	2 *%	- -%	** **	- -%	- -%	- -%	1 *%	- -%	2 1%	- -%	- -%	1 *%	1 1%	- -%	** **	
SUMMARY																	
DAILY	109 13%	56 14%	51 12%	** **	46 22% e	18 13% e	15 11%	12 5%	31 12%	28 10%	21 16%	29 17%	92 13%	8 12%	7 17%	** **	
WEEKLY	505 61%	226 58%	277 63%	** **	141 68% e	90 64% e	84 60%	134 52%	140 57%	178 61%	79 59%	108 65%	418 59%	48 69%	26 61%	** **	
MONTHLY	766 92%	357 92%	408 93%	** **	191 92%	128 91%	129 92%	237 92%	225 92%	267 92%	123 92%	151 92%	644 92%	66 94%	39 93%	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 36

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7E. How often in the past 3 months have you watched programmes or films using All4/ aLL4+ (previously 4OD)?

Base : Those who have personally watched All4/ aLL4+ (previously 4OD) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	817	708	109	256	551	228	579	107	112	90	228	512	289
Effective Weighted Sample	658	575	84	207	443	184	467	84	94	73	184	410	245
Total	834	737	97	266	556	239	583	107	124	95	239	560	260
At least daily	109 13%	99 13%	10 10%	54 20% b	51 9%	49 21% b	56 10%	25 24%	26 21%	** **	49 21%	89 16% b	18 7%
At least weekly	396 48%	349 47%	47 48%	119 45%	273 49%	109 46%	283 49%	44 41%	64 52%	** **	109 46%	270 48%	118 45%
At least monthly	261 31%	229 31%	32 33%	69 26%	188 34%	62 26%	196 34%	29 27%	24 19%	** **	62 26%	163 29%	97 37%
Less often	66 8%	58 8%	8 9%	23 9%	43 8%	19 8%	47 8%	8 8%	10 8%	** **	19 8%	38 7%	27 10%
Don't know/ can't remember	2 *%	2 *%	- -%	1 *%	1 *%	- -%	2 *%	- -%	- -%	** **	- -%	1 *%	1 *%
SUMMARY													
DAILY	109 13%	99 13%	10 10%	54 20% b	51 9%	49 21% b	56 10%	25 24%	26 21%	** **	49 21%	89 16% b	18 7%
WEEKLY	505 61%	448 61%	57 58%	173 65%	324 58%	158 66%	339 58%	70 65%	90 73%	** **	158 66%	359 64% b	136 52%
MONTHLY	766 92%	677 92%	89 91%	242 91%	512 92%	220 92%	534 92%	98 92%	114 92%	** **	220 92%	522 93%	232 89%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7E. How often in the past 3 months have you watched programmes or films using All4/ aLL4+ (previously 4OD)?

Base : Those who have personally watched All4/ aLL4+ (previously 4OD) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS							BBC FAVOURABILITY		
	Total	ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	817	817	714	103	-	817	741	528	553	193	778	39	112	138	567
Effective Weighted Sample	658	658	571	88	-	658	597	430	443	153	627	31	91	111	456
Total	834	834	731	103	-	834	759	555	563	198	795	39	111	138	585
At least daily	109 13%	109 13%	105 14% c	4 4%	** **	109 13%	96 13%	78 14%	79 14%	35 17%	104 13%	** **	13 12%	17 12%	78 13%
At least weekly	396 48%	396 48%	345 47%	51 50%	** **	396 48%	357 47%	259 47%	272 48%	98 49%	375 47%	** **	48 44%	61 44%	287 49%
At least monthly	261 31%	261 31%	224 31%	37 36%	** **	261 31%	246 32%	171 31%	165 29%	53 27%	250 31%	** **	34 31%	45 32%	182 31%
Less often	66 8%	66 8%	57 8%	10 9%	** **	66 8%	59 8%	46 8%	46 8%	12 6%	65 8%	** **	15 14%	15 11%	36 6%
Don't know/ can't remember	2 *%	2 *%	1 *%	1 1%	** **	2 *%	2 *%	2 *%	1 *%	1 *%	2 *%	** **	- -%	1 1%	1 *%
SUMMARY															
DAILY	109 13%	109 13%	105 14% c	4 4%	** **	109 13%	96 13%	78 14%	79 14%	35 17%	104 13%	** **	13 12%	17 12%	78 13%
WEEKLY	505 61%	505 61%	449 61%	55 54%	** **	505 61%	452 60%	337 61%	351 62%	132 67%	479 60%	** **	62 55%	78 56%	365 63%
MONTHLY	766 92%	766 92%	674 92%	92 90%	** **	766 92%	698 92%	508 92%	516 92%	185 93%	728 92%	** **	96 86%	123 89%	547 94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?

Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months

	GENDER		AGE					SEG				NATION				N
	Total	MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d
Significance Level: 99%																
Unweighted total	623	274	348	51	84	124	102	262	158	178	133	154	428	83	66	46
Effective Weighted Sample	505	236	269	42	71	100	81	218	132	142	113	122	398	78	63	45
Total	649	292	357	49	101	103	126	270	187	189	124	149	560	50	26	13
At least daily	75 12%	40 14%	36 10%	** **	** **	13 13%	19 15%	20 7%	19 10%	16 8%	22 18%	19 13%	62 11%	** **	** **	** **
At least weekly	265 41%	117 40%	147 41%	** **	** **	46 45%	48 38%	107 40%	69 37%	86 46%	40 32%	69 47%	227 40%	** **	** **	** **
At least monthly	240 37%	105 36%	135 38%	** **	** **	32 31%	45 36%	105 39%	83 44% d	69 37%	49 40%	39 26%	210 38%	** **	** **	** **
Less often	67 10%	28 10%	39 11%	** **	** **	13 12%	14 11%	37 14%	16 9%	16 8%	13 10%	22 15%	60 11%	** **	** **	** **
Don't know/ can't remember	2 *% **	1 *% **	* *% **	** **	** **	- -%	- -%	1 *% **	- -%	1 1%	- -%	* *% **	1 *% **	** **	** **	** **
SUMMARY																
DAILY	75 12%	40 14%	36 10%	** **	** **	13 13%	19 15%	20 7%	19 10%	16 8%	22 18%	19 13%	62 11%	** **	** **	** **
WEEKLY	340 52%	157 54%	183 51%	** **	** **	59 57%	67 53%	127 47%	88 47%	102 54%	62 50%	88 59%	288 52%	** **	** **	** **
MONTHLY	580 89%	262 90%	318 89%	** **	** **	91 88%	112 89%	232 86%	171 91%	172 91%	111 90%	127 85%	499 89%	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?

Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	623	530	93	194	426	175	445	67	81	76	175	347	261
Effective Weighted Sample	505	432	73	153	349	139	364	52	68	60	139	283	219
Total	649	562	87	198	446	182	462	63	89	84	182	399	235
At least daily	75 12%	69 12%	** **	36 18% b	38 9%	33 18% b	40 9%	** **	** **	** **	33 18%	48 12%	25 11%
At least weekly	265 41%	227 40%	** **	82 42%	182 41%	78 43%	187 40%	** **	** **	** **	78 43%	175 44%	85 36%
At least monthly	240 37%	207 37%	** **	63 32%	173 39%	54 30%	183 40%	** **	** **	** **	54 30%	145 36%	90 38%
Less often	67 10%	59 11%	** **	16 8%	51 11%	16 9%	51 11%	** **	** **	** **	16 9%	31 8%	33 14%
Don't know/ can't remember	2 *%	- -%	** **	- -%	2 *%	- -%	2 *%	** **	** **	** **	- -%	- -%	2 1%
SUMMARY													
DAILY	75 12%	69 12%	** **	36 18% b	38 9%	33 18% b	40 9%	** **	** **	** **	33 18%	48 12%	25 11%
WEEKLY	340 52%	296 53%	** **	118 60%	220 49%	112 61%	227 49%	** **	** **	** **	112 61%	224 56%	110 47%
MONTHLY	580 89%	503 89%	** **	181 92%	394 88%	165 91%	410 89%	** **	** **	** **	165 91%	368 92%	201 85%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7F. How often in the past 3 months have you watched programmes or films using My5 (previously Demand 5)?

Base : Those who have personally watched My5 (previously Demand 5) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	623	623	532	91	-	623	565	411	419	131	586	37	93	99	431
Effective Weighted Sample	505	505	426	79	-	505	459	339	342	110	476	29	78	79	347
Total	649	649	551	98	-	649	591	441	441	146	611	37	97	102	450
At least daily	75 12%	75 12%	72 13%	** **	** **	75 12%	66 11%	59 13%	55 12%	28 19%	70 11%	** **	** **	** **	51 11%
At least weekly	265 41%	265 41%	224 41%	** **	** **	265 41%	235 40%	179 41%	179 41%	53 37%	246 40%	** **	** **	** **	184 41%
At least monthly	240 37%	240 37%	198 36%	** **	** **	240 37%	227 38%	152 35%	160 36%	51 35%	228 37%	** **	** **	** **	168 37%
Less often	67 10%	67 10%	56 10%	** **	** **	67 10%	62 11%	49 11%	46 10%	14 9%	66 11%	** **	** **	** **	47 10%
Don't know/ can't remember	2 *%	2 *%	2 *%	** **	** **	2 *%	1 *%	1 *%	1 *%	- -%	1 *%	** **	** **	** **	- -%
SUMMARY															
DAILY	75 12%	75 12%	72 13%	** **	** **	75 12%	66 11%	59 13%	55 12%	28 19%	70 11%	** **	** **	** **	51 11%
WEEKLY	340 52%	340 52%	296 54%	** **	** **	340 52%	301 51%	238 54%	234 53%	81 56%	316 52%	** **	** **	** **	235 52%
MONTHLY	580 89%	580 89%	494 90%	** **	** **	580 89%	528 89%	390 89%	394 89%	132 91%	544 89%	** **	** **	** **	403 90%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?

Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	682	369	309	84	139	175	104	180	175	221	158	128	393	103	117	69	
Effective Weighted Sample	528	294	231	66	112	139	80	139	142	172	125	95	369	98	112	66	
Total	656	359	293	76	157	144	116	162	200	216	131	109	525	63	48	20	
At least daily	189	117	71	**	58	38	31	33	54	54	42	38	159	15	10	**	
	29%	33%	24%	**	37%	27%	27%	20%	27%	25%	32%	35%	30%	24%	21%	**	
					e												
At least weekly	319	179	139	**	74	73	61	80	100	107	66	46	249	32	29	**	
	49%	50%	47%	**	47%	50%	53%	49%	50%	50%	50%	43%	47%	51%	62%	**	
															a		
At least monthly	115	45	69	**	20	28	19	36	39	42	18	16	90	13	7	**	
	18%	12%	24%	**	13%	19%	16%	22%	20%	19%	14%	14%	17%	20%	14%	**	
			a														
Less often	27	15	11	**	4	4	5	12	5	11	5	6	23	2	1	**	
	4%	4%	4%	**	2%	3%	4%	7%	3%	5%	4%	6%	4%	3%	3%	**	
Don't know/ can't remember	6	3	3	**	1	1	-	2	1	2	-	2	4	1	*	**	
	1%	1%	1%	**	1%	1%	-%	1%	1%	1%	-%	2%	1%	2%	1%	**	
SUMMARY																	
DAILY	189	117	71	**	58	38	31	33	54	54	42	38	159	15	10	**	
	29%	33%	24%	**	37%	27%	27%	20%	27%	25%	32%	35%	30%	24%	21%	**	
					e												
WEEKLY	508	297	210	**	132	111	92	113	154	161	108	84	408	47	39	**	
	77%	83%	72%	**	84%	77%	79%	69%	77%	75%	83%	77%	78%	75%	83%	**	
		b			e												
MONTHLY	623	342	279	**	152	139	111	149	193	203	126	100	498	60	46	**	
	95%	95%	95%	**	97%	97%	96%	92%	97%	94%	96%	92%	95%	95%	97%	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?

Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	682	565	117	273	401	244	429	99	112	116	244	478	192
Effective Weighted Sample	528	441	88	210	312	190	332	79	89	89	190	377	149
Total	656	555	100	261	385	239	406	100	113	108	239	497	151
At least daily	189 29%	160 29%	29 29%	81 31%	103 27%	73 31%	111 27%	** **	33 29%	31 28%	73 31%	158 32%	28 18%
												b	
At least weekly	319 49%	272 49%	47 47%	128 49%	188 49%	123 52%	192 47%	** **	58 51%	60 55%	123 52%	247 50%	69 46%
At least monthly	115 18%	97 18%	18 18%	44 17%	69 18%	38 16%	75 18%	** **	21 18%	17 16%	38 16%	74 15%	40 26%
												a	
Less often	27 4%	24 4%	4 4%	7 3%	20 5%	4 2%	22 6%	** **	1 1%	- -%	4 2%	16 3%	11 7%
Don't know/ can't remember	6 1%	3 *%	3 3%	1 *%	5 1%	- -%	6 1%	** **	- -%	- -%	- -%	2 *%	4 2%
SUMMARY													
DAILY	189 29%	160 29%	29 29%	81 31%	103 27%	73 31%	111 27%	** **	33 29%	31 28%	73 31%	158 32%	28 18%
												b	
WEEKLY	508 77%	432 78%	76 76%	209 80%	291 76%	197 82%	304 75%	** **	91 81%	91 84%	197 82%	405 82%	97 64%
												b	
MONTHLY	623 95%	529 95%	94 94%	253 97%	360 94%	235 98%	378 93%	** **	112 99%	108 100%	235 98%	479 96%	137 91%
						b						b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7G. How often in the past 3 months have you watched programmes or films using Sky On Demand or Sky Go?

Base : Those who have personally watched Sky On Demand or Sky Go in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	682	682	642	40	-	682	633	459	466	142	653	29	99	136	447
Effective Weighted Sample	528	528	497	32	-	528	494	359	361	113	507	22	78	104	347
Total	656	656	621	35	-	656	615	452	452	151	631	24	92	121	442
At least daily	189 29%	189 29%	187 30%	** **	** **	189 29%	180 29%	129 28%	139 31%	41 27%	185 29%	** **	** **	35 29%	127 29%
At least weekly	319 49%	319 49%	306 49%	** **	** **	319 49%	296 48%	232 51%	220 49%	81 54%	302 48%	** **	** **	53 44%	227 51%
At least monthly	115 18%	115 18%	103 17%	** **	** **	115 18%	109 18%	72 16%	79 18%	25 16%	113 18%	** **	** **	21 17%	77 17%
Less often	27 4%	27 4%	22 3%	** **	** **	27 4%	25 4%	18 4%	13 3%	4 3%	26 4%	** **	** **	9 8% c	10 2%
Don't know/ can't remember	6 1%	6 1%	3 1%	** **	** **	6 1%	6 1%	1 *%	2 *%	- -%	6 1%	** **	** **	3 2%	2 *%
SUMMARY															
DAILY	189 29%	189 29%	187 30%	** **	** **	189 29%	180 29%	129 28%	139 31%	41 27%	185 29%	** **	** **	35 29%	127 29%
WEEKLY	508 77%	508 77%	493 79%	** **	** **	508 77%	475 77%	361 80%	358 79%	122 81%	487 77%	** **	** **	88 73%	354 80%
MONTHLY	623 95%	623 95%	596 96%	** **	** **	623 95%	585 95%	433 96%	438 97%	147 97%	600 95%	** **	** **	109 90%	431 97% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?

Base : Those who have personally watched UKTV Play in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	250	142	108	25	40	48	34	103	52	79	55	64	177	25	31	17	
Effective Weighted Sample	204	121	84	21	34	40	28	85	45	63	45	54	165	24	30	16	
Total	259	148	111	26	49	38	41	104	68	78	48	65	227	14	13	5	
At least daily	49 19%	26 17%	24 21%	** **	** **	** **	** **	9 9%	** **	** **	** **	** **	43 19%	** **	** **	** **	
At least weekly	106 41%	64 43%	43 38%	** **	** **	** **	** **	52 49%	** **	** **	** **	** **	91 40%	** **	** **	** **	
At least monthly	66 25%	37 25%	29 26%	** **	** **	** **	** **	33 31%	** **	** **	** **	** **	57 25%	** **	** **	** **	
Less often	36 14%	22 15%	14 13%	** **	** **	** **	** **	10 9%	** **	** **	** **	** **	35 15%	** **	** **	** **	
Don't know/ can't remember	1 1%	- -	1 1%	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	1 1%	** **	** **	** **	
SUMMARY																	
DAILY	49 19%	26 17%	24 21%	** **	** **	** **	** **	9 9%	** **	** **	** **	** **	43 19%	** **	** **	** **	
WEEKLY	156 60%	90 61%	66 60%	** **	** **	** **	** **	61 58%	** **	** **	** **	** **	134 59%	** **	** **	** **	
MONTHLY	221 86%	126 85%	95 86%	** **	** **	** **	** **	93 90%	** **	** **	** **	** **	191 84%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?

Base : Those who have personally watched UKTV Play in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	250	220	30	66	179	62	183	26	30	28	62	141	100
Effective Weighted Sample	204	180	24	54	146	50	150	21	24	23	50	114	85
Total	259	228	31	66	188	60	193	24	27	28	60	155	94
At least daily	49 19%	43 19%	** **	** **	26 14%	** **	31 16%	** **	** **	** **	** **	38 25% b	9 9%
At least weekly	106 41%	89 39%	** **	** **	83 44%	** **	83 43%	** **	** **	** **	** **	57 37%	44 47%
At least monthly	66 25%	59 26%	** **	** **	50 27%	** **	52 27%	** **	** **	** **	** **	36 23%	28 30%
Less often	36 14%	35 15%	** **	** **	27 14%	** **	27 14%	** **	** **	** **	** **	23 14%	13 14%
Don't know/ can't remember	1 1%	1 1%	** **	** **	1 1%	** **	1 1%	** **	** **	** **	** **	1 1%	- -%
SUMMARY													
DAILY	49 19%	43 19%	** **	** **	26 14%	** **	31 16%	** **	** **	** **	** **	38 25% b	9 9%
WEEKLY	156 60%	132 58%	** **	** **	109 58%	** **	114 59%	** **	** **	** **	** **	95 61%	53 56%
MONTHLY	221 86%	191 84%	** **	** **	160 85%	** **	165 86%	** **	** **	** **	** **	132 85%	81 86%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7H. How often in the past 3 months have you watched programmes or films using UKTV Play?

Base : Those who have personally watched UKTV Play in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	250	250	219	31	-	250	234	190	193	69	241	9	43	35	172
Effective Weighted Sample	204	204	178	27	-	204	190	154	153	57	196	8	38	30	136
Total	259	259	229	30	-	259	239	194	191	74	247	11	50	38	171
At least daily	49 19%	49 19%	47 21%	** **	** **	49 19%	48 20%	40 20%	43 22%	** **	48 19%	** **	** **	** **	35 21%
At least weekly	106 41%	106 41%	93 41%	** **	** **	106 41%	93 39%	81 42%	76 40%	** **	99 40%	** **	** **	** **	71 41%
At least monthly	66 25%	66 25%	58 26%	** **	** **	66 25%	63 26%	44 23%	49 26%	** **	63 25%	** **	** **	** **	44 26%
Less often	36 14%	36 14%	29 13%	** **	** **	36 14%	34 14%	29 15%	22 12%	** **	36 15%	** **	** **	** **	19 11%
Don't know/ can't remember	1 1%	1 1%	1 1%	** **	** **	1 1%	1 1%	1 1%	1 1%	** **	1 1%	** **	** **	** **	1 1%
SUMMARY															
DAILY	49 19%	49 19%	47 21%	** **	** **	49 19%	48 20%	40 20%	43 22%	** **	48 19%	** **	** **	** **	35 21%
WEEKLY	156 60%	156 60%	140 61%	** **	** **	156 60%	141 59%	120 62%	118 62%	** **	147 59%	** **	** **	** **	106 62%
MONTHLY	221 86%	221 86%	198 87%	** **	** **	221 86%	204 85%	164 85%	168 88%	** **	210 85%	** **	** **	** **	150 88%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7I. How often in the past 3 months have you watched programmes or films using Discovery+?

Base : Those who have personally watched Discovery+ in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	311	173	137	54	64	78	46	69	85	87	66	73	212	51	23	25	
Effective Weighted Sample	256	150	106	46	57	63	40	56	68	73	55	62	200	48	22	24	
Total	333	188	145	55	85	64	61	70	94	101	59	80	286	31	10	7	
At least daily	80 24%	48 25%	33 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	71 25%	** **	** **	** **	
At least weekly	132 40%	64 34%	68 47%	** **	** **	** **	** **	** **	** **	** **	** **	** **	109 38%	** **	** **	** **	
At least monthly	84 25%	55 29%	28 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	73 26%	** **	** **	** **	
Less often	32 10%	20 11%	12 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	28 10%	** **	** **	** **	
Don't know/ can't remember	5 1%	1 *%	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 2%	** **	** **	** **	
SUMMARY																	
DAILY	80 24%	48 25%	33 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	71 25%	** **	** **	** **	
WEEKLY	213 64%	112 60%	101 70%	** **	** **	** **	** **	** **	** **	** **	** **	** **	181 63%	** **	** **	** **	
MONTHLY	297 89%	167 89%	129 89%	** **	** **	** **	** **	** **	** **	** **	** **	** **	254 89%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7I. How often in the past 3 months have you watched programmes or films using Discovery+?

Base : Those who have personally watched Discovery+ in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	311	272	39	129	176	116	188	46	53	50	116	226	79
Effective Weighted Sample	256	224	32	106	146	95	156	36	45	41	95	190	65
Total	333	294	40	142	184	128	197	49	60	56	128	260	70
At least daily	80 24%	66 22%	** **	45 32% b	32 17%	43 33% b	33 17%	** **	** **	** **	43 33%	65 25%	** **
At least weekly	132 40%	121 41%	** **	57 40%	75 41%	50 39%	81 41%	** **	** **	** **	50 39%	104 40%	** **
At least monthly	84 25%	78 26%	** **	31 21%	51 28%	27 21%	55 28%	** **	** **	** **	27 21%	68 26%	** **
Less often	32 10%	25 8%	** **	10 7%	22 12%	9 7%	23 12%	** **	** **	** **	9 7%	23 9%	** **
Don't know/ can't remember	5 1%	5 2%	** **	- -%	5 3%	- -%	5 2%	** **	** **	** **	- -%	- -%	** **
SUMMARY													
DAILY	80 24%	66 22%	** **	45 32% b	32 17%	43 33% b	33 17%	** **	** **	** **	43 33%	65 25%	** **
WEEKLY	213 64%	187 64%	** **	102 72%	107 58%	93 72%	114 58%	** **	** **	** **	93 72%	169 65%	** **
MONTHLY	297 89%	265 90%	** **	132 93%	157 86%	119 93%	169 86%	** **	** **	** **	119 93%	237 91%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7I. How often in the past 3 months have you watched programmes or films using Discovery+?

Base : Those who have personally watched Discovery+ in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	311	311	311	-	-	311	271	219	220	64	290	21	46	63	202
Effective Weighted Sample	256	256	256	-	-	256	225	182	182	53	241	16	37	55	166
Total	333	333	333	-	-	333	297	238	239	72	316	17	44	64	225
At least daily	80 24%	80 24%	80 24%	** **	** **	80 24%	77 26%	66 28%	63 26%	** **	80 25%	** **	** **	** **	63 28%
At least weekly	132 40%	132 40%	132 40%	** **	** **	132 40%	113 38%	93 39%	94 39%	** **	121 38%	** **	** **	** **	85 38%
At least monthly	84 25%	84 25%	84 25%	** **	** **	84 25%	74 25%	62 26%	64 27%	** **	81 26%	** **	** **	** **	56 25%
Less often	32 10%	32 10%	32 10%	** **	** **	32 10%	27 9%	17 7%	18 8%	** **	29 9%	** **	** **	** **	18 8%
Don't know/ can't remember	5 1%	5 1%	5 1%	** **	** **	5 1%	5 2%	- -	1 1%	** **	5 1%	** **	** **	** **	4 2%
SUMMARY															
DAILY	80 24%	80 24%	80 24%	** **	** **	80 24%	77 26%	66 28%	63 26%	** **	80 25%	** **	** **	** **	63 28%
WEEKLY	213 64%	213 64%	213 64%	** **	** **	213 64%	191 64%	159 67%	156 65%	** **	201 64%	** **	** **	** **	148 66%
MONTHLY	297 89%	297 89%	297 89%	** **	** **	297 89%	265 89%	221 93%	220 92%	** **	282 89%	** **	** **	** **	204 90%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV Catch-up or Virgin Media Anywhere?

Base : Those who have personally watched Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	216	105	111	24	41	34	41	76	55	67	51	43	145	40	13	18	
Effective Weighted Sample	176	90	87	19	36	29	32	64	46	53	43	35	136	38	12	17	
Total	228	111	117	24	52	27	47	77	62	72	51	43	193	24	6	5	
At least daily	65 29%	32 29%	33 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	55 29%	** **	** **	** **	
At least weekly	117 51%	57 51%	60 52%	** **	** **	** **	** **	** **	** **	** **	** **	** **	99 51%	** **	** **	** **	
At least monthly	31 14%	14 13%	17 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	25 13%	** **	** **	** **	
Less often	12 5%	6 5%	6 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 6%	** **	** **	** **	
Don't know/ can't remember	2 1%	2 2%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	** **	** **	** **	
SUMMARY																	
DAILY	65 29%	32 29%	33 28%	** **	** **	** **	** **	** **	** **	** **	** **	** **	55 29%	** **	** **	** **	
WEEKLY	182 80%	89 80%	94 80%	** **	** **	** **	** **	** **	** **	** **	** **	** **	155 80%	** **	** **	** **	
MONTHLY	214 94%	103 93%	111 95%	** **	** **	** **	** **	** **	** **	** **	** **	** **	180 93%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV Catch-up or Virgin Media Anywhere?

Base : Those who have personally watched Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	216	209	7	66	147	60	153	30	37	20	60	140	72
Effective Weighted Sample	176	170	6	55	120	50	125	24	33	17	50	113	62
Total	228	219	9	76	148	68	156	31	44	23	68	156	68
At least daily	65 29%	65 30%	** **	** **	34 23%	** **	36 23%	** **	** **	** **	** **	42 27%	** **
At least weekly	117 51%	111 51%	** **	** **	93 63%	** **	95 61%	** **	** **	** **	** **	81 52%	** **
At least monthly	31 14%	30 14%	** **	** **	14 9%	** **	15 10%	** **	** **	** **	** **	25 16%	** **
Less often	12 5%	11 5%	** **	** **	7 5%	** **	9 6%	** **	** **	** **	** **	8 5%	** **
Don't know/ can't remember	2 1%	2 1%	** **	** **	1 1%	** **	1 1%	** **	** **	** **	** **	- -%	** **
SUMMARY													
DAILY	65 29%	65 30%	** **	** **	34 23%	** **	36 23%	** **	** **	** **	** **	42 27%	** **
WEEKLY	182 80%	176 81%	** **	** **	127 86%	** **	131 84%	** **	** **	** **	** **	124 79%	** **
MONTHLY	214 94%	206 94%	** **	** **	140 95%	** **	147 94%	** **	** **	** **	** **	148 95%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7J. How often in the past 3 months have you watched programmes or films using Virgin TV Catch-up or Virgin Media Anywhere?

Base : Those who have personally watched Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	216	216	196	20	-	216	196	135	147	45	199	17	30	45	141
Effective Weighted Sample	176	176	160	17	-	176	161	111	120	37	163	14	25	36	116
Total	228	228	209	18	-	228	210	144	160	53	212	16	28	47	153
At least daily	65 29%	65 29%	60 28%	** **	** **	65 29%	59 28%	38 26%	52 32%	** **	59 28%	** **	** **	** **	49 32%
At least weekly	117 51%	117 51%	109 52%	** **	** **	117 51%	111 53%	81 56%	81 51%	** **	112 53%	** **	** **	** **	83 54%
At least monthly	31 14%	31 14%	30 14%	** **	** **	31 14%	29 14%	16 11%	20 13%	** **	29 13%	** **	** **	** **	17 11%
Less often	12 5%	12 5%	9 4%	** **	** **	12 5%	9 4%	7 5%	6 4%	** **	11 5%	** **	** **	** **	3 2%
Don't know/ can't remember	2 1%	2 1%	2 1%	** **	** **	2 1%	2 1%	2 1%	1 1%	** **	2 1%	** **	** **	** **	2 1%
SUMMARY															
DAILY	65 29%	65 29%	60 28%	** **	** **	65 29%	59 28%	38 26%	52 32%	** **	59 28%	** **	** **	** **	49 32%
WEEKLY	182 80%	182 80%	168 80%	** **	** **	182 80%	170 81%	119 83%	132 83%	** **	171 81%	** **	** **	** **	131 86%
MONTHLY	214 94%	214 94%	198 95%	** **	** **	214 94%	198 95%	135 94%	153 96%	** **	199 94%	** **	** **	** **	148 97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?

Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months

	GENDER			AGE					SEG				NATION				N
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	248	154	93	52	45	41	45	65	57	84	54	53	181	22	23	22	
Effective Weighted Sample	206	133	72	47	38	34	36	54	46	72	45	45	170	21	22	21	
Total	268	172	95	57	54	35	55	68	66	96	49	57	238	14	10	6	
At least daily	91	61	**	**	**	**	**	**	**	**	**	**	84	**	**	**	**
	34%	36%	**	**	**	**	**	**	**	**	**	**	35%	**	**	**	**
At least weekly	102	57	**	**	**	**	**	**	**	**	**	**	89	**	**	**	**
	38%	33%	**	**	**	**	**	**	**	**	**	**	37%	**	**	**	**
At least monthly	48	31	**	**	**	**	**	**	**	**	**	**	40	**	**	**	**
	18%	18%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**	**
Less often	22	18	**	**	**	**	**	**	**	**	**	**	20	**	**	**	**
	8%	11%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	**
Don't know/ can't remember	5	4	**	**	**	**	**	**	**	**	**	**	5	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	**
SUMMARY																	
DAILY	91	61	**	**	**	**	**	**	**	**	**	**	84	**	**	**	**
	34%	36%	**	**	**	**	**	**	**	**	**	**	35%	**	**	**	**
WEEKLY	192	119	**	**	**	**	**	**	**	**	**	**	173	**	**	**	**
	72%	69%	**	**	**	**	**	**	**	**	**	**	72%	**	**	**	**
MONTHLY	241	150	**	**	**	**	**	**	**	**	**	**	213	**	**	**	**
	90%	87%	**	**	**	**	**	**	**	**	**	**	89%	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?

Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	248	222	26	84	160	70	174	28	37	34	70	155	91
Effective Weighted Sample	206	184	22	72	131	60	143	24	31	29	60	129	78
Total	268	240	28	96	166	80	182	29	41	40	80	179	88
At least daily	91 34%	85 35%	**	**	46 28%	**	52 29%	**	**	**	**	69 39%	**
At least weekly	102 38%	85 36%	**	**	71 43%	**	75 41%	**	**	**	**	67 37%	**
At least monthly	48 18%	44 18%	**	**	29 17%	**	33 18%	**	**	**	**	29 16%	**
Less often	22 8%	21 9%	**	**	18 11%	**	20 11%	**	**	**	**	9 5%	**
Don't know/ can't remember	5 2%	5 2%	**	**	2 1%	**	2 1%	**	**	**	**	5 3%	**
SUMMARY													
DAILY	91 34%	85 35%	**	**	46 28%	**	52 29%	**	**	**	**	69 39%	**
WEEKLY	192 72%	170 71%	**	**	117 70%	**	127 70%	**	**	**	**	136 76%	**
MONTHLY	241 90%	214 89%	**	**	146 88%	**	160 88%	**	**	**	**	165 92%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7K. How often in the past 3 months have you watched programmes or films using BBC TV programmes and content on YouTube?

Base : Those who have personally watched BBC TV programmes and content on YouTube in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	248	248	217	31	-	248	248	171	187	72	248	-	25	40	183
Effective Weighted Sample	206	206	179	27	-	206	206	143	157	62	206	-	20	34	151
Total	268	268	235	33	-	268	268	189	209	85	268	-	26	44	198
At least daily	91 34%	91 34%	83 35%	** **	** **	91 34%	91 34%	66 35%	75 36%	** **	91 34%	** **	** **	** **	68 35%
At least weekly	102 38%	102 38%	84 36%	** **	** **	102 38%	102 38%	68 36%	75 36%	** **	102 38%	** **	** **	** **	77 39%
At least monthly	48 18%	48 18%	45 19%	** **	** **	48 18%	48 18%	37 20%	40 19%	** **	48 18%	** **	** **	** **	36 18%
Less often	22 8%	22 8%	19 8%	** **	** **	22 8%	22 8%	13 7%	15 7%	** **	22 8%	** **	** **	** **	12 6%
Don't know/ can't remember	5 2%	5 2%	5 2%	** **	** **	5 2%	5 2%	4 2%	4 2%	** **	5 2%	** **	** **	** **	4 2%
SUMMARY															
DAILY	91 34%	91 34%	83 35%	** **	** **	91 34%	91 34%	66 35%	75 36%	** **	91 34%	** **	** **	** **	68 35%
WEEKLY	192 72%	192 72%	167 71%	** **	** **	192 72%	192 72%	135 71%	150 72%	** **	192 72%	** **	** **	** **	146 74%
MONTHLY	241 90%	241 90%	211 90%	** **	** **	241 90%	241 90%	172 91%	190 91%	** **	241 90%	** **	** **	** **	181 92%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 43

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7L. How often in the past 3 months have you watched programmes or films using Netflix?

Base : Those who have personally watched Netflix in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	2697	1257	1428	456	573	616	426	626	678	855	579	585	1687	374	328	308	
Effective Weighted Sample	2121	1036	1077	382	460	488	337	496	550	665	472	460	1583	356	312	298	
Total	2726	1285	1426	429	653	509	520	615	797	878	502	549	2278	222	136	90	
At least daily	1250 46%	594 46%	651 46%	238 55% de	371 57% de	250 49% de	193 37%	198 32%	358 45%	380 43%	240 48%	272 50%	1055 46% d	106 48% d	56 41%	33 37%	
At least weekly	1185 43%	582 45%	597 42%	147 34%	247 38%	233 46% a	264 51% ab	295 48% ab	358 45%	406 46%	206 41%	216 39%	986 43%	93 42%	71 52% ad	35 39%	
At least monthly	233 9%	87 7%	142 10% a	40 9% c	33 5%	19 4%	48 9% c	92 15% bc	64 8%	77 9%	46 9%	45 8%	187 8%	18 8%	8 6%	20 22% abc	
Less often	56 2%	22 2%	34 2%	4 1%	2 *% 1%	5 1%	15 3% b	30 5% abc	17 2%	15 2%	9 2%	14 3%	49 2%	3 1%	1 1%	2 2%	
Don't know/ can't remember	3 *%	1 *%	2 *%	1 *%	- -% *%	2 *%	- -% *%	- -% *%	- -% *%	1 *%	1 *%	1 *%	2 *%	1 *%	- -% *%	- -% *%	
SUMMARY																	
DAILY	1250 46%	594 46%	651 46%	238 55% de	371 57% de	250 49% de	193 37%	198 32%	358 45%	380 43%	240 48%	272 50%	1055 46% d	106 48% d	56 41%	33 37%	
WEEKLY	2435 89%	1176 91% b	1248 88%	385 90% e	618 95% ade	483 95% ade	457 88% e	492 80%	716 90%	785 89%	445 89%	488 89%	2041 90% d	200 90% d	127 93% d	68 76%	
MONTHLY	2668 98%	1263 98%	1390 97%	425 99% e	651 100% de	502 99% e	505 97%	584 95%	780 98%	862 98%	492 98%	534 97%	2228 98%	218 98%	135 99%	87 98%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 43

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7L. How often in the past 3 months have you watched programmes or films using Netflix?

Base : Those who have personally watched Netflix in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2697	2295	402	994	1661	869	1783	355	446	390	869	1879	766
Effective Weighted Sample	2121	1825	297	775	1312	679	1407	279	356	299	679	1490	619
Total	2726	2363	363	1001	1679	893	1784	359	465	397	893	2032	651
At least daily	1250 46%	1079 46%	170 47%	531 53% b	700 42%	474 53% b	754 42%	213 59% c	241 52%	188 47%	474 53%	957 47%	273 42%
At least weekly	1185 43%	1033 44%	152 42%	412 41%	755 45%	370 41%	797 45%	128 36%	196 42%	184 46% a	370 41%	892 44%	279 43%
At least monthly	233 9%	198 8%	35 10%	47 5% a	178 11% a	39 4%	186 10% a	15 4%	21 5%	16 4%	39 4%	155 8%	72 11%
Less often	56 2%	50 2%	6 2%	10 1% a	46 3% a	10 1%	46 3%	3 1%	5 1%	7 2%	10 1%	27 1%	25 4% a
Don't know/ can't remember	3 *%	3 *%	- -%	2 *%	1 *%	1 *%	2 *%	- -%	1 *%	1 *%	1 *%	2 *%	1 *%
SUMMARY													
DAILY	1250 46%	1079 46%	170 47%	531 53% b	700 42%	474 53% b	754 42%	213 59% c	241 52%	188 47%	474 53%	957 47%	273 42%
WEEKLY	2435 89%	2113 89%	322 89%	942 94% b	1455 87%	844 94% b	1551 87%	342 95%	437 94%	373 94%	844 94%	1849 91% b	553 85%
MONTHLY	2668 98%	2310 98%	357 98%	989 99%	1633 97%	882 99%	1737 97%	356 99%	459 99%	389 98%	882 99%	2003 99% b	624 96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 43

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7L. How often in the past 3 months have you watched programmes or films using Netflix?

Base : Those who have personally watched Netflix in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2697	2697	2697	-	-	2697	2277	1474	1463	358	2416	281	449	655	1593
Effective Weighted Sample	2121	2121	2121	-	-	2121	1799	1181	1168	290	1908	215	352	522	1248
Total	2726	2726	2726	-	-	2726	2335	1545	1542	398	2471	255	436	659	1632
At least daily	1250 46%	1250 46%	1250 46%	** **	** **	1250 46%	1040 45%	684 44%	711 46%	180 45%	1102 45%	148 58%	222 51%	301 46%	726 45%
											abcde				
At least weekly	1185 43%	1185 43%	1185 43%	** **	** **	1185 43%	1044 45%	698 45%	682 44%	176 44%	1099 44%	86 34%	162 37%	293 44%	731 45%
							f	f	f		f				
At least monthly	233 9%	233 9%	233 9%	** **	** **	233 9%	205 9%	128 8%	124 8%	33 8%	219 9%	14 5%	39 9%	52 8%	142 9%
Less often	56 2%	56 2%	56 2%	** **	** **	56 2%	45 2%	35 2%	25 2%	10 2%	49 2%	6 2%	13 3%	11 2%	31 2%
Don't know/ can't remember	3 *%	3 *%	3 *%	** **	** **	3 *%	2 *%	1 *%	- -%	- -%	2 *%	1 *%	- -%	1 *%	2 *%
SUMMARY															
DAILY	1250 46%	1250 46%	1250 46%	** **	** **	1250 46%	1040 45%	684 44%	711 46%	180 45%	1102 45%	148 58%	222 51%	301 46%	726 45%
											abcde				
WEEKLY	2435 89%	2435 89%	2435 89%	** **	** **	2435 89%	2084 89%	1381 89%	1392 90%	356 89%	2201 89%	234 92%	384 88%	594 90%	1457 89%
MONTHLY	2668 98%	2668 98%	2668 98%	** **	** **	2668 98%	2288 98%	1509 98%	1516 98%	388 98%	2420 98%	247 97%	423 97%	646 98%	1599 98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?

Base : Those who have personally watched Amazon Prime Video in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1878	915	950	294	396	430	275	483	513	593	399	373	1190	251	270	167	
Effective Weighted Sample	1491	760	722	246	319	345	222	390	417	465	328	300	1116	239	259	162	
Total	1903	933	955	278	452	353	341	479	597	608	344	355	1592	152	111	49	
At least daily	527	289	236	92	136	105	85	109	149	148	109	121	440	48	27	11	
	28%	31%	25%	33%	30%	30%	25%	23%	25%	24%	32%	34%	28%	32%	24%	23%	
		b		e								ab					
At least weekly	941	463	474	119	231	183	176	232	310	321	152	159	793	73	54	22	
	49%	50%	50%	43%	51%	52%	52%	48%	52%	53%	44%	45%	50%	48%	49%	45%	
At least monthly	354	159	192	55	69	54	72	105	112	113	72	58	293	24	24	13	
	19%	17%	20%	20%	15%	15%	21%	22%	19%	19%	21%	16%	18%	16%	22%	26%	
																b	
Less often	73	20	49	12	15	10	5	31	24	25	10	15	60	5	5	3	
	4%	2%	5%	4%	3%	3%	2%	6%	4%	4%	3%	4%	4%	4%	5%	6%	
			a					d									
Don't know/ can't remember	7	3	4	-	1	2	3	2	3	2	2	1	6	1	-	-	
	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%	1%	*%	*%	1%	-%	-%	
SUMMARY																	
DAILY	527	289	236	92	136	105	85	109	149	148	109	121	440	48	27	11	
	28%	31%	25%	33%	30%	30%	25%	23%	25%	24%	32%	34%	28%	32%	24%	23%	
		b		e								ab					
WEEKLY	1468	751	710	211	367	288	261	341	458	469	260	281	1233	121	81	33	
	77%	81%	74%	76%	81%	82%	76%	71%	77%	77%	76%	79%	77%	80%	73%	68%	
		b			e	e							d	d			
MONTHLY	1823	910	901	266	436	342	333	446	570	582	332	339	1526	145	106	46	
	96%	98%	94%	96%	96%	97%	98%	93%	96%	96%	97%	96%	96%	96%	95%	94%	
		b															

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 44

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?

Base : Those who have personally watched Amazon Prime Video in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1878	1596	282	678	1177	592	1260	254	297	245	592	1284	561
Effective Weighted Sample	1491	1280	212	530	944	465	1007	198	241	189	465	1020	463
Total	1903	1648	255	680	1200	607	1271	250	314	248	607	1382	495
At least daily	527 28%	450 27%	77 30%	198 29%	318 27%	180 30%	335 26%	87 35%	92 29%	70 28%	180 30%	377 27%	140 28%
At least weekly	941 49%	821 50%	121 47%	353 52%	580 48%	318 52%	613 48%	119 48%	172 55%	131 53%	318 52%	709 51%	227 46%
At least monthly	354 19%	313 19%	41 16%	114 17%	239 20%	96 16%	257 20%	41 16%	44 14%	39 16%	96 16%	254 18%	95 19%
Less often	73 4%	60 4%	13 5%	13 2%	58 5% a	11 2%	60 5% a	2 1%	4 1%	8 3%	11 2%	37 3%	32 6% a
Don't know/ can't remember	7 *%	4 *%	4 1%	2 *%	6 *%	2 *%	6 *%	1 *%	1 *%	- -%	2 *%	6 *%	2 *%
SUMMARY													
DAILY	527 28%	450 27%	77 30%	198 29%	318 27%	180 30%	335 26%	87 35%	92 29%	70 28%	180 30%	377 27%	140 28%
WEEKLY	1468 77%	1271 77%	197 77%	551 81% b	898 75%	499 82% b	948 75%	207 83%	264 84%	201 81%	499 82%	1086 79%	367 74%
MONTHLY	1823 96%	1584 96%	239 93%	665 98% b	1137 95%	595 98% b	1205 95%	248 99%	308 98%	240 97%	595 98%	1340 97% b	462 93%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7M. How often in the past 3 months have you watched programmes or films using Amazon Prime Video?

Base : Those who have personally watched Amazon Prime Video in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1878	1878	1878	-	-	1878	1634	1118	1131	314	1721	157	304	421	1153
Effective Weighted Sample	1491	1491	1491	-	-	1491	1304	897	903	253	1370	122	242	337	914
Total	1903	1903	1903	-	-	1903	1682	1165	1168	339	1761	142	296	418	1189
At least daily	527 28%	527 28%	527 28%	** **	** **	527 28%	439 26%	318 27%	318 27%	96 28%	459 26%	68 47%	106 36%	120 29%	301 25%
At least weekly	941 49%	941 49%	941 49%	** **	** **	941 49%	850 51%	595 51%	597 51%	182 54%	888 50%	53 37%	130 44%	188 45%	623 52%
At least monthly	354 19%	354 19%	354 19%	** **	** **	354 19%	326 19%	208 18%	213 18%	52 15%	337 19%	17 12%	48 16%	85 20%	221 19%
Less often	73 4%	73 4%	73 4%	** **	** **	73 4%	60 4%	41 4%	37 3%	8 2%	69 4%	4 3%	11 4%	23 5%	40 3%
Don't know/ can't remember	7 *%	7 *%	7 *%	** **	** **	7 *%	7 *%	3 *%	3 *%	1 *%	7 *%	- -%	1 *%	2 *%	5 *%
SUMMARY															
DAILY	527 28%	527 28%	527 28%	** **	** **	527 28%	439 26%	318 27%	318 27%	96 28%	459 26%	68 47%	106 36%	120 29%	301 25%
WEEKLY	1468 77%	1468 77%	1468 77%	** **	** **	1468 77%	1289 77%	913 78%	915 78%	278 82%	1348 77%	121 85%	237 80%	308 74%	923 78%
MONTHLY	1823 96%	1823 96%	1823 96%	** **	** **	1823 96%	1615 96%	1120 96%	1128 97%	330 97%	1685 96%	138 97%	285 96%	394 94%	1145 96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7N. How often in the past 3 months have you watched programmes or films using NOW?

Base : Those who have personally watched NOW in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 b	35-44 ~c	45-54 ~d	55+ ~e	AB a	C1 b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	384	184	196	62	106	97	48	71	111	102	90	81	274	49	35	26	
Effective Weighted Sample	318	162	153	55	87	80	42	58	94	84	77	67	259	46	34	25	
Total	423	204	214	67	126	86	67	76	138	115	84	85	372	28	15	7	
At least daily	129 30%	63 31%	62 29%	** **	46 37%	** **	** **	** **	36 26%	32 28%	** **	** **	113 30%	** **	** **	** **	
At least weekly	209 49%	108 53%	101 47%	** **	63 50%	** **	** **	** **	73 53%	62 53%	** **	** **	186 50%	** **	** **	** **	
At least monthly	52 12%	21 10%	29 13%	** **	10 8%	** **	** **	** **	17 12%	12 11%	** **	** **	45 12%	** **	** **	** **	
Less often	31 7%	10 5%	21 10%	** **	7 6%	** **	** **	** **	12 9%	8 7%	** **	** **	27 7%	** **	** **	** **	
Don't know/ can't remember	1 *%	1 1%	- -%	** **	- -%	** **	** **	** **	- -%	1 1%	** **	** **	1 *%	** **	** **	** **	
SUMMARY																	
DAILY	129 30%	63 31%	62 29%	** **	46 37%	** **	** **	** **	36 26%	32 28%	** **	** **	113 30%	** **	** **	** **	
WEEKLY	338 80%	171 84%	164 77%	** **	109 87%	** **	** **	** **	109 79%	93 81%	** **	** **	299 80%	** **	** **	** **	
MONTHLY	390 92%	192 95%	192 90%	** **	119 94%	** **	** **	** **	126 91%	106 92%	** **	** **	344 92%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7N. How often in the past 3 months have you watched programmes or films using NOW?

Base : Those who have personally watched NOW in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	384	338	46	157	222	133	246	62	65	49	133	289	89
Effective Weighted Sample	318	279	39	132	182	111	203	51	55	41	111	241	75
Total	423	371	51	174	242	149	267	67	72	57	149	335	82
At least daily	129 30%	113 30%	** **	62 36%	64 26%	55 37%	70 26%	** **	** **	** **	55 37%	107 32%	** **
At least weekly	209 49%	189 51%	** **	79 45%	127 52%	67 45%	139 52%	** **	** **	** **	67 45%	170 51%	** **
At least monthly	52 12%	43 12%	** **	23 13%	29 12%	20 13%	33 12%	** **	** **	** **	20 13%	35 10%	** **
Less often	31 7%	25 7%	** **	10 6%	21 9%	7 5%	24 9%	** **	** **	** **	7 5%	23 7%	** **
Don't know/ can't remember	1 *%	1 *%	** **	- -%	1 1%	- -%	1 1%	** **	** **	** **	- -%	1 *%	** **
SUMMARY													
DAILY	129 30%	113 30%	** **	62 36%	64 26%	55 37%	70 26%	** **	** **	** **	55 37%	107 32%	** **
WEEKLY	338 80%	302 81%	** **	141 81%	191 79%	123 82%	209 78%	** **	** **	** **	123 82%	276 82%	** **
MONTHLY	390 92%	345 93%	** **	164 94%	220 91%	142 95%	242 90%	** **	** **	** **	142 95%	311 93%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7N. How often in the past 3 months have you watched programmes or films using NOW?

Base : Those who have personally watched NOW in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	384	384	384	-	-	384	345	268	262	99	365	19	59	84	241
Effective Weighted Sample	318	318	318	-	-	318	287	224	215	80	303	15	50	69	200
Total	423	423	423	-	-	423	385	297	282	108	405	17	62	90	271
At least daily	129	129	129	**	**	129	116	96	85	**	125	**	**	**	84
	30%	30%	30%	**	**	30%	30%	32%	30%	**	31%	**	**	**	31%
At least weekly	209	209	209	**	**	209	195	142	141	**	203	**	**	**	149
	49%	49%	49%	**	**	49%	51%	48%	50%	**	50%	**	**	**	55%
At least monthly	52	52	52	**	**	52	43	40	34	**	46	**	**	**	23
	12%	12%	12%	**	**	12%	11%	14%	12%	**	11%	**	**	**	9%
Less often	31	31	31	**	**	31	29	17	21	**	30	**	**	**	14
	7%	7%	7%	**	**	7%	7%	6%	7%	**	7%	**	**	**	5%
Don't know/ can't remember	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	1%
SUMMARY															
DAILY	129	129	129	**	**	129	116	96	85	**	125	**	**	**	84
	30%	30%	30%	**	**	30%	30%	32%	30%	**	31%	**	**	**	31%
WEEKLY	338	338	338	**	**	338	311	238	226	**	328	**	**	**	232
	80%	80%	80%	**	**	80%	81%	80%	80%	**	81%	**	**	**	86%
MONTHLY	390	390	390	**	**	390	355	278	260	**	374	**	**	**	256
	92%	92%	92%	**	**	92%	92%	94%	92%	**	92%	**	**	**	94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A70. How often in the past 3 months have you watched programmes or films using Disney+?

Base : Those who have personally watched Disney+ in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1164	513	640	233	332	305	160	134	305	374	232	252	695	176	150	143	
Effective Weighted Sample	906	428	469	193	263	240	123	104	247	284	192	195	657	168	142	139	
Total	1150	536	601	225	366	247	185	128	357	369	201	222	944	104	61	41	
At least daily	371	179	189	78	152	77	42	22	113	99	72	87	312	26	23	10	
	32%	33%	31%	35%	41%	31%	23%	17%	32%	27%	36%	39%	33%	25%	38%	24%	
				e	de	e						b					
At least weekly	566	272	291	99	169	128	107	64	181	198	98	89	460	59	27	20	
	49%	51%	49%	44%	46%	52%	58%	50%	51%	54%	49%	40%	49%	56%	44%	49%	
										d							
At least monthly	169	68	95	39	36	37	26	31	54	56	28	31	135	14	10	9	
	15%	13%	16%	17%	10%	15%	14%	24%	15%	15%	14%	14%	14%	14%	17%	23%	
								b									
Less often	41	15	25	8	8	5	10	10	10	15	3	14	35	4	1	2	
	4%	3%	4%	4%	2%	2%	5%	8%	3%	4%	1%	6%	4%	4%	1%	4%	
								b									
Don't know/ can't remember	3	2	*	1	1	-	-	*	-	1	*	1	1	1	-	-	
	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	1%	*%	1%	-%	-%	

SUMMARY

DAILY	371	179	189	78	152	77	42	22	113	99	72	87	312	26	23	10
	32%	33%	31%	35%	41%	31%	23%	17%	32%	27%	36%	39%	33%	25%	38%	24%
				e	de	e						b				
WEEKLY	937	451	480	177	320	205	149	86	294	297	170	175	773	85	50	30
	82%	84%	80%	79%	88%	83%	81%	67%	82%	81%	85%	79%	82%	81%	82%	73%
					e	e										
MONTHLY	1106	519	575	216	357	242	175	117	347	353	198	206	908	99	60	39
	96%	97%	96%	96%	98%	98%	95%	92%	97%	96%	98%	93%	96%	95%	99%	96%
						e					d					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 46

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A70. How often in the past 3 months have you watched programmes or films using Disney+?

Base : Those who have personally watched Disney+ in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1164	1002	162	589	562	514	636	229	288	203	514	857	287
Effective Weighted Sample	906	791	116	457	440	400	497	181	231	154	400	674	228
Total	1150	1015	135	582	556	518	620	228	305	200	518	898	239
At least daily	371 32%	333 33%	38 28%	209 36%	156 28%	192 37%	173 28%	104 46%	111 36%	60 30%	192 37%	293 33%	74 31%
At least weekly	566 49%	497 49%	69 51%	280 48%	283 51%	251 48%	312 50%	104 46%	147 48%	103 51%	251 48%	453 50%	107 45%
At least monthly	169 15%	147 14%	22 16%	79 14%	88 16%	64 12%	103 17%	14 6%	39 13%	32 16%	64 12%	126 14%	40 17%
Less often	41 4%	37 4%	5 3%	14 2%	26 5%	11 2%	29 5%	6 2%	8 3%	5 3%	11 2%	24 3%	17 7%
Don't know/ can't remember	3 *%	1 *%	1 1%	1 *%	2 *%	- -%	3 *%	- -%	- -%	- -%	- -%	1 *%	1 1%
SUMMARY													
DAILY	371 32%	333 33%	38 28%	209 36%	156 28%	192 37%	173 28%	104 46%	111 36%	60 30%	192 37%	293 33%	74 31%
WEEKLY	937 82%	830 82%	107 79%	489 84%	439 79%	443 85%	485 78%	208 91%	258 85%	163 81%	443 85%	746 83%	181 76%
MONTHLY	1106 96%	977 96%	129 96%	568 98%	528 95%	507 98%	588 95%	222 98%	297 97%	194 97%	507 98%	873 97%	221 92%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A70. How often in the past 3 months have you watched programmes or films using Disney+?

Base : Those who have personally watched Disney+ in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1164	1164	1164	-	-	1164	985	671	721	191	1051	113	187	254	723
Effective Weighted Sample	906	906	906	-	-	906	774	534	575	154	824	83	145	196	566
Total	1150	1150	1150	-	-	1150	990	681	744	205	1051	99	178	235	737
At least daily	371	371	371	**	**	371	315	211	246	72	332	40	62	84	225
	32%	32%	32%	**	**	32%	32%	31%	33%	35%	32%	40%	35%	36%	31%
At least weekly	566	566	566	**	**	566	491	352	362	104	519	47	84	106	376
	49%	49%	49%	**	**	49%	50%	52%	49%	51%	49%	48%	47%	45%	51%
At least monthly	169	169	169	**	**	169	147	92	111	25	160	8	21	34	113
	15%	15%	15%	**	**	15%	15%	13%	15%	12%	15%	8%	12%	14%	15%
Less often	41	41	41	**	**	41	35	25	24	3	37	4	10	10	22
	4%	4%	4%	**	**	4%	4%	4%	3%	2%	4%	4%	6%	4%	3%
Don't know/ can't remember	3	3	3	**	**	3	3	1	*	-	3	-	-	1	1
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	-%	-%	1%	*%
SUMMARY															
DAILY	371	371	371	**	**	371	315	211	246	72	332	40	62	84	225
	32%	32%	32%	**	**	32%	32%	31%	33%	35%	32%	40%	35%	36%	31%
WEEKLY	937	937	937	**	**	937	806	564	608	176	851	86	146	190	601
	82%	82%	82%	**	**	82%	81%	83%	82%	86%	81%	88%	82%	81%	82%
MONTHLY	1106	1106	1106	**	**	1106	953	656	719	201	1011	95	168	224	714
	96%	96%	96%	**	**	96%	96%	96%	97%	98%	96%	96%	94%	95%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7P. How often in the past 3 months have you watched programmes or films using Apple TV+?

Base : Those who have personally watched Apple TV+ in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	224	130	93	57	57	50	27	33	70	84	47	23	146	29	20	29	
Effective Weighted Sample	179	109	69	47	46	42	22	25	59	66	40	17	138	28	19	28	
Total	236	143	92	56	66	44	36	34	87	86	40	23	201	18	9	8	
At least daily	60	39	**	**	**	**	**	**	**	**	**	**	52	**	**	**	
	25%	27%	**	**	**	**	**	**	**	**	**	**	26%	**	**	**	
At least weekly	93	57	**	**	**	**	**	**	**	**	**	**	78	**	**	**	
	39%	40%	**	**	**	**	**	**	**	**	**	**	39%	**	**	**	
At least monthly	67	38	**	**	**	**	**	**	**	**	**	**	57	**	**	**	
	28%	27%	**	**	**	**	**	**	**	**	**	**	28%	**	**	**	
Less often	17	9	**	**	**	**	**	**	**	**	**	**	15	**	**	**	
	7%	7%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	
SUMMARY																	
DAILY	60	39	**	**	**	**	**	**	**	**	**	**	52	**	**	**	
	25%	27%	**	**	**	**	**	**	**	**	**	**	26%	**	**	**	
WEEKLY	153	95	**	**	**	**	**	**	**	**	**	**	129	**	**	**	
	65%	67%	**	**	**	**	**	**	**	**	**	**	64%	**	**	**	
MONTHLY	219	134	**	**	**	**	**	**	**	**	**	**	186	**	**	**	
	93%	93%	**	**	**	**	**	**	**	**	**	**	93%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7P. How often in the past 3 months have you watched programmes or films using Apple TV+?

Base : Those who have personally watched Apple TV+ in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	224	202	22	83	135	68	150	40	27	19	68	174	47
Effective Weighted Sample	179	162	17	68	106	56	118	33	22	16	56	142	36
Total	236	215	22	90	139	76	153	42	32	20	76	196	38
At least daily	60 25%	55 26%	**	**	31 22%	**	36 24%	**	**	**	**	53 27%	**
At least weekly	93 39%	85 40%	**	**	53 38%	**	57 37%	**	**	**	**	80 41%	**
At least monthly	67 28%	61 29%	**	**	44 32%	**	47 31%	**	**	**	**	49 25%	**
Less often	17 7%	13 6%	**	**	11 8%	**	13 8%	**	**	**	**	14 7%	**
SUMMARY													
DAILY	60 25%	55 26%	**	**	31 22%	**	36 24%	**	**	**	**	53 27%	**
WEEKLY	153 65%	141 66%	**	**	84 60%	**	93 61%	**	**	**	**	132 68%	**
MONTHLY	219 93%	202 94%	**	**	128 92%	**	140 92%	**	**	**	**	182 93%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7P. How often in the past 3 months have you watched programmes or films using Apple TV+?

Base : Those who have personally watched Apple TV+ in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	224	224	224	-	-	224	196	163	165	60	208	16	26	43	155
Effective Weighted Sample	179	179	179	-	-	179	158	135	136	50	167	12	20	34	125
Total	236	236	236	-	-	236	212	184	180	70	223	14	26	41	170
At least daily	60 25%	60 25%	60 25%	** **	** **	60 25%	56 26%	48 26%	52 29%	** **	57 26%	** **	** **	** **	38 22%
At least weekly	93 39%	93 39%	93 39%	** **	** **	93 39%	86 41%	78 43%	73 41%	** **	87 39%	** **	** **	** **	73 43%
At least monthly	67 28%	67 28%	67 28%	** **	** **	67 28%	54 26%	44 24%	42 24%	** **	62 28%	** **	** **	** **	45 27%
Less often	17 7%	17 7%	17 7%	** **	** **	17 7%	16 8%	13 7%	12 7%	** **	17 8%	** **	** **	** **	13 8%
SUMMARY															
DAILY	60 25%	60 25%	60 25%	** **	** **	60 25%	56 26%	48 26%	52 29%	** **	57 26%	** **	** **	** **	38 22%
WEEKLY	153 65%	153 65%	153 65%	** **	** **	153 65%	142 67%	127 69%	125 70%	** **	144 65%	** **	** **	** **	111 66%
MONTHLY	219 93%	219 93%	219 93%	** **	** **	219 93%	196 92%	170 93%	168 93%	** **	206 92%	** **	** **	** **	157 92%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7Q. How often in the past 3 months have you watched programmes or films using BritBox?

Base : Those who have personally watched BritBox in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	141	72	68	24	30	30	20	37	46	35	30	30	102	13	14	12	
Effective Weighted Sample	115	62	53	18	27	26	17	31	40	29	25	25	96	13	13	11	
Total	156	83	71	21	42	26	26	41	58	42	25	30	140	8	5	3	
At least daily	41	**	**	**	**	**	**	**	**	**	**	**	36	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	26%	**	**	**	**
At least weekly	67	**	**	**	**	**	**	**	**	**	**	**	59	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	42%	**	**	**	**
At least monthly	30	**	**	**	**	**	**	**	**	**	**	**	28	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	20%	**	**	**	**
Less often	18	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**	**
Don't know/ can't remember	*	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**
SUMMARY																	
DAILY	41	**	**	**	**	**	**	**	**	**	**	**	36	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	26%	**	**	**	**
WEEKLY	108	**	**	**	**	**	**	**	**	**	**	**	94	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**	67%	**	**	**	**
MONTHLY	138	**	**	**	**	**	**	**	**	**	**	**	123	**	**	**	**
	88%	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7Q. How often in the past 3 months have you watched programmes or films using BritBox?

Base : Those who have personally watched BritBox in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	141	123	18	55	82	48	89	17	19	27	48	96	41
Effective Weighted Sample	115	101	15	44	67	39	73	13	16	22	39	80	33
Total	156	137	19	61	90	52	98	15	23	31	52	113	40
At least daily	41 26%	37 27%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	67 43%	58 42%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	30 19%	25 18%	**	**	**	**	**	**	**	**	**	**	**
Less often	18 12%	18 13%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	* *%	- -%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	41 26%	37 27%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	108 69%	94 69%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	138 88%	119 87%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7Q. How often in the past 3 months have you watched programmes or films using BritBox?

Base : Those who have personally watched BritBox in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	141	141	141	-	-	141	132	107	100	40	137	4	19	28	94
Effective Weighted Sample	115	115	115	-	-	115	108	87	82	33	112	3	16	23	77
Total	156	156	156	-	-	156	148	119	114	49	153	4	18	29	109
At least daily	41 26%	41 26%	41 26%	** **	** **	41 26%	39 26%	31 26%	34 30%	** **	40 26%	** **	** **	** **	** **
At least weekly	67 43%	67 43%	67 43%	** **	** **	67 43%	61 41%	55 46%	49 43%	** **	65 42%	** **	** **	** **	** **
At least monthly	30 19%	30 19%	30 19%	** **	** **	30 19%	30 20%	19 16%	23 20%	** **	30 19%	** **	** **	** **	** **
Less often	18 12%	18 12%	18 12%	** **	** **	18 12%	18 12%	14 12%	8 7%	** **	18 12%	** **	** **	** **	** **
Don't know/ can't remember	* *%	* *%	* *%	** **	** **	* *%	* *%	- -%	* *%	** **	* *%	** **	** **	** **	** **
SUMMARY															
DAILY	41 26%	41 26%	41 26%	** **	** **	41 26%	39 26%	31 26%	34 30%	** **	40 26%	** **	** **	** **	** **
WEEKLY	108 69%	108 69%	108 69%	** **	** **	108 69%	100 67%	86 72%	83 73%	** **	104 68%	** **	** **	** **	** **
MONTHLY	138 88%	138 88%	138 88%	** **	** **	138 88%	129 87%	104 88%	106 93%	** **	134 88%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7R. How often in the past 3 months have you watched programmes or films using Hayu?

Base : Those who have personally watched Hayu in the past 3 months

	GENDER		AGE					SEG				NATION				N
	Total	MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d
Significance Level: 99%																
Unweighted total	73	21	51	15	24	19	7	8	19	25	16	13	46	16	7	4
Effective Weighted Sample	59	19	39	12	20	16	6	6	16	21	12	10	43	15	7	4
Total	78	23	53	16	29	17	8	7	23	27	13	14	64	10	3	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7R. How often in the past 3 months have you watched programmes or films using Hayu?

Base : Those who have personally watched Hayu in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	73	66	7	37	32	32	37	18	18	9	32	58	13
Effective Weighted Sample	59	53	6	30	26	26	30	14	15	8	26	47	10
Total	78	70	8	39	35	35	38	18	21	12	35	65	12
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7R. How often in the past 3 months have you watched programmes or films using Hayu?

Base : Those who have personally watched Hayu in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	73	73	73	-	-	73	69	51	51	16	70	3	7	20	46
Effective Weighted Sample	59	59	59	-	-	59	55	42	41	13	56	3	6	15	38
Total	78	78	78	-	-	78	71	56	56	19	73	5	8	19	51
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 50

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?

Base : Those who have personally watched YouTube channels in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1158	631	518	271	261	240	151	235	257	366	258	276	727	172	114	145	
Effective Weighted Sample	918	527	384	227	208	191	117	192	208	288	210	221	683	165	110	140	
Total	1139	633	493	252	291	195	174	227	294	368	222	253	949	102	47	42	
At least daily	658	384	264	169	189	125	88	87	161	210	134	152	562	54	21	21	
	58%	61%	53%	67%	65%	64%	51%	38%	55%	57%	61%	60%	59%	53%	46%	49%	
				de	e	e							c				
At least weekly	335	186	146	58	82	50	55	90	90	110	60	76	272	31	18	15	
	29%	29%	30%	23%	28%	26%	32%	39%	31%	30%	27%	30%	29%	30%	38%	36%	
								ac									
At least monthly	91	36	55	18	11	12	22	28	25	33	18	15	69	12	6	5	
	8%	6%	11%	7%	4%	6%	13%	12%	9%	9%	8%	6%	7%	12%	13%	11%	
			a				b	b									
Less often	52	24	28	5	7	8	9	22	18	14	9	11	45	4	2	1	
	5%	4%	6%	2%	3%	4%	5%	10%	6%	4%	4%	4%	5%	4%	3%	3%	
								ab									
Don't know/ can't remember	2	2	-	2	1	-	-	-	1	1	1	-	1	2	-	-	
	*%	*%	-%	1%	*%	-%	-%	-%	*%	*%	*%	-%	*%	2%	-%	-%	
													a				
SUMMARY																	
DAILY	658	384	264	169	189	125	88	87	161	210	134	152	562	54	21	21	
	58%	61%	53%	67%	65%	64%	51%	38%	55%	57%	61%	60%	59%	53%	46%	49%	
				de	e	e							c				
WEEKLY	993	571	410	227	271	174	144	177	251	320	194	227	834	85	39	36	
	87%	90%	83%	90%	93%	90%	82%	78%	85%	87%	87%	90%	88%	83%	84%	86%	
		b		e	de	e											
MONTHLY	1084	607	465	245	283	186	166	205	276	353	212	242	903	96	45	40	
	95%	96%	94%	97%	97%	96%	95%	90%	94%	96%	96%	96%	95%	95%	97%	97%	
				e	e												

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?

Base : Those who have personally watched YouTube channels in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1158	995	163	409	726	326	807	156	162	130	326	750	381
Effective Weighted Sample	918	793	125	320	579	255	642	125	131	99	255	592	317
Total	1139	991	148	404	711	331	782	159	166	130	331	787	328
At least daily	658 58%	572 58%	86 58%	251 62%	394 55%	203 61%	441 56%	106 67%	98 59%	75 58%	203 61%	465 59%	182 55%
At least weekly	335 29%	301 30%	35 23%	107 26%	219 31%	90 27%	235 30%	41 26%	43 26%	39 30%	90 27%	237 30%	90 27%
At least monthly	91 8%	74 8%	17 11%	27 7%	65 9%	23 7%	68 9%	7 4%	16 9%	11 8%	23 7%	52 7%	37 11%
Less often	52 5%	41 4%	11 7%	18 4%	33 5%	15 5%	35 5%	5 3%	10 6%	6 4%	15 5%	32 4%	19 6%
Don't know/ can't remember	2 *%	2 *%	- -%	2 *%	1 *%	- -%	2 *%	- -%	- -%	- -%	- -%	2 *%	1 *%
SUMMARY													
DAILY	658 58%	572 58%	86 58%	251 62%	394 55%	203 61%	441 56%	106 67%	98 59%	75 58%	203 61%	465 59%	182 55%
WEEKLY	993 87%	873 88%	121 81%	358 89%	613 86%	292 88%	677 86%	147 92%	141 85%	114 87%	292 88%	702 89%	272 83%
MONTHLY	1084 95%	947 96%	137 93%	384 95%	677 95%	316 95%	745 95%	154 97%	157 94%	125 96%	316 95%	754 96%	309 94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 50

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7S. How often in the past 3 months have you watched programmes or films using YouTube channels?

Base : Those who have personally watched YouTube channels in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1158	1095	997	161	63	1158	914	611	650	160	991	167	234	290	634
Effective Weighted Sample	918	866	784	135	51	918	729	501	522	131	792	127	184	232	502
Total	1139	1077	981	158	61	1139	919	637	669	170	996	142	219	281	639
At least daily	658 58%	624 58%	577 59%	81 51%	** **	658 58%	494 54%	337 53%	375 56%	92 54%	547 55%	111 78%	149 68%	173 62%	335 52%
											abcde	c			
At least weekly	335 29%	317 29%	284 29%	51 33%	** **	335 29%	296 32%	206 32%	206 31%	53 31%	311 31%	24 17%	41 19%	77 27%	218 34%
							f	f	f	f	f				a
At least monthly	91 8%	88 8%	77 8%	14 9%	** **	91 8%	81 9%	55 9%	58 9%	15 9%	87 9%	4 3%	20 9%	22 8%	50 8%
Less often	52 5%	47 4%	42 4%	10 6%	** **	52 5%	45 5%	36 6%	30 4%	9 5%	49 5%	3 2%	9 4%	9 3%	34 5%
Don't know/ can't remember	2 *%	2 *%	2 *%	1 *%	** **	2 *%	2 *%	2 *%	1 *%	1 *%	2 *%	- -%	- -%	- -%	2 *%
SUMMARY															
DAILY	658 58%	624 58%	577 59%	81 51%	** **	658 58%	494 54%	337 53%	375 56%	92 54%	547 55%	111 78%	149 68%	173 62%	335 52%
											abcde	c			
WEEKLY	993 87%	941 87%	861 88%	133 84%	** **	993 87%	791 86%	544 85%	581 87%	145 85%	858 86%	135 95%	190 87%	250 89%	553 87%
											abcde				
MONTHLY	1084 95%	1028 95%	937 96%	147 93%	** **	1084 95%	872 95%	599 94%	639 95%	161 94%	945 95%	139 98%	210 96%	272 97%	602 94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
Netflix	2435	1176	1248	385	618	483	457	492	716	785	445	488	2041	200	127	68
	57%	56%	57%	74%	79%	70%	66%	31%	65%	60%	58%	44%	57%	58%	59%	52%
				de	cde	e	e		cd	d	d					
BBC iPlayer	1616	794	813	177	333	260	281	566	512	522	262	320	1366	134	87	30
	38%	38%	37%	34%	43%	37%	40%	35%	46%	40%	34%	29%	38%	39%	40%	23%
					ae				bcd	d			d	d	d	
Amazon Prime Video	1468	751	710	211	367	288	261	341	458	469	260	281	1233	121	81	33
	34%	36%	33%	41%	47%	42%	38%	21%	41%	36%	34%	25%	34%	35%	38%	26%
				e	de	e	e		cd	d	d		d	d	d	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1010	438	567	109	238	157	162	345	290	306	179	235	890	49	53	18
	24%	21%	26%	21%	30%	23%	23%	21%	26%	23%	23%	21%	25%	14%	25%	14%
			a		ace								bd		bd	
YouTube channels	993	571	410	227	271	174	144	177	251	320	194	227	834	85	39	36
	23%	27%	19%	44%	35%	25%	21%	11%	23%	24%	25%	21%	23%	25%	18%	28%
		b		bcde	cde	e	e								c	
Disney+	937	451	480	177	320	205	149	86	294	297	170	175	773	85	50	30
	22%	21%	22%	34%	41%	30%	21%	5%	27%	23%	22%	16%	21%	25%	23%	23%
				de	cde	de	e		d	d	d					
Sky On Demand or Sky Go	508	297	210	60	132	111	92	113	154	161	108	84	408	47	39	13
	12%	14%	10%	11%	17%	16%	13%	7%	14%	12%	14%	8%	11%	14%	18%	10%
		b		e	e	e	e		d	d	d			ad		
All4/ All4+ (previously 4OD)	505	226	277	55	141	90	84	134	140	178	79	108	418	48	26	13
	12%	11%	13%	11%	18%	13%	12%	8%	13%	14%	10%	10%	12%	14%	12%	10%
					ade	e										
My5 (previously Demand 5)	340	157	183	26	61	59	67	127	88	102	62	88	288	32	15	5
	8%	7%	8%	5%	8%	8%	10%	8%	8%	8%	8%	8%	8%	9%	7%	4%
							a						d	d		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 51

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
NOW	338	171	164	51	109	67	53	58	109	93	71	65	299	22	12	5
	8%	8%	8%	10%	14%	10%	8%	4%	10%	7%	9%	6%	8%	6%	5%	4%
				e	de	e	e		d		d		d			
Discovery+	213	112	101	32	55	42	44	40	61	60	38	54	181	19	9	5
	5%	5%	5%	6%	7%	6%	6%	2%	6%	5%	5%	5%	5%	5%	4%	4%
				e	e	e	e									
BBC TV programmes and content on YouTube	199	123	76	42	42	27	43	45	48	73	38	41	179	10	6	3
	5%	6%	3%	8%	5%	4%	6%	3%	4%	6%	5%	4%	5%	3%	3%	3%
		b		ce	e		e									
Virgin TV Catch-up or Virgin Media Anywhere	182	89	94	16	38	20	40	68	52	58	44	28	155	20	4	4
	4%	4%	4%	3%	5%	3%	6%	4%	5%	4%	6%	3%	4%	6%	2%	3%
											d			c		
UKTV Play	156	90	66	16	33	27	20	61	45	41	27	43	134	10	9	3
	4%	4%	3%	3%	4%	4%	3%	4%	4%	3%	4%	4%	4%	3%	4%	2%
Apple TV+	153	95	57	38	47	25	21	21	58	58	23	14	129	12	7	5
	4%	5%	3%	7%	6%	4%	3%	1%	5%	4%	3%	1%	4%	3%	3%	4%
		b		cde	e	e			d	d						
STV Player/ STV Player VIP (Scotland)	142	76	66	18	34	24	21	44	41	42	30	29	62	76	3	1
	3%	4%	3%	3%	4%	3%	3%	3%	4%	3%	4%	3%	2%	22%	1%	1%
													acd			
BritBox	108	63	45	14	23	23	17	31	42	30	16	19	94	7	5	2
	3%	3%	2%	3%	3%	3%	2%	2%	4%	2%	2%	2%	3%	2%	2%	2%
									d							
Hayu	56	15	41	9	20	13	7	7	18	18	9	12	44	8	3	1
	1%	1%	2%	2%	3%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
			a	e	e	e										

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
S4C Clic (Welsh language)	45	31	14	6	23	10	1	5	20	12	7	7	38	2	4	1	
	1%	1%	1%	1%	3%	1%	0%	0%	2%	1%	1%	1%	1%	1%	2%	1%	
None	970	483	487	52	48	98	109	663	170	249	171	380	814	67	52	37	
	23%	23%	22%	10%	6%	14%	16%	41%	15%	19%	22%	34%	23%	19%	24%	28%	
						b	ab	abcd			a	abc				ab	
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean number of VoD services at least weekly in the past 3 months (out of 19)	2.6	2.7	2.6	2.9	3.4	2.9	2.8	2.0	3.0	2.7	2.7	2.2	2.6	2.8	2.8	2.1	
				e	acde	e	e		bcd	d	d		d	d	d		
Standard deviation	2.11	2.19	2.02	2.12	2.31	2.17	2.15	1.75	2.20	2.09	2.12	1.95	2.12	2.16	2.00	1.85	
Standard error	.03	.05	.04	.09	.09	.08	.09	.04	.07	.06	.07	.06	.04	.09	.09	.09	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 51

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Netflix	2435	2113	322	942	1455	844	1551	342	437	373	844	1849	553
	57%	57%	54%	77%	49%	77%	50%	78%	77%	76%	77%	69%	36%
				b		b						b	
BBC iPlayer	1616	1380	237	508	1085	460	1134	179	235	201	460	1107	487
	38%	37%	40%	41%	36%	42%	36%	41%	41%	41%	42%	42%	32%
				b		b						b	
Amazon Prime Video	1468	1271	197	551	898	499	948	207	264	201	499	1086	367
	34%	34%	33%	45%	30%	45%	30%	47%	46%	41%	45%	41%	24%
				b		b						b	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1010	865	145	352	647	320	679	129	158	142	320	694	295
	24%	23%	24%	29%	22%	29%	22%	30%	28%	29%	29%	26%	19%
				b		b						b	
YouTube channels	993	873	121	358	613	292	677	147	141	114	292	702	272
	23%	24%	20%	29%	20%	27%	22%	34%	25%	23%	27%	26%	18%
				b		b		bc				b	
Disney+	937	830	107	489	439	443	485	208	258	163	443	746	181
	22%	22%	18%	40%	15%	40%	16%	48%	45%	33%	40%	28%	12%
				b		b		c	c			b	
Sky On Demand or Sky Go	508	432	76	209	291	197	304	80	91	91	197	405	97
	12%	12%	13%	17%	10%	18%	10%	18%	16%	18%	18%	15%	6%
				b		b						b	
All4/ All4+ (previously 4OD)	505	448	57	173	324	158	339	70	90	59	158	359	136
	12%	12%	10%	14%	11%	14%	11%	16%	16%	12%	14%	13%	9%
				b		b						b	
My5 (previously Demand 5)	340	296	45	118	220	112	227	40	55	48	112	224	110
	8%	8%	7%	10%	7%	10%	7%	9%	10%	10%	10%	8%	7%
						b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 51

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOW	338	302	36	141	191	123	209	53	56	51	123	276	59
	8%	8%	6%	11%	6%	11%	7%	12%	10%	10%	11%	10%	4%
				b		b						b	
Discovery+	213	187	26	102	107	93	114	35	46	36	93	169	41
	5%	5%	4%	8%	4%	8%	4%	8%	8%	7%	8%	6%	3%
				b		b						b	
BBC TV programmes and content on YouTube	199	177	22	75	118	65	128	24	30	33	65	142	56
	5%	5%	4%	6%	4%	6%	4%	5%	5%	7%	6%	5%	4%
				b									
Virgin TV Catch-up or Virgin Media Anywhere	182	176	6	52	127	47	131	19	29	14	47	124	56
	4%	5%	1%	4%	4%	4%	4%	4%	5%	3%	4%	5%	4%
		b											
UKTV Play	156	132	24	42	109	38	114	15	16	20	38	95	53
	4%	4%	4%	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%
Apple TV+	153	141	12	64	84	55	93	32	23	14	55	132	19
	4%	4%	2%	5%	3%	5%	3%	7%	4%	3%	5%	5%	1%
				b		b		c				b	
STV Player/ STV Player VIP (Scotland)	142	126	16	50	86	44	92	20	21	18	44	100	38
	3%	3%	3%	4%	3%	4%	3%	5%	4%	4%	4%	4%	2%
BritBox	108	94	14	46	56	41	62	13	19	23	41	78	28
	3%	3%	2%	4%	2%	4%	2%	3%	3%	5%	4%	3%	2%
				b		b							
Hayu	56	52	5	31	22	30	24	13	18	11	30	48	7
	1%	1%	1%	2%	1%	3%	1%	3%	3%	2%	3%	2%	*%
				b		b						b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
S4C Clic (Welsh language)	45 1%	44 1%	* *%	29 2% b	13 *% a	23 2% b	18 1% a	11 3%	12 2%	9 2%	23 2%	42 2% b	3 *%
None	970 23%	831 22%	139 23%	117 9%	843 28% a	110 10%	849 27% a	34 8%	65 11%	55 11%	110 10%	353 13%	587 38% a
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean number of VoD services at least weekly in the past 3 months (out of 19)	2.6	2.7	2.5	3.3 b	2.4	3.4 b	2.4	3.5	3.4	3.2	3.4	3.0 b	2.1
Standard deviation	2.11	2.15	1.79	2.36	1.89	2.37	1.91	2.28	2.38	2.44	2.37	2.25	1.70
Standard error	.03	.04	.07	.07	.03	.07	.03	.11	.10	.11	.07	.05	.04

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Netflix	2435	2435	2435	-	-	2435	2084	1381	1392	356	2201	234	384	594	1457
	57%	68%	79%	-%	-%	57%	57%	60%	65%	66%	57%	58%	55%	58%	57%
		cde	acde			cd			abe	ae					
BBC iPlayer	1616	1616	1378	238	-	1616	1616	1062	1123	371	1616	-	118	283	1215
	38%	45%	44%	20%	-%	38%	44%	46%	52%	68%	42%	-%	17%	28%	47%
		cde	cde	d		cd	f	ef	abef	abcef	f			a	ab
Amazon Prime Video	1468	1468	1468	-	-	1468	1289	913	915	278	1348	121	237	308	923
	34%	41%	47%	-%	-%	34%	35%	39%	43%	51%	35%	30%	34%	30%	36%
		cde	acde			cd		aef	aef	abcef					b
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	1010	1010	888	122	-	1010	923	638	637	195	952	59	131	173	705
	24%	28%	29%	10%	-%	24%	25%	28%	30%	36%	24%	14%	19%	17%	27%
		cde	cde	d		cd	f	f	aef	abef	f				ab
YouTube channels	993	941	861	133	53	993	791	544	581	145	858	135	190	250	553
	23%	26%	28%	11%	7%	23%	21%	23%	27%	27%	22%	33%	27%	24%	21%
		cde	cde	d		cd			ae			abe	c		
Disney+	937	937	937	-	-	937	806	564	608	176	851	86	146	190	601
	22%	26%	30%	-%	-%	22%	22%	24%	28%	32%	22%	21%	21%	19%	23%
		cde	acde			cd			abef	abef					b
Sky On Demand or Sky Go	508	508	493	15	-	508	475	361	358	122	487	21	66	88	354
	12%	14%	16%	1%	-%	12%	13%	16%	17%	22%	13%	5%	9%	9%	14%
		cde	cde	d		cd	f	ef	aef	abcef	f				ab
All4/ All4+ (previously 4OD)	505	505	449	55	-	505	452	337	351	132	479	26	62	78	365
	12%	14%	15%	5%	-%	12%	12%	15%	16%	24%	12%	6%	9%	8%	14%
		cde	cde	d		cd	f	f	aef	abcef	f				ab
My5 (previously Demand 5)	340	340	296	45	-	340	301	238	234	81	316	24	50	55	235
	8%	10%	10%	4%	-%	8%	8%	10%	11%	15%	8%	6%	7%	5%	9%
		cd	cd	d		cd			aef	abef					b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 51

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
NOW	338	338	338	-	-	338	311	238	226	97	328	9	44	62	232
	8%	9%	11%	-%	-%	8%	8%	10%	11%	18%	8%	2%	6%	6%	9%
		cd	cde			cd	f	f	f	abcef	f				b
Discovery+	213	213	213	-	-	213	191	159	156	49	201	11	26	39	148
	5%	6%	7%	-%	-%	5%	5%	7%	7%	9%	5%	3%	4%	4%	6%
		cd	cde			cd		f	aef	aef					
BBC TV programmes and content on YouTube	199	197	169	30	2	199	199	136	157	63	199	-	15	32	152
	5%	6%	5%	2%	*%	5%	5%	6%	7%	12%	5%	-%	2%	3%	6%
		cd	cd	d		cd	f	f	ef	abcef	f				ab
Virgin TV Catch-up or Virgin Media Anywhere	182	182	168	14	-	182	170	119	132	48	171	12	20	31	131
	4%	5%	5%	1%	-%	4%	5%	5%	6%	9%	4%	3%	3%	3%	5%
		cd	cd	d		cd			e	abef					
UKTV Play	156	156	140	16	-	156	141	120	118	47	147	9	28	22	106
	4%	4%	5%	1%	-%	4%	4%	5%	6%	9%	4%	2%	4%	2%	4%
		cd	cd	d		cd			ae	abef					
Apple TV+	153	153	153	-	-	153	142	127	125	60	144	9	14	28	111
	4%	4%	5%	-%	-%	4%	4%	5%	6%	11%	4%	2%	2%	3%	4%
		cd	cde			cd		ae	aef	abcef					
STV Player/ STV Player VIP (Scotland)	142	142	126	16	-	142	135	109	110	51	137	5	11	26	105
	3%	4%	4%	1%	-%	3%	4%	5%	5%	9%	4%	1%	2%	3%	4%
		cd	cd	d		cd		f	ef	abcef					a
BritBox	108	108	108	-	-	108	100	86	83	42	104	4	12	17	79
	3%	3%	3%	-%	-%	3%	3%	4%	4%	8%	3%	1%	2%	2%	3%
		cd	cd			cd		f	f	abcef					
Hayu	56	56	56	-	-	56	49	36	41	12	51	5	3	16	37
	1%	2%	2%	-%	-%	1%	1%	2%	2%	2%	1%	1%	*%	2%	1%
		cd	cd			cd									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A7A-A7S. CATCH-UP, ON-DEMAND AND STREAMING SERVICES WATCHED AT LEAST WEEKLY IN PAST 3 MONTHS

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
S4C Clic (Welsh language)	45	45	43	2	-	45	45	43	44	21	45	-	4	12	28
	1%	1%	1%	*%	-%	1%	1%	2%	2%	4%	1%	-%	1%	1%	1%
		cd	cd			c			f	aef					
None	970	290	147	823	680	970	825	464	258	48	878	92	157	239	574
	23%	8%	5%	69%	93%	23%	22%	20%	12%	9%	23%	23%	23%	23%	22%
		b		abe	abce	ab	cd	cd			cd	cd			
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean number of VoD services at least weekly in the past 3 months (out of 19)	2.6	3.0	3.2	1.1	.9	2.6	2.8	3.1	3.3	4.1	2.7	1.8	2.2	2.2	2.9
		cde	acde	d		cd	f	aef	abef	abcef	f				ab
Standard deviation	2.11	2.15	2.18	.70	.26	2.11	2.17	2.35	2.35	2.89	2.15	1.44	1.72	1.67	2.30
Standard error	.03	.04	.04	.02	.01	.03	.04	.05	.05	.13	.03	.07	.06	.05	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Radio 1	953 22%	475 23%	477 22%	160 31% de	263 34% de	199 29% de	150 22% e	181 11%	266 24% d	301 23% d	202 26% d	185 17%	825 23% d	66 19%	43 20%	19 15%	
BBC Radio 2	897 21%	480 23% b	415 19%	57 11%	114 15%	114 16% a	146 21% ab	467 29% abcd	274 25% d	266 20%	157 21%	200 18%	761 21% d	64 19% d	59 27% abd	13 10%	
BBC Radio 4	569 13%	327 16% b	242 11%	31 6%	75 10%	72 10% a	77 11% a	314 20% abcd	224 20% bcd	178 14% cd	69 9%	97 9%	508 14% bd	27 8%	29 14% bd	5 4%	
BBC Radio 5 live	360 8%	262 12% b	97 4%	25 5%	54 7%	66 10% a	60 9%	153 10% a	121 11% c	102 8%	53 7%	83 8%	311 9%	24 7%	16 7%	9 7%	
BBC radio for your region (ENGLAND)	225 5%	129 6%	96 4%	19 4%	20 3%	30 4%	24 3%	132 8% abcd	58 5%	59 4%	47 6%	61 6%	225 6% bcd	- -%	- -%	- -%	
BBC Radio 5 live sports extra	200 5%	153 7% b	47 2%	29 6%	32 4%	40 6%	30 4%	70 4%	62 6%	67 5%	33 4%	38 3%	174 5%	10 3%	13 6%	4 3%	
BBC Radio 3	177 4%	103 5%	73 3%	38 7% cde	49 6% de	23 3%	11 2%	55 3%	76 7% bcd	49 4%	25 3%	26 2%	160 4% c	9 3%	3 1%	4 3%	
BBC Radio 1Xtra	158 4%	82 4%	76 3%	35 7% de	80 10% cde	26 4% e	8 1%	9 1%	41 4%	41 3%	50 7% bd	25 2%	137 4%	11 3%	8 4%	3 2%	
BBC 6 Music	155 4%	95 5% b	60 3%	22 4%	39 5% e	32 5%	22 3%	41 3%	55 5% d	58 4% d	20 3%	23 2%	138 4% c	12 4%	3 1%	2 2%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 53

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Radio 4 Extra	104 2%	63 3%	41 2%	20 4% d	23 3%	13 2%	8 1%	41 3%	43 4% d	28 2%	14 2%	19 2%	91 3%	7 2%	5 2%	1 1%	
BBC World Service	103 2%	61 3%	42 2%	16 3%	19 2%	13 2%	14 2%	42 3%	39 4%	30 2%	16 2%	18 2%	84 2%	9 3%	8 4% d	1 1%	
BBC Asian Network	101 2%	69 3% b	32 1%	21 4% e	33 4% e	23 3% e	11 2%	12 1%	33 3%	27 2%	16 2%	25 2%	94 3% d	3 1%	4 2%	* *%	
BBC Radio Scotland (SCOTLAND)	55 1%	32 2%	22 1%	1 *%	9 1%	9 1%	9 1%	27 2%	18 2%	15 1%	11 1%	11 1%	- -%	55 16% acd	- -%	- -%	
BBC Radio Ulster (NORTHERN IRELAND)	35 1%	19 1%	16 1%	1 *%	2 *%	3 *%	7 1%	22 1%	11 1%	9 1%	6 1%	9 1%	- -%	- -%	- -%	35 27% abc	
BBC Radio Wales (WALES)	22 1%	13 1%	10 *%	1 *%	2 *%	4 1%	6 1%	10 1%	7 1%	7 1%	4 1%	4 *%	- -%	- -%	22 10% abd	- -%	
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4 *%	2 *%	2 *%	1 *%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	* *%	1 *%	- -%	- -%	4 2% abd	- -%	
BBC Radio nan Gàidheal (SCOTLAND)	3 *%	2 *%	1 *%	- -%	2 *%	1 *%	- -%	- -%	1 *%	2 *%	- -%	1 *%	- -%	3 1% a	- -%	- -%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Radio Foyle (NORTHERN IRELAND)	2	2	1	*	*	-	*	2	1	1	1	*	-	-	-	2	
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%	2%	
																abc	
Any other BBC radio station	68	34	32	*	4	9	10	44	21	12	13	22	59	5	*	4	
	2%	2%	1%	*%	*%	1%	1%	3%	2%	1%	2%	2%	2%	1%	*%	3%	
								ab								c	
None of these	1978	859	1107	267	375	314	346	677	412	622	332	611	1643	182	89	64	
	46%	41%	51%	51%	48%	45%	50%	42%	37%	47%	43%	55%	46%	53%	41%	50%	
			a	e			e			a		abc		ac			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 53

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Radio 1	953 22%	852 23% b	102 17%	377 31% b	559 19%	340 31% b	597 19%	149 34%	162 29%	152 31%	340 31%	750 28% b	194 13%
BBC Radio 2	897 21%	690 19%	207 35% a	233 19%	656 22%	214 19%	675 22%	66 15%	114 20%	103 21%	214 19%	537 20%	341 22%
BBC Radio 4	569 13%	489 13%	80 13%	131 11% a	432 14% a	120 11%	443 14%	48 11%	54 10%	61 12%	120 11%	314 12%	241 16% a
BBC Radio 5 live	360 8%	314 8%	46 8%	94 8%	260 9%	87 8%	266 9%	44 10%	41 7%	36 7%	87 8%	245 9%	110 7%
BBC radio for your region (ENGLAND)	225 5%	192 5%	33 5%	51 4%	170 6%	48 4%	173 6%	17 4%	27 5%	23 5%	48 4%	120 5%	101 7%
BBC Radio 5 live sports extra	200 5%	177 5%	23 4%	74 6%	123 4%	68 6%	129 4%	33 8%	28 5%	34 7%	68 6%	147 6% b	50 3%
BBC Radio 3	177 4%	162 4%	15 2%	68 6% b	102 3%	55 5%	115 4%	21 5%	27 5%	28 6%	55 5%	113 4%	59 4%
BBC Radio 1Xtra	158 4%	150 4% b	9 1%	69 6% b	84 3%	62 6% b	92 3%	31 7%	36 6%	22 4%	62 6%	137 5% b	17 1%
BBC 6 Music	155 4%	141 4%	14 2%	62 5% b	88 3%	58 5% b	92 3%	28 6%	29 5%	25 5%	58 5%	125 5% b	30 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 53

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Radio 4 Extra	104 2%	96 3%	9 1%	31 3%	70 2%	24 2%	76 2%	14 3%	10 2%	11 2%	24 2%	71 3%	28 2%
BBC World Service	103 2%	91 2%	12 2%	33 3%	67 2%	30 3%	70 2%	11 2%	17 3%	17 3%	30 3%	73 3%	28 2%
BBC Asian Network	101 2%	100 3% b	1 *% b	50 4% b	42 1% b	43 4% b	50 2% b	18 4%	26 5%	19 4%	43 4%	82 3% b	19 1%
BBC Radio Scotland (SCOTLAND)	55 1%	49 1%	6 1%	15 1%	39 1%	14 1%	41 1%	5 1%	6 1%	7 1%	14 1%	37 1%	16 1%
BBC Radio Ulster (NORTHERN IRELAND)	35 1%	23 1%	12 2% a	5 *% a	30 1%	4 *% a	30 1%	3 1%	1 *% a	2 *% a	4 *% a	19 1% a	16 1% a
BBC Radio Wales (WALES)	22 1%	15 *% a	7 1%	6 1%	16 1%	5 *% a	17 1%	2 *% a	3 *% a	3 1%	5 *% a	14 1% a	8 1% a
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4 *% a	2 *% a	1 *% a	1 *% a	2 *% a	1 *% a	3 *% a	* *% a	- -% a	1 *% a	1 *% a	2 *% a	2 *% a
BBC Radio nan Gàidheal (SCOTLAND)	3 *% a	3 *% a	- -% a	2 *% a	1 *% a	1 *% a	2 *% a	- -% a	* *% a	1 *% a	1 *% a	2 *% a	* *% a
BBC Radio Foyle (NORTHERN IRELAND)	2 *% a	2 *% a	1 *% a	* *% a	2 *% a	* *% a	2 *% a	* *% a	- -% a	- -% a	* *% a	1 *% a	1 *% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Any other BBC radio station	68 2%	55 1%	13 2%	15 1%	51 2%	14 1%	52 2%	2 *%	12 2%	5 1%	14 1%	33 1%	31 2%
None of these	1978 46%	1747 47%	232 39%	545 44%	1395 47%	479 43%	1459 47%	189 43%	243 43%	218 44%	479 43%	1146 43%	783 51%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC Radio 1	953 22%	881 25%	839 27%	115 10%	72 10%	953 22%	889 24%	953 41%	650 30%	214 39%	953 25%	- -%	70 10%	185 18%	698 27%
		cd	cde			cd	f	acef	aef	acef	f		a	ab	
BBC Radio 2	897 21%	764 21%	654 21%	243 20%	133 18%	897 21%	850 23%	897 39%	603 28%	222 41%	897 23%	- -%	84 12%	140 14%	673 26%
							f	acef	aef	acef	f			ab	
BBC Radio 4	569 13%	470 13%	383 12%	186 16%	99 13%	569 13%	543 15%	569 25%	401 19%	171 31%	569 15%	- -%	27 4%	94 9%	448 17%
							f	acef	aef	abcef	f		a	ab	
BBC Radio 5 live	360 8%	318 9%	268 9%	92 8%	42 6%	360 8%	351 10%	360 16%	284 13%	124 23%	360 9%	- -%	26 4%	62 6%	271 11%
		d					f	aef	aef	abcef	f			ab	
BBC radio for your region (ENGLAND)	225 5%	174 5%	135 4%	90 7%	51 7%	225 5%	216 6%	225 10%	129 6%	54 10%	225 6%	- -%	25 4%	29 3%	171 7%
				abe	b		f	acef	f	acef	f			ab	
BBC Radio 5 live sports extra	200 5%	189 5%	170 6%	30 2%	11 2%	200 5%	195 5%	200 9%	169 8%	73 13%	200 5%	- -%	17 2%	39 4%	144 6%
		cd	cd			cd	f	aef	aef	abcef	f			a	
BBC Radio 3	177 4%	160 4%	149 5%	28 2%	17 2%	177 4%	170 5%	177 8%	156 7%	79 15%	177 5%	- -%	19 3%	34 3%	124 5%
		c	cd			c	f	aef	aef	abcef	f				
BBC Radio 1Xtra	158 4%	154 4%	153 5%	5 *	4 1%	158 4%	150 4%	158 7%	132 6%	60 11%	158 4%	- -%	16 2%	28 3%	114 4%
		cd	cd			cd	f	aef	aef	abcef	f				
BBC 6 Music	155 4%	151 4%	138 4%	17 1%	4 1%	155 4%	146 4%	155 7%	129 6%	86 16%	155 4%	- -%	12 2%	24 2%	119 5%
		cd	cd			cd	f	aef	aef	abcef	f			ab	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%	a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC Radio 4 Extra	104 2%	96 3%	84 3%	20 2%	9 1%	104 2%	99 3%	104 5%	89 4%	57 11%	104 3%	- -%	8 1%	12 1%	84 3%
							f	aef	aef	abcef	f				ab
BBC World Service	103 2%	89 2%	79 3%	25 2%	15 2%	103 2%	99 3%	103 4%	88 4%	58 11%	103 3%	- -%	7 1%	11 1%	86 3%
							f	aef	aef	abcef	f				ab
BBC Asian Network	101 2%	88 2%	83 3%	18 1%	13 2%	101 2%	97 3%	101 4%	80 4%	31 6%	101 3%	- -%	9 1%	20 2%	72 3%
							f	aef	f	aef	f				
BBC Radio Scotland (SCOTLAND)	55 1%	49 1%	37 1%	17 1%	6 1%	55 1%	51 1%	55 2%	39 2%	20 4%	55 1%	- -%	5 1%	8 1%	42 2%
								f		aef					
BBC Radio Ulster (NORTHERN IRELAND)	35 1%	24 1%	21 1%	14 1%	11 2%	35 1%	34 1%	35 2%	16 1%	4 1%	35 1%	- -%	3 *%	3 *%	29 1%
													*%	*%	
BBC Radio Wales (WALES)	22 1%	19 1%	17 1%	5 *%	4 *%	22 1%	21 1%	22 1%	18 1%	3 1%	22 1%	- -%	1 *%	3 *%	18 1%
													*%	*%	
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4 *%	4 *%	3 *%	* *%	- -%	4 *%	4 *%	4 *%	3 *%	* *%	4 *%	- -%	- -%	* *%	3 *%
BBC Radio nan Gàidheal (SCOTLAND)	3 *%	3 *%	3 *%	- -%	- -%	3 *%	3 *%	3 *%	3 *%	1 *%	3 *%	- -%	- -%	- -%	3 *%
BBC Radio Foyle (NORTHERN IRELAND)	2 *%	1 *%	1 *%	1 *%	1 *%	2 *%	2 *%	2 *%	* *%	* *%	2 *%	- -%	* *%	- -%	2 *%
													*%	-%	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8A. Which, if any, of these BBC radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.)

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Any other BBC radio station	68 2%	52 1%	40 1%	27 2%	15 2%	68 2%	65 2%	68 3% aef	37 2%	17 3% f	68 2%	- -%	9 1%	14 1%	45 2%
None of these	1978 46%	1563 44%	1337 43%	641 54% abe	416 57% abe	1978 46%	1509 41% bcd	- -%	647 30% bd	39 7% b	1572 40% bcd	406 100% abcde	477 69% bc	592 58% c	909 35%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Any Heart radio station	834 19%	331 16%	501 23%	105 20%	164 21%	175 25%	176 25%	214 13%	226 20%	254 19%	166 22%	185 17%	738 20%	43 13%	47 22%	6 5%	
			a	e	e	e	e		d	d	d		bd	d	bd		
Any Capital radio station	678 16%	291 14%	387 18%	118 23%	223 29%	132 19%	110 16%	96 6%	187 17%	217 16%	144 19%	131 12%	597 17%	53 15%	23 11%	5 4%	
			a	de	cde	e	e		d	d	d		cd	d	d		
Classic FM	548 13%	294 14%	253 12%	69 13%	94 12%	64 9%	59 8%	262 16%	207 19%	164 12%	78 10%	100 9%	484 13%	36 10%	18 8%	10 8%	
							cd		bcd				cd				
Any Smooth Radio station	526 12%	241 11%	284 13%	48 9%	95 12%	92 13%	102 15%	190 12%	138 12%	157 12%	114 15%	118 11%	452 13%	49 14%	18 8%	8 6%	
											d		cd	cd			
talkSPORT or talkSPORT2	448 10%	374 18%	74 3%	41 8%	94 12%	95 14%	78 11%	139 9%	139 13%	118 9%	107 14%	84 8%	385 11%	36 11%	15 7%	12 9%	
			b			ae			d		bd						
Any Kiss radio station	412 10%	164 8%	248 11%	89 17%	144 18%	94 14%	61 9%	25 2%	107 10%	138 10%	94 12%	73 7%	370 10%	13 4%	23 11%	6 4%	
			a	de	de	e	e		d	d	d		bd		bd		
Any Absolute Radio station	366 9%	210 10%	155 7%	57 11%	71 9%	86 12%	69 10%	84 5%	111 10%	109 8%	75 10%	71 6%	312 9%	28 8%	14 7%	12 10%	
			b	e	e	e	e		d		d						
Any Magic radio station	303 7%	106 5%	196 9%	27 5%	60 8%	58 8%	55 8%	104 6%	82 7%	89 7%	56 7%	76 7%	261 7%	22 6%	13 6%	7 5%	
			a														

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
Any LBC radio station	185 4%	117 6% b	69 3%	20 4%	29 4%	25 4%	34 5%	77 5%	73 7% bd	51 4%	29 4%	32 3%	167 5%	8 2%	8 4%	3 2%
talkRADIO	168 4%	133 6% b	35 2%	24 5%	37 5% e	41 6% e	26 4%	39 2%	54 5%	52 4%	30 4%	31 3%	147 4%	12 4%	6 3%	4 3%
Virgin Radio	155 4%	100 5% b	55 3%	29 5% e	35 4%	26 4%	26 4%	39 2%	57 5% d	47 4%	27 4%	24 2%	135 4%	11 3%	6 3%	3 3%
Times Radio	73 2%	50 2% b	23 1%	10 2%	19 2%	11 2%	11 2%	21 1%	26 2% d	24 2%	14 2%	8 1%	60 2%	8 2%	5 2%	* *%
GB News Radio	68 2%	49 2% b	19 1%	13 3%	22 3% ce	6 1%	11 2%	16 1%	25 2% d	19 1%	17 2% d	7 1%	63 2%	2 1%	2 1%	1 1%
Any other commercial radio station	293 7%	135 6%	155 7%	15 3%	28 4%	41 6%	72 10% abc	137 9% ab	73 7%	95 7%	60 8%	64 6%	212 6%	42 12% ac	10 4%	29 23% abc
Any 'community radio' station – which serves a specific small local area or a specific group of people	93 2%	43 2%	50 2%	6 1%	16 2%	14 2%	12 2%	45 3%	23 2%	24 2%	18 2%	28 3%	59 2%	21 6% ac	4 2%	9 7% ac
None	1701 40%	817 39%	871 40%	214 41%	261 33%	244 35%	236 34%	746 46% bcd	365 33%	520 39% a	266 35%	550 50% abc	1403 39%	138 40%	101 47% a	59 45%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Any Heart radio station	834 19%	721 19%	113 19%	331 27% b	488 16%	301 27% b	518 17%	115 26%	149 26%	147 30%	301 27%	615 23% b	199 13%
Any Capital radio station	678 16%	633 17% b	46 8%	303 25% b	368 12%	271 25% b	400 13%	116 26%	144 25%	117 24%	271 25%	546 21% b	126 8%
Classic FM	548 13%	474 13%	74 12%	136 11%	405 14%	122 11%	417 13%	46 11%	58 10%	63 13%	122 11%	338 13%	200 13%
Any Smooth Radio station	526 12%	455 12%	72 12%	157 13%	361 12%	145 13%	373 12%	60 14%	76 13%	70 14%	145 13%	353 13%	164 11%
talkSPORT or talkSPORT2	448 10%	387 10%	61 10%	152 12%	287 10%	139 13%	299 10%	64 15%	80 14%	60 12%	139 13%	338 13% b	106 7%
Any Kiss radio station	412 10%	369 10%	43 7%	201 16% b	203 7%	178 16% b	226 7%	78 18%	93 16%	71 14%	178 16%	338 13% b	70 5%
Any Absolute Radio station	366 9%	316 9%	50 8%	131 11% b	230 8%	113 10%	248 8%	53 12%	55 10%	49 10%	113 10%	278 10% b	84 5%
Any Magic radio station	303 7%	268 7%	35 6%	107 9%	193 6%	100 9% b	200 6%	41 9%	45 8%	46 9%	100 9%	204 8%	94 6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Any LBC radio station	185 4%	169 5%	17 3%	49 4%	131 4%	48 4%	132 4%	20 5%	20 4%	18 4%	48 4%	135 5% b	45 3%
talkRADIO	168 4%	153 4%	14 2%	76 6% b	89 3%	69 6% b	95 3%	34 8%	42 7%	24 5%	69 6%	136 5% b	32 2%
Virgin Radio	155 4%	136 4%	19 3%	69 6% b	81 3%	59 5% b	91 3%	23 5%	32 6%	22 5%	59 5%	125 5% b	30 2%
Times Radio	73 2%	62 2%	11 2%	28 2%	42 1%	22 2%	49 2%	10 2%	8 1%	12 2%	22 2%	64 2% b	8 1%
GB News Radio	68 2%	60 2%	9 1%	31 3% b	31 1%	27 2% b	35 1%	11 2%	14 2%	12 2%	27 2%	57 2% b	9 1%
Any other commercial radio station	293 7%	238 6%	54 9%	71 6%	219 7%	67 6%	223 7%	20 4%	29 5%	39 8%	67 6%	184 7%	97 6%
Any 'community radio' station – which serves a specific small local area or a specific group of people	93 2%	77 2%	16 3%	34 3%	56 2%	34 3%	57 2%	13 3%	19 3%	13 3%	34 3%	54 2%	38 2%
None	1701 40%	1460 39%	241 41%	373 30%	1297 43% a	324 29%	1345 43% a	127 29%	173 30%	140 28%	324 29%	868 33%	794 51% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Any Heart radio station	834 19%	793 22% cde	732 24% cde	102 8%	41 6%	834 19% cd	748 20% f	552 24% aef	542 25% aef	132 24% f	783 20% f	50 12%	127 18%	149 15%	557 22% b
Any Capital radio station	678 16%	653 18% cde	622 20% cde	56 5%	26 3%	678 16% cd	591 16% f	477 21% aef	454 21% aef	131 24% aef	631 16% f	47 12%	76 11%	153 15%	449 17% a
Classic FM	548 13%	482 14% d	414 13% d	134 11%	66 9%	548 13% d	513 14% f	441 19% aef	362 17% aef	116 21% aef	528 14% f	20 5%	72 10%	108 11%	368 14% b
Any Smooth Radio station	526 12%	479 13% cd	427 14% cd	100 8%	48 6%	526 12% cd	478 13% f	350 15% f	321 15% f	98 18% aef	496 13% f	30 7%	80 12%	96 9%	350 14% b
talkSPORT or talkSPORT2	448 10%	414 12% cd	371 12% cd	76 6%	34 5%	448 10% cd	420 11% f	373 16% aef	317 15% aef	134 25% abcef	441 11% f	7 2%	62 9%	94 9%	292 11%
Any Kiss radio station	412 10%	403 11% cd	396 13% cde	16 1%	10 1%	412 10% cd	364 10% f	309 13% aef	287 13% aef	93 17% aef	391 10% f	21 5%	37 5%	83 8%	292 11% a
Any Absolute Radio station	366 9%	345 10% cd	326 11% cde	41 3%	22 3%	366 9% cd	337 9% f	266 11% aef	267 12% aef	90 16% abef	353 9% f	13 3%	52 7%	72 7%	243 9%
Any Magic radio station	303 7%	287 8% cd	266 9% cd	37 3%	16 2%	303 7% cd	286 8% f	223 10% f	220 10% aef	58 11% f	294 8% f	9 2%	35 5%	62 6%	206 8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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A8B. Which, if any, of these radio stations have you personally listened to in the past 3 months? (Please include listening live, via podcasts, catch-up or on-demand. Please include listening on any device through any service.)

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Any LBC radio station	185	164	146	39	21	185	175	141	135	64	181	4	24	38	123
	4%	5%	5%	3%	3%	4%	5%	6%	6%	12%	5%	1%	3%	4%	5%
							f	f	f	abcef	f				
talkRADIO	168	161	147	21	7	168	161	146	137	73	165	3	25	34	109
	4%	5%	5%	2%	1%	4%	4%	6%	6%	13%	4%	1%	4%	3%	4%
		cd	cd			cd	f	aef	aef	abcef	f				
Virgin Radio	155	153	147	8	2	155	146	140	138	66	149	6	14	25	116
	4%	4%	5%	1%	*%	4%	4%	6%	6%	12%	4%	1%	2%	2%	5%
		cd	cd			cd		aef	aef	abcef					a
Times Radio	73	70	67	6	3	73	71	68	67	42	71	2	8	11	54
	2%	2%	2%	*%	*%	2%	2%	3%	3%	8%	2%	*%	1%	1%	2%
		cd	cd			c		f	ef	abcef					
GB News Radio	68	67	59	9	1	68	65	56	58	30	66	2	14	13	41
	2%	2%	2%	1%	*%	2%	2%	2%	3%	5%	2%	*%	2%	1%	2%
		d	d			d				abcef					
Any other commercial radio station	293	253	214	78	39	293	253	149	159	39	265	27	58	67	167
	7%	7%	7%	7%	5%	7%	7%	6%	7%	7%	7%	7%	8%	7%	6%
Any 'community radio' station – which serves a specific small local area or a specific group of people	93	74	64	28	18	93	79	49	41	10	83	10	14	23	55
	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
None	1701	1233	1016	685	468	1701	1350	605	575	125	1447	254	305	447	949
	40%	35%	33%	57%	64%	40%	37%	26%	27%	23%	37%	63%	44%	44%	37%
				abe	abce	ab	bcd				bcd	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Radio 1	953	475	477	160	263	199	150	181	266	301	202	185	825	66	43	19	
	22%	23%	22%	31%	34%	29%	22%	11%	24%	23%	26%	17%	23%	19%	20%	15%	
				de	de	de	e		d	d	d		d				
BBC Radio 2	897	480	415	57	114	114	146	467	274	266	157	200	761	64	59	13	
	21%	23%	19%	11%	15%	16%	21%	29%	25%	20%	21%	18%	21%	19%	27%	10%	
		b				a	ab	abcd	d				d	d	abd		
Any Heart radio station	834	331	501	105	164	175	176	214	226	254	166	185	738	43	47	6	
	19%	16%	23%	20%	21%	25%	25%	13%	20%	19%	22%	17%	20%	13%	22%	5%	
			a	e	e	e	e				d		bd	d	bd		
Any Capital radio station	678	291	387	118	223	132	110	96	187	217	144	131	597	53	23	5	
	16%	14%	18%	23%	29%	19%	16%	6%	17%	16%	19%	12%	17%	15%	11%	4%	
			a	de	cde	e	e		d	d	d		cd	d	d		
BBC Radio 4	569	327	242	31	75	72	77	314	224	178	69	97	508	27	29	5	
	13%	16%	11%	6%	10%	10%	11%	20%	20%	14%	9%	9%	14%	8%	14%	4%	
		b				a	a	abcd	bcd	cd			bd		bd		
Classic FM	548	294	253	69	94	64	59	262	207	164	78	100	484	36	18	10	
	13%	14%	12%	13%	12%	9%	8%	16%	19%	12%	10%	9%	13%	10%	8%	8%	
								cd	bcd				cd				
Any Smooth Radio station	526	241	284	48	95	92	102	190	138	157	114	118	452	49	18	8	
	12%	11%	13%	9%	12%	13%	15%	12%	12%	12%	15%	11%	13%	14%	8%	6%	
											d		cd	cd			
talkSPORT or talkSPORT2	448	374	74	41	94	95	78	139	139	118	107	84	385	36	15	12	
	10%	18%	3%	8%	12%	14%	11%	9%	13%	9%	14%	8%	11%	11%	7%	9%	
		b				ae			d		bd						
Any Kiss radio station	412	164	248	89	144	94	61	25	107	138	94	73	370	13	23	6	
	10%	8%	11%	17%	18%	14%	9%	2%	10%	10%	12%	7%	10%	4%	11%	4%	
			a	de	de	e	e			d	d		bd		bd		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Any Absolute Radio station	366	210	155	57	71	86	69	84	111	109	75	71	312	28	14	12	
	9%	10%	7%	11%	9%	12%	10%	5%	10%	8%	10%	6%	9%	8%	7%	10%	
		b		e	e	e	e		d		d						
BBC Radio 5 live	360	262	97	25	54	66	60	153	121	102	53	83	311	24	16	9	
	8%	12%	4%	5%	7%	10%	9%	10%	11%	8%	7%	8%	9%	7%	7%	7%	
		b				a		a	c								
Any Magic radio station	303	106	196	27	60	58	55	104	82	89	56	76	261	22	13	7	
	7%	5%	9%	5%	8%	8%	8%	6%	7%	7%	7%	7%	7%	6%	6%	5%	
			a														
BBC radio for your region (ENGLAND)	225	129	96	19	20	30	24	132	58	59	47	61	225	-	-	-	
	5%	6%	4%	4%	3%	4%	3%	8%	5%	4%	6%	6%	6%	-%	-%	-%	
								abcd					bcd				
BBC Radio 5 live sports extra	200	153	47	29	32	40	30	70	62	67	33	38	174	10	13	4	
	5%	7%	2%	6%	4%	6%	4%	4%	6%	5%	4%	3%	5%	3%	6%	3%	
		b															
Any LBC radio station	185	117	69	20	29	25	34	77	73	51	29	32	167	8	8	3	
	4%	6%	3%	4%	4%	4%	5%	5%	7%	4%	4%	3%	5%	2%	4%	2%	
		b							bd								
BBC Radio 3	177	103	73	38	49	23	11	55	76	49	25	26	160	9	3	4	
	4%	5%	3%	7%	6%	3%	2%	3%	7%	4%	3%	2%	4%	3%	1%	3%	
				cde	de				bcd				c				
talkRADIO	168	133	35	24	37	41	26	39	54	52	30	31	147	12	6	4	
	4%	6%	2%	5%	5%	6%	4%	2%	5%	4%	4%	3%	4%	4%	3%	3%	
		b			e	e											
BBC Radio 1Xtra	158	82	76	35	80	26	8	9	41	41	50	25	137	11	8	3	
	4%	4%	3%	7%	10%	4%	1%	1%	4%	3%	7%	2%	4%	3%	4%	2%	
				de	cde	e					bd						

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	
Significance Level: 99%																	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Virgin Radio	155 4%	100 5% b	55 3%	29 5% e	35 4%	26 4%	26 4%	39 2%	57 5% d	47 4%	27 4%	24 2%	135 4%	11 3%	6 3%	3 3%	
BBC 6 Music	155 4%	95 5% b	60 3%	22 4%	39 5% e	32 5%	22 3%	41 3%	55 5% d	58 4% d	20 3%	23 2%	138 4% c	12 4%	3 1%	2 2%	
BBC Radio 4 Extra	104 2%	63 3%	41 2%	20 4% d	23 3%	13 2%	8 1%	41 3%	43 4% d	28 2%	14 2%	19 2%	91 3%	7 2%	5 2%	1 1%	
BBC World Service	103 2%	61 3%	42 2%	16 3%	19 2%	13 2%	14 2%	42 3%	39 4%	30 2%	16 2%	18 2%	84 2%	9 3%	8 4% d	1 1%	
BBC Asian Network	101 2%	69 3% b	32 1%	21 4% e	33 4% e	23 3% e	11 2%	12 1%	33 3%	27 2%	16 2%	25 2%	94 3% d	3 1%	4 2%	* **%	
Times Radio	73 2%	50 2% b	23 1%	10 2%	19 2%	11 2%	11 2%	21 1%	26 2% d	24 2%	14 2%	8 1%	60 2%	8 2%	5 2%	* **%	
GB News Radio	68 2%	49 2% b	19 1%	13 3%	22 3% ce	6 1%	11 2%	16 1%	25 2% d	19 1%	17 2% d	7 1%	63 2%	2 1%	2 1%	1 1%	
Any other BBC radio station	68 2%	34 2%	32 1%	* **%	4 **%	9 1%	10 1%	44 3% ab	21 2%	12 1%	13 2%	22 2%	59 2%	5 1%	* **%	4 3% c	
BBC Radio Scotland (SCOTLAND)	55 1%	32 2%	22 1%	1 **%	9 1%	9 1%	9 1%	27 2%	18 2%	15 1%	11 1%	11 1%	- -%	55 16% acd	- -%	- -%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Radio Ulster (NORTHERN IRELAND)	35 1%	19 1%	16 1%	1 *%	2 *%	3 *%	7 1%	22 1%	11 1%	9 1%	6 1%	9 1%	- -%	- -%	- -%	35 27% abc	
BBC Radio Wales (WALES)	22 1%	13 1%	10 *%	1 *%	2 *%	4 1%	6 1%	10 1%	7 1%	7 1%	4 1%	4 *%	- -%	- -%	22 10% abd	- -%	
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4 *%	2 *%	2 *%	1 *%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	* *%	1 *%	- -%	- -%	4 2% abd	- -%	
BBC Radio nan Gàidheal (SCOTLAND)	3 *%	2 *%	1 *%	- -%	2 *%	1 *%	- -%	- -%	1 *%	2 *%	- -%	1 *%	- -%	3 1% a	- -%	- -%	
BBC Radio Foyle (NORTHERN IRELAND)	2 *%	2 *%	1 *%	* *%	* *%	- -%	* *%	2 *%	1 *%	1 *%	1 *%	* *%	- -%	- -%	- -%	2 2% abc	
Any other commercial radio station	293 7%	135 6%	155 7%	15 3%	28 4%	41 6%	72 10% abc	137 9% ab	73 7%	95 7%	60 8%	64 6%	212 6%	42 12% ac	10 4%	29 23% abc	
Any 'community radio' station – which serves a specific small local area or a specific group of people	93 2%	43 2%	50 2%	6 1%	16 2%	14 2%	12 2%	45 3%	23 2%	24 2%	18 2%	28 3%	59 2%	21 6% ac	4 2%	9 7% ac	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
ANY BBC RADIO	2317	1242	1069	253	406	380	348	929	694	695	433	494	1965	161	126	65	
	54%	59%	49%	49%	52%	55%	50%	58%	63%	53%	57%	45%	54%	47%	59%	50%	
		b						ad	bd	d	d		b		b		
ANY COMMERCIAL RADIO	2544	1265	1273	303	514	443	452	831	728	785	490	540	2174	195	112	63	
	59%	60%	59%	58%	66%	64%	65%	52%	66%	60%	64%	49%	60%	57%	52%	49%	
				e	e	e			bd	d	d		cd				
None	1096	514	570	183	207	164	150	393	212	327	171	386	923	99	45	29	
	26%	24%	26%	35%	26%	24%	22%	24%	19%	25%	22%	35%	26%	29%	21%	23%	
				bcde					a			abc		c			
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean number of radio stations in the past 3 months (out of 34)	2.2	2.4	2.0	2.2	2.5	2.4	2.2	1.9	2.6	2.1	2.3	1.7	2.2	2.0	2.0	1.7	
		b			e	e			bd	d	d		d				
Standard deviation	2.46	2.66	2.23	2.65	2.96	2.43	2.26	2.19	2.54	2.46	2.42	2.33	2.51	2.46	1.91	1.89	
Standard error	.04	.06	.05	.11	.11	.08	.09	.05	.08	.07	.08	.07	.05	.10	.08	.09	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Radio 1	953 22%	852 23% b	102 17%	377 31% b	559 19%	340 31% b	597 19%	149 34%	162 29%	152 31%	340 31%	750 28% b	194 13%
BBC Radio 2	897 21%	690 19%	207 35% a	233 19%	656 22%	214 19%	675 22%	66 15%	114 20%	103 21%	214 19%	537 20%	341 22%
Any Heart radio station	834 19%	721 19%	113 19%	331 27% b	488 16%	301 27% b	518 17%	115 26%	149 26%	147 30%	301 27%	615 23% b	199 13%
Any Capital radio station	678 16%	633 17% b	46 8%	303 25% b	368 12%	271 25% b	400 13%	116 26%	144 25%	117 24%	271 25%	546 21% b	126 8%
BBC Radio 4	569 13%	489 13%	80 13%	131 11%	432 14% a	120 11%	443 14%	48 11%	54 10%	61 12%	120 11%	314 12%	241 16% a
Classic FM	548 13%	474 13%	74 12%	136 11%	405 14%	122 11%	417 13%	46 11%	58 10%	63 13%	122 11%	338 13%	200 13%
Any Smooth Radio station	526 12%	455 12%	72 12%	157 13%	361 12%	145 13%	373 12%	60 14%	76 13%	70 14%	145 13%	353 13%	164 11%
talkSPORT or talkSPORT2	448 10%	387 10%	61 10%	152 12%	287 10%	139 13%	299 10%	64 15%	80 14%	60 12%	139 13%	338 13% b	106 7%
Any Kiss radio station	412 10%	369 10%	43 7%	201 16% b	203 7%	178 16% b	226 7%	78 18%	93 16%	71 14%	178 16%	338 13% b	70 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 55

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Any Absolute Radio station	366 9%	316 9%	50 8%	131 11% b	230 8%	113 10%	248 8%	53 12%	55 10%	49 10%	113 10%	278 10% b	84 5%
BBC Radio 5 live	360 8%	314 8%	46 8%	94 8%	260 9%	87 8%	266 9%	44 10%	41 7%	36 7%	87 8%	245 9%	110 7%
Any Magic radio station	303 7%	268 7%	35 6%	107 9%	193 6%	100 9% b	200 6%	41 9%	45 8%	46 9%	100 9%	204 8%	94 6%
BBC radio for your region (ENGLAND)	225 5%	192 5%	33 5%	51 4%	170 6%	48 4%	173 6%	17 4%	27 5%	23 5%	48 4%	120 5%	101 7%
BBC Radio 5 live sports extra	200 5%	177 5%	23 4%	74 6%	123 4%	68 6%	129 4%	33 8%	28 5%	34 7%	68 6%	147 6% b	50 3%
Any LBC radio station	185 4%	169 5%	17 3%	49 4%	131 4%	48 4%	132 4%	20 5%	20 4%	18 4%	48 4%	135 5% b	45 3%
BBC Radio 3	177 4%	162 4%	15 2%	68 6% b	102 3%	55 5%	115 4%	21 5%	27 5%	28 6%	55 5%	113 4%	59 4%
talkRADIO	168 4%	153 4%	14 2%	76 6% b	89 3%	69 6% b	95 3%	34 8%	42 7%	24 5%	69 6%	136 5% b	32 2%
BBC Radio 1Xtra	158 4%	150 4% b	9 1%	69 6% b	84 3%	62 6% b	92 3%	31 7%	36 6%	22 4%	62 6%	137 5% b	17 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 55

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Virgin Radio	155 4%	136 4%	19 3%	69 6% b	81 3%	59 5% b	91 3%	23 5%	32 6%	22 5%	59 5%	125 5% b	30 2%
BBC 6 Music	155 4%	141 4%	14 2%	62 5% b	88 3%	58 5% b	92 3%	28 6%	29 5%	25 5%	58 5%	125 5% b	30 2%
BBC Radio 4 Extra	104 2%	96 3%	9 1%	31 3%	70 2%	24 2%	76 2%	14 3%	10 2%	11 2%	24 2%	71 3%	28 2%
BBC World Service	103 2%	91 2%	12 2%	33 3%	67 2%	30 3%	70 2%	11 2%	17 3%	17 3%	30 3%	73 3%	28 2%
BBC Asian Network	101 2%	100 3% b	1 *%	50 4% b	42 1%	43 4% b	50 2%	18 4%	26 5%	19 4%	43 4%	82 3% b	19 1%
Times Radio	73 2%	62 2%	11 2%	28 2%	42 1%	22 2%	49 2%	10 2%	8 1%	12 2%	22 2%	64 2% b	8 1%
GB News Radio	68 2%	60 2%	9 1%	31 3% b	31 1%	27 2% b	35 1%	11 2%	14 2%	12 2%	27 2%	57 2% b	9 1%
Any other BBC radio station	68 2%	55 1%	13 2%	15 1%	51 2%	14 1%	52 2%	2 *%	12 2%	5 1%	14 1%	33 1%	31 2%
BBC Radio Scotland (SCOTLAND)	55 1%	49 1%	6 1%	15 1%	39 1%	14 1%	41 1%	5 1%	6 1%	7 1%	14 1%	37 1%	16 1%
BBC Radio Ulster (NORTHERN IRELAND)	35 1%	23 1%	12 2% a	5 *%	30 1%	4 *%	30 1%	3 1%	1 *%	2 *%	4 *%	19 1%	16 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 55

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Radio Wales (WALES)	22 1%	15 *%	7 1%	6 1%	16 1%	5 *%	17 1%	2 *%	3 *%	3 1%	5 *%	14 1%	8 1%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4 *%	2 *%	1 *%	1 *%	2 *%	1 *%	3 *%	* *%	- -%	1 *%	1 *%	2 *%	2 *%
BBC Radio nan Gàidheal (SCOTLAND)	3 *%	3 *%	- -%	2 *%	1 *%	1 *%	2 *%	- -%	* *%	1 *%	1 *%	2 *%	* *%
BBC Radio Foyle (NORTHERN IRELAND)	2 *%	2 *%	1 *%	* *%	2 *%	* *%	2 *%	* *%	- -%	- -%	* *%	1 *%	1 *%
Any other commercial radio station	293 7%	238 6%	54 9%	71 6%	219 7%	67 6%	223 7%	20 4%	29 5%	39 8%	67 6%	184 7%	97 6%
Any 'community radio' station – which serves a specific small local area or a specific group of people	93 2%	77 2%	16 3%	34 3%	56 2%	34 3%	57 2%	13 3%	19 3%	13 3%	34 3%	54 2%	38 2%
ANY BBC RADIO	2317 54%	1954 53%	363 61% a	685 56%	1602 53%	623 57%	1662 53%	248 57%	326 57%	275 56%	623 57%	1517 57% b	761 49%
ANY COMMERCIAL RADIO	2544 59%	2199 59%	344 58%	838 68% b	1668 56%	761 69% b	1743 56%	301 69%	386 68%	347 70%	761 69%	1766 66% b	728 47%
None	1096 26%	981 27% b	115 19%	270 22%	799 27% a	231 21%	837 27% a	91 21%	120 21%	102 21%	231 21%	573 22%	499 32% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean number of radio stations in the past 3 months (out of 34)	2.2	2.2	2.1	2.6 b	2.0	2.6 b	2.0	2.7	2.6	2.7	2.6	2.5 b	1.7
Standard deviation	2.46	2.54	1.91	2.74	2.22	2.68	2.27	2.81	2.56	2.80	2.68	2.66	2.00
Standard error	.04	.04	.07	.08	.04	.08	.04	.13	.11	.13	.08	.05	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC Radio 1	953	881	839	115	72	953	889	953	650	214	953	-	70	185	698
	22%	25%	27%	10%	10%	22%	24%	41%	30%	39%	25%	-%	10%	18%	27%
		cd	cde			cd	f	acef	aef	acef	f			a	ab
BBC Radio 2	897	764	654	243	133	897	850	897	603	222	897	-	84	140	673
	21%	21%	21%	20%	18%	21%	23%	39%	28%	41%	23%	-%	12%	14%	26%
							f	acef	aef	acef	f				ab
Any Heart radio station	834	793	732	102	41	834	748	552	542	132	783	50	127	149	557
	19%	22%	24%	8%	6%	19%	20%	24%	25%	24%	20%	12%	18%	15%	22%
		cde	cde			cd	f	aef	aef	f	f				b
Any Capital radio station	678	653	622	56	26	678	591	477	454	131	631	47	76	153	449
	16%	18%	20%	5%	3%	16%	16%	21%	21%	24%	16%	12%	11%	15%	17%
		cde	cde			cd		aef	aef	aef					a
BBC Radio 4	569	470	383	186	99	569	543	569	401	171	569	-	27	94	448
	13%	13%	12%	16%	13%	13%	15%	25%	19%	31%	15%	-%	4%	9%	17%
							f	acef	aef	abcef	f			a	ab
Classic FM	548	482	414	134	66	548	513	441	362	116	528	20	72	108	368
	13%	14%	13%	11%	9%	13%	14%	19%	17%	21%	14%	5%	10%	11%	14%
		d	d			d	f	aef	aef	aef	f				b
Any Smooth Radio station	526	479	427	100	48	526	478	350	321	98	496	30	80	96	350
	12%	13%	14%	8%	6%	12%	13%	15%	15%	18%	13%	7%	12%	9%	14%
		cd	cd			cd	f	f	f	aef	f				b
talkSPORT or talkSPORT2	448	414	371	76	34	448	420	373	317	134	441	7	62	94	292
	10%	12%	12%	6%	5%	10%	11%	16%	15%	25%	11%	2%	9%	9%	11%
		cd	cd			cd	f	aef	aef	abcef	f				
Any Kiss radio station	412	403	396	16	10	412	364	309	287	93	391	21	37	83	292
	10%	11%	13%	1%	1%	10%	10%	13%	13%	17%	10%	5%	5%	8%	11%
		cd	cde			cd	f	aef	aef	aef	f				a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Any Absolute Radio station	366	345	326	41	22	366	337	266	267	90	353	13	52	72	243
	9%	10%	11%	3%	3%	9%	9%	11%	12%	16%	9%	3%	7%	7%	9%
		cd	cde			cd	f	aef	aef	abef	f				
BBC Radio 5 live	360	318	268	92	42	360	351	360	284	124	360	-	26	62	271
	8%	9%	9%	8%	6%	8%	10%	16%	13%	23%	9%	-%	4%	6%	11%
		d					f	aef	aef	abcef	f				ab
Any Magic radio station	303	287	266	37	16	303	286	223	220	58	294	9	35	62	206
	7%	8%	9%	3%	2%	7%	8%	10%	10%	11%	8%	2%	5%	6%	8%
		cd	cd			cd	f	f	aef	f	f				
BBC radio for your region (ENGLAND)	225	174	135	90	51	225	216	225	129	54	225	-	25	29	171
	5%	5%	4%	7%	7%	5%	6%	10%	6%	10%	6%	-%	4%	3%	7%
				abe	b		f	acef	f	acef	f				ab
BBC Radio 5 live sports extra	200	189	170	30	11	200	195	200	169	73	200	-	17	39	144
	5%	5%	6%	2%	2%	5%	5%	9%	8%	13%	5%	-%	2%	4%	6%
		cd	cd			cd	f	aef	aef	abcef	f				a
Any LBC radio station	185	164	146	39	21	185	175	141	135	64	181	4	24	38	123
	4%	5%	5%	3%	3%	4%	5%	6%	6%	12%	5%	1%	3%	4%	5%
							f	f	f	abcef	f				
BBC Radio 3	177	160	149	28	17	177	170	177	156	79	177	-	19	34	124
	4%	4%	5%	2%	2%	4%	5%	8%	7%	15%	5%	-%	3%	3%	5%
		c	cd			c	f	aef	aef	abcef	f				
talkRADIO	168	161	147	21	7	168	161	146	137	73	165	3	25	34	109
	4%	5%	5%	2%	1%	4%	4%	6%	6%	13%	4%	1%	4%	3%	4%
		cd	cd			cd	f	aef	aef	abcef	f				
BBC Radio 1Xtra	158	154	153	5	4	158	150	158	132	60	158	-	16	28	114
	4%	4%	5%	*%	1%	4%	4%	7%	6%	11%	4%	-%	2%	3%	4%
		cd	cd			cd	f	aef	aef	abcef	f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 55

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RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Virgin Radio	155 4%	153 4%	147 5%	8 1%	2 *%	155 4%	146 4%	140 6%	138 6%	66 12%	149 4%	6 1%	14 2%	25 2%	116 5%
		cd	cd			cd		aef	aef	abcef					a
BBC 6 Music	155 4%	151 4%	138 4%	17 1%	4 1%	155 4%	146 4%	155 7%	129 6%	86 16%	155 4%	- -%	12 2%	24 2%	119 5%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC Radio 4 Extra	104 2%	96 3%	84 3%	20 2%	9 1%	104 2%	99 3%	104 5%	89 4%	57 11%	104 3%	- -%	8 1%	12 1%	84 3%
							f	aef	aef	abcef	f				ab
BBC World Service	103 2%	89 2%	79 3%	25 2%	15 2%	103 2%	99 3%	103 4%	88 4%	58 11%	103 3%	- -%	7 1%	11 1%	86 3%
							f	aef	aef	abcef	f				ab
BBC Asian Network	101 2%	88 2%	83 3%	18 1%	13 2%	101 2%	97 3%	101 4%	80 4%	31 6%	101 3%	- -%	9 1%	20 2%	72 3%
							f	aef	f	aef	f				
Times Radio	73 2%	70 2%	67 2%	6 *%	3 *%	73 2%	71 2%	68 3%	67 3%	42 8%	71 2%	2 *%	8 1%	11 1%	54 2%
		cd	cd			c		f	ef	abcef					
GB News Radio	68 2%	67 2%	59 2%	9 1%	1 *%	68 2%	65 2%	56 2%	58 3%	30 5%	66 2%	2 *%	14 2%	13 1%	41 2%
		d	d			d				abcef					
Any other BBC radio station	68 2%	52 1%	40 1%	27 2%	15 2%	68 2%	65 2%	68 3%	37 2%	17 3%	68 2%	- -%	9 1%	14 1%	45 2%
								aef		f					
BBC Radio Scotland (SCOTLAND)	55 1%	49 1%	37 1%	17 1%	6 1%	55 1%	51 1%	55 2%	39 2%	20 4%	55 1%	- -%	5 1%	8 1%	42 2%
								f		aef					

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 55

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC Radio Ulster (NORTHERN IRELAND)	35 1%	24 1%	21 1%	14 1%	11 2%	35 1%	34 1%	35 2%	16 1%	4 1%	35 1%	- -%	3 *%	3 *%	29 1%
BBC Radio Wales (WALES)	22 1%	19 1%	17 1%	5 *%	4 *%	22 1%	21 1%	22 1%	18 1%	3 1%	22 1%	- -%	1 *%	3 *%	18 1%
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	4 *%	4 *%	3 *%	* *%	- -%	4 *%	4 *%	4 *%	3 *%	* *%	4 *%	- -%	- -%	* *%	3 *%
BBC Radio nan Gàidheal (SCOTLAND)	3 *%	3 *%	3 *%	- -%	- -%	3 *%	3 *%	3 *%	3 *%	1 *%	3 *%	- -%	- -%	- -%	3 *%
BBC Radio Foyle (NORTHERN IRELAND)	2 *%	1 *%	1 *%	1 *%	1 *%	2 *%	2 *%	2 *%	* *%	* *%	2 *%	- -%	* *%	- -%	2 *%
Any other commercial radio station	293 7%	253 7%	214 7%	78 7%	39 5%	293 7%	253 7%	149 6%	159 7%	39 7%	265 7%	27 7%	58 8%	67 7%	167 6%
Any 'community radio' station – which serves a specific small local area or a specific group of people	93 2%	74 2%	64 2%	28 2%	18 3%	93 2%	79 2%	49 2%	41 2%	10 2%	83 2%	10 2%	14 2%	23 2%	55 2%
ANY BBC RADIO	2317 54%	1998 56%	1760 57%	557 46%	319 43%	2317 54%	2170 59%	2317 100%	1502 70%	504 93%	2317 60%	- -%	218 31%	430 42%	1669 65%
		cd	cd			cd	f	acdef	aef	acef	f		a	ab	
ANY COMMERCIAL RADIO	2544 59%	2294 64%	2053 66%	491 41%	250 34%	2544 59%	2286 62%	1692 73%	1560 73%	415 76%	2398 62%	146 36%	384 55%	561 55%	1598 62%
		cde	cde	d		cd	f	aef	aef	aef	f			ab	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RADIO STATIONS LISTENED TO IN PAST 3 MONTHS AT A8A/ A8B

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
None	1096	809	687	409	288	1096	805	-	306	17	842	254	240	361	495
	26%	23%	22%	34%	39%	26%	22%	-%	14%	3%	22%	63%	35%	35%	19%
				abe	abe	b	bcd		bd	b	bcd	abcde	c	c	
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean number of radio stations in the past 3 months (out of 34)	2.2	2.4	2.5	1.4	1.2	2.2	2.4	3.4	3.0	4.5	2.3	.6	1.5	1.7	2.5
		cde	cde	d		cd	f	acef	aef	abcef	f				ab
Standard deviation	2.46	2.58	2.66	1.60	1.38	2.46	2.55	2.64	2.87	3.98	2.51	1.02	1.69	2.04	2.71
Standard error	.04	.04	.05	.05	.05	.04	.04	.06	.06	.18	.04	.05	.06	.06	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A. How often in the past 3 months have you listened to BBC Radio 1?

Base : Those who have personally listened to BBC Radio 1 in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	896	445	450	168	229	230	114	155	206	280	223	187	614	109	105	68	
Effective Weighted Sample	728	381	348	143	184	188	96	133	174	226	186	154	576	104	100	66	
Total	953	475	477	160	263	199	150	181	266	301	202	185	825	66	43	19	
At least daily	407	211	195	63	121	86	66	71	111	125	94	77	351	27	22	**	
	43%	45%	41%	39%	46%	43%	44%	39%	42%	42%	47%	42%	42%	40%	52%	**	
At least weekly	396	201	195	68	106	76	57	89	127	128	69	72	347	25	18	**	
	42%	42%	41%	42%	40%	38%	38%	49%	48%	42%	34%	39%	42%	38%	41%	**	
At least monthly	107	50	58	19	23	28	21	15	25	32	25	25	91	10	3	**	
	11%	10%	12%	12%	9%	14%	14%	9%	10%	11%	12%	13%	11%	15%	8%	**	
Less often	39	12	27	9	11	7	6	5	3	15	13	9	33	4	-	**	
	4%	2%	6%	6%	4%	4%	4%	3%	1%	5%	6%	5%	4%	7%	-%	**	
Don't know/ can't remember	4	1	3	1	1	1	-	-	-	1	1	1	4	-	-	**	
	*%	*%	1%	1%	1%	*%	-%	-%	-%	*%	*%	1%	*%	-%	-%	**	
SUMMARY																	
DAILY	407	211	195	63	121	86	66	71	111	125	94	77	351	27	22	**	
	43%	45%	41%	39%	46%	43%	44%	39%	42%	42%	47%	42%	42%	40%	52%	**	
WEEKLY	803	413	389	131	227	163	123	160	238	253	163	149	697	52	40	**	
	84%	87%	82%	82%	86%	82%	82%	89%	89%	84%	81%	81%	85%	78%	92%	**	
															b		
MONTHLY	911	462	447	150	250	191	144	175	263	286	188	174	788	62	43	**	
	96%	97%	94%	93%	95%	96%	96%	97%	99%	95%	93%	94%	96%	93%	100%	**	
									c						b		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A. How often in the past 3 months have you listened to BBC Radio 1?

Base : Those who have personally listened to BBC Radio 1 in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	896	784	112	368	512	323	557	150	155	144	323	673	211
Effective Weighted Sample	728	645	84	292	424	257	458	118	126	113	257	547	178
Total	953	852	102	377	559	340	597	149	162	152	340	750	194
At least daily	407 43%	364 43%	43 43%	169 45%	232 41%	154 45%	247 41%	66 45%	73 45%	70 46%	154 45%	345 46% b	57 29%
At least weekly	396 42%	353 41%	43 43%	150 40%	236 42%	137 40%	250 42%	60 40%	68 42%	62 41%	137 40%	295 39%	98 51% a
At least monthly	107 11%	95 11%	12 12%	44 12%	63 11%	37 11%	70 12%	17 11%	15 9%	13 9%	37 11%	77 10%	30 16%
Less often	39 4%	37 4%	3 3%	13 3%	26 5%	11 3%	28 5%	5 4%	5 3%	6 4%	11 3%	30 4%	9 4%
Don't know/ can't remember	4 *%	4 *%	- -%	1 *%	2 *%	1 *%	2 *%	- -%	1 1%	- -%	1 *%	4 *%	- -%
SUMMARY													
DAILY	407 43%	364 43%	43 43%	169 45%	232 41%	154 45%	247 41%	66 45%	73 45%	70 46%	154 45%	345 46% b	57 29%
WEEKLY	803 84%	717 84%	87 85%	319 85%	468 84%	290 85%	497 83%	126 85%	140 87%	132 87%	290 85%	639 85%	155 80%
MONTHLY	911 96%	812 95%	99 97%	363 96%	531 95%	327 96%	567 95%	143 96%	155 96%	146 96%	327 96%	716 96%	185 96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A. How often in the past 3 months have you listened to BBC Radio 1?

Base : Those who have personally listened to BBC Radio 1 in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	896	828	788	108	68	896	833	896	602	186	896	-	67	173	656
Effective Weighted Sample	728	670	638	90	59	728	679	728	489	155	728	-	53	145	530
Total	953	881	839	115	72	953	889	953	650	214	953	-	70	185	698
At least daily	407	371	353	55	**	407	371	407	269	110	407	**	**	72	306
	43%	42%	42%	48%	**	43%	42%	43%	41%	51%	43%	**	**	39%	44%
At least weekly	396	365	347	49	**	396	374	396	284	75	396	**	**	75	296
	42%	41%	41%	42%	**	42%	42%	42%	44%	35%	42%	**	**	41%	42%
At least monthly	107	104	99	8	**	107	104	107	70	27	107	**	**	19	76
	11%	12%	12%	7%	**	11%	12%	11%	11%	12%	11%	**	**	10%	11%
Less often	39	38	35	4	**	39	37	39	25	3	39	**	**	16	19
	4%	4%	4%	3%	**	4%	4%	4%	4%	1%	4%	**	**	9%	3%
														c	
Don't know/ can't remember	4	4	4	-	**	4	4	4	2	-	4	**	**	2	1
	*%	*%	*%	-%	**	*%	*%	*%	*%	-%	*%	**	**	1%	*%
SUMMARY															
DAILY	407	371	353	55	**	407	371	407	269	110	407	**	**	72	306
	43%	42%	42%	48%	**	43%	42%	43%	41%	51%	43%	**	**	39%	44%
WEEKLY	803	735	700	103	**	803	745	803	553	185	803	**	**	148	602
	84%	83%	84%	90%	**	84%	84%	84%	85%	86%	84%	**	**	80%	86%
MONTHLY	911	839	800	111	**	911	849	911	623	212	911	**	**	167	678
	96%	95%	95%	97%	**	96%	95%	96%	96%	99%	96%	**	**	90%	97%
															b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9B. How often in the past 3 months have you listened to BBC Radio 2?

Base : Those who have personally listened to BBC Radio 2 in the past 3 months

	GENDER		AGE					SEG				NATION				N
	Total	MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND ~d
Significance Level: 99%																
Unweighted total	866	471	393	56	92	124	122	472	231	259	178	198	588	102	135	41
Effective Weighted Sample	713	401	312	50	78	104	98	393	193	209	152	168	549	97	130	40
Total	897	480	415	57	114	114	146	467	274	266	157	200	761	64	59	13
At least daily	422 47%	238 50%	184 44%	** **	** **	57 50%	69 47%	237 51%	118 43%	131 49%	80 51%	94 47%	349 46%	35 54%	35 60%	** **
															a	
At least weekly	374 42%	197 41%	175 42%	** **	** **	41 36%	56 38%	198 42%	128 47%	101 38%	59 38%	86 43%	327 43%	22 34%	18 31%	** **
At least monthly	79 9%	36 8%	43 10%	** **	** **	14 12%	18 12%	20 4%	24 9%	28 10%	15 10%	12 6%	67 9%	6 9%	4 8%	** **
						e	e									
Less often	21 2%	9 2%	12 3%	** **	** **	1 1%	3 2%	12 3%	4 1%	7 3%	3 2%	7 3%	18 2%	2 3%	1 2%	** **
Don't know/ can't remember	1 *%	- -%	1 *%	** **	** **	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	1 *%	- -%	- -%	** **
SUMMARY																
DAILY	422 47%	238 50%	184 44%	** **	** **	57 50%	69 47%	237 51%	118 43%	131 49%	80 51%	94 47%	349 46%	35 54%	35 60%	** **
															a	
WEEKLY	796 89%	435 91%	359 86%	** **	** **	99 87%	125 86%	435 93%	246 90%	231 87%	139 89%	180 90%	676 89%	57 88%	53 91%	** **
MONTHLY	875 98%	471 98%	402 97%	** **	** **	113 99%	143 98%	455 97%	270 99%	259 97%	154 98%	192 96%	742 97%	63 97%	58 98%	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 58

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9B. How often in the past 3 months have you listened to BBC Radio 2?

Base : Those who have personally listened to BBC Radio 2 in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	866	671	195	205	656	187	674	61	99	87	187	479	369
Effective Weighted Sample	713	550	163	169	541	154	557	50	84	72	154	390	318
Total	897	690	207	233	656	214	675	66	114	103	214	537	341
At least daily	422 47%	317 46%	105 51%	97 42%	321 49%	93 44%	325 48%	** **	** **	** **	93 44%	250 47%	168 49%
At least weekly	374 42%	293 42%	81 39%	103 44%	268 41%	94 44%	277 41%	** **	** **	** **	94 44%	220 41%	142 42%
At least monthly	79 9%	60 9%	19 9%	27 12%	52 8%	22 10%	56 8%	** **	** **	** **	22 10%	56 10%	20 6%
Less often	21 2%	18 3%	2 1%	5 2%	15 2%	3 1%	17 3%	** **	** **	** **	3 1%	9 2%	12 3%
Don't know/ can't remember	1 *%	1 *%	- -%	1 1%	- -%	1 1%	- -%	** **	** **	** **	1 1%	1 *%	- -%
SUMMARY													
DAILY	422 47%	317 46%	105 51%	97 42%	321 49%	93 44%	325 48%	** **	** **	** **	93 44%	250 47%	168 49%
WEEKLY	796 89%	611 88%	186 90%	200 86%	589 90%	187 87%	601 89%	** **	** **	** **	187 87%	470 88%	309 91%
MONTHLY	875 98%	671 97%	204 99%	227 97%	641 98%	210 98%	658 97%	** **	** **	** **	210 98%	527 98%	329 97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 58

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9B. How often in the past 3 months have you listened to BBC Radio 2?

Base : Those who have personally listened to BBC Radio 2 in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	~a	b	c
Unweighted total	866	727	620	246	139	866	823	866	576	217	866	-	85	135	646
Effective Weighted Sample	713	597	505	209	117	713	675	713	470	176	713	-	72	111	530
Total	897	764	654	243	133	897	850	897	603	222	897	-	84	140	673
At least daily	422	329	284	138	93	422	391	422	258	115	422	**	**	49	337
	47%	43%	43%	57%	70%	47%	46%	47%	43%	52%	47%	**	**	35%	50%
				ab	abe										b
At least weekly	374	340	286	88	34	374	362	374	270	87	374	**	**	62	278
	42%	45%	44%	36%	25%	42%	43%	42%	45%	39%	42%	**	**	44%	41%
		d	d			d									
At least monthly	79	78	69	10	1	79	76	79	63	14	79	**	**	20	47
	9%	10%	11%	4%	1%	9%	9%	9%	10%	7%	9%	**	**	14%	7%
		cd	cd			d								c	
Less often	21	16	14	7	4	21	19	21	13	5	21	**	**	7	11
	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	**	**	5%	2%
Don't know/ can't remember	1	1	1	-	-	1	1	1	-	-	1	**	**	1	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	**	**	1%	-%
SUMMARY															
DAILY	422	329	284	138	93	422	391	422	258	115	422	**	**	49	337
	47%	43%	43%	57%	70%	47%	46%	47%	43%	52%	47%	**	**	35%	50%
				ab	abe										b
WEEKLY	796	669	570	226	127	796	753	796	528	202	796	**	**	111	615
	89%	88%	87%	93%	96%	89%	89%	89%	87%	91%	89%	**	**	79%	91%
					ab									b	
MONTHLY	875	747	639	236	128	875	830	875	591	217	875	**	**	131	662
	98%	98%	98%	97%	97%	98%	98%	98%	98%	98%	98%	**	**	94%	98%
														b	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9C. How often in the past 3 months have you listened to BBC Radio 3?

Base : Those who have personally listened to BBC Radio 3 in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	159	94	64	37	36	27	10	49	58	44	31	26	120	16	7	16	
Effective Weighted Sample	134	79	54	31	32	22	8	43	51	38	25	22	113	15	7	15	
Total	177	103	73	38	49	23	11	55	76	49	25	26	160	9	3	4	
At least daily	57 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	52 33%	** **	** **	** **	
At least weekly	76 43%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	67 42%	** **	** **	** **	
At least monthly	32 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	31 19%	** **	** **	** **	
Less often	11 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 6%	** **	** **	** **	
SUMMARY																	
DAILY	57 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	52 33%	** **	** **	** **	
WEEKLY	134 75%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	119 74%	** **	** **	** **	
MONTHLY	166 94%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	150 94%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9C. How often in the past 3 months have you listened to BBC Radio 3?

Base : Those who have personally listened to BBC Radio 3 in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	159	146	13	59	95	48	106	19	23	25	48	99	56
Effective Weighted Sample	134	122	12	50	79	41	88	17	20	21	41	81	49
Total	177	162	15	68	102	55	115	21	27	28	55	113	59
At least daily	57 32%	52 32%	**	**	**	**	35 30%	**	**	**	**	**	**
At least weekly	76 43%	70 43%	**	**	**	**	49 42%	**	**	**	**	**	**
At least monthly	32 18%	31 19%	**	**	**	**	23 20%	**	**	**	**	**	**
Less often	11 6%	9 5%	**	**	**	**	9 7%	**	**	**	**	**	**
SUMMARY													
DAILY	57 32%	52 32%	**	**	**	**	35 30%	**	**	**	**	**	**
WEEKLY	134 75%	122 75%	**	**	**	**	84 73%	**	**	**	**	**	**
MONTHLY	166 94%	153 95%	**	**	**	**	107 93%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9C. How often in the past 3 months have you listened to BBC Radio 3?

Base : Those who have personally listened to BBC Radio 3 in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	159	143	131	28	16	159	152	159	139	65	159	-	18	33	108
Effective Weighted Sample	134	120	110	24	14	134	128	134	117	55	134	-	15	27	91
Total	177	160	149	28	17	177	170	177	156	79	177	-	19	34	124
At least daily	57 32%	50 31%	45 30%	** **	** **	57 32%	55 32%	57 32%	51 33%	** **	57 32%	** **	** **	** **	43 34%
At least weekly	76 43%	70 44%	66 44%	** **	** **	76 43%	75 44%	76 43%	67 43%	** **	76 43%	** **	** **	** **	57 46%
At least monthly	32 18%	30 19%	29 20%	** **	** **	32 18%	30 17%	32 18%	30 20%	** **	32 18%	** **	** **	** **	19 15%
Less often	11 6%	9 6%	9 6%	** **	** **	11 6%	11 6%	11 6%	7 5%	** **	11 6%	** **	** **	** **	6 4%
SUMMARY															
DAILY	57 32%	50 31%	45 30%	** **	** **	57 32%	55 32%	57 32%	51 33%	** **	57 32%	** **	** **	** **	43 34%
WEEKLY	134 75%	120 75%	111 74%	** **	** **	134 75%	130 76%	134 75%	118 76%	** **	134 75%	** **	** **	** **	100 81%
MONTHLY	166 94%	151 94%	140 94%	** **	** **	166 94%	159 94%	166 94%	149 95%	** **	166 94%	** **	** **	** **	119 96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9D. How often in the past 3 months have you listened to BBC Radio 4?

Base : Those who have personally listened to BBC Radio 4 in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ e	AB a	C1 b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	508	296	212	33	56	72	52	295	177	158	80	93	380	43	67	18	
Effective Weighted Sample	428	252	176	27	49	64	45	250	152	134	68	80	356	41	65	17	
Total	569	327	242	31	75	72	77	314	224	178	69	97	508	27	29	5	
At least daily	288 51%	169 52%	119 49%	** **	** **	** **	** **	174 55%	119 53%	92 52%	** **	** **	258 51%	** **	** **	** **	
At least weekly	222 39%	121 37%	101 42%	** **	** **	** **	** **	118 37%	86 38%	68 38%	** **	** **	196 39%	** **	** **	** **	
At least monthly	40 7%	28 9%	12 5%	** **	** **	** **	** **	17 6%	13 6%	14 8%	** **	** **	37 7%	** **	** **	** **	
Less often	19 3%	9 3%	10 4%	** **	** **	** **	** **	6 2%	7 3%	4 2%	** **	** **	17 3%	** **	** **	** **	
SUMMARY																	
DAILY	288 51%	169 52%	119 49%	** **	** **	** **	** **	174 55%	119 53%	92 52%	** **	** **	258 51%	** **	** **	** **	
WEEKLY	510 90%	290 89%	220 91%	** **	** **	** **	** **	291 93%	204 91%	160 90%	** **	** **	454 89%	** **	** **	** **	
MONTHLY	550 97%	318 97%	232 96%	** **	** **	** **	** **	309 98%	217 97%	174 98%	** **	** **	491 97%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9D. How often in the past 3 months have you listened to BBC Radio 4?

Base : Those who have personally listened to BBC Radio 4 in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	508	430	78	108	395	98	405	40	45	49	98	255	242
Effective Weighted Sample	428	364	64	93	331	84	340	35	40	41	84	215	209
Total	569	489	80	131	432	120	443	48	54	61	120	314	241
At least daily	288	253	**	65	221	**	224	**	**	**	**	162	119
	51%	52%	**	50%	51%	**	50%	**	**	**	**	52%	49%
At least weekly	222	184	**	50	167	**	171	**	**	**	**	116	100
	39%	38%	**	38%	39%	**	39%	**	**	**	**	37%	41%
At least monthly	40	34	**	9	31	**	32	**	**	**	**	24	16
	7%	7%	**	7%	7%	**	7%	**	**	**	**	8%	7%
Less often	19	18	**	6	13	**	17	**	**	**	**	12	7
	3%	4%	**	5%	3%	**	4%	**	**	**	**	4%	3%
SUMMARY													
DAILY	288	253	**	65	221	**	224	**	**	**	**	162	119
	51%	52%	**	50%	51%	**	50%	**	**	**	**	52%	49%
WEEKLY	510	438	**	115	388	**	394	**	**	**	**	278	219
	90%	89%	**	88%	90%	**	89%	**	**	**	**	88%	91%
MONTHLY	550	471	**	125	419	**	426	**	**	**	**	302	235
	97%	96%	**	95%	97%	**	96%	**	**	**	**	96%	97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9D. How often in the past 3 months have you listened to BBC Radio 4?

Base : Those who have personally listened to BBC Radio 4 in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	508	408	326	182	100	508	485	508	351	150	508	-	26	82	400
Effective Weighted Sample	428	344	274	156	85	428	409	428	296	125	428	-	22	70	336
Total	569	470	383	186	99	569	543	569	401	171	569	-	27	94	448
At least daily	288	225	183	105	63	288	273	288	197	92	288	**	**	**	245
	51%	48%	48%	56%	63%	51%	50%	51%	49%	54%	51%	**	**	**	55%
At least weekly	222	192	156	66	29	222	212	222	158	68	222	**	**	**	164
	39%	41%	41%	35%	30%	39%	39%	39%	39%	40%	39%	**	**	**	37%
At least monthly	40	34	29	12	7	40	39	40	32	7	40	**	**	**	26
	7%	7%	7%	6%	7%	7%	7%	7%	8%	4%	7%	**	**	**	6%
Less often	19	19	15	4	-	19	19	19	13	4	19	**	**	**	13
	3%	4%	4%	2%	-%	3%	3%	3%	3%	2%	3%	**	**	**	3%
SUMMARY															
DAILY	288	225	183	105	63	288	273	288	197	92	288	**	**	**	245
	51%	48%	48%	56%	63%	51%	50%	51%	49%	54%	51%	**	**	**	55%
WEEKLY	510	418	339	171	92	510	485	510	355	160	510	**	**	**	409
	90%	89%	89%	92%	93%	90%	89%	90%	89%	94%	90%	**	**	**	91%
MONTHLY	550	451	368	183	99	550	524	550	387	167	550	**	**	**	436
	97%	96%	96%	98%	100%	97%	97%	97%	97%	98%	97%	**	**	**	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9E. How often in the past 3 months have you listened to BBC Radio 5 live?

Base : Those who have personally listened to BBC Radio 5 live in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	e	a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	339	251	88	22	42	74	49	152	104	94	60	81	237	39	34	29	
Effective Weighted Sample	280	210	71	20	37	64	40	124	87	76	50	70	222	38	33	28	
Total	360	262	97	25	54	66	60	153	121	102	53	83	311	24	16	9	
At least daily	102	79	**	**	**	**	**	51	43	**	**	**	89	**	**	**	
	28%	30%	**	**	**	**	**	33%	35%	**	**	**	29%	**	**	**	
At least weekly	191	148	**	**	**	**	**	80	58	**	**	**	162	**	**	**	
	53%	56%	**	**	**	**	**	52%	48%	**	**	**	52%	**	**	**	
At least monthly	41	21	**	**	**	**	**	12	11	**	**	**	36	**	**	**	
	11%	8%	**	**	**	**	**	8%	9%	**	**	**	12%	**	**	**	
Less often	22	12	**	**	**	**	**	9	8	**	**	**	20	**	**	**	
	6%	4%	**	**	**	**	**	6%	7%	**	**	**	6%	**	**	**	
Don't know/ can't remember	4	3	**	**	**	**	**	1	2	**	**	**	4	**	**	**	
	1%	1%	**	**	**	**	**	1%	1%	**	**	**	1%	**	**	**	
SUMMARY																	
DAILY	102	79	**	**	**	**	**	51	43	**	**	**	89	**	**	**	
	28%	30%	**	**	**	**	**	33%	35%	**	**	**	29%	**	**	**	
WEEKLY	293	227	**	**	**	**	**	131	100	**	**	**	252	**	**	**	
	82%	87%	**	**	**	**	**	85%	83%	**	**	**	81%	**	**	**	
MONTHLY	334	248	**	**	**	**	**	143	111	**	**	**	287	**	**	**	
	93%	95%	**	**	**	**	**	93%	92%	**	**	**	92%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9E. How often in the past 3 months have you listened to BBC Radio 5 live?

Base : Those who have personally listened to BBC Radio 5 live in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	339	294	45	90	244	83	251	41	40	36	83	213	122
Effective Weighted Sample	280	245	35	75	200	69	206	35	33	29	69	176	105
Total	360	314	46	94	260	87	266	44	41	36	87	245	110
At least daily	102 28%	89 28%	**	**	72 28%	**	73 27%	**	**	**	**	65 27%	34 31%
At least weekly	191 53%	170 54%	**	**	142 55%	**	147 55%	**	**	**	**	130 53%	59 54%
At least monthly	41 11%	33 10%	**	**	24 9%	**	24 9%	**	**	**	**	30 12%	11 10%
Less often	22 6%	19 6%	**	**	20 8%	**	20 8%	**	**	**	**	18 7%	4 4%
Don't know/ can't remember	4 1%	4 1%	**	**	3 1%	**	3 1%	**	**	**	**	2 1%	2 2%
SUMMARY													
DAILY	102 28%	89 28%	**	**	72 28%	**	73 27%	**	**	**	**	65 27%	34 31%
WEEKLY	293 82%	258 82%	**	**	213 82%	**	220 83%	**	**	**	**	195 80%	93 85%
MONTHLY	334 93%	291 93%	**	**	237 91%	**	244 91%	**	**	**	**	225 92%	104 94%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9E. How often in the past 3 months have you listened to BBC Radio 5 live?

Base : Those who have personally listened to BBC Radio 5 live in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	339	298	247	92	41	339	330	339	264	113	339	-	28	58	253
Effective Weighted Sample	280	246	204	77	34	280	272	280	219	93	280	-	22	51	207
Total	360	318	268	92	42	360	351	360	284	124	360	-	26	62	271
At least daily	102 28%	88 28%	80 30%	** **	** **	102 28%	100 29%	102 28%	85 30%	40 32%	102 28%	** **	** **	** **	83 31%
At least weekly	191 53%	167 53%	133 50%	** **	** **	191 53%	188 54%	191 53%	148 52%	67 54%	191 53%	** **	** **	** **	141 52%
At least monthly	41 11%	38 12%	34 13%	** **	** **	41 11%	38 11%	41 11%	34 12%	10 8%	41 11%	** **	** **	** **	30 11%
Less often	22 6%	21 7%	19 7%	** **	** **	22 6%	22 6%	22 6%	17 6%	8 6%	22 6%	** **	** **	** **	16 6%
Don't know/ can't remember	4 1%	3 1%	3 1%	** **	** **	4 1%	2 1%	4 1%	- -%	- -%	4 1%	** **	** **	** **	1 *%
SUMMARY															
DAILY	102 28%	88 28%	80 30%	** **	** **	102 28%	100 29%	102 28%	85 30%	40 32%	102 28%	** **	** **	** **	83 31%
WEEKLY	293 82%	256 81%	213 79%	** **	** **	293 82%	289 82%	293 82%	233 82%	106 86%	293 82%	** **	** **	** **	224 83%
MONTHLY	334 93%	294 93%	246 92%	** **	** **	334 93%	327 93%	334 93%	267 94%	116 94%	334 93%	** **	** **	** **	255 94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9F. How often in the past 3 months have you listened to BBC 6 Music?

Base : Those who have personally listened to BBC 6 Music in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	132	82	50	21	26	35	16	34	41	49	23	19	97	21	7	7	7
Effective Weighted Sample	111	70	41	17	24	29	14	29	36	41	20	17	92	20	7	7	7
Total	155	95	60	22	39	32	22	41	55	58	20	23	138	12	3	2	2
At least daily	50 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least weekly	79 51%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least monthly	16 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Less often	10 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know/ can't remember	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
SUMMARY																	
DAILY	50 32%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WEEKLY	128 83%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
MONTHLY	144 93%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9F. How often in the past 3 months have you listened to BBC 6 Music?

Base : Those who have personally listened to BBC 6 Music in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	132	118	14	51	78	47	82	24	24	19	47	99	32
Effective Weighted Sample	111	100	11	44	65	41	68	21	21	17	41	85	27
Total	155	141	14	62	88	58	92	28	29	25	58	125	30
At least daily	50 32%	46 32%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	79 51%	75 53%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	16 10%	11 8%	**	**	**	**	**	**	**	**	**	**	**
Less often	10 6%	9 6%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1 1%	1 1%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	50 32%	46 32%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	128 83%	121 86%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	144 93%	131 93%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9F. How often in the past 3 months have you listened to BBC 6 Music?

Base : Those who have personally listened to BBC 6 Music in the past 3 months

	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	132	127	115	17	5	132	125	132	111	72	132	-	12	23	97
Effective Weighted Sample	111	108	98	14	4	111	106	111	93	60	111	-	10	19	83
Total	155	151	138	17	4	155	146	155	129	86	155	-	12	24	119
At least daily	50 32%	49 33%	45 32%	** **	** **	50 32%	47 32%	50 32%	44 34%	** **	50 32%	** **	** **	** **	** **
At least weekly	79 51%	76 51%	70 50%	** **	** **	79 51%	76 52%	79 51%	66 51%	** **	79 51%	** **	** **	** **	** **
At least monthly	16 10%	16 11%	14 10%	** **	** **	16 10%	14 9%	16 10%	12 10%	** **	16 10%	** **	** **	** **	** **
Less often	10 6%	9 6%	9 7%	** **	** **	10 6%	9 6%	10 6%	7 5%	** **	10 6%	** **	** **	** **	** **
Don't know/ can't remember	1 1%	- -%	- -%	** **	** **	1 1%	1 1%	1 1%	- -%	** **	1 1%	** **	** **	** **	** **
SUMMARY															
DAILY	50 32%	49 33%	45 32%	** **	** **	50 32%	47 32%	50 32%	44 34%	** **	50 32%	** **	** **	** **	** **
WEEKLY	128 83%	125 83%	114 83%	** **	** **	128 83%	122 84%	128 83%	110 85%	** **	128 83%	** **	** **	** **	** **
MONTHLY	144 93%	141 94%	129 93%	** **	** **	144 93%	136 93%	144 93%	123 95%	** **	144 93%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9G. How often in the past 3 months have you listened to BBC Asian Network?

Base : Those who have personally listened to BBC Asian Network in the past 3 months

	GENDER		AGE					SEG				NATION				N
	Total	MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d
Significance Level: 99%																
Unweighted total	87	58	29	21	26	23	7	10	25	23	18	21	72	4	9	2
Effective Weighted Sample	75	52	23	18	22	21	7	9	22	20	16	19	67	4	9	2
Total	101	69	32	21	33	23	11	12	33	27	16	25	94	3	4	*
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9G. How often in the past 3 months have you listened to BBC Asian Network?

Base : Those who have personally listened to BBC Asian Network in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	87	86	1	41	39	34	46	16	21	15	34	69	18
Effective Weighted Sample	75	75	1	37	32	31	38	14	19	14	31	59	16
Total	101	100	1	50	42	43	50	18	26	19	43	82	19
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9G. How often in the past 3 months have you listened to BBC Asian Network?

Base : Those who have personally listened to BBC Asian Network in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	87	74	70	17	13	87	83	87	66	22	87	-	8	18	61
Effective Weighted Sample	75	64	60	16	12	75	72	75	58	20	75	-	7	16	53
Total	101	88	83	18	13	101	97	101	80	31	101	-	9	20	72
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?

Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	149	77	72	39	64	32	7	7	34	36	50	29	102	18	19	10	
Effective Weighted Sample	121	68	54	31	56	27	6	6	29	29	45	21	96	17	18	10	
Total	158	82	76	35	80	26	8	9	41	41	50	25	137	11	8	3	
At least daily	58	**	**	**	**	**	**	**	**	**	**	**	53	**	**	**	
	37%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**	
At least weekly	61	**	**	**	**	**	**	**	**	**	**	**	48	**	**	**	
	38%	**	**	**	**	**	**	**	**	**	**	**	35%	**	**	**	
At least monthly	32	**	**	**	**	**	**	**	**	**	**	**	28	**	**	**	
	20%	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**	
Less often	4	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**	
	2%	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	
	2%	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	
SUMMARY																	
DAILY	58	**	**	**	**	**	**	**	**	**	**	**	53	**	**	**	
	37%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**	
WEEKLY	119	**	**	**	**	**	**	**	**	**	**	**	102	**	**	**	
	75%	**	**	**	**	**	**	**	**	**	**	**	74%	**	**	**	
MONTHLY	151	**	**	**	**	**	**	**	**	**	**	**	130	**	**	**	
	96%	**	**	**	**	**	**	**	**	**	**	**	95%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?

Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	149	139	10	71	74	63	82	31	36	24	63	124	22
Effective Weighted Sample	121	114	8	58	61	52	67	25	31	19	52	103	16
Total	158	150	9	69	84	62	92	31	36	22	62	137	17
At least daily	58 37%	56 37%	**	**	**	**	**	**	**	**	**	48 35%	**
At least weekly	61 38%	56 38%	**	**	**	**	**	**	**	**	**	55 40%	**
At least monthly	32 20%	31 20%	**	**	**	**	**	**	**	**	**	27 20%	**
Less often	4 2%	4 3%	**	**	**	**	**	**	**	**	**	4 3%	**
Don't know/ can't remember	3 2%	3 2%	**	**	**	**	**	**	**	**	**	3 2%	**
SUMMARY													
DAILY	58 37%	56 37%	**	**	**	**	**	**	**	**	**	48 35%	**
WEEKLY	119 75%	112 75%	**	**	**	**	**	**	**	**	**	103 75%	**
MONTHLY	151 96%	142 95%	**	**	**	**	**	**	**	**	**	130 95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9H. How often in the past 3 months have you listened to BBC Radio 1Xtra?

Base : Those who have personally listened to BBC Radio 1Xtra in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	149	145	144	5	4	149	141	149	124	50	149	-	17	28	104
Effective Weighted Sample	121	118	117	4	3	121	116	121	102	42	121	-	13	22	86
Total	158	154	153	5	4	158	150	158	132	60	158	-	16	28	114
At least daily	58 37%	58 38%	58 38%	** **	** **	58 37%	56 37%	58 37%	50 38%	** **	58 37%	** **	** **	** **	45 40%
At least weekly	61 38%	58 38%	58 38%	** **	** **	61 38%	57 38%	61 38%	53 40%	** **	61 38%	** **	** **	** **	39 34%
At least monthly	32 20%	31 20%	29 19%	** **	** **	32 20%	30 20%	32 20%	24 18%	** **	32 20%	** **	** **	** **	25 22%
Less often	4 2%	4 2%	4 3%	** **	** **	4 2%	4 3%	4 2%	4 3%	** **	4 2%	** **	** **	** **	2 2%
Don't know/ can't remember	3 2%	3 2%	3 2%	** **	** **	3 2%	3 2%	3 2%	2 1%	** **	3 2%	** **	** **	** **	2 2%
SUMMARY															
DAILY	58 37%	58 38%	58 38%	** **	** **	58 37%	56 37%	58 37%	50 38%	** **	58 37%	** **	** **	** **	45 40%
WEEKLY	119 75%	116 75%	116 76%	** **	** **	119 75%	113 75%	119 75%	103 78%	** **	119 75%	** **	** **	** **	84 74%
MONTHLY	151 96%	147 95%	146 95%	** **	** **	151 96%	143 95%	151 96%	127 96%	** **	151 96%	** **	** **	** **	110 96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra?

Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	94	56	38	17	16	13	8	40	33	26	16	19	68	12	9	5	
Effective Weighted Sample	80	48	31	15	15	11	6	34	30	21	14	16	64	11	9	5	
Total	104	63	41	20	23	13	8	41	43	28	14	19	91	7	5	1	
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SUMMARY																	
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra?

Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	94	85	9	26	65	21	69	13	9	9	21	60	30
Effective Weighted Sample	80	72	8	23	54	19	57	11	8	9	19	51	27
Total	104	96	9	31	70	24	76	14	10	11	24	71	28
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9I. How often in the past 3 months have you listened to BBC Radio 4 Extra?

Base : Those who have personally listened to BBC Radio 4 Extra in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS							BBC FAVOURABILITY		
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	94	86	74	20	8	94	89	94	78	48	94	-	7	14	73
Effective Weighted Sample	80	73	63	17	7	80	75	80	67	41	80	-	6	11	63
Total	104	96	84	20	9	104	99	104	89	57	104	-	8	12	84
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9J. How often in the past 3 months have you listened to BBC Radio 5 live sports extra?

Base : Those who have personally listened to BBC Radio 5 live sports extra in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	190	146	44	28	23	43	23	73	50	65	38	37	134	15	28	13	
Effective Weighted Sample	158	122	36	23	21	38	20	59	44	53	32	31	126	14	27	13	
Total	200	153	47	29	32	40	30	70	62	67	33	38	174	10	13	4	
At least daily	49	37	**	**	**	**	**	**	**	**	**	**	46	**	**	**	
	24%	25%	**	**	**	**	**	**	**	**	**	**	27%	**	**	**	
At least weekly	100	77	**	**	**	**	**	**	**	**	**	**	79	**	**	**	
	50%	51%	**	**	**	**	**	**	**	**	**	**	46%	**	**	**	
At least monthly	38	29	**	**	**	**	**	**	**	**	**	**	35	**	**	**	
	19%	19%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**	
Less often	11	9	**	**	**	**	**	**	**	**	**	**	11	**	**	**	
	6%	6%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	
Don't know/ can't remember	2	-	**	**	**	**	**	**	**	**	**	**	2	**	**	**	
	1%	-%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	
SUMMARY																	
DAILY	49	37	**	**	**	**	**	**	**	**	**	**	46	**	**	**	
	24%	25%	**	**	**	**	**	**	**	**	**	**	27%	**	**	**	
WEEKLY	149	115	**	**	**	**	**	**	**	**	**	**	126	**	**	**	
	74%	75%	**	**	**	**	**	**	**	**	**	**	72%	**	**	**	
MONTHLY	187	144	**	**	**	**	**	**	**	**	**	**	161	**	**	**	
	94%	94%	**	**	**	**	**	**	**	**	**	**	93%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9J. How often in the past 3 months have you listened to BBC Radio 5 live sports extra?

Base : Those who have personally listened to BBC Radio 5 live sports extra in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	190	164	26	67	121	62	126	29	27	31	62	129	58
Effective Weighted Sample	158	137	21	57	100	52	104	25	23	26	52	109	48
Total	200	177	23	74	123	68	129	33	28	34	68	147	50
At least daily	49 24%	48 27%	**	**	21 17%	**	25 20%	**	**	**	**	36 24%	**
At least weekly	100 50%	84 48%	**	**	68 55%	**	69 54%	**	**	**	**	76 52%	**
At least monthly	38 19%	34 19%	**	**	23 19%	**	23 18%	**	**	**	**	29 20%	**
Less often	11 6%	11 6%	**	**	9 8%	**	9 7%	**	**	**	**	7 5%	**
Don't know/ can't remember	2 1%	- -%	**	**	2 1%	**	2 1%	**	**	**	**	- -%	**
SUMMARY													
DAILY	49 24%	48 27%	**	**	21 17%	**	25 20%	**	**	**	**	36 24%	**
WEEKLY	149 74%	132 75%	**	**	88 72%	**	94 73%	**	**	**	**	111 76%	**
MONTHLY	187 94%	165 94%	**	**	112 91%	**	118 91%	**	**	**	**	140 95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9J. How often in the past 3 months have you listened to BBC Radio 5 live sports extra?

Base : Those who have personally listened to BBC Radio 5 live sports extra in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	190	176	157	33	14	190	184	190	157	65	190	-	17	38	135
Effective Weighted Sample	158	147	132	27	11	158	154	158	132	55	158	-	14	33	111
Total	200	189	170	30	11	200	195	200	169	73	200	-	17	39	144
At least daily	49 24%	46 25%	45 26%	** **	** **	49 24%	49 25%	49 24%	41 24%	** **	49 24%	** **	** **	** **	41 28%
At least weekly	100 50%	94 50%	84 49%	** **	** **	100 50%	99 50%	100 50%	87 52%	** **	100 50%	** **	** **	** **	73 50%
At least monthly	38 19%	37 20%	32 19%	** **	** **	38 19%	37 19%	38 19%	33 19%	** **	38 19%	** **	** **	** **	26 18%
Less often	11 6%	10 5%	8 5%	** **	** **	11 6%	9 5%	11 6%	6 4%	** **	11 6%	** **	** **	** **	3 2%
Don't know/ can't remember	2 1%	2 1%	2 1%	** **	** **	2 1%	2 1%	2 1%	2 1%	** **	2 1%	** **	** **	** **	2 1%
SUMMARY															
DAILY	49 24%	46 25%	45 26%	** **	** **	49 24%	49 25%	49 24%	41 24%	** **	49 24%	** **	** **	** **	41 28%
WEEKLY	149 74%	140 74%	129 76%	** **	** **	149 74%	147 75%	149 74%	128 76%	** **	149 74%	** **	** **	** **	114 79%
MONTHLY	187 94%	177 94%	161 94%	** **	** **	187 94%	184 94%	187 94%	161 95%	** **	187 94%	** **	** **	** **	140 97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9K. How often in the past 3 months have you listened to BBC World Service?

Base : Those who have personally listened to BBC World Service in the past 3 months

	GENDER		AGE					SEG				NATION				N
	Total	MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d
Significance Level: 99%																
Unweighted total	97	58	39	17	15	15	10	40	34	28	19	16	59	15	18	5
Effective Weighted Sample	78	47	31	13	13	12	9	31	28	23	14	14	56	14	18	5
Total	103	61	42	16	19	13	14	42	39	30	16	18	84	9	8	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9K. How often in the past 3 months have you listened to BBC World Service?

Base : Those who have personally listened to BBC World Service in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	97	86	11	28	67	25	70	8	14	15	25	62	33
Effective Weighted Sample	78	68	10	25	52	22	54	8	13	13	22	52	26
Total	103	91	12	33	67	30	70	11	17	17	30	73	28
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9K. How often in the past 3 months have you listened to BBC World Service?

Base : Those who have personally listened to BBC World Service in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	97	81	69	28	16	97	94	97	80	47	97	-	6	12	79
Effective Weighted Sample	78	66	56	22	13	78	75	78	66	40	78	-	5	9	64
Total	103	89	79	25	15	103	99	103	88	58	103	-	7	11	86
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)?

Base : Those who have personally listened to BBC radio for your region (ENGLAND) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	184	111	73	15	14	30	15	110	41	46	47	50	184	-	-	-	
Effective Weighted Sample	172	103	69	14	14	28	15	103	39	44	44	47	172	-	-	-	
Total	225	129	96	19	20	30	24	132	58	59	47	61	225	-	-	-	
At least daily	109	66	**	**	**	**	**	68	**	**	**	**	109	**	**	**	
	48%	52%	**	**	**	**	**	51%	**	**	**	**	48%	**	**	**	
At least weekly	66	41	**	**	**	**	**	39	**	**	**	**	66	**	**	**	
	30%	32%	**	**	**	**	**	30%	**	**	**	**	30%	**	**	**	
At least monthly	26	15	**	**	**	**	**	15	**	**	**	**	26	**	**	**	
	12%	12%	**	**	**	**	**	11%	**	**	**	**	12%	**	**	**	
Less often	5	3	**	**	**	**	**	3	**	**	**	**	5	**	**	**	
	2%	2%	**	**	**	**	**	3%	**	**	**	**	2%	**	**	**	
SUMMARY																	
DAILY	109	66	**	**	**	**	**	68	**	**	**	**	109	**	**	**	
	48%	52%	**	**	**	**	**	51%	**	**	**	**	48%	**	**	**	
WEEKLY	175	108	**	**	**	**	**	107	**	**	**	**	175	**	**	**	
	78%	83%	**	**	**	**	**	81%	**	**	**	**	78%	**	**	**	
MONTHLY	201	123	**	**	**	**	**	122	**	**	**	**	201	**	**	**	
	89%	95%	**	**	**	**	**	92%	**	**	**	**	89%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)?

Base : Those who have personally listened to BBC radio for your region (ENGLAND) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	184	155	29	39	143	37	145	13	22	17	37	88	93
Effective Weighted Sample	172	145	27	37	134	35	136	13	21	16	35	83	88
Total	225	192	33	51	170	48	173	17	27	23	48	120	101
At least daily	109 48%	87 45%	**	**	89 53%	**	89 52%	**	**	**	**	**	**
At least weekly	66 30%	60 31%	**	**	50 30%	**	50 29%	**	**	**	**	**	**
At least monthly	26 12%	25 13%	**	**	19 11%	**	20 11%	**	**	**	**	**	**
Less often	5 2%	3 2%	**	**	5 3%	**	5 3%	**	**	**	**	**	**
SUMMARY													
DAILY	109 48%	87 45%	**	**	89 53%	**	89 52%	**	**	**	**	**	**
WEEKLY	175 78%	147 76%	**	**	140 82%	**	140 81%	**	**	**	**	**	**
MONTHLY	201 89%	172 89%	**	**	158 93%	**	160 92%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9L. How often in the past 3 months have you listened to BBC radio for your region (ENGLAND)?

Base : Those who have personally listened to BBC radio for your region (ENGLAND) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	184	137	106	78	47	184	175	184	105	41	184	-	21	24	139
Effective Weighted Sample	172	129	99	73	44	172	163	172	98	38	172	-	20	23	129
Total	225	174	135	90	51	225	216	225	129	54	225	-	25	29	171
At least daily	109 48%	72 41%	55 41%	** **	** **	109 48%	102 47%	109 48%	57 44%	** **	109 48%	** **	** **	** **	78 45%
At least weekly	66 30%	56 32%	45 33%	** **	** **	66 30%	64 30%	66 30%	40 31%	** **	66 30%	** **	** **	** **	56 33%
At least monthly	26 12%	23 13%	15 11%	** **	** **	26 12%	26 12%	26 12%	19 15%	** **	26 12%	** **	** **	** **	21 12%
Less often	5 2%	4 3%	3 2%	** **	** **	5 2%	5 2%	5 2%	- -%	** **	5 2%	** **	** **	** **	2 1%
SUMMARY															
DAILY	109 48%	72 41%	55 41%	** **	** **	109 48%	102 47%	109 48%	57 44%	** **	109 48%	** **	** **	** **	78 45%
WEEKLY	175 78%	128 73%	100 74%	** **	** **	175 78%	166 77%	175 78%	98 76%	** **	175 78%	** **	** **	** **	134 78%
MONTHLY	201 89%	151 87%	115 85%	** **	** **	201 89%	192 89%	201 89%	117 90%	** **	201 89%	** **	** **	** **	155 90%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9M. How often in the past 3 months have you listened to BBC Radio Scotland (SCOTLAND)?

Base : Those who have personally listened to BBC Radio Scotland (SCOTLAND) in the past 3 months

	GENDER		AGE					SEG				NATION				N
	Total	MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d
Significance Level: 99%																
Unweighted total	89	49	40	1	16	17	12	43	28	22	20	19	-	89	-	-
Effective Weighted Sample	84	47	38	1	16	17	12	41	26	21	20	18	-	84	-	-
Total	55	32	22	1	9	9	9	27	18	15	11	11	-	55	-	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9M. How often in the past 3 months have you listened to BBC Radio Scotland (SCOTLAND)?

Base : Those who have personally listened to BBC Radio Scotland (SCOTLAND) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	89	82	7	24	65	22	67	7	9	11	22	58	27
Effective Weighted Sample	84	78	7	23	62	21	64	6	8	10	21	55	25
Total	55	49	6	15	39	14	41	5	6	7	14	37	16
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9M. How often in the past 3 months have you listened to BBC Radio Scotland (SCOTLAND)?

Base : Those who have personally listened to BBC Radio Scotland (SCOTLAND) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	89	79	62	27	10	89	83	89	64	34	89	-	8	14	67
Effective Weighted Sample	84	75	59	26	10	84	78	84	61	32	84	-	8	13	63
Total	55	49	37	17	6	55	51	55	39	20	55	-	5	8	42
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9N. How often in the past 3 months have you listened to BBC Radio nan Gàidheal (SCOTLAND)?

Base : Those who have personally listened to BBC Radio nan Gàidheal (SCOTLAND) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	5	3	2	-	3	2	-	-	1	3	-	1	-	5	-	-	-
Effective Weighted Sample	5	3	2	-	3	2	-	-	1	3	-	1	-	5	-	-	-
Total	3	2	1	-	2	1	-	-	1	2	-	1	-	3	-	-	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																	
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9N. How often in the past 3 months have you listened to BBC Radio nan Gàidheal (SCOTLAND)?

Base : Those who have personally listened to BBC Radio nan Gàidheal (SCOTLAND) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	5	5	-	3	2	2	3	-	1	1	2	4	1
Effective Weighted Sample	5	5	-	3	2	2	3	-	1	1	2	4	1
Total	3	3	-	2	1	1	2	-	*	1	1	2	*
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9N. How often in the past 3 months have you listened to BBC Radio nan Gàidheal (SCOTLAND)?

Base : Those who have personally listened to BBC Radio nan Gàidheal (SCOTLAND) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	5	5	5	-	-	5	5	5	5	2	5	-	-	-	5
Effective Weighted Sample	5	5	5	-	-	5	5	5	5	2	5	-	-	-	5
Total	3	3	3	-	-	3	3	3	3	1	3	-	-	-	3
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A90. How often in the past 3 months have you listened to BBC Radio Wales (WALES)?

Base : Those who have personally listened to BBC Radio Wales (WALES) in the past 3 months

	GENDER		AGE					SEG				NATION				N
	Total	MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d
Significance Level: 99%																
Unweighted total	52	27	25	2	4	10	12	24	15	17	10	10	-	-	52	-
Effective Weighted Sample	50	26	24	2	4	10	12	23	14	17	10	10	-	-	50	-
Total	22	13	10	1	2	4	6	10	7	7	4	4	-	-	22	-
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A90. How often in the past 3 months have you listened to BBC Radio Wales (WALES)?

Base : Those who have personally listened to BBC Radio Wales (WALES) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	52	35	17	15	37	13	39	4	6	8	13	30	22
Effective Weighted Sample	50	34	16	14	36	12	37	4	6	8	12	29	21
Total	22	15	7	6	16	5	17	2	3	3	5	14	8
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A90. How often in the past 3 months have you listened to BBC Radio Wales (WALES)?

Base : Those who have personally listened to BBC Radio Wales (WALES) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS							BBC FAVOURABILITY		
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	52	44	41	11	8	52	49	52	43	7	52	-	3	7	42
Effective Weighted Sample	50	42	39	11	8	50	47	50	41	7	50	-	3	7	40
Total	22	19	17	5	4	22	21	22	18	3	22	-	1	3	18
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9P. How often in the past 3 months have you listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)?

Base : Those who have personally listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES) in the past 3 months

	GENDER			AGE					SEG				NATION				N
	Total	MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	9	5	4	2	-	2	1	4	3	2	1	3	-	-	9	-	
Effective Weighted Sample	9	5	4	2	-	2	1	4	3	2	1	3	-	-	9	-	
Total	4	2	2	1	-	1	*	1	1	1	*	1	-	-	4	-	
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SUMMARY																	
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9P. How often in the past 3 months have you listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)?

Base : Those who have personally listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	9	6	3	3	6	2	7	1	-	2	2	4	5
Effective Weighted Sample	9	6	3	3	6	2	7	1	-	2	2	4	5
Total	4	2	1	1	2	1	3	*	-	1	1	2	2
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9P. How often in the past 3 months have you listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)?

Base : Those who have personally listened to BBC Radio Cymru/ BBC Radio Cymru 2 (WALES) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	9	9	8	1	-	9	9	9	7	1	9	-	-	1	8
Effective Weighted Sample	9	9	8	1	-	9	9	9	7	1	9	-	-	1	8
Total	4	4	3	*	-	4	4	4	3	*	4	-	-	*	3
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND d	
Significance Level: 99%																	
Unweighted total	116	61	55	4	5	11	21	75	29	30	24	33	-	-	-		116
Effective Weighted Sample	112	59	53	4	5	11	20	73	29	30	24	33	-	-	-		112
Total	35	19	16	1	2	3	7	22	11	9	6	9	-	-	-		35
At least daily	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28
	79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	79%
At least weekly	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15%
At least monthly	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%
Less often	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%
SUMMARY																	
DAILY	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28
	79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	79%
WEEKLY	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	33
	94%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	94%
MONTHLY	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	34
	98%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	98%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	116	79	37	14	101	12	102	8	3	5	12	59	54
Effective Weighted Sample	112	76	36	14	98	12	99	8	3	5	12	57	53
Total	35	23	12	5	30	4	30	3	1	2	4	19	16
At least daily	28 79%	**	**	**	24 82%	**	24 81%	**	**	**	**	**	**
At least weekly	5 15%	**	**	**	4 13%	**	4 13%	**	**	**	**	**	**
At least monthly	1 4%	**	**	**	1 4%	**	1 4%	**	**	**	**	**	**
Less often	1 2%	**	**	**	1 2%	**	1 2%	**	**	**	**	**	**
SUMMARY													
DAILY	28 79%	**	**	**	24 82%	**	24 81%	**	**	**	**	**	**
WEEKLY	33 94%	**	**	**	28 95%	**	28 94%	**	**	**	**	**	**
MONTHLY	34 98%	**	**	**	29 98%	**	30 98%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Q. How often in the past 3 months have you listened to BBC Radio Ulster (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Ulster (NORTHERN IRELAND) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES ~c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	116	77	69	47	39	116	112	116	50	14	116	-	9	9	98
Effective Weighted Sample	112	74	67	46	38	112	109	112	49	14	112	-	9	8	95
Total	35	24	21	14	11	35	34	35	16	4	35	-	3	3	29
At least daily	28	**	**	**	**	28	26	28	**	**	28	**	**	**	**
	79%	**	**	**	**	79%	78%	79%	**	**	79%	**	**	**	**
At least weekly	5	**	**	**	**	5	5	5	**	**	5	**	**	**	**
	15%	**	**	**	**	15%	16%	15%	**	**	15%	**	**	**	**
At least monthly	1	**	**	**	**	1	1	1	**	**	1	**	**	**	**
	4%	**	**	**	**	4%	4%	4%	**	**	4%	**	**	**	**
Less often	1	**	**	**	**	1	1	1	**	**	1	**	**	**	**
	2%	**	**	**	**	2%	3%	2%	**	**	2%	**	**	**	**
SUMMARY															
DAILY	28	**	**	**	**	28	26	28	**	**	28	**	**	**	**
	79%	**	**	**	**	79%	78%	79%	**	**	79%	**	**	**	**
WEEKLY	33	**	**	**	**	33	32	33	**	**	33	**	**	**	**
	94%	**	**	**	**	94%	94%	94%	**	**	94%	**	**	**	**
MONTHLY	34	**	**	**	**	34	33	34	**	**	34	**	**	**	**
	98%	**	**	**	**	98%	97%	98%	**	**	98%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	8	5	3	1	1	-	1	5	2	2	3	1	-	-	-	8	
Effective Weighted Sample	8	5	3	1	1	-	1	5	2	2	3	1	-	-	-	8	
Total	2	2	1	*	*	-	*	2	1	1	1	*	-	-	-	2	
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SUMMARY																	
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	8	6	2	1	7	1	7	1	-	-	1	4	4
Effective Weighted Sample	8	6	2	1	7	1	7	1	-	-	1	4	4
Total	2	2	1	*	2	*	2	*	-	-	*	1	1
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9R. How often in the past 3 months have you listened to BBC Radio Foyle (NORTHERN IRELAND)?

Base : Those who have personally listened to BBC Radio Foyle (NORTHERN IRELAND) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	8	5	3	5	3	8	8	8	1	1	8	-	1	-	7
Effective Weighted Sample	8	5	3	5	3	8	8	8	1	1	8	-	1	-	7
Total	2	1	1	1	1	2	2	2	*	*	2	-	*	-	2
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?

Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 c	45-54 ~d	55+ e	AB a	C1 b	C2 c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	428	359	69	38	76	104	67	143	119	111	116	82	300	56	32	40	
Effective Weighted Sample	358	303	55	36	66	89	54	118	101	91	99	69	281	54	30	39	
Total	448	374	74	41	94	95	78	139	139	118	107	84	385	36	15	12	
At least daily	151 34%	139 37%	** **	** **	** **	30 31%	** **	42 30%	54 39%	35 30%	33 31%	** **	127 33%	** **	** **	** **	
At least weekly	214 48%	174 46%	** **	** **	** **	50 53%	** **	72 51%	63 45%	64 54%	49 45%	** **	184 48%	** **	** **	** **	
At least monthly	66 15%	48 13%	** **	** **	** **	13 14%	** **	21 15%	15 11%	19 16%	20 18%	** **	57 15%	** **	** **	** **	
Less often	16 4%	13 3%	** **	** **	** **	2 2%	** **	5 3%	7 5%	- -%	6 5%	** **	16 4%	** **	** **	** **	
SUMMARY																	
DAILY	151 34%	139 37%	** **	** **	** **	30 31%	** **	42 30%	54 39%	35 30%	33 31%	** **	127 33%	** **	** **	** **	
WEEKLY	365 82%	313 84%	** **	** **	** **	80 84%	** **	114 82%	117 84%	99 84%	82 76%	** **	311 81%	** **	** **	** **	
MONTHLY	432 96%	361 97%	** **	** **	** **	94 98%	** **	134 97%	132 95%	118 100%	102 95%	** **	368 96%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?

Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	428	370	58	147	274	134	286	56	73	63	134	303	121
Effective Weighted Sample	358	309	48	122	230	111	240	49	63	49	111	256	102
Total	448	387	61	152	287	139	299	64	80	60	139	338	106
At least daily	151 34%	134 35%	** **	52 34%	94 33%	48 35%	96 32%	** **	** **	** **	48 35%	125 37%	26 24%
At least weekly	214 48%	182 47%	** **	73 48%	141 49%	66 48%	147 49%	** **	** **	** **	66 48%	158 47%	55 52%
At least monthly	66 15%	58 15%	** **	20 13%	45 16%	18 13%	47 16%	** **	** **	** **	18 13%	47 14%	17 16%
Less often	16 4%	13 3%	** **	8 5%	8 3%	6 5%	9 3%	** **	** **	** **	6 5%	8 2%	7 7%
SUMMARY													
DAILY	151 34%	134 35%	** **	52 34%	94 33%	48 35%	96 32%	** **	** **	** **	48 35%	125 37%	26 24%
WEEKLY	365 82%	315 82%	** **	125 82%	235 82%	115 83%	243 81%	** **	** **	** **	115 83%	283 84%	81 76%
MONTHLY	432 96%	374 97%	** **	145 95%	280 97%	132 95%	290 97%	** **	** **	** **	132 95%	330 98%	98 93%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9S. How often in the past 3 months have you listened to talkSPORT or talkSPORT2?

Base : Those who have personally listened to talkSPORT or talkSPORT2 in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	428	393	352	76	35	428	404	357	295	126	421	7	58	87	283
Effective Weighted Sample	358	329	293	64	29	358	337	298	248	105	352	6	50	76	231
Total	448	414	371	76	34	448	420	373	317	134	441	7	62	94	292
At least daily	151 34%	136 33%	127 34%	** **	** **	151 34%	138 33%	126 34%	109 34%	54 40%	149 34%	** **	** **	** **	94 32%
At least weekly	214 48%	204 49%	187 50%	** **	** **	214 48%	205 49%	180 48%	153 48%	57 43%	211 48%	** **	** **	** **	147 50%
At least monthly	66 15%	60 14%	48 13%	** **	** **	66 15%	60 14%	53 14%	46 14%	18 13%	65 15%	** **	** **	** **	42 14%
Less often	16 4%	14 3%	10 3%	** **	** **	16 4%	16 4%	14 4%	9 3%	5 3%	16 4%	** **	** **	** **	9 3%
SUMMARY															
DAILY	151 34%	136 33%	127 34%	** **	** **	151 34%	138 33%	126 34%	109 34%	54 40%	149 34%	** **	** **	** **	94 32%
WEEKLY	365 82%	340 82%	313 84%	** **	** **	365 82%	343 82%	306 82%	262 83%	111 83%	360 82%	** **	** **	** **	241 82%
MONTHLY	432 96%	400 97%	362 97%	** **	** **	432 96%	404 96%	359 96%	307 97%	129 97%	425 96%	** **	** **	** **	283 97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9T. How often in the past 3 months have you listened to talkRADIO?

Base : Those who have personally listened to talkRADIO in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	153	122	31	26	27	39	22	39	44	46	34	29	110	18	12	13	
Effective Weighted Sample	129	104	25	20	24	36	17	32	38	39	29	24	104	18	12	13	
Total	168	133	35	24	37	41	26	39	54	52	30	31	147	12	6	4	
At least daily	63	48	**	**	**	**	**	**	**	**	**	**	54	**	**	**	
	37%	36%	**	**	**	**	**	**	**	**	**	**	37%	**	**	**	
At least weekly	81	66	**	**	**	**	**	**	**	**	**	**	73	**	**	**	
	48%	49%	**	**	**	**	**	**	**	**	**	**	49%	**	**	**	
At least monthly	15	11	**	**	**	**	**	**	**	**	**	**	12	**	**	**	
	9%	9%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	
Less often	9	8	**	**	**	**	**	**	**	**	**	**	8	**	**	**	
	5%	6%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	
SUMMARY																	
DAILY	63	48	**	**	**	**	**	**	**	**	**	**	54	**	**	**	
	37%	36%	**	**	**	**	**	**	**	**	**	**	37%	**	**	**	
WEEKLY	144	114	**	**	**	**	**	**	**	**	**	**	126	**	**	**	
	86%	86%	**	**	**	**	**	**	**	**	**	**	86%	**	**	**	
MONTHLY	159	125	**	**	**	**	**	**	**	**	**	**	138	**	**	**	
	95%	94%	**	**	**	**	**	**	**	**	**	**	94%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9T. How often in the past 3 months have you listened to talkRADIO?

Base : Those who have personally listened to talkRADIO in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	153	141	12	66	85	58	92	28	34	21	58	118	34
Effective Weighted Sample	129	118	11	57	70	51	76	25	31	18	51	100	30
Total	168	153	14	76	89	69	95	34	42	24	69	136	32
At least daily	63 37%	60 39%	**	**	**	**	**	**	**	**	**	54 40%	**
At least weekly	81 48%	72 47%	**	**	**	**	**	**	**	**	**	66 49%	**
At least monthly	15 9%	12 8%	**	**	**	**	**	**	**	**	**	11 8%	**
Less often	9 5%	9 6%	**	**	**	**	**	**	**	**	**	5 4%	**
SUMMARY													
DAILY	63 37%	60 39%	**	**	**	**	**	**	**	**	**	54 40%	**
WEEKLY	144 86%	133 86%	**	**	**	**	**	**	**	**	**	120 88%	**
MONTHLY	159 95%	145 94%	**	**	**	**	**	**	**	**	**	131 96%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9T. How often in the past 3 months have you listened to talkRADIO?

Base : Those who have personally listened to talkRADIO in the past 3 months

	VOD USERS				BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY						
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	153	145	131	22	8	153	147	132	121	59	151	2	23	32	98
Effective Weighted Sample	129	122	110	19	7	129	123	111	102	51	127	2	20	27	81
Total	168	161	147	21	7	168	161	146	137	73	165	3	25	34	109
At least daily	63 37%	61 38%	56 38%	** **	** **	63 37%	60 37%	50 34%	48 35%	** **	62 37%	** **	** **	** **	** **
At least weekly	81 48%	76 47%	71 48%	** **	** **	81 48%	78 49%	74 51%	71 52%	** **	79 48%	** **	** **	** **	** **
At least monthly	15 9%	15 9%	14 9%	** **	** **	15 9%	15 9%	15 10%	13 9%	** **	15 9%	** **	** **	** **	** **
Less often	9 5%	9 5%	6 4%	** **	** **	9 5%	7 5%	7 5%	5 4%	** **	9 5%	** **	** **	** **	** **
SUMMARY															
DAILY	63 37%	61 38%	56 38%	** **	** **	63 37%	60 37%	50 34%	48 35%	** **	62 37%	** **	** **	** **	** **
WEEKLY	144 86%	137 85%	127 87%	** **	** **	144 86%	138 86%	123 85%	119 87%	** **	141 86%	** **	** **	** **	** **
MONTHLY	159 95%	152 95%	141 96%	** **	** **	159 95%	153 95%	138 95%	132 96%	** **	156 95%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9U. How often in the past 3 months have you listened to Classic FM?

Base : Those who have personally listened to Classic FM in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ e	AB a	C1 b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	491	269	220	68	77	69	48	229	160	147	87	97	357	57	43	34	
Effective Weighted Sample	410	234	176	57	63	60	38	197	136	123	76	82	335	55	41	33	
Total	548	294	253	69	94	64	59	262	207	164	78	100	484	36	18	10	
At least daily	189 35%	107 36%	82 33%	** **	** **	** **	** **	89 34%	70 34%	52 32%	** **	** **	167 34%	** **	** **	** **	
At least weekly	236 43%	131 44%	105 41%	** **	** **	** **	** **	130 50%	92 45%	72 44%	** **	** **	211 44%	** **	** **	** **	
At least monthly	82 15%	38 13%	44 17%	** **	** **	** **	** **	33 13%	32 16%	27 16%	** **	** **	70 14%	** **	** **	** **	
Less often	37 7%	16 6%	20 8%	** **	** **	** **	** **	10 4%	11 6%	11 7%	** **	** **	34 7%	** **	** **	** **	
Don't know/ can't remember	4 1%	2 1%	2 1%	** **	** **	** **	** **	- -%	- -%	2 1%	** **	** **	2 *%	** **	** **	** **	
SUMMARY																	
DAILY	189 35%	107 36%	82 33%	** **	** **	** **	** **	89 34%	70 34%	52 32%	** **	** **	167 34%	** **	** **	** **	
WEEKLY	425 78%	238 81%	187 74%	** **	** **	** **	** **	219 84%	163 79%	124 76%	** **	** **	378 78%	** **	** **	** **	
MONTHLY	508 93%	276 94%	231 91%	** **	** **	** **	** **	252 96%	195 94%	151 92%	** **	** **	448 93%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9U. How often in the past 3 months have you listened to Classic FM?

Base : Those who have personally listened to Classic FM in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	491	417	74	123	362	107	377	42	53	51	107	282	198
Effective Weighted Sample	410	349	62	101	303	89	315	36	44	42	89	234	171
Total	548	474	74	136	405	122	417	46	58	63	122	338	200
At least daily	189 35%	173 36%	** **	44 32%	143 35%	43 35%	143 34%	** **	** **	** **	43 35%	113 34%	72 36%
At least weekly	236 43%	192 41%	** **	59 44%	174 43%	53 44%	180 43%	** **	** **	** **	53 44%	144 43%	91 45%
At least monthly	82 15%	72 15%	** **	24 18%	58 14%	20 16%	62 15%	** **	** **	** **	20 16%	51 15%	28 14%
Less often	37 7%	34 7%	** **	7 5%	28 7%	5 4%	31 7%	** **	** **	** **	5 4%	25 7%	9 5%
Don't know/ can't remember	4 1%	3 1%	** **	1 1%	2 *%	1 1%	2 *%	** **	** **	** **	1 1%	4 1%	- -%
SUMMARY													
DAILY	189 35%	173 36%	** **	44 32%	143 35%	43 35%	143 34%	** **	** **	** **	43 35%	113 34%	72 36%
WEEKLY	425 78%	365 77%	** **	103 76%	317 78%	97 79%	323 77%	** **	** **	** **	97 79%	258 76%	163 81%
MONTHLY	508 93%	438 92%	** **	127 94%	375 93%	116 95%	385 92%	** **	** **	** **	116 95%	309 91%	191 95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9U. How often in the past 3 months have you listened to Classic FM?

Base : Those who have personally listened to Classic FM in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
	Total	ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	491	430	366	125	61	491	458	391	324	100	474	17	64	98	329
Effective Weighted Sample	410	356	302	108	54	410	383	328	271	83	395	14	55	81	274
Total	548	482	414	134	66	548	513	441	362	116	528	20	72	108	368
At least daily	189 35%	155 32%	142 34%	47 35%	** **	189 35%	175 34%	152 34%	123 34%	35 30%	182 34%	** **	** **	** **	128 35%
At least weekly	236 43%	213 44%	175 42%	61 46%	** **	236 43%	228 44%	187 42%	153 42%	48 42%	228 43%	** **	** **	** **	165 45%
At least monthly	82 15%	76 16%	66 16%	16 12%	** **	82 15%	75 15%	70 16%	60 17%	23 19%	80 15%	** **	** **	** **	52 14%
Less often	37 7%	34 7%	27 7%	10 7%	** **	37 7%	32 6%	29 7%	24 7%	8 7%	35 7%	** **	** **	** **	21 6%
Don't know/ can't remember	4 1%	4 1%	4 1%	- -%	** **	4 1%	3 1%	4 1%	2 1%	1 1%	4 1%	** **	** **	** **	3 1%
SUMMARY															
DAILY	189 35%	155 32%	142 34%	47 35%	** **	189 35%	175 34%	152 34%	123 34%	35 30%	182 34%	** **	** **	** **	128 35%
WEEKLY	425 78%	368 76%	317 77%	108 81%	** **	425 78%	403 78%	339 77%	276 76%	83 72%	409 78%	** **	** **	** **	293 79%
MONTHLY	508 93%	444 92%	383 93%	125 93%	** **	508 93%	478 93%	409 93%	336 93%	106 92%	489 93%	** **	** **	** **	345 94%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9V. How often in the past 3 months have you listened to Any Absolute Radio station?

Base : Those who have personally listened to Any Absolute Radio station in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	362	205	156	52	64	99	61	86	94	109	86	73	241	47	32	42	
Effective Weighted Sample	292	171	120	47	51	83	47	68	80	85	71	59	226	45	30	41	
Total	366	210	155	57	71	86	69	84	111	109	75	71	312	28	14	12	
At least daily	130 36%	73 35%	55 36%	** **	** **	** **	** **	** **	** **	34 32%	** **	** **	108 35%	** **	** **	** **	
At least weekly	164 45%	99 47%	65 42%	** **	** **	** **	** **	** **	** **	53 49%	** **	** **	141 45%	** **	** **	** **	
At least monthly	52 14%	26 12%	26 17%	** **	** **	** **	** **	** **	** **	16 14%	** **	** **	45 14%	** **	** **	** **	
Less often	14 4%	7 4%	6 4%	** **	** **	** **	** **	** **	** **	6 5%	** **	** **	12 4%	** **	** **	** **	
Don't know/ can't remember	6 2%	3 2%	3 2%	** **	** **	** **	** **	** **	** **	- -%	** **	** **	6 2%	** **	** **	** **	
SUMMARY																	
DAILY	130 36%	73 35%	55 36%	** **	** **	** **	** **	** **	** **	34 32%	** **	** **	108 35%	** **	** **	** **	
WEEKLY	294 80%	173 82%	120 77%	** **	** **	** **	** **	** **	** **	88 80%	** **	** **	249 80%	** **	** **	** **	
MONTHLY	346 95%	199 95%	146 94%	** **	** **	** **	** **	** **	** **	103 95%	** **	** **	294 94%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9V. How often in the past 3 months have you listened to Any Absolute Radio station?

Base : Those who have personally listened to Any Absolute Radio station in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	362	314	48	125	232	110	247	47	52	51	110	261	94
Effective Weighted Sample	292	253	39	103	185	89	199	40	43	41	89	210	80
Total	366	316	50	131	230	113	248	53	55	49	113	278	84
At least daily	130 36%	111 35%	** **	60 46% b	67 29%	56 49% b	71 29%	** **	** **	** **	56 49%	113 41%	** **
At least weekly	164 45%	145 46%	** **	42 32%	120 52% a	36 32% a	126 51%	** **	** **	** **	36 32%	120 43%	** **
At least monthly	52 14%	45 14%	** **	23 18%	29 13%	19 16%	34 14%	** **	** **	** **	19 16%	38 14%	** **
Less often	14 4%	9 3%	** **	5 4%	9 4%	2 1%	12 5%	** **	** **	** **	2 1%	3 1%	** **
Don't know/ can't remember	6 2%	6 2%	** **	1 1%	5 2%	1 1%	5 2%	** **	** **	** **	1 1%	3 1%	** **
SUMMARY													
DAILY	130 36%	111 35%	** **	60 46% b	67 29%	56 49% b	71 29%	** **	** **	** **	56 49%	113 41%	** **
WEEKLY	294 80%	255 81%	** **	102 78%	187 81%	92 81%	197 79%	** **	** **	** **	92 81%	233 84%	** **
MONTHLY	346 95%	300 95%	** **	125 95%	216 94%	110 98%	231 93%	** **	** **	** **	110 98%	272 98%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9V. How often in the past 3 months have you listened to Any Absolute Radio station?

Base : Those who have personally listened to Any Absolute Radio station in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	362	341	324	38	21	362	326	261	254	83	343	19	52	70	240
Effective Weighted Sample	292	275	259	33	18	292	266	213	209	68	279	13	40	58	194
Total	366	345	326	41	22	366	337	266	267	90	353	13	52	72	243
At least daily	130 36%	119 35%	116 36%	** **	** **	130 36%	121 36%	86 32%	95 36%	** **	125 35%	** **	** **	** **	86 35%
At least weekly	164 45%	156 45%	149 46%	** **	** **	164 45%	149 44%	126 47%	118 44%	** **	159 45%	** **	** **	** **	116 48%
At least monthly	52 14%	52 15%	48 15%	** **	** **	52 14%	50 15%	38 14%	40 15%	** **	50 14%	** **	** **	** **	33 14%
Less often	14 4%	11 3%	9 3%	** **	** **	14 4%	12 4%	12 5%	10 4%	** **	14 4%	** **	** **	** **	5 2%
Don't know/ can't remember	6 2%	5 1%	4 1%	** **	** **	6 2%	5 2%	4 2%	3 1%	** **	5 2%	** **	** **	** **	3 1%
SUMMARY															
DAILY	130 36%	119 35%	116 36%	** **	** **	130 36%	121 36%	86 32%	95 36%	** **	125 35%	** **	** **	** **	86 35%
WEEKLY	294 80%	276 80%	265 81%	** **	** **	294 80%	270 80%	212 80%	214 80%	** **	284 80%	** **	** **	** **	202 83%
MONTHLY	346 95%	328 95%	313 96%	** **	** **	346 95%	319 95%	250 94%	254 95%	** **	334 95%	** **	** **	** **	235 97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9W. How often in the past 3 months have you listened to Any Capital radio station?

Base : Those who have personally listened to Any Capital radio station in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	~d	~e	a	b	c	d	a	~b	~c	~d	
Unweighted total	600	253	347	116	175	147	78	84	144	191	143	122	430	92	60	18	
Effective Weighted Sample	500	222	278	102	151	122	68	68	122	157	125	102	406	88	57	18	
Total	678	291	387	118	223	132	110	96	187	217	144	131	597	53	23	5	
At least daily	269 40%	107 37%	162 42%	45 38%	85 38%	56 42%	** **	** **	72 39%	80 37%	58 40%	60 46%	241 40%	** **	** **	** **	
At least weekly	300 44%	140 48%	160 41%	45 38%	95 43%	64 49%	** **	** **	76 41%	103 47%	64 45%	57 43%	259 43%	** **	** **	** **	
At least monthly	90 13%	35 12%	55 14%	22 18%	36 16%	12 9%	** **	** **	33 18%	28 13%	20 14%	9 7%	80 13%	** **	** **	** **	
Less often	18 3%	8 3%	11 3%	7 6% c	6 3%	- -%	** **	** **	6 3%	6 3%	2 1%	4 3%	16 3%	** **	** **	** **	
Don't know/ can't remember	1 *%	1 *%	- -%	- -%	1 *%	- -%	** **	** **	- -%	- -%	- -%	1 1%	1 *%	** **	** **	** **	
SUMMARY																	
DAILY	269 40%	107 37%	162 42%	45 38%	85 38%	56 42%	** **	** **	72 39%	80 37%	58 40%	60 46%	241 40%	** **	** **	** **	
WEEKLY	569 84%	247 85%	322 83%	90 76%	180 81%	120 91% a	** **	** **	148 79%	183 84%	122 85%	116 89%	500 84%	** **	** **	** **	
MONTHLY	659 97%	282 97%	377 97%	112 94%	216 97%	132 100% a	** **	** **	181 97%	210 97%	142 99%	126 96%	580 97%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 79

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9W. How often in the past 3 months have you listened to Any Capital radio station?

Base : Those who have personally listened to Any Capital radio station in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	600	556	44	266	327	234	359	101	124	101	234	456	137
Effective Weighted Sample	500	464	36	224	271	197	298	87	107	83	197	385	114
Total	678	633	46	303	368	271	400	116	144	117	271	546	126
At least daily	269 40%	256 40%	** **	139 46%	128 35%	123 45%	144 36%	49 43%	70 48%	54 46%	123 45%	225 41%	40 32%
At least weekly	300 44%	276 44%	** **	120 40%	176 48%	115 43%	181 45%	51 44%	62 43%	50 43%	115 43%	232 43%	66 52%
At least monthly	90 13%	83 13%	** **	40 13%	48 13%	30 11%	57 14%	14 12%	11 7%	12 11%	30 11%	76 14%	14 11%
Less often	18 3%	17 3%	** **	3 1%	15 4%	1 *%	18 4% a	- -%	1 1%	- -%	1 *%	13 2%	5 4%
Don't know/ can't remember	1 *%	1 *%	** **	1 *%	- -%	1 *%	- -%	1 1%	1 1%	- -%	1 *%	- -%	1 1%
SUMMARY													
DAILY	269 40%	256 40%	** **	139 46%	128 35%	123 45%	144 36%	49 43%	70 48%	54 46%	123 45%	225 41%	40 32%
WEEKLY	569 84%	531 84%	** **	259 85%	305 83%	238 88%	325 81%	101 87%	131 91%	104 89%	238 88%	458 84%	106 84%
MONTHLY	659 97%	614 97%	** **	299 99%	353 96%	269 99%	383 96%	115 99%	142 99%	117 100%	269 99%	533 98%	120 95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 79

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9W. How often in the past 3 months have you listened to Any Capital radio station?

Base : Those who have personally listened to Any Capital radio station in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	600	579	552	48	21	600	520	421	387	112	558	42	67	140	393
Effective Weighted Sample	500	481	457	42	19	500	434	352	327	93	465	35	56	117	327
Total	678	653	622	56	26	678	591	477	454	131	631	47	76	153	449
At least daily	269	261	253	**	**	269	228	177	176	41	247	**	**	57	183
	40%	40%	41%	**	**	40%	39%	37%	39%	31%	39%	**	**	37%	41%
At least weekly	300	282	268	**	**	300	268	225	210	65	283	**	**	67	207
	44%	43%	43%	**	**	44%	45%	47%	46%	49%	45%	**	**	44%	46%
At least monthly	90	90	86	**	**	90	75	64	55	22	83	**	**	27	46
	13%	14%	14%	**	**	13%	13%	13%	12%	17%	13%	**	**	18%	10%
Less often	18	18	15	**	**	18	18	10	12	4	18	**	**	2	12
	3%	3%	2%	**	**	3%	3%	2%	3%	3%	3%	**	**	1%	3%
Don't know/ can't remember	1	1	1	**	**	1	1	1	-	-	1	**	**	-	1
	*%	*%	*%	**	**	*%	*%	*%	-%	-%	*%	**	**	-%	*%
SUMMARY															
DAILY	269	261	253	**	**	269	228	177	176	41	247	**	**	57	183
	40%	40%	41%	**	**	40%	39%	37%	39%	31%	39%	**	**	37%	41%
WEEKLY	569	544	521	**	**	569	496	402	386	105	529	**	**	124	390
	84%	83%	84%	**	**	84%	84%	84%	85%	80%	84%	**	**	81%	87%
MONTHLY	659	633	606	**	**	659	571	466	441	127	612	**	**	151	436
	97%	97%	97%	**	**	97%	97%	98%	97%	97%	97%	**	**	99%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9X. How often in the past 3 months have you listened to Any Heart radio station?

Base : Those who have personally listened to Any Heart radio station in the past 3 months

	GENDER		AGE					SEG				NATION				N
	Total	MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND ~b	WALES c	IRELAND ~d
Significance Level: 99%																
Unweighted total	762	302	459	104	132	194	130	202	180	231	169	181	551	73	116	22
Effective Weighted Sample	630	265	366	90	113	162	110	168	150	189	147	150	516	70	112	21
Total	834	331	501	105	164	175	176	214	226	254	166	185	738	43	47	6
At least daily	318 38%	130 39%	188 37%	38 36%	59 36%	77 44%	77 44%	67 31%	97 43%	87 34%	69 41%	66 36%	283 38%	**	17 37%	**
At least weekly	397 48%	152 46%	245 49%	50 48%	73 44%	81 46%	80 46%	113 53%	98 43%	132 52%	76 45%	90 49%	352 48%	**	24 51%	**
At least monthly	89 11%	34 10%	55 11%	13 13%	21 13%	14 8%	14 8%	28 13%	27 12%	24 10%	18 11%	20 11%	76 10%	**	5 12%	**
Less often	27 3%	13 4%	14 3%	4 4%	10 6%	2 1%	4 2%	7 3%	5 2%	11 4%	4 2%	8 4%	25 3%	**	- -%	**
Don't know/ can't remember	2 *%	2 1%	- -%	- -%	1 1%	* *%	- -%	- -%	- -%	- -%	- -%	2 1%	1 *%	**	* 1%	**
SUMMARY																
DAILY	318 38%	130 39%	188 37%	38 36%	59 36%	77 44%	77 44%	67 31%	97 43%	87 34%	69 41%	66 36%	283 38%	**	17 37%	**
WEEKLY	716 86%	282 85%	432 86%	88 84%	132 80%	158 90%	158 90%	180 84%	195 86%	219 86%	145 87%	156 84%	635 86%	**	41 88%	**
MONTHLY	805 97%	316 95%	488 97%	102 96%	152 93%	172 99%	172 98%	207 97%	222 98%	243 96%	162 98%	176 95%	711 96%	**	46 99%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 80

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9X. How often in the past 3 months have you listened to Any Heart radio station?

Base : Those who have personally listened to Any Heart radio station in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	762	654	108	299	454	269	484	106	129	132	269	523	217
Effective Weighted Sample	630	544	86	245	377	221	402	88	109	106	221	438	184
Total	834	721	113	331	488	301	518	115	149	147	301	615	199
At least daily	318 38%	281 39%	37 33%	139 42%	170 35%	126 42%	184 35%	49 43%	56 37%	61 42%	126 42%	253 41%	55 28%
At least weekly	397 48%	345 48%	53 47%	154 47%	238 49%	142 47%	250 48%	48 42%	76 51%	74 50%	142 47%	279 45%	109 55%
At least monthly	89 11%	68 9%	21 19%	31 9%	59 12%	27 9%	63 12%	14 12%	14 9%	9 6%	27 9%	61 10%	28 14%
Less often	27 3%	27 4%	* *% a	7 2%	20 4%	7 2%	20 4%	5 4%	3 2%	4 2%	7 2%	21 3%	6 3%
Don't know/ can't remember	2 *% a	* *% a	1 1%	- -%	2 *% a	- -%	2 *% a	- -%	- -%	- -%	- -%	* *% a	1 1%
SUMMARY													
DAILY	318 38%	281 39%	37 33%	139 42%	170 35%	126 42%	184 35%	49 43%	56 37%	61 42%	126 42%	253 41%	55 28%
WEEKLY	716 86%	626 87%	90 80%	294 89%	408 83%	268 89%	434 84%	97 84%	132 88%	135 92%	268 89%	532 87%	165 83%
MONTHLY	805 97%	694 96%	111 98%	324 98%	467 96%	295 98%	496 96%	111 96%	146 98%	144 98%	295 98%	593 96%	192 96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9X. How often in the past 3 months have you listened to Any Heart radio station?

Base : Those who have personally listened to Any Heart radio station in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS							BBC FAVOURABILITY		
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	762	722	668	94	40	762	683	496	490	114	715	47	116	146	500
Effective Weighted Sample	630	595	549	82	36	630	566	414	405	96	592	38	96	120	415
Total	834	793	732	102	41	834	748	552	542	132	783	50	127	149	557
At least daily	318 38%	301 38%	281 38%	** **	** **	318 38%	270 36%	186 34%	201 37%	34 26%	289 37%	** **	60 47%	54 36%	204 37%
At least weekly	397 48%	376 47%	351 48%	** **	** **	397 48%	375 50%	284 52%	264 49%	72 55%	387 49%	** **	45 35%	63 42%	290 52% a
At least monthly	89 11%	88 11%	75 10%	** **	** **	89 11%	75 10%	61 11%	61 11%	20 15%	79 10%	** **	19 15%	25 17% c	45 8%
Less often	27 3%	27 3%	22 3%	** **	** **	27 3%	26 3%	21 4%	17 3%	5 4%	26 3%	** **	3 2%	6 4%	18 3%
Don't know/ can't remember	2 *%	2 *%	2 *%	** **	** **	2 *%	2 *%	- -%	* *%	- -%	2 *%	** **	- -%	2 1%	- -%
SUMMARY															
DAILY	318 38%	301 38%	281 38%	** **	** **	318 38%	270 36%	186 34%	201 37%	34 26%	289 37%	** **	60 47%	54 36%	204 37%
WEEKLY	716 86%	676 85%	633 86%	** **	** **	716 86%	645 86%	470 85%	465 86%	107 81%	676 86%	** **	105 82%	116 78%	494 89% b
MONTHLY	805 97%	764 96%	708 97%	** **	** **	805 97%	720 96%	531 96%	525 97%	127 96%	755 96%	** **	124 98%	142 95%	539 97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Y. How often in the past 3 months have you listened to Any Smooth radio station?

Base : Those who have personally listened to Any Smooth radio station in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 c	45-54 ~d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d
Significance Level: 99%																
Unweighted total	501	229	271	50	80	108	75	188	112	151	124	114	349	82	43	27
Effective Weighted Sample	415	197	217	40	67	92	65	160	95	124	103	97	326	77	41	26
Total	526	241	284	48	95	92	102	190	138	157	114	118	452	49	18	8
At least daily	194 37%	87 36%	107 38%	** **	** **	30 33%	** **	69 36%	53 38%	55 35%	38 34%	48 41%	169 37%	** **	** **	** **
At least weekly	248 47%	114 47%	133 47%	** **	** **	48 52%	** **	97 51%	58 42%	85 54%	52 46%	53 45%	210 46%	** **	** **	** **
At least monthly	63 12%	29 12%	33 12%	** **	** **	12 13%	** **	19 10%	19 14%	14 9%	20 17%	10 9%	55 12%	** **	** **	** **
Less often	17 3%	7 3%	9 3%	** **	** **	3 3%	** **	3 1%	4 3%	3 2%	2 2%	7 6%	14 3%	** **	** **	** **
Don't know/ can't remember	5 1%	3 1%	2 1%	** **	** **	- -%	** **	1 1%	4 3%	- -%	1 1%	- -%	5 1%	** **	** **	** **
SUMMARY																
DAILY	194 37%	87 36%	107 38%	** **	** **	30 33%	** **	69 36%	53 38%	55 35%	38 34%	48 41%	169 37%	** **	** **	** **
WEEKLY	442 84%	201 83%	239 84%	** **	** **	78 84%	** **	167 88%	111 80%	140 89%	91 80%	101 86%	378 84%	** **	** **	** **
MONTHLY	505 96%	230 96%	273 96%	** **	** **	90 97%	** **	186 98%	130 94%	154 98%	110 97%	111 94%	433 96%	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Y. How often in the past 3 months have you listened to Any Smooth radio station?

Base : Those who have personally listened to Any Smooth radio station in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	501	431	70	153	340	139	354	58	72	63	139	317	174
Effective Weighted Sample	415	357	58	124	284	113	295	48	60	52	113	261	151
Total	526	455	72	157	361	145	373	60	76	70	145	353	164
At least daily	194 37%	169 37%	** **	63 40%	127 35%	59 41%	131 35%	** **	** **	** **	59 41%	127 36%	63 38%
At least weekly	248 47%	216 47%	** **	69 44%	177 49%	64 44%	181 49%	** **	** **	** **	64 44%	160 45%	83 51%
At least monthly	63 12%	53 12%	** **	21 13%	42 12%	19 13%	44 12%	** **	** **	** **	19 13%	48 14%	14 9%
Less often	17 3%	12 3%	** **	4 3%	10 3%	3 2%	12 3%	** **	** **	** **	3 2%	13 4%	4 2%
Don't know/ can't remember	5 1%	5 1%	** **	- -%	5 1%	- -%	5 1%	** **	** **	** **	- -%	5 1%	- -%
SUMMARY													
DAILY	194 37%	169 37%	** **	63 40%	127 35%	59 41%	131 35%	** **	** **	** **	59 41%	127 36%	63 38%
WEEKLY	442 84%	385 85%	** **	132 84%	304 84%	123 85%	312 84%	** **	** **	** **	123 85%	286 81%	146 89%
MONTHLY	505 96%	438 96%	** **	153 97%	345 96%	142 98%	356 96%	** **	** **	** **	142 98%	335 95%	160 98%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Y. How often in the past 3 months have you listened to Any Smooth radio station?

Base : Those who have personally listened to Any Smooth radio station in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	501	454	405	96	47	501	453	330	307	90	473	28	72	99	330
Effective Weighted Sample	415	373	331	85	43	415	377	276	251	74	392	23	62	79	274
Total	526	479	427	100	48	526	478	350	321	98	496	30	80	96	350
At least daily	194 37%	175 37%	156 37%	** **	** **	194 37%	175 37%	118 34%	112 35%	** **	182 37%	** **	** **	** **	129 37%
At least weekly	248 47%	222 46%	200 47%	** **	** **	248 47%	225 47%	175 50%	151 47%	** **	235 47%	** **	** **	** **	169 48%
At least monthly	63 12%	60 13%	49 12%	** **	** **	63 12%	57 12%	38 11%	43 13%	** **	58 12%	** **	** **	** **	41 12%
Less often	17 3%	17 3%	16 4%	** **	** **	17 3%	15 3%	14 4%	10 3%	** **	16 3%	** **	** **	** **	9 3%
Don't know/ can't remember	5 1%	5 1%	5 1%	** **	** **	5 1%	5 1%	5 1%	5 2%	** **	5 1%	** **	** **	** **	2 1%
SUMMARY															
DAILY	194 37%	175 37%	156 37%	** **	** **	194 37%	175 37%	118 34%	112 35%	** **	182 37%	** **	** **	** **	129 37%
WEEKLY	442 84%	397 83%	356 83%	** **	** **	442 84%	401 84%	293 84%	263 82%	** **	417 84%	** **	** **	** **	298 85%
MONTHLY	505 96%	457 95%	406 95%	** **	** **	505 96%	458 96%	330 94%	306 95%	** **	476 96%	** **	** **	** **	339 97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Z. How often in the past 3 months have you listened to Any Kiss radio station?

Base : Those who have personally listened to Any Kiss radio station in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	~d	~e	~a	b	~c	~d	a	~b	~c	~d	
Unweighted total	370	152	218	86	117	104	44	19	83	119	97	71	270	22	57	21	
Effective Weighted Sample	305	131	175	73	99	86	37	16	69	98	84	58	255	21	56	20	
Total	410	164	246	89	144	94	61	23	107	138	94	71	369	13	23	6	
At least daily	181	83	97	**	58	44	**	**	**	53	**	**	165	**	**	**	
	44%	51%	40%	**	41%	47%	**	**	**	39%	**	**	45%	**	**	**	
At least weekly	157	52	104	**	59	35	**	**	**	60	**	**	137	**	**	**	
	38%	32%	42%	**	41%	37%	**	**	**	44%	**	**	37%	**	**	**	
At least monthly	53	20	33	**	20	12	**	**	**	18	**	**	47	**	**	**	
	13%	12%	13%	**	14%	13%	**	**	**	13%	**	**	13%	**	**	**	
Less often	17	8	10	**	7	2	**	**	**	6	**	**	17	**	**	**	
	4%	5%	4%	**	5%	3%	**	**	**	4%	**	**	4%	**	**	**	
Don't know/ can't remember	2	1	1	**	-	*	**	**	**	*	**	**	2	**	**	**	
	1%	1%	1%	**	-%	*%	**	**	**	*%	**	**	1%	**	**	**	
SUMMARY																	
DAILY	181	83	97	**	58	44	**	**	**	53	**	**	165	**	**	**	
	44%	51%	40%	**	41%	47%	**	**	**	39%	**	**	45%	**	**	**	
WEEKLY	337	136	202	**	117	79	**	**	**	113	**	**	303	**	**	**	
	82%	83%	82%	**	82%	84%	**	**	**	82%	**	**	82%	**	**	**	
MONTHLY	390	156	235	**	137	91	**	**	**	132	**	**	350	**	**	**	
	95%	95%	95%	**	95%	97%	**	**	**	96%	**	**	95%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Z. How often in the past 3 months have you listened to Any Kiss radio station?

Base : Those who have personally listened to Any Kiss radio station in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	370	331	39	183	181	161	203	70	85	67	161	293	74
Effective Weighted Sample	305	274	31	150	149	131	169	57	70	53	131	242	62
Total	410	367	43	201	203	178	226	78	93	71	178	336	70
At least daily	181 44%	165 45%	** **	96 48%	83 41%	88 50%	90 40%	** **	** **	** **	88 50%	150 45%	** **
At least weekly	157 38%	138 38%	** **	71 35%	83 41%	66 37%	88 39%	** **	** **	** **	66 37%	128 38%	** **
At least monthly	53 13%	46 12%	** **	22 11%	29 14%	16 9%	35 16%	** **	** **	** **	16 9%	43 13%	** **
Less often	17 4%	16 4%	** **	10 5%	7 3%	6 3%	12 5%	** **	** **	** **	6 3%	14 4%	** **
Don't know/ can't remember	2 1%	2 1%	** **	1 1%	1 1%	1 1%	1 *%	** **	** **	** **	1 1%	2 1%	** **
SUMMARY													
DAILY	181 44%	165 45%	** **	96 48%	83 41%	88 50%	90 40%	** **	** **	** **	88 50%	150 45%	** **
WEEKLY	337 82%	303 82%	** **	167 83%	166 82%	154 87%	179 79%	** **	** **	** **	154 87%	277 82%	** **
MONTHLY	390 95%	349 95%	** **	189 94%	195 96%	170 96%	214 94%	** **	** **	** **	170 96%	321 95%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9Z. How often in the past 3 months have you listened to Any Kiss radio station?

Base : Those who have personally listened to Any Kiss radio station in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	370	360	353	17	10	370	324	272	252	72	350	20	40	80	250
Effective Weighted Sample	305	297	292	13	7	305	267	227	209	62	288	17	31	68	208
Total	410	401	394	16	10	410	362	307	285	91	389	21	37	83	290
At least daily	181 44%	176 44%	173 44%	** **	** **	181 44%	159 44%	141 46%	133 47%	** **	173 44%	** **	** **	** **	126 43%
At least weekly	157 38%	153 38%	153 39%	** **	** **	157 38%	141 39%	113 37%	102 36%	** **	149 38%	** **	** **	** **	118 41%
At least monthly	53 13%	53 13%	50 13%	** **	** **	53 13%	45 12%	37 12%	39 14%	** **	48 12%	** **	** **	** **	32 11%
Less often	17 4%	16 4%	15 4%	** **	** **	17 4%	16 4%	15 5%	10 3%	** **	17 4%	** **	** **	** **	14 5%
Don't know/ can't remember	2 1%	2 1%	2 1%	** **	** **	2 1%	2 *%	2 1%	* *%	** **	2 *%	** **	** **	** **	- -%
SUMMARY															
DAILY	181 44%	176 44%	173 44%	** **	** **	181 44%	159 44%	141 46%	133 47%	** **	173 44%	** **	** **	** **	126 43%
WEEKLY	337 82%	329 82%	326 83%	** **	** **	337 82%	300 83%	254 83%	235 83%	** **	322 83%	** **	** **	** **	244 84%
MONTHLY	390 95%	382 95%	376 96%	** **	** **	390 95%	345 95%	291 95%	274 96%	** **	370 95%	** **	** **	** **	276 95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AA. How often in the past 3 months have you listened to Any Magic radio station?

Base : Those who have personally listened to Any Magic radio station in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	283	95	187	28	47	69	41	98	70	86	53	74	191	36	33	23	
Effective Weighted Sample	229	82	146	24	39	56	35	81	56	67	46	61	179	34	32	22	
Total	298	103	194	27	58	58	55	101	82	87	55	74	256	22	13	7	
At least daily	103 34%	** **	69 35%	** **	** **	** **	** **	** **	** **	** **	** **	** **	88 34%	** **	** **	** **	
At least weekly	136 46%	** **	93 48%	** **	** **	** **	** **	** **	** **	** **	** **	** **	117 46%	** **	** **	** **	
At least monthly	45 15%	** **	21 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	39 15%	** **	** **	** **	
Less often	12 4%	** **	9 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 4%	** **	** **	** **	
Don't know/ can't remember	2 1%	** **	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **	** **	** **	
SUMMARY																	
DAILY	103 34%	** **	69 35%	** **	** **	** **	** **	** **	** **	** **	** **	** **	88 34%	** **	** **	** **	
WEEKLY	239 80%	** **	161 83%	** **	** **	** **	** **	** **	** **	** **	** **	** **	206 80%	** **	** **	** **	
MONTHLY	284 95%	** **	183 94%	** **	** **	** **	** **	** **	** **	** **	** **	** **	245 96%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AA. How often in the past 3 months have you listened to Any Magic radio station?

Base : Those who have personally listened to Any Magic radio station in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	283	242	41	101	180	96	185	40	47	46	96	178	100
Effective Weighted Sample	229	198	31	80	147	76	151	32	37	35	76	143	84
Total	298	264	35	106	191	99	198	41	45	45	99	200	94
At least daily	103 34%	96 36%	** **	34 32%	69 36%	** **	71 36%	** **	** **	** **	** **	69 34%	32 34%
At least weekly	136 46%	121 46%	** **	51 48%	84 44%	** **	88 44%	** **	** **	** **	** **	87 43%	47 50%
At least monthly	45 15%	36 14%	** **	16 15%	30 16%	** **	30 15%	** **	** **	** **	** **	34 17%	11 12%
Less often	12 4%	10 4%	** **	5 5%	6 3%	** **	7 4%	** **	** **	** **	** **	9 5%	3 3%
Don't know/ can't remember	2 1%	2 1%	** **	- -%	2 1%	** **	2 1%	** **	** **	** **	** **	1 *%	1 1%
SUMMARY													
DAILY	103 34%	96 36%	** **	34 32%	69 36%	** **	71 36%	** **	** **	** **	** **	69 34%	32 34%
WEEKLY	239 80%	216 82%	** **	85 80%	153 80%	** **	159 80%	** **	** **	** **	** **	156 78%	78 84%
MONTHLY	284 95%	252 96%	** **	100 95%	183 96%	** **	189 95%	** **	** **	** **	** **	190 95%	90 96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AA. How often in the past 3 months have you listened to Any Magic radio station?

Base : Those who have personally listened to Any Magic radio station in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	283	268	250	33	15	283	264	202	200	50	272	11	36	55	192
Effective Weighted Sample	229	215	199	29	13	229	214	166	160	39	221	8	30	45	154
Total	298	282	261	37	16	298	281	219	215	53	290	9	35	62	202
At least daily	103 34%	95 33%	86 33%	** **	** **	103 34%	99 35%	72 33%	79 37%	** **	102 35%	** **	** **	** **	71 35%
At least weekly	136 46%	130 46%	121 47%	** **	** **	136 46%	126 45%	97 44%	90 42%	** **	129 45%	** **	** **	** **	89 44%
At least monthly	45 15%	44 15%	40 15%	** **	** **	45 15%	44 16%	38 17%	37 17%	** **	45 16%	** **	** **	** **	32 16%
Less often	12 4%	12 4%	12 5%	** **	** **	12 4%	9 3%	11 5%	8 4%	** **	11 4%	** **	** **	** **	9 5%
Don't know/ can't remember	2 1%	2 1%	2 1%	** **	** **	2 1%	2 1%	1 *%	1 *%	** **	2 1%	** **	** **	** **	- -%
SUMMARY															
DAILY	103 34%	95 33%	86 33%	** **	** **	103 34%	99 35%	72 33%	79 37%	** **	102 35%	** **	** **	** **	71 35%
WEEKLY	239 80%	225 80%	208 79%	** **	** **	239 80%	226 80%	169 77%	169 79%	** **	231 80%	** **	** **	** **	160 79%
MONTHLY	284 95%	268 95%	247 95%	** **	** **	284 95%	270 96%	207 95%	206 96%	** **	277 96%	** **	** **	** **	192 95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AB. How often in the past 3 months have you listened to Virgin Radio?

Base : Those who have personally listened to Virgin Radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	141	86	55	27	26	29	20	39	49	39	30	23	97	18	14	12	
Effective Weighted Sample	115	74	41	23	22	24	18	30	41	33	24	19	91	17	14	11	
Total	150	97	53	29	33	26	26	36	57	45	27	22	131	11	6	3	
At least daily	52 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least weekly	72 48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least monthly	18 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Less often	8 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SUMMARY																	
DAILY	52 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEEKLY	124 83%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MONTHLY	142 94%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AB. How often in the past 3 months have you listened to Virgin Radio?

Base : Those who have personally listened to Virgin Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	141	124	17	59	80	50	89	21	28	18	50	102	38
Effective Weighted Sample	115	101	14	51	63	43	70	18	25	15	43	86	31
Total	150	132	19	68	79	58	89	23	32	22	58	120	30
At least daily	52 35%	44 34%	**	**	**	**	**	**	**	**	**	47 39%	**
At least weekly	72 48%	63 48%	**	**	**	**	**	**	**	**	**	54 45%	**
At least monthly	18 12%	16 12%	**	**	**	**	**	**	**	**	**	13 10%	**
Less often	8 6%	7 6%	**	**	**	**	**	**	**	**	**	6 5%	**
SUMMARY													
DAILY	52 35%	44 34%	**	**	**	**	**	**	**	**	**	47 39%	**
WEEKLY	124 83%	108 82%	**	**	**	**	**	**	**	**	**	101 84%	**
MONTHLY	142 94%	124 94%	**	**	**	**	**	**	**	**	**	114 95%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AB. How often in the past 3 months have you listened to Virgin Radio?

Base : Those who have personally listened to Virgin Radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	141	137	131	10	4	141	132	126	119	50	135	6	15	27	99
Effective Weighted Sample	115	112	108	7	3	115	108	104	100	43	111	5	12	21	83
Total	150	148	143	8	2	150	142	135	133	62	145	6	14	25	111
At least daily	52 35%	52 35%	50 35%	** **	** **	52 35%	50 35%	47 35%	46 34%	** **	50 34%	** **	** **	** **	** **
At least weekly	72 48%	71 48%	71 50%	** **	** **	72 48%	70 49%	65 48%	66 49%	** **	70 48%	** **	** **	** **	** **
At least monthly	18 12%	18 12%	15 10%	** **	** **	18 12%	15 11%	17 13%	18 13%	** **	18 12%	** **	** **	** **	** **
Less often	8 6%	7 5%	7 5%	** **	** **	8 6%	7 5%	6 4%	4 3%	** **	7 5%	** **	** **	** **	** **
SUMMARY															
DAILY	52 35%	52 35%	50 35%	** **	** **	52 35%	50 35%	47 35%	46 34%	** **	50 34%	** **	** **	** **	** **
WEEKLY	124 83%	123 83%	121 85%	** **	** **	124 83%	119 84%	112 83%	111 84%	** **	120 83%	** **	** **	** **	** **
MONTHLY	142 94%	141 95%	135 95%	** **	** **	142 94%	134 95%	129 96%	129 97%	** **	137 95%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AC. How often in the past 3 months have you listened to Any LBC radio station?

Base : Those who have personally listened to Any LBC radio station in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	153	101	52	15	23	30	22	63	56	41	27	29	115	12	18	8	
Effective Weighted Sample	128	85	44	14	18	25	20	53	47	34	24	26	107	11	17	8	
Total	181	114	67	20	27	25	34	74	73	49	28	30	162	8	8	3	
At least daily	82 45%	43 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	75 46%	** **	** **	** **	
At least weekly	69 38%	51 45%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	59 36%	** **	** **	** **	
At least monthly	24 13%	16 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	23 14%	** **	** **	** **	
Less often	6 3%	4 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 4%	** **	** **	** **	
SUMMARY																	
DAILY	82 45%	43 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	75 46%	** **	** **	** **	
WEEKLY	151 83%	94 82%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	133 82%	** **	** **	** **	
MONTHLY	175 97%	110 96%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	156 96%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AC. How often in the past 3 months have you listened to Any LBC radio station?

Base : Those who have personally listened to Any LBC radio station in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	153	136	17	43	108	41	110	19	19	13	41	105	45
Effective Weighted Sample	128	115	14	35	91	34	92	15	15	12	34	88	39
Total	181	164	17	48	130	47	131	20	20	17	47	131	45
At least daily	82 45%	76 47%	**	**	55 43%	**	55 42%	**	**	**	**	54 41%	**
At least weekly	69 38%	60 37%	**	**	51 40%	**	52 39%	**	**	**	**	56 43%	**
At least monthly	24 13%	22 13%	**	**	18 14%	**	19 15%	**	**	**	**	18 14%	**
Less often	6 3%	6 3%	**	**	5 4%	**	5 4%	**	**	**	**	3 2%	**
SUMMARY													
DAILY	82 45%	76 47%	**	**	55 43%	**	55 42%	**	**	**	**	54 41%	**
WEEKLY	151 83%	137 83%	**	**	106 82%	**	107 82%	**	**	**	**	110 84%	**
MONTHLY	175 97%	158 97%	**	**	125 96%	**	126 96%	**	**	**	**	128 98%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AC. How often in the past 3 months have you listened to Any LBC radio station?

Base : Those who have personally listened to Any LBC radio station in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	153	136	120	33	17	153	146	118	110	47	150	3	22	34	97
Effective Weighted Sample	128	113	99	30	15	128	122	98	93	40	126	2	18	29	81
Total	181	159	141	39	21	181	171	137	131	59	176	4	24	38	118
At least daily	82 45%	69 43%	62 44%	** **	** **	82 45%	78 46%	62 45%	49 37%	** **	80 46%	** **	** **	** **	** **
At least weekly	69 38%	63 40%	55 39%	** **	** **	69 38%	68 40%	53 39%	60 46%	** **	68 39%	** **	** **	** **	** **
At least monthly	24 13%	23 14%	22 15%	** **	** **	24 13%	22 13%	17 13%	18 14%	** **	22 12%	** **	** **	** **	** **
Less often	6 3%	4 3%	3 2%	** **	** **	6 3%	3 2%	4 3%	4 3%	** **	6 3%	** **	** **	** **	** **
SUMMARY															
DAILY	82 45%	69 43%	62 44%	** **	** **	82 45%	78 46%	62 45%	49 37%	** **	80 46%	** **	** **	** **	** **
WEEKLY	151 83%	132 83%	117 83%	** **	** **	151 83%	146 86%	115 84%	109 83%	** **	149 84%	** **	** **	** **	** **
MONTHLY	175 97%	155 97%	139 98%	** **	** **	175 97%	168 98%	132 97%	126 97%	** **	171 97%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AD. How often in the past 3 months have you listened to Times Radio?

Base : Those who have personally listened to Times Radio in the past 3 months

	GENDER		AGE					SEG				NATION				N
	Total	MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d
Significance Level: 99%																
Unweighted total	63	44	19	11	13	14	9	16	21	22	14	6	40	12	9	2
Effective Weighted Sample	52	37	15	9	12	12	7	14	18	17	12	5	38	11	9	2
Total	68	47	21	10	18	11	11	18	26	22	14	6	56	8	5	*
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AD. How often in the past 3 months have you listened to Times Radio?

Base : Those who have personally listened to Times Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	63	53	10	24	39	18	45	9	7	8	18	52	10
Effective Weighted Sample	52	44	8	20	32	15	37	8	6	7	15	44	9
Total	68	57	11	27	41	21	47	10	8	11	21	60	8
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AD. How often in the past 3 months have you listened to Times Radio?

Base : Those who have personally listened to Times Radio in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	63	60	57	6	3	63	62	60	59	34	62	1	6	10	47
Effective Weighted Sample	52	50	47	6	3	52	51	50	49	28	51	1	5	9	38
Total	68	65	62	6	3	68	66	63	63	38	66	2	8	11	49
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AE. How often in the past 3 months have you listened to GB News Radio?

Base : Those who have personally listened to GB News Radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	56	42	14	13	15	5	9	14	19	14	17	6	45	3	5	3	
Effective Weighted Sample	48	36	12	11	14	5	7	12	17	12	15	5	42	3	5	3	
Total	64	46	17	13	21	6	11	13	25	17	16	5	59	2	2	1	
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SUMMARY																	
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AE. How often in the past 3 months have you listened to GB News Radio?

Base : Those who have personally listened to GB News Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	56	49	7	24	30	21	33	9	12	8	21	42	12
Effective Weighted Sample	48	42	6	22	25	19	28	8	11	7	19	37	11
Total	64	55	9	30	30	26	34	11	14	11	26	52	9
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9AE. How often in the past 3 months have you listened to GB News Radio?

Base : Those who have personally listened to GB News Radio in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	56	55	48	8	1	56	54	46	47	24	55	1	11	14	31
Effective Weighted Sample	48	47	41	7	1	48	46	40	41	19	47	1	10	12	27
Total	64	62	55	9	1	64	60	52	53	25	62	2	14	13	36
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Radio 1	803	413	389	131	227	163	123	160	238	253	163	149	697	52	40	15	
	19%	20%	18%	25%	29%	23%	18%	10%	22%	19%	21%	13%	19%	15%	18%	12%	
				de	de	e	e		d	d	d		d		d		
BBC Radio 2	796	435	359	40	97	99	125	435	246	231	139	180	676	57	53	10	
	19%	21%	17%	8%	12%	14%	18%	27%	22%	18%	18%	16%	19%	17%	25%	8%	
		b				a	a	abcd	d				d	d	abd		
Any Heart radio station	716	282	432	88	132	158	158	180	195	219	145	156	635	35	41	5	
	17%	13%	20%	17%	17%	23%	23%	11%	18%	17%	19%	14%	18%	10%	19%	4%	
			a	e	e	e	e				d		bd	d	bd		
Any Capital radio station	569	247	322	90	180	120	94	85	148	183	122	116	500	44	21	4	
	13%	12%	15%	17%	23%	17%	14%	5%	13%	14%	16%	11%	14%	13%	10%	3%	
			a	e	de	e	e				d		d	d	d		
BBC Radio 4	510	290	220	23	60	65	70	291	204	160	63	82	454	22	29	5	
	12%	14%	10%	4%	8%	9%	10%	18%	18%	12%	8%	7%	13%	6%	14%	4%	
		b				a	a	abcd	bcd	cd			bd		bd		
Any Smooth radio station	442	201	239	39	71	78	87	167	111	140	91	101	378	42	14	7	
	10%	10%	11%	8%	9%	11%	13%	10%	10%	11%	12%	9%	10%	12%	7%	5%	
													cd	cd			
Classic FM	425	238	187	44	67	53	42	219	163	124	55	84	378	25	15	8	
	10%	11%	9%	8%	9%	8%	6%	14%	15%	9%	7%	8%	10%	7%	7%	6%	
		b						abcd	bcd				d				
talkSPORT or talkSPORT2	365	313	53	33	72	80	67	114	117	99	82	68	311	32	12	10	
	9%	15%	2%	6%	9%	12%	10%	7%	11%	8%	11%	6%	9%	9%	6%	8%	
		b				ae			d		d						
Any Kiss radio station	337	136	202	67	117	79	56	18	87	113	80	58	303	12	19	4	
	8%	6%	9%	13%	15%	11%	8%	1%	8%	9%	10%	5%	8%	3%	9%	3%	
			a	e	de	e	e			d	d		bd		bd		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 88

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Any Absolute Radio station	294	173	120	43	55	73	61	63	90	88	62	55	249	23	11	11	
	7%	8%	6%	8%	7%	10%	9%	4%	8%	7%	8%	5%	7%	7%	5%	9%	
		b		e	e	e	e		d								
BBC Radio 5 live	293	227	67	22	39	53	49	131	100	81	40	72	252	20	14	7	
	7%	11%	3%	4%	5%	8%	7%	8%	9%	6%	5%	7%	7%	6%	6%	6%	
		b				a		a	c								
Any Magic radio station	239	76	161	23	44	40	49	83	65	68	43	63	206	16	11	6	
	6%	4%	7%	4%	6%	6%	7%	5%	6%	5%	6%	6%	6%	5%	5%	5%	
			a														
BBC radio for your region (ENGLAND)	175	108	68	11	16	25	17	107	39	50	37	49	175	-	-	-	
	4%	5%	3%	2%	2%	4%	2%	7%	4%	4%	5%	4%	5%	-%	-%	-%	
		b						abcd					bcd				
Any LBC radio station	151	94	57	16	21	20	32	62	57	45	24	24	133	7	8	3	
	4%	4%	3%	3%	3%	3%	5%	4%	5%	3%	3%	2%	4%	2%	4%	2%	
		b							d								
BBC Radio 5 live sports extra	149	115	34	22	25	32	21	48	43	51	28	27	126	10	10	3	
	3%	5%	2%	4%	3%	5%	3%	3%	4%	4%	4%	2%	3%	3%	5%	2%	
		b															
talkRADIO	144	114	30	20	33	34	25	32	47	49	25	23	126	11	4	3	
	3%	5%	1%	4%	4%	5%	4%	2%	4%	4%	3%	2%	4%	3%	2%	2%	
		b			e	e			d								
BBC Radio 3	134	78	55	24	37	18	11	44	60	36	18	19	119	9	3	3	
	3%	4%	3%	5%	5%	3%	2%	3%	5%	3%	2%	2%	3%	3%	1%	2%	
				d	d				bcd								
BBC 6 Music	128	81	47	16	33	29	20	31	47	51	14	17	117	8	2	1	
	3%	4%	2%	3%	4%	4%	3%	2%	4%	4%	2%	2%	3%	2%	1%	1%	
		b			e	e			cd	d			cd				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	
Significance Level: 99%																	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Virgin Radio	124 3%	82 4%	43 2%	22 4%	28 4%	21 3%	23 3%	31 2%	42 4%	42 3%	20 3%	20 2%	109 3%	8 2%	5 2%	2 2%	
BBC Radio 1Xtra	119 3%	69 3%	50 2%	27 5%	56 7%	21 3%	8 1%	7 *%	31 3%	29 2%	38 5%	21 2%	102 3%	9 3%	6 3%	2 1%	
BBC Radio 4 Extra	85 2%	52 2%	34 2%	12 2%	17 2%	9 1%	6 1%	41 3%	33 3%	23 2%	11 1%	18 2%	75 2%	5 2%	4 2%	1 1%	
BBC Asian Network	81 2%	57 3%	24 1%	16 3%	25 3%	21 3%	11 2%	7 *%	25 2%	18 1%	15 2%	23 2%	75 2%	3 1%	3 2%	* *%	
BBC World Service	80 2%	49 2%	32 1%	13 3%	13 2%	10 1%	11 2%	33 2%	31 3%	22 2%	13 2%	15 1%	65 2%	7 2%	7 3%	1 1%	
Times Radio	62 1%	43 2%	18 1%	10 2%	14 2%	11 2%	11 2%	16 1%	24 2%	21 2%	10 1%	6 1%	51 1%	6 2%	4 2%	- -%	
GB News Radio	50 1%	36 2%	14 1%	9 2%	18 2%	6 1%	10 1%	8 1%	18 2%	17 1%	11 2%	4 *%	45 1%	2 1%	2 1%	* *%	
BBC Radio Scotland (SCOTLAND)	45 1%	28 1%	18 1%	- -%	7 1%	7 1%	7 1%	25 2%	14 1%	11 1%	9 1%	11 1%	- -%	45 13%	- -%	- -%	
BBC Radio Ulster (NORTHERN IRELAND)	33 1%	18 1%	15 1%	* *%	1 *%	3 *%	7 1%	22 1%	10 1%	9 1%	5 1%	9 1%	- -%	- -%	- -%	33 25%	
BBC Radio Wales (WALES)	18 *%	10 *%	8 *%	* *%	1 *%	3 *%	5 1%	9 1%	6 1%	5 *%	4 1%	3 *%	- -%	- -%	18 9%	- -%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	3 *%	1 *%	2 *%	1 *%	- -%	* *%	- -%	1 *%	1 *%	* *%	* *%	1 *%	- -%	- -%	3 1% ab	- -%	
BBC Radio Foyle (NORTHERN IRELAND)	2 *%	2 *%	1 *%	* *%	* *%	- -%	* *%	2 *%	1 *%	1 *%	1 *%	* *%	- -%	- -%	- -%	2 2% abc	
BBC Radio nan Gàidheal (SCOTLAND)	2 *%	1 *%	* *%	- -%	* *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	2 *% a	- -%	- -%	
ANY BBC RADIO	2033 47%	1113 53% b	917 42%	206 40%	352 45%	326 47%	305 44%	845 53% abd	629 57% bcd	608 46% d	370 48% d	427 39% d	1724 48% b	136 40% b	118 55% abd	56 44%	
ANY COMMERCIAL RADIO	2103 49%	1055 50%	1043 48%	248 48%	436 56% e	377 54% e	376 54% e	664 41%	612 55% d	651 49% d	395 52% d	444 40% d	1821 50% bd	145 42% d	99 46% d	37 29%	
None	1438 33%	653 31%	772 35% a	229 44% bcde	267 34%	218 31%	210 30%	515 32%	288 26% a	424 32% a	238 31% a	488 44% abc	1177 33% c	147 43% ac	55 26%	59 46% ac	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 88

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Radio 1	803 19%	717 19%	87 15%	319 26% b	468 16%	290 26% b	497 16%	126 29%	140 25%	132 27%	290 26%	639 24% b	155 10%
BBC Radio 2	796 19%	611 16%	186 31% a	200 16%	589 20%	187 17%	601 19%	56 13%	95 17%	93 19%	187 17%	470 18%	309 20%
Any Heart radio station	716 17%	626 17%	90 15%	294 24% b	408 14%	268 24% b	434 14%	97 22%	132 23%	135 27%	268 24%	532 20% b	165 11%
Any Capital radio station	569 13%	531 14% b	38 6%	259 21% b	305 10%	238 22% b	325 10%	101 23%	131 23%	104 21%	238 22%	458 17% b	106 7%
BBC Radio 4	510 12%	438 12%	72 12%	115 9%	388 13% a	109 10%	394 13%	42 10%	49 9%	58 12%	109 10%	278 10%	219 14% a
Any Smooth radio station	442 10%	385 10%	57 10%	132 11%	304 10%	123 11%	312 10%	48 11%	59 10%	58 12%	123 11%	286 11%	146 9%
Classic FM	425 10%	365 10%	60 10%	103 8%	317 11%	97 9%	323 10%	34 8%	47 8%	49 10%	97 9%	258 10%	163 11%
talkSPORT or talkSPORT2	365 9%	315 9%	50 8%	125 10%	235 8%	115 10%	243 8%	48 11%	66 12%	50 10%	115 10%	283 11% b	81 5%
Any Kiss radio station	337 8%	303 8%	35 6%	167 14% b	166 6%	154 14% b	179 6%	65 15%	77 14%	66 13%	154 14%	277 10% b	57 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 88

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Any Absolute Radio station	294 7%	255 7%	39 7%	102 8%	187 6%	92 8%	197 6%	43 10%	46 8%	40 8%	92 8%	233 9% b	58 4%
BBC Radio 5 live	293 7%	258 7%	35 6%	75 6%	213 7%	68 6%	220 7%	35 8%	30 5%	29 6%	68 6%	195 7%	93 6%
Any Magic radio station	239 6%	216 6%	23 4%	85 7%	153 5%	79 7%	159 5%	32 7%	35 6%	39 8%	79 7%	156 6%	78 5%
BBC radio for your region (ENGLAND)	175 4%	147 4%	28 5%	36 3%	140 5%	36 3%	140 4%	16 4%	21 4%	13 3%	36 3%	85 3%	87 6% a
Any LBC radio station	151 4%	137 4%	14 2%	43 3%	106 4%	42 4%	107 3%	17 4%	17 3%	17 3%	42 4%	110 4% b	36 2%
BBC Radio 5 live sports extra	149 3%	132 4%	17 3%	59 5% b	88 3%	53 5%	94 3%	26 6%	18 3%	26 5%	53 5%	111 4% b	34 2%
talkRADIO	144 3%	133 4%	11 2%	65 5% b	76 3%	59 5% b	82 3%	30 7%	34 6%	19 4%	59 5%	120 4% b	24 2%
BBC Radio 3	134 3%	122 3%	12 2%	52 4% b	76 3%	44 4%	84 3%	18 4%	18 3%	24 5%	44 4%	89 3%	42 3%
BBC 6 Music	128 3%	121 3%	8 1%	55 4% b	69 2%	51 5% b	73 2%	25 6%	24 4%	22 5%	51 5%	107 4% b	21 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Virgin Radio	124 3%	108 3%	16 3%	59 5% b	63 2%	51 5% b	70 2%	19 4%	30 5%	19 4%	51 5%	101 4% b	23 1%
BBC Radio 1Xtra	119 3%	112 3%	7 1%	54 4% b	60 2%	50 5% b	64 2%	26 6%	30 5%	16 3%	50 5%	103 4% b	13 1%
BBC Radio 4 Extra	85 2%	79 2%	7 1%	25 2%	57 2%	18 2%	63 2%	10 2%	8 1%	9 2%	18 2%	53 2%	27 2%
BBC Asian Network	81 2%	80 2% b	1 *% b	40 3% b	35 1%	34 3% b	41 1%	14 3%	21 4%	17 3%	34 3%	66 2% b	15 1%
BBC World Service	80 2%	73 2%	7 1%	29 2%	47 2%	26 2%	50 2%	9 2%	15 3%	14 3%	26 2%	58 2%	22 1%
Times Radio	62 1%	52 1%	10 2%	26 2%	35 1%	21 2%	41 1%	9 2%	8 1%	11 2%	21 2%	53 2% b	8 1%
GB News Radio	50 1%	46 1%	4 1%	28 2% b	19 1%	24 2% b	22 1%	11 2%	13 2%	11 2%	24 2%	43 2% b	5 *%
BBC Radio Scotland (SCOTLAND)	45 1%	40 1%	6 1%	12 1%	33 1%	11 1%	34 1%	4 1%	6 1%	5 1%	11 1%	29 1%	14 1%
BBC Radio Ulster (NORTHERN IRELAND)	33 1%	21 1%	12 2% a	4 *% a	28 1%	4 *% a	28 1%	2 1%	1 *% a	2 *% a	4 *% a	17 1% a	16 1%
BBC Radio Wales (WALES)	18 *% a	11 *% a	7 1% a	4 *% a	14 *% a	4 *% a	15 *% a	1 *% a	2 *% a	3 1% a	4 *% a	11 *% a	7 *% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 88

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	3 *%	1 *%	1 *%	1 *%	2 *%	* *%	2 *%	* *%	- -%	* *%	* *%	1 *%	1 *%
BBC Radio Foyle (NORTHERN IRELAND)	2 *%	2 *%	1 *%	* *%	2 *%	* *%	2 *%	* *%	- -%	- -%	* *%	1 *%	1 *%
BBC Radio nan Gàidheal (SCOTLAND)	2 *%	2 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	* *%	1 *%	1 *%	1 *%	* *%
ANY BBC RADIO	2033 47%	1698 46%	335 56% a	590 48%	1418 47%	540 49%	1467 47%	216 49%	280 49%	244 49%	540 49%	1325 50% b	676 44%
ANY COMMERCIAL RADIO	2103 49%	1831 49%	271 46%	711 58% b	1362 45%	654 59% b	1416 45%	262 60%	337 59%	293 59%	654 59%	1491 56% b	575 37%
None	1438 33%	1271 34% b	167 28%	375 30%	1030 34%	317 29%	1087 35% a	126 29%	160 28%	141 29%	317 29%	774 29%	629 41% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC Radio 1	803 19%	735 21% cd	700 23% cde	103 9%	68 9%	803 19% cd	745 20% f	803 35% acef	553 26% aef	185 34% acef	803 21% f	- -%	54 8%	148 14% a	602 23% ab
BBC Radio 2	796 19%	669 19%	570 18%	226 19%	127 17%	796 19%	753 20% f	796 34% acef	528 25% aef	202 37% acef	796 20% f	- -%	70 10%	111 11%	615 24% ab
Any Heart radio station	716 17%	676 19% cd	633 20% cde	83 7%	39 5%	716 17% cd	645 18% f	470 20% f	465 22% aef	107 20% f	676 17% f	40 10%	105 15%	116 11%	494 19% b
Any Capital radio station	569 13%	544 15% cd	521 17% cde	49 4%	26 3%	569 13% cd	496 13%	402 17% aef	386 18% aef	105 19% aef	529 14%	40 10%	55 8%	124 12%	390 15% a
BBC Radio 4	510 12%	418 12%	339 11%	171 14% b	92 13%	510 12% cd	485 13% f	510 22% acef	355 17% aef	160 29% abcef	510 13% f	- -%	21 3%	79 8% a	409 16% ab
Any Smooth radio station	442 10%	397 11% cd	356 12% cd	85 7%	45 6%	442 10% cd	401 11% f	293 13% f	263 12% f	75 14% f	417 11% f	25 6%	63 9%	81 8%	298 12% b
Classic FM	425 10%	368 10%	317 10%	108 9%	57 8%	425 10% cd	403 11% f	339 15% aef	276 13% f	83 15% aef	409 11% f	16 4%	53 8%	80 8%	293 11% b
talkSPORT or talkSPORT2	365 9%	340 10% cd	313 10% cd	52 4%	25 3%	365 9% cd	343 9% f	306 13% aef	262 12% aef	111 20% abcef	360 9% f	6 1%	56 8%	69 7%	241 9%
Any Kiss radio station	337 8%	329 9% cd	326 11% cde	12 1%	9 1%	337 8% cd	300 8% f	254 11% aef	235 11% aef	80 15% aef	322 8% f	16 4%	30 4%	63 6%	244 9% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 88

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Any Absolute Radio station	294 7%	276 8%	265 9%	29 2%	18 2%	294 7%	270 7%	212 9%	214 10%	75 14%	284 7%	11 3%	43 6%	48 5%	202 8%
		cd	cd			cd	f	f	aef	abef	f				b
BBC Radio 5 live	293 7%	256 7%	213 7%	81 7%	38 5%	293 7%	289 8%	293 13%	233 11%	106 20%	293 8%	- -%	18 3%	51 5%	224 9%
							f	aef	aef	abcef	f				ab
Any Magic radio station	239 6%	225 6%	208 7%	31 3%	14 2%	239 6%	226 6%	169 7%	169 8%	43 8%	231 6%	8 2%	26 4%	53 5%	160 6%
		cd	cd			cd	f	f	f	f	f				
BBC radio for your region (ENGLAND)	175 4%	128 4%	100 3%	75 6%	48 6%	175 4%	166 5%	175 8%	98 5%	38 7%	175 5%	- -%	20 3%	22 2%	134 5%
				abe	abe		f	acef	f	f	f				b
Any LBC radio station	151 4%	132 4%	117 4%	34 3%	18 2%	151 4%	146 4%	115 5%	109 5%	46 8%	149 4%	2 *%	16 2%	31 3%	103 4%
							f	f	f	abcef	f				
BBC Radio 5 live sports extra	149 3%	140 4%	129 4%	20 2%	8 1%	149 3%	147 4%	149 6%	128 6%	62 11%	149 4%	- -%	8 1%	27 3%	114 4%
		cd	cd			cd	f	aef	aef	abcef	f				a
talkRADIO	144 3%	137 4%	127 4%	17 1%	7 1%	144 3%	138 4%	123 5%	119 6%	65 12%	141 4%	3 1%	22 3%	29 3%	93 4%
		cd	cd			cd	f	aef	aef	abcef	f				
BBC Radio 3	134 3%	120 3%	111 4%	23 2%	13 2%	134 3%	130 4%	134 6%	118 6%	66 12%	134 3%	- -%	14 2%	19 2%	100 4%
			c				f	aef	aef	abcef	f				b
BBC 6 Music	128 3%	125 4%	114 4%	14 1%	3 *%	128 3%	122 3%	128 6%	110 5%	78 14%	128 3%	- -%	11 2%	18 2%	99 4%
		cd	cd			cd	f	aef	aef	abcef	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 88

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Virgin Radio	124 3%	123 3%	121 4%	4 *%	1 *%	124 3%	119 3%	112 5%	111 5%	56 10%	120 3%	5 1%	13 2%	21 2%	90 4%
		cd	cd			cd		aef	aef	abcef					
BBC Radio 1Xtra	119 3%	116 3%	116 4%	3 *%	3 *%	119 3%	113 3%	119 5%	103 5%	50 9%	119 3%	- -%	11 2%	24 2%	84 3%
		cd	cd			cd	f	aef	aef	abcef	f				
BBC Radio 4 Extra	85 2%	77 2%	65 2%	20 2%	9 1%	85 2%	80 2%	85 4%	73 3%	54 10%	85 2%	- -%	4 1%	9 1%	72 3%
							f	aef	f	abcef	f				ab
BBC Asian Network	81 2%	70 2%	67 2%	14 1%	11 1%	81 2%	78 2%	81 3%	65 3%	25 5%	81 2%	- -%	6 1%	16 2%	59 2%
							f	aef	f	aef	f				
BBC World Service	80 2%	68 2%	62 2%	18 2%	12 2%	80 2%	76 2%	80 3%	68 3%	47 9%	80 2%	- -%	5 1%	7 1%	69 3%
							f	aef	f	abcef	f				ab
Times Radio	62 1%	59 2%	56 2%	6 *%	3 *%	62 1%	60 2%	57 2%	56 3%	33 6%	60 2%	2 *%	7 1%	10 1%	45 2%
		c	c							abcef					
GB News Radio	50 1%	50 1%	45 1%	5 *%	- -%	50 1%	46 1%	39 2%	40 2%	23 4%	48 1%	2 *%	11 2%	12 1%	27 1%
		d	cd			d				abcef					
BBC Radio Scotland (SCOTLAND)	45 1%	39 1%	30 1%	15 1%	6 1%	45 1%	43 1%	45 2%	32 1%	17 3%	45 1%	- -%	4 1%	7 1%	34 1%
								f		aef					
BBC Radio Ulster (NORTHERN IRELAND)	33 1%	22 1%	19 1%	14 1%	11 2%	33 1%	32 1%	33 1%	14 1%	4 1%	33 1%	- -%	3 *%	2 *%	28 1%
BBC Radio Wales (WALES)	18 *%	15 *%	13 *%	5 *%	4 *%	18 *%	17 *%	18 1%	14 1%	3 1%	18 *%	- -%	1 *%	2 *%	15 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 88

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A9A-A9AE. RADIO STATIONS LISTENED TO AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC Radio Cymru/ BBC Radio Cymru 2 (WALES)	3 *%	3 *%	3 *%	- -%	- -%	3 *%	3 *%	3 *%	2 *%	- -%	3 *%	- -%	- -%	* *%	2 *%
BBC Radio Foyle (NORTHERN IRELAND)	2 *%	1 *%	1 *%	1 *%	1 *%	2 *%	2 *%	2 *%	* *%	* *%	2 *%	- -%	* *%	- -%	2 *%
BBC Radio nan Gàidheal (SCOTLAND)	2 *%	2 *%	2 *%	- -%	- -%	2 *%	2 *%	2 *%	2 *%	1 *%	2 *%	- -%	- -%	- -%	2 *%
ANY BBC RADIO	2033 47%	1741 49%	1520 49%	513 43%	293 40%	2033 47%	1903 52%	2033 88%	1332 62%	465 86%	2033 52%	- -%	172 25%	350 34%	1511 59%
		cd	cd			d	f	acef	aef	acef	f		a	ab	
ANY COMMERCIAL RADIO	2103 49%	1910 54%	1739 56%	363 30%	193 26%	2103 49%	1904 52%	1420 61%	1319 61%	346 64%	1986 51%	116 29%	304 44%	434 42%	1365 53%
		cde	cde			cd	f	aef	aef	aef	f			ab	
None	1438 33%	1090 31%	925 30%	513 43%	349 47%	1438 33%	1091 30%	143 6%	443 21%	44 8%	1148 30%	290 71%	321 46%	460 45%	657 25%
				abe	abe	b	bcd		bd		bcd	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC News site/ app	1457	765	687	133	261	279	282	503	527	498	189	244	1244	110	67	37	
	34%	36%	32%	25%	33%	40%	41%	31%	48%	38%	25%	22%	34%	32%	31%	29%	
		b			a	ae	ae		bcd	cd							
BBC Weather site/ app	1005	498	503	104	160	187	183	371	337	353	146	170	843	78	62	22	
	23%	24%	23%	20%	21%	27%	26%	23%	30%	27%	19%	15%	23%	23%	29%	17%	
						ab			cd	cd			d		ad		
BBC Sport site/ app	701	541	160	93	134	114	114	246	261	219	109	112	597	55	33	16	
	16%	26%	7%	18%	17%	16%	16%	15%	24%	17%	14%	10%	17%	16%	15%	13%	
		b							bcd	d							
BBC Homepage site (www.bbc.co.uk)	295	166	128	25	45	58	41	124	112	104	41	39	248	25	16	7	
	7%	8%	6%	5%	6%	8%	6%	8%	10%	8%	5%	4%	7%	7%	7%	5%	
									cd	d							
BBC iPlayer Kids site/ app	181	92	90	32	64	49	22	14	63	53	38	27	158	11	9	4	
	4%	4%	4%	6%	8%	7%	3%	1%	6%	4%	5%	2%	4%	3%	4%	3%	
				e	de	de	e		d	d							
BBC Bitesize site/ app	176	89	85	51	53	31	25	15	66	45	32	33	152	11	11	2	
	4%	4%	4%	10%	7%	5%	4%	1%	6%	3%	4%	3%	4%	3%	5%	2%	
				cde	e	e	e		bd				d		d		
BBC CBeebies Playtime site/ app	139	60	79	22	64	40	5	8	59	37	22	21	116	11	9	3	
	3%	3%	4%	4%	8%	6%	1%	1%	5%	3%	3%	2%	3%	3%	4%	3%	
				de	ade	de			bd								
BBC Newsround site	137	72	65	22	49	25	26	15	55	36	25	20	121	10	4	3	
	3%	3%	3%	4%	6%	4%	4%	1%	5%	3%	3%	2%	3%	3%	2%	2%	
				e	e	e	e		d								
BBC CBeebies Storytime site/ app	104	48	56	22	41	24	10	7	35	29	23	18	86	6	10	2	
	2%	2%	3%	4%	5%	3%	1%	1%	3%	2%	3%	2%	2%	2%	5%	2%	
				e	de	e									ad		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Any other BBC site or app	28	15	12	4	3	1	4	16	1	12	5	10	23	2	2	1	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
None of these	2146	964	1172	255	351	295	322	924	389	614	420	721	1786	179	104	76	
	50%	46%	54%	49%	45%	42%	46%	58%	35%	47%	55%	65%	50%	52%	49%	59%	
			a					abcd		a	ab	abc				ac	
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean number of BBC websites and apps in the past 3 months (out of 10)	1.0	1.1	.9	1.0	1.1	1.2	1.0	.8	1.4	1.1	.8	.6	1.0	.9	1.0	.7	
		b		e	e	ae	e		bcd	cd	d		d		d		
Standard deviation	1.27	1.34	1.19	1.23	1.38	1.41	1.19	1.18	1.38	1.29	1.17	1.06	1.28	1.22	1.26	1.20	
Standard error	.02	.03	.03	.05	.05	.05	.05	.03	.05	.04	.04	.03	.02	.05	.06	.06	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC News site/ app	1457 34%	1262 34%	195 33%	462 38% b	977 33%	419 38% b	1021 33%	151 35%	212 37%	193 39%	419 38%	1030 39% b	412 27%
BBC Weather site/ app	1005 23%	854 23%	151 25%	323 26%	674 22%	283 26%	713 23%	102 23%	148 26%	135 27%	283 26%	671 25% b	320 21%
BBC Sport site/ app	701 16%	595 16%	107 18%	216 18%	478 16%	195 18%	499 16%	86 20%	87 15%	76 15%	195 18%	503 19% b	190 12%
BBC Homepage site (www.bbc.co.uk)	295 7%	250 7%	44 7%	83 7%	209 7%	73 7%	219 7%	31 7%	34 6%	36 7%	73 7%	200 8%	90 6%
BBC iPlayer Kids site/ app	181 4%	165 4%	16 3%	121 10% b	54 2%	110 10% b	65 2%	61 14% c	66 12%	35 7%	110 10%	153 6% b	27 2%
BBC Bitesize site/ app	176 4%	161 4%	15 3%	109 9% b	58 2%	89 8% b	78 2%	34 8%	47 8%	49 10%	89 8%	141 5% b	34 2%
BBC CBeebies Playtime site/ app	139 3%	117 3%	23 4%	105 9% b	31 1%	96 9% b	40 1%	64 15% cd	54 10%	25 5%	96 9%	117 4% b	21 1%
BBC Newsround site	137 3%	131 4% b	6 1%	68 5% b	63 2%	60 5% b	70 2%	29 7%	30 5%	32 6%	60 5%	116 4% b	19 1%
BBC CBeebies Storytime site/ app	104 2%	95 3%	9 1%	71 6% b	28 1%	62 6% b	36 1%	36 8%	38 7%	19 4%	62 6%	91 3% b	13 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Any other BBC site or app	28	25	2	4	21	4	22	1	2	3	4	16	9
	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%
None of these	2146	1852	294	482	1623	435	1669	168	229	198	435	1160	928
	50%	50%	49%	39%	54%	39%	53%	38%	40%	40%	39%	44%	60%
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean number of BBC websites and apps in the past 3 months (out of 10)	1.0	1.0	1.0	1.3	.9	1.3	.9	1.4	1.3	1.2	1.3	1.1	.7
				b		b						b	
Standard deviation	1.27	1.29	1.17	1.43	1.17	1.42	1.19	1.51	1.45	1.43	1.42	1.35	1.09
Standard error	.02	.02	.05	.04	.02	.04	.02	.07	.06	.06	.04	.03	.03

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC News site/ app	1457	1354	1177	280	103	1457	1382	1025	1457	347	1457	-	100	287	1070
	34%	38%	38%	23%	14%	34%	38%	44%	68%	64%	37%	-%	14%	28%	42%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Weather site/ app	1005	945	811	194	60	1005	959	722	1005	244	1005	-	74	193	738
	23%	27%	26%	16%	8%	23%	26%	31%	47%	45%	26%	-%	11%	19%	29%
		cde	cd	d		cd	f	aef	abef	abef	f			a	ab
BBC Sport site/ app	701	677	588	113	25	701	678	536	701	192	701	-	70	140	491
	16%	19%	19%	9%	3%	16%	18%	23%	33%	35%	18%	-%	10%	14%	19%
		cde	cde	d		cd	f	aef	abef	abef	f				ab
BBC Homepage site (www.bbc.co.uk)	295	275	236	58	20	295	275	239	295	115	295	-	22	43	230
	7%	8%	8%	5%	3%	7%	7%	10%	14%	21%	8%	-%	3%	4%	9%
		cd	cd			d	f	aef	abef	abcef	f				ab
BBC iPlayer Kids site/ app	181	180	176	5	1	181	179	149	181	59	181	-	15	31	135
	4%	5%	6%	*%	*%	4%	5%	6%	8%	11%	5%	-%	2%	3%	5%
		cd	cd			cd	f	ef	aef	abef	f				a
BBC Bitesize site/ app	176	173	168	8	3	176	167	146	176	61	176	-	11	28	136
	4%	5%	5%	1%	*%	4%	5%	6%	8%	11%	5%	-%	2%	3%	5%
		cd	cd			cd	f	aef	aef	abef	f				ab
BBC CBeebies Playtime site/ app	139	133	129	11	6	139	138	108	139	45	139	-	12	28	99
	3%	4%	4%	1%	1%	3%	4%	5%	6%	8%	4%	-%	2%	3%	4%
		cd	cd			cd	f	f	aef	abef	f				
BBC Newsround site	137	136	135	2	1	137	132	121	137	59	137	-	10	24	104
	3%	4%	4%	*%	*%	3%	4%	5%	6%	11%	4%	-%	1%	2%	4%
		cd	cd			cd	f	aef	aef	abcef	f				a
BBC CBeebies Storytime site/ app	104	101	100	4	3	104	104	84	104	36	104	-	17	12	75
	2%	3%	3%	*%	*%	2%	3%	4%	5%	7%	3%	-%	2%	1%	3%
		cd	cd			cd	f	f	aef	abef	f				b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A10. Which, if any, of these BBC websites and apps have you personally used in the past 3 months? (Please include using sites or apps on any device.)

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Any other BBC site or app	28 1%	24 1%	20 1%	8 1%	3 *%	28 1%	24 1%	21 1%	28 1%	15 3%	28 1%	- -%	2 *%	6 1%	19 1%
None of these	2146 50%	1556 44%	1329 43%	817 68%	590 80%	2146 50%	1649 45%	815 35%	- -%	85 16%	1740 45%	406 100%	499 72%	573 56%	1075 42%
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean number of BBC websites and apps in the past 3 months (out of 10)	1.0	1.1	1.1	.6	.3	1.0	1.1	1.4	2.0	2.2	1.1	-	.5	.8	1.2
Standard deviation	1.27	1.32	1.33	.99	.71	1.27	1.31	1.40	1.14	1.66	1.29	-	.92	1.08	1.37
Standard error	.02	.02	.02	.03	.03	.02	.02	.03	.03	.07	.02	-	.03	.03	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A. How often in the past 3 months have you used the BBC News site/ app?

Base : Those who have personally used the BBC News site/ app in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1370	726	640	130	218	301	227	494	439	454	217	260	909	183	158	120	
Effective Weighted Sample	1103	604	498	112	177	247	179	405	364	368	178	205	853	174	151	116	
Total	1457	765	687	133	261	279	282	503	527	498	189	244	1244	110	67	37	
At least daily	764	414	349	42	131	139	154	297	284	242	100	138	650	64	34	16	
	52%	54%	51%	32%	50%	50%	55%	59%	54%	49%	53%	56%	52%	58%	51%	44%	
At least weekly	550	284	265	72	95	119	107	157	192	208	71	79	475	35	25	15	
	38%	37%	39%	54%	37%	43%	38%	31%	36%	42%	38%	32%	38%	32%	37%	41%	
At least monthly	110	53	56	11	26	16	18	40	39	37	14	20	88	10	8	4	
	8%	7%	8%	9%	10%	6%	6%	8%	7%	7%	8%	8%	7%	9%	12%	11%	
Less often	32	12	17	7	8	5	3	8	12	10	3	7	29	1	*	1	
	2%	2%	3%	5%	3%	2%	1%	2%	2%	2%	2%	3%	2%	1%	1%	3%	
Don't know/ can't remember	2	2	-	-	-	-	-	2	-	1	-	1	2	-	-	-	
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%	-%	-%	
SUMMARY																	
DAILY	764	414	349	42	131	139	154	297	284	242	100	138	650	64	34	16	
	52%	54%	51%	32%	50%	50%	55%	59%	54%	49%	53%	56%	52%	58%	51%	44%	
WEEKLY	1313	698	614	115	227	258	261	454	476	450	171	216	1125	99	59	31	
	90%	91%	89%	86%	87%	93%	92%	90%	90%	90%	91%	89%	90%	90%	88%	85%	
MONTHLY	1423	751	670	126	252	274	278	493	515	487	185	236	1213	108	66	35	
	98%	98%	97%	95%	97%	98%	99%	98%	98%	98%	98%	97%	98%	99%	99%	97%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 91

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A. How often in the past 3 months have you used the BBC News site/ app?

Base : Those who have personally used the BBC News site/ app in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1370	1166	204	421	936	378	979	141	197	170	378	902	451
Effective Weighted Sample	1103	947	157	340	752	305	787	113	161	135	305	728	378
Total	1457	1262	195	462	977	419	1021	151	212	193	419	1030	412
At least daily	764 52%	656 52%	107 55%	212 46%	545 56% a	197 47%	560 55%	73 48%	102 48%	87 45%	197 47%	524 51%	232 56%
At least weekly	550 38%	479 38%	71 36%	207 45% b	334 34%	184 44% b	357 35%	66 43%	87 41%	91 47%	184 44%	418 41% b	128 31%
At least monthly	110 8%	100 8%	10 5%	37 8%	71 7%	33 8%	75 7%	10 7%	22 10%	12 6%	33 8%	68 7%	39 9%
Less often	32 2%	24 2%	7 4%	6 1%	26 3%	5 1%	27 3%	3 2%	1 1%	3 2%	5 1%	21 2%	11 3%
Don't know/ can't remember	2 *%	2 *%	- -%	- -%	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	- -%	2 *%
SUMMARY													
DAILY	764 52%	656 52%	107 55%	212 46%	545 56% a	197 47%	560 55%	73 48%	102 48%	87 45%	197 47%	524 51%	232 56%
WEEKLY	1313 90%	1135 90%	178 91%	419 91%	879 90%	381 91%	917 90%	138 91%	189 89%	178 92%	381 91%	941 91%	360 87%
MONTHLY	1423 98%	1235 98%	188 96%	456 99%	950 97%	414 99%	992 97%	148 98%	211 99%	190 98%	414 99%	1010 98%	399 97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A. How often in the past 3 months have you used the BBC News site/ app?

Base : Those who have personally used the BBC News site/ app in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1370	1272	1102	268	98	1370	1300	953	1370	322	1370	-	98	265	1007
Effective Weighted Sample	1103	1024	880	224	79	1103	1047	776	1103	262	1103	-	80	218	805
Total	1457	1354	1177	280	103	1457	1382	1025	1457	347	1457	-	100	287	1070
At least daily	764 52%	725 54%	624 53%	140 50%	** **	764 52%	734 53%	551 54%	764 52%	214 62% ce	764 52%	** **	** **	120 42%	592 55% b
At least weekly	550 38%	499 37%	439 37%	110 39%	** **	550 38%	518 37%	381 37%	550 38%	102 30%	550 38%	** **	** **	139 48% c	380 35%
At least monthly	110 8%	101 7%	89 8%	21 8%	** **	110 8%	103 7%	78 8%	110 8%	26 7%	110 8%	** **	** **	19 7%	82 8%
Less often	32 2%	28 2%	24 2%	8 3%	** **	32 2%	26 2%	14 1%	32 2%	4 1%	32 2%	** **	** **	9 3%	16 1%
Don't know/ can't remember	2 *%	1 *%	1 *%	1 *%	** **	2 *%	1 *%	1 *%	2 *%	1 *%	2 *%	** **	** **	- -%	1 *%
SUMMARY															
DAILY	764 52%	725 54%	624 53%	140 50%	** **	764 52%	734 53%	551 54%	764 52%	214 62% ce	764 52%	** **	** **	120 42%	592 55% b
WEEKLY	1313 90%	1224 90%	1063 90%	250 89%	** **	1313 90%	1252 91%	931 91%	1313 90%	316 91%	1313 90%	** **	** **	259 90%	971 91%
MONTHLY	1423 98%	1325 98%	1152 98%	272 97%	** **	1423 98%	1355 98%	1009 99%	1423 98%	342 99%	1423 98%	** **	** **	278 97%	1054 98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11B. How often in the past 3 months have you used the BBC Sport site/ app?

Base : Those who have personally used the BBC Sport site/ app in the past 3 months

	GENDER			AGE					SEG				NATION				N
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	~d	e	a	b	c	d	a	~b	~c	~d	
Unweighted total	668	520	148	96	104	133	94	241	209	203	131	125	450	88	74	56	
Effective Weighted Sample	545	431	115	80	90	109	75	200	180	167	108	99	421	83	71	54	
Total	701	541	160	93	134	114	114	246	261	219	109	112	597	55	33	16	
At least daily	321	281	40	**	53	62	**	126	118	100	42	61	275	**	**	**	
	46%	52%	25%	**	39%	54%	**	51%	45%	46%	39%	55%	46%	**	**	**	
		b															
At least weekly	302	210	92	**	59	38	**	105	117	92	57	37	255	**	**	**	
	43%	39%	57%	**	44%	33%	**	43%	45%	42%	52%	33%	43%	**	**	**	
		a									d						
At least monthly	60	37	23	**	18	13	**	9	21	21	8	11	50	**	**	**	
	9%	7%	14%	**	14%	11%	**	4%	8%	10%	7%	10%	8%	**	**	**	
					e												
Less often	18	13	5	**	4	2	**	6	6	6	3	3	16	**	**	**	
	3%	2%	3%	**	3%	1%	**	2%	2%	3%	2%	3%	3%	**	**	**	
SUMMARY																	
DAILY	321	281	40	**	53	62	**	126	118	100	42	61	275	**	**	**	
	46%	52%	25%	**	39%	54%	**	51%	45%	46%	39%	55%	46%	**	**	**	
		b															
WEEKLY	623	491	132	**	112	100	**	231	235	192	99	98	531	**	**	**	
	89%	91%	83%	**	84%	87%	**	94%	90%	88%	91%	87%	89%	**	**	**	
								b									
MONTHLY	683	528	155	**	130	112	**	240	255	213	107	109	581	**	**	**	
	97%	98%	97%	**	97%	99%	**	98%	98%	97%	98%	97%	97%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11B. How often in the past 3 months have you used the BBC Sport site/ app?

Base : Those who have personally used the BBC Sport site/ app in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	668	566	102	200	463	178	485	76	82	74	178	446	215
Effective Weighted Sample	545	463	81	163	378	145	395	65	66	57	145	366	180
Total	701	595	107	216	478	195	499	86	87	76	195	503	190
At least daily	321 46%	267 45%	54 51%	90 42%	224 47%	86 44%	228 46%	** **	** **	** **	86 44%	233 46%	84 44%
At least weekly	302 43%	256 43%	46 43%	102 47%	199 42%	89 46%	213 43%	** **	** **	** **	89 46%	212 42%	88 46%
At least monthly	60 9%	53 9%	7 7%	21 10%	39 8%	20 10%	40 8%	** **	** **	** **	20 10%	45 9%	13 7%
Less often	18 3%	18 3%	- -%	3 1%	15 3%	- -%	18 4%	** **	** **	** **	- -%	13 2%	6 3%
SUMMARY													
DAILY	321 46%	267 45%	54 51%	90 42%	224 47%	86 44%	228 46%	** **	** **	** **	86 44%	233 46%	84 44%
WEEKLY	623 89%	524 88%	99 93%	192 89%	423 89%	175 90%	441 88%	** **	** **	** **	175 90%	445 88%	172 90%
MONTHLY	683 97%	576 97%	107 100%	213 99%	462 97%	195 100%	481 96%	** **	** **	** **	195 100%	491 98%	185 97%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11B. How often in the past 3 months have you used the BBC Sport site/ app?

Base : Those who have personally used the BBC Sport site/ app in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	668	638	552	116	30	668	645	509	668	178	668	-	71	129	468
Effective Weighted Sample	545	522	450	96	23	545	526	418	545	146	545	-	59	107	379
Total	701	677	588	113	25	701	678	536	701	192	701	-	70	140	491
At least daily	321	316	269	52	**	321	316	250	321	97	321	**	**	56	234
	46%	47%	46%	46%	**	46%	47%	47%	46%	50%	46%	**	**	40%	48%
At least weekly	302	284	250	52	**	302	291	237	302	84	302	**	**	65	213
	43%	42%	43%	46%	**	43%	43%	44%	43%	44%	43%	**	**	46%	43%
At least monthly	60	59	54	6	**	60	56	40	60	10	60	**	**	13	38
	9%	9%	9%	5%	**	9%	8%	7%	9%	5%	9%	**	**	9%	8%
Less often	18	16	15	3	**	18	15	8	18	1	18	**	**	7	7
	3%	2%	3%	3%	**	3%	2%	2%	3%	*%	3%	**	**	5%	1%
SUMMARY															
DAILY	321	316	269	52	**	321	316	250	321	97	321	**	**	56	234
	46%	47%	46%	46%	**	46%	47%	47%	46%	50%	46%	**	**	40%	48%
WEEKLY	623	601	519	104	**	623	607	488	623	181	623	**	**	121	446
	89%	89%	88%	92%	**	89%	90%	91%	89%	94%	89%	**	**	86%	91%
MONTHLY	683	660	573	110	**	683	663	527	683	191	683	**	**	133	484
	97%	98%	97%	97%	**	97%	98%	98%	97%	100%	97%	**	**	95%	99%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	162	84	76	54	39	38	19	12	51	44	37	30	111	18	25	8	
Effective Weighted Sample	133	71	61	44	35	30	16	11	44	36	30	25	105	17	24	8	
Total	176	89	85	51	53	31	25	15	66	45	32	33	152	11	11	2	
At least daily	40	**	**	**	**	**	**	**	**	**	**	**	35	**	**	**	
	23%	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**	
At least weekly	77	**	**	**	**	**	**	**	**	**	**	**	68	**	**	**	
	44%	**	**	**	**	**	**	**	**	**	**	**	45%	**	**	**	
At least monthly	37	**	**	**	**	**	**	**	**	**	**	**	31	**	**	**	
	21%	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**	
Less often	20	**	**	**	**	**	**	**	**	**	**	**	16	**	**	**	
	11%	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**	
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**	
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	
SUMMARY																	
DAILY	40	**	**	**	**	**	**	**	**	**	**	**	35	**	**	**	
	23%	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**	
WEEKLY	117	**	**	**	**	**	**	**	**	**	**	**	103	**	**	**	
	67%	**	**	**	**	**	**	**	**	**	**	**	68%	**	**	**	
MONTHLY	154	**	**	**	**	**	**	**	**	**	**	**	134	**	**	**	
	88%	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	162	146	16	102	53	82	73	29	45	47	82	123	37
Effective Weighted Sample	133	121	13	81	46	65	62	24	36	36	65	102	31
Total	176	161	15	109	58	89	78	34	47	49	89	141	34
At least daily	40 23%	37 23%	** **	25 23%	** **	** **	** **	** **	** **	** **	** **	36 25%	** **
At least weekly	77 44%	70 43%	** **	45 42%	** **	** **	** **	** **	** **	** **	** **	62 44%	** **
At least monthly	37 21%	34 21%	** **	27 25%	** **	** **	** **	** **	** **	** **	** **	30 21%	** **
Less often	20 11%	17 11%	** **	12 11%	** **	** **	** **	** **	** **	** **	** **	13 9%	** **
Don't know/ can't remember	2 1%	2 1%	** **	- -%	** **	** **	** **	** **	** **	** **	** **	* *%	** **
SUMMARY													
DAILY	40 23%	37 23%	** **	25 23%	** **	** **	** **	** **	** **	** **	** **	36 25%	** **
WEEKLY	117 67%	107 67%	** **	70 65%	** **	** **	** **	** **	** **	** **	** **	98 70%	** **
MONTHLY	154 88%	142 88%	** **	97 89%	** **	** **	** **	** **	** **	** **	** **	128 91%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11C. How often in the past 3 months have you used the BBC Bitesize site/ app?

Base : Those who have personally used the BBC Bitesize site/ app in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	162	158	154	8	4	162	155	135	162	55	162	-	10	26	126
Effective Weighted Sample	133	130	127	6	3	133	126	110	133	44	133	-	9	21	103
Total	176	173	168	8	3	176	167	146	176	61	176	-	11	28	136
At least daily	40 23%	40 23%	39 23%	** **	** **	40 23%	40 24%	38 26%	40 23%	** **	40 23%	** **	** **	** **	33 24%
At least weekly	77 44%	77 45%	74 44%	** **	** **	77 44%	73 44%	64 44%	77 44%	** **	77 44%	** **	** **	** **	64 47%
At least monthly	37 21%	36 21%	36 22%	** **	** **	37 21%	36 21%	33 23%	37 21%	** **	37 21%	** **	** **	** **	24 18%
Less often	20 11%	18 10%	17 10%	** **	** **	20 11%	17 10%	11 7%	20 11%	** **	20 11%	** **	** **	** **	15 11%
Don't know/ can't remember	2 1%	2 1%	2 1%	** **	** **	2 1%	2 1%	* *%	2 1%	** **	2 1%	** **	** **	** **	* *%
SUMMARY															
DAILY	40 23%	40 23%	39 23%	** **	** **	40 23%	40 24%	38 26%	40 23%	** **	40 23%	** **	** **	** **	33 24%
WEEKLY	117 67%	117 68%	113 67%	** **	** **	117 67%	113 68%	102 70%	117 67%	** **	117 67%	** **	** **	** **	97 71%
MONTHLY	154 88%	154 89%	149 89%	** **	** **	154 88%	149 89%	135 92%	154 88%	** **	154 88%	** **	** **	** **	121 89%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11D. How often in the past 3 months have you used the BBC Weather site/ app?

Base : Those who have personally used the BBC Weather site/ app in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	978	495	480	100	136	212	151	379	288	331	175	184	629	128	148	73	
Effective Weighted Sample	781	407	373	86	110	173	118	307	239	264	142	144	587	121	142	71	
Total	1005	498	503	104	160	187	183	371	337	353	146	170	843	78	62	22	
At least daily	559 56%	280 56%	277 55%	45 44%	77 48%	102 54%	106 58%	228 62%	177 53%	182 52%	93 64%	106 63%	467 55%	45 57%	38 61%	** **	
At least weekly	359 36%	184 37%	173 34%	37 35%	59 37%	72 39%	65 36%	126 34%	129 38%	138 39%	41 28%	50 30%	301 36%	27 34%	21 33%	** **	
At least monthly	59 6%	23 5%	37 7%	12 12% de	18 11% de	11 6%	4 2%	14 4%	22 7%	24 7%	5 3%	9 5%	48 6%	5 7%	3 5%	** **	
Less often	25 3%	7 1%	16 3%	10 9% ce	6 4%	1 1%	7 4%	2 1%	8 2%	8 2%	6 4%	3 2%	23 3%	2 2%	- -%	** **	
Don't know/ can't remember	3 *%	3 1%	- -%	- -%	- -%	1 *%	1 1%	1 *%	- -%	1 *%	1 1%	1 1%	3 *%	- -%	- -%	** **	
SUMMARY																	
DAILY	559 56%	280 56%	277 55%	45 44%	77 48%	102 54%	106 58%	228 62% a	177 53%	182 52%	93 64%	106 63%	467 55%	45 57%	38 61%	** **	
WEEKLY	917 91%	465 93%	450 90%	82 79%	136 85%	174 93% a	172 94% a	354 96% ab	307 91%	320 91%	134 92%	156 92%	768 91%	71 91%	59 95%	** **	
MONTHLY	977 97%	487 98%	487 97%	94 91%	154 96%	185 99% a	176 96%	368 99% a	329 98%	344 97%	139 95%	165 98%	816 97%	76 98%	62 100%	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 94

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11D. How often in the past 3 months have you used the BBC Weather site/ app?

Base : Those who have personally used the BBC Weather site/ app in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	978	814	164	309	663	268	703	98	139	129	268	614	348
Effective Weighted Sample	781	656	125	247	528	213	561	80	114	99	213	485	292
Total	1005	854	151	323	674	283	713	102	148	135	283	671	320
At least daily	559 56%	473 55%	86 57%	180 56%	376 56%	164 58%	392 55%	** **	84 57%	80 60%	164 58%	362 54%	191 60%
At least weekly	359 36%	309 36%	50 33%	109 34%	246 37%	98 34%	257 36%	** **	53 36%	46 34%	98 34%	250 37%	104 33%
At least monthly	59 6%	48 6%	11 7%	28 9%	31 5%	18 6%	40 6%	** **	9 6%	7 5%	18 6%	43 6%	13 4%
Less often	25 3%	21 2%	5 3%	7 2%	19 3%	3 1%	22 3%	** **	2 1%	2 1%	3 1%	15 2%	10 3%
Don't know/ can't remember	3 *%	3 *%	- -%	- -%	3 *%	- -%	3 *%	** **	- -%	- -%	- -%	1 *%	1 *%
SUMMARY													
DAILY	559 56%	473 55%	86 57%	180 56%	376 56%	164 58%	392 55%	** **	84 57%	80 60%	164 58%	362 54%	191 60%
WEEKLY	917 91%	782 92%	135 90%	289 89%	622 92%	261 92%	649 91%	** **	137 93%	126 94%	261 92%	612 91%	296 92%
MONTHLY	977 97%	830 97%	147 97%	317 98%	652 97%	279 99%	689 97%	** **	146 99%	133 99%	279 99%	655 98%	309 96%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11D. How often in the past 3 months have you used the BBC Weather site/ app?

Base : Those who have personally used the BBC Weather site/ app in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
	Total	ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	978	916	787	191	62	978	932	700	978	229	978	-	67	185	726
Effective Weighted Sample	781	733	623	158	48	781	745	565	781	186	781	-	56	150	574
Total	1005	945	811	194	60	1005	959	722	1005	244	1005	-	74	193	738
At least daily	559 56%	532 56%	457 56%	102 53%	** **	559 56%	537 56%	422 58%	559 56%	157 64%	559 56%	** **	** **	85 44%	433 59% b
At least weekly	359 36%	326 35%	274 34%	84 43%	** **	359 36%	343 36%	246 34%	359 36%	68 28%	359 36%	** **	** **	79 41%	259 35%
At least monthly	59 6%	59 6%	53 7%	6 3%	** **	59 6%	56 6%	38 5%	59 6%	11 4%	59 6%	** **	** **	23 12% c	31 4%
Less often	25 3%	25 3%	24 3%	1 1%	** **	25 3%	22 2%	14 2%	25 3%	6 3%	25 3%	** **	** **	5 2%	14 2%
Don't know/ can't remember	3 *%	3 *%	3 *%	- -%	** **	3 *%	1 *%	2 *%	3 *%	2 1%	3 *%	** **	** **	1 *%	- -%
SUMMARY															
DAILY	559 56%	532 56%	457 56%	102 53%	** **	559 56%	537 56%	422 58%	559 56%	157 64%	559 56%	** **	** **	85 44%	433 59% b
WEEKLY	917 91%	858 91%	731 90%	186 96%	** **	917 91%	879 92%	669 93%	917 91%	225 92%	917 91%	** **	** **	164 85%	693 94% b
MONTHLY	977 97%	917 97%	784 97%	192 99%	** **	977 97%	936 98%	707 98%	977 97%	236 97%	977 97%	** **	** **	187 97%	724 98%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11E. How often in the past 3 months have you used the BBC iPlayer Kids site/ app?

Base : Those who have personally used the BBC iPlayer Kids site/ app in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	171	82	89	36	51	56	15	13	50	47	45	29	116	19	23	13	
Effective Weighted Sample	138	70	68	29	43	45	13	11	43	39	37	22	110	18	22	12	
Total	181	92	90	32	64	49	22	14	63	53	38	27	158	11	9	4	
At least daily	40 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	35 22%	** **	** **	** **	
At least weekly	87 48%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	74 47%	** **	** **	** **	
At least monthly	37 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	33 21%	** **	** **	** **	
Less often	14 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 8%	** **	** **	** **	
Don't know/ can't remember	3 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	** **	** **	
SUMMARY																	
DAILY	40 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	35 22%	** **	** **	** **	
WEEKLY	127 70%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	109 69%	** **	** **	** **	
MONTHLY	164 91%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	142 90%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11E. How often in the past 3 months have you used the BBC iPlayer Kids site/ app?

Base : Those who have personally used the BBC iPlayer Kids site/ app in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO ~b	YES a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	171	152	19	114	52	102	64	59	59	30	102	139	30
Effective Weighted Sample	138	125	14	93	41	83	51	49	48	25	83	113	24
Total	181	165	16	121	54	110	65	61	66	35	110	153	27
At least daily	40 22%	36 22%	** **	31 25%	** **	28 25%	** **	** **	** **	** **	28 25%	36 23%	** **
At least weekly	87 48%	76 46%	** **	67 56%	** **	64 58%	** **	** **	** **	** **	64 58%	74 48%	** **
At least monthly	37 20%	36 22%	** **	16 13%	** **	13 12%	** **	** **	** **	** **	13 12%	30 20%	** **
Less often	14 8%	14 8%	** **	6 5%	** **	3 3%	** **	** **	** **	** **	3 3%	11 7%	** **
Don't know/ can't remember	3 2%	3 2%	** **	2 1%	** **	2 2%	** **	** **	** **	** **	2 2%	2 2%	** **
SUMMARY													
DAILY	40 22%	36 22%	** **	31 25%	** **	28 25%	** **	** **	** **	** **	28 25%	36 23%	** **
WEEKLY	127 70%	112 68%	** **	98 81%	** **	92 83%	** **	** **	** **	** **	92 83%	110 72%	** **
MONTHLY	164 91%	148 90%	** **	114 94%	** **	105 95%	** **	** **	** **	** **	105 95%	140 91%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11E. How often in the past 3 months have you used the BBC iPlayer Kids site/ app?

Base : Those who have personally used the BBC iPlayer Kids site/ app in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	171	168	165	6	3	171	168	140	171	54	171	-	12	31	128
Effective Weighted Sample	138	136	133	5	3	138	135	113	138	43	138	-	11	25	102
Total	181	180	176	5	1	181	179	149	181	59	181	-	15	31	135
At least daily	40 22%	40 22%	38 21%	** **	** **	40 22%	40 23%	35 23%	40 22%	** **	40 22%	** **	** **	** **	31 23%
At least weekly	87 48%	86 48%	84 48%	** **	** **	87 48%	85 48%	68 46%	87 48%	** **	87 48%	** **	** **	** **	59 44%
At least monthly	37 20%	37 20%	37 21%	** **	** **	37 20%	37 21%	33 22%	37 20%	** **	37 20%	** **	** **	** **	30 23%
Less often	14 8%	14 8%	14 8%	** **	** **	14 8%	14 8%	10 6%	14 8%	** **	14 8%	** **	** **	** **	12 9%
Don't know/ can't remember	3 2%	3 2%	3 2%	** **	** **	3 2%	2 1%	3 2%	3 2%	** **	3 2%	** **	** **	** **	2 2%
SUMMARY															
DAILY	40 22%	40 22%	38 21%	** **	** **	40 22%	40 23%	35 23%	40 22%	** **	40 22%	** **	** **	** **	31 23%
WEEKLY	127 70%	126 70%	122 69%	** **	** **	127 70%	126 70%	103 69%	127 70%	** **	127 70%	** **	** **	** **	90 67%
MONTHLY	164 91%	163 91%	159 90%	** **	** **	164 91%	163 91%	136 91%	164 91%	** **	164 91%	** **	** **	** **	120 89%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?

Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	138	58	79	23	54	48	5	8	42	38	30	28	84	19	23	12	
Effective Weighted Sample	107	48	59	18	43	38	4	7	37	30	24	22	79	18	22	12	
Total	139	60	79	22	64	40	5	8	59	37	22	21	116	11	9	3	
At least daily	45 33%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
At least weekly	62 45%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
At least monthly	26 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
Less often	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
Don't know/ can't remember	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
SUMMARY																	
DAILY	45 33%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
WEEKLY	108 77%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
MONTHLY	134 96%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?

Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	138	115	23	106	29	97	37	63	57	23	97	110	26
Effective Weighted Sample	107	90	17	81	23	74	30	49	43	18	74	86	20
Total	139	117	23	105	31	96	40	64	54	25	96	117	21
At least daily	45 33%	38 32%	** **	38 36%	** **	** **	** **	** **	** **	** **	** **	36 31%	** **
At least weekly	62 45%	52 45%	** **	48 45%	** **	** **	** **	** **	** **	** **	** **	51 44%	** **
At least monthly	26 19%	25 21%	** **	16 15%	** **	** **	** **	** **	** **	** **	** **	24 21%	** **
Less often	4 3%	* *%	** **	2 2%	** **	** **	** **	** **	** **	** **	** **	4 3%	** **
Don't know/ can't remember	2 1%	2 1%	** **	2 2%	** **	** **	** **	** **	** **	** **	** **	2 1%	** **
SUMMARY													
DAILY	45 33%	38 32%	** **	38 36%	** **	** **	** **	** **	** **	** **	** **	36 31%	** **
WEEKLY	108 77%	90 77%	** **	86 82%	** **	** **	** **	** **	** **	** **	** **	87 75%	** **
MONTHLY	134 96%	115 98%	** **	102 97%	** **	** **	** **	** **	** **	** **	** **	111 95%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11F. How often in the past 3 months have you used the BBC CBeebies Playtime site/ app?

Base : Those who have personally used the BBC CBeebies Playtime site/ app in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	138	129	125	13	9	138	136	103	138	39	138	-	11	28	99
Effective Weighted Sample	107	101	98	10	6	107	105	82	107	31	107	-	9	21	77
Total	139	133	129	11	6	139	138	108	139	45	139	-	12	28	99
At least daily	45 33%	44 33%	41 32%	** **	** **	45 33%	45 33%	35 32%	45 33%	** **	45 33%	** **	** **	** **	** **
At least weekly	62 45%	59 44%	57 44%	** **	** **	62 45%	62 45%	47 43%	62 45%	** **	62 45%	** **	** **	** **	** **
At least monthly	26 19%	26 20%	26 20%	** **	** **	26 19%	25 18%	23 22%	26 19%	** **	26 19%	** **	** **	** **	** **
Less often	4 3%	2 2%	2 2%	** **	** **	4 3%	4 3%	3 3%	4 3%	** **	4 3%	** **	** **	** **	** **
Don't know/ can't remember	2 1%	2 1%	2 1%	** **	** **	2 1%	2 1%	- -%	2 1%	** **	2 1%	** **	** **	** **	** **
SUMMARY															
DAILY	45 33%	44 33%	41 32%	** **	** **	45 33%	45 33%	35 32%	45 33%	** **	45 33%	** **	** **	** **	** **
WEEKLY	108 77%	103 77%	98 76%	** **	** **	108 77%	108 78%	82 75%	108 77%	** **	108 77%	** **	** **	** **	** **
MONTHLY	134 96%	129 97%	125 97%	** **	** **	134 96%	132 96%	105 97%	134 96%	** **	134 96%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?

Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	106	46	60	23	36	33	7	7	28	27	27	24	63	11	24	8	
Effective Weighted Sample	82	38	43	18	29	25	7	6	24	22	21	17	60	10	23	8	
Total	104	48	56	22	41	24	10	7	35	29	23	18	86	6	10	2	
At least daily	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
25%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least weekly	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
53%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least monthly	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
16%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Less often	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SUMMARY																	
DAILY	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
25%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEEKLY	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
78%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MONTHLY	98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
94%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?

Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	106	95	11	76	27	66	36	40	41	18	66	85	20
Effective Weighted Sample	82	74	8	58	22	50	28	30	32	15	50	68	14
Total	104	95	9	71	28	62	36	36	38	19	62	91	13
At least daily	26	**	**	**	**	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	55	**	**	**	**	**	**	**	**	**	**	**	**
53%		**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	16	**	**	**	**	**	**	**	**	**	**	**	**
16%		**	**	**	**	**	**	**	**	**	**	**	**
Less often	4	**	**	**	**	**	**	**	**	**	**	**	**
4%		**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**
2%		**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	26	**	**	**	**	**	**	**	**	**	**	**	**
25%		**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	81	**	**	**	**	**	**	**	**	**	**	**	**
78%		**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	98	**	**	**	**	**	**	**	**	**	**	**	**
94%		**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11G. How often in the past 3 months have you used the BBC CBeebies Storytime site/ app?

Base : Those who have personally used the BBC CBeebies Storytime site/ app in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO ~b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	106	100	98	8	6	106	106	84	106	30	106	-	15	13	78
Effective Weighted Sample	82	78	77	6	5	82	82	65	82	25	82	-	13	10	59
Total	104	101	100	4	3	104	104	84	104	36	104	-	17	12	75
At least daily	26 25%	25 25%	** **	** **	** **	26 25%	26 25%	** **	26 25%	** **	26 25%	** **	** **	** **	** **
At least weekly	55 53%	54 53%	** **	** **	** **	55 53%	55 53%	** **	55 53%	** **	55 53%	** **	** **	** **	** **
At least monthly	16 16%	16 16%	** **	** **	** **	16 16%	16 16%	** **	16 16%	** **	16 16%	** **	** **	** **	** **
Less often	4 4%	4 4%	** **	** **	** **	4 4%	4 4%	** **	4 4%	** **	4 4%	** **	** **	** **	** **
Don't know/ can't remember	2 2%	2 2%	** **	** **	** **	2 2%	2 2%	** **	2 2%	** **	2 2%	** **	** **	** **	** **
SUMMARY															
DAILY	26 25%	25 25%	** **	** **	** **	26 25%	26 25%	** **	26 25%	** **	26 25%	** **	** **	** **	** **
WEEKLY	81 78%	78 78%	** **	** **	** **	81 78%	81 78%	** **	81 78%	** **	81 78%	** **	** **	** **	** **
MONTHLY	98 94%	95 94%	** **	** **	** **	98 94%	98 94%	** **	98 94%	** **	98 94%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11H. How often in the past 3 months have you used the BBC Newsround site?

Base : Those who have personally used the BBC Newsround site in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	117	61	56	20	37	24	19	17	42	30	26	19	85	14	9	9	
Effective Weighted Sample	99	54	45	17	33	21	17	13	37	26	21	16	81	13	9	9	
Total	137	72	65	22	49	25	26	15	55	36	25	20	121	10	4	3	
At least daily	52 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least weekly	56 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least monthly	17 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Less often	11 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know/ can't remember	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
SUMMARY																	
DAILY	52 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WEEKLY	108 79%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
MONTHLY	126 92%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11H. How often in the past 3 months have you used the BBC Newsround site?

Base : Those who have personally used the BBC Newsround site in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	117	111	6	56	56	49	63	23	25	26	49	93	21
Effective Weighted Sample	99	94	5	49	46	43	51	21	21	23	43	81	17
Total	137	131	6	68	63	60	70	29	30	32	60	116	19
At least daily	52 38%	49 38%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	56 41%	53 40%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	17 12%	17 13%	**	**	**	**	**	**	**	**	**	**	**
Less often	11 8%	11 8%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1 1%	1 1%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	52 38%	49 38%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	108 79%	102 78%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	126 92%	120 91%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11H. How often in the past 3 months have you used the BBC Newsround site?

Base : Those who have personally used the BBC Newsround site in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	117	115	113	4	2	117	113	103	117	49	117	-	8	23	86
Effective Weighted Sample	99	98	97	4	2	99	95	87	99	42	99	-	7	19	74
Total	137	136	135	2	1	137	132	121	137	59	137	-	10	24	104
At least daily	52 38%	52 38%	51 38%	** **	** **	52 38%	48 37%	49 41%	52 38%	** **	52 38%	** **	** **	** **	** **
At least weekly	56 41%	56 41%	56 41%	** **	** **	56 41%	56 43%	49 41%	56 41%	** **	56 41%	** **	** **	** **	** **
At least monthly	17 12%	17 13%	17 13%	** **	** **	17 12%	16 12%	14 12%	17 12%	** **	17 12%	** **	** **	** **	** **
Less often	11 8%	10 8%	10 8%	** **	** **	11 8%	11 8%	8 6%	11 8%	** **	11 8%	** **	** **	** **	** **
Don't know/ can't remember	1 1%	1 1%	1 1%	** **	** **	1 1%	1 1%	1 1%	1 1%	** **	1 1%	** **	** **	** **	** **
SUMMARY															
DAILY	52 38%	52 38%	51 38%	** **	** **	52 38%	48 37%	49 41%	52 38%	** **	52 38%	** **	** **	** **	** **
WEEKLY	108 79%	108 79%	107 79%	** **	** **	108 79%	104 79%	99 81%	108 79%	** **	108 79%	** **	** **	** **	** **
MONTHLY	126 92%	125 92%	124 92%	** **	** **	126 92%	121 91%	113 93%	126 92%	** **	126 92%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A111. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?

Base : Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	287	157	129	29	35	64	37	122	95	99	51	42	187	39	37	24	
Effective Weighted Sample	231	131	99	22	30	53	28	101	81	79	40	34	175	37	35	23	
Total	295	166	128	25	45	58	41	124	112	104	41	39	248	25	16	7	
At least daily	124 42%	70 42%	54 42%	** **	** **	** **	** **	62 50%	** **	** **	** **	** **	106 43%	** **	** **	** **	
At least weekly	118 40%	67 40%	51 40%	** **	** **	** **	** **	48 38%	** **	** **	** **	** **	100 40%	** **	** **	** **	
At least monthly	36 12%	20 12%	16 13%	** **	** **	** **	** **	9 7%	** **	** **	** **	** **	28 11%	** **	** **	** **	
Less often	16 5%	9 5%	6 5%	** **	** **	** **	** **	5 4%	** **	** **	** **	** **	14 6%	** **	** **	** **	
SUMMARY																	
DAILY	124 42%	70 42%	54 42%	** **	** **	** **	** **	62 50%	** **	** **	** **	** **	106 43%	** **	** **	** **	
WEEKLY	243 82%	137 83%	105 82%	** **	** **	** **	** **	110 88%	** **	** **	** **	** **	206 83%	** **	** **	** **	
MONTHLY	279 95%	157 95%	122 95%	** **	** **	** **	** **	119 96%	** **	** **	** **	** **	234 94%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A111. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?

Base : Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	287	243	44	78	206	69	215	32	32	31	69	183	101
Effective Weighted Sample	231	196	35	63	165	55	173	26	27	25	55	146	85
Total	295	250	44	83	209	73	219	31	34	36	73	200	90
At least daily	124 42%	102 41%	**	**	85 41%	**	87 40%	**	**	**	**	82 41%	42 47%
At least weekly	118 40%	104 42%	**	**	88 42%	**	91 42%	**	**	**	**	87 43%	28 31%
At least monthly	36 12%	31 12%	**	**	21 10%	**	25 11%	**	**	**	**	23 11%	13 15%
Less often	16 5%	14 6%	**	**	15 7%	**	16 7%	**	**	**	**	9 4%	7 8%
SUMMARY													
DAILY	124 42%	102 41%	**	**	85 41%	**	87 40%	**	**	**	**	82 41%	42 47%
WEEKLY	243 82%	206 82%	**	**	173 83%	**	178 82%	**	**	**	**	169 84%	70 77%
MONTHLY	279 95%	237 94%	**	**	194 93%	**	203 93%	**	**	**	**	192 96%	83 92%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A111. How often in the past 3 months have you used the BBC Homepage site (www.bbc.co.uk)?

Base : Those who have personally used the BBC Homepage site (www.bbc.co.uk) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	287	269	232	55	18	287	270	233	287	102	287	-	21	42	224
Effective Weighted Sample	231	216	185	46	15	231	216	188	231	84	231	-	18	34	179
Total	295	275	236	58	20	295	275	239	295	115	295	-	22	43	230
At least daily	124 42%	115 42%	98 42%	** **	** **	124 42%	114 41%	94 39%	124 42%	54 47%	124 42%	** **	** **	** **	98 43%
At least weekly	118 40%	109 40%	91 38%	** **	** **	118 40%	114 41%	105 44%	118 40%	48 41%	118 40%	** **	** **	** **	95 41%
At least monthly	36 12%	36 13%	35 15%	** **	** **	36 12%	35 13%	28 12%	36 12%	10 8%	36 12%	** **	** **	** **	28 12%
Less often	16 5%	14 5%	13 5%	** **	** **	16 5%	13 5%	12 5%	16 5%	4 4%	16 5%	** **	** **	** **	9 4%
SUMMARY															
DAILY	124 42%	115 42%	98 42%	** **	** **	124 42%	114 41%	94 39%	124 42%	54 47%	124 42%	** **	** **	** **	98 43%
WEEKLY	243 82%	224 82%	189 80%	** **	** **	243 82%	228 83%	199 83%	243 82%	101 88%	243 82%	** **	** **	** **	193 84%
MONTHLY	279 95%	260 95%	224 95%	** **	** **	279 95%	262 95%	226 95%	279 95%	111 96%	279 95%	** **	** **	** **	221 96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 100

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11I. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC News site/ app	1313	698	614	115	227	258	261	454	476	450	171	216	1125	99	59	31	
	31%	33%	28%	22%	29%	37%	38%	28%	43%	34%	22%	20%	31%	29%	27%	24%	
		b				abe	abe	a	bcd	cd			d				
BBC Weather site/ app	917	465	450	82	136	174	172	354	307	320	134	156	768	71	59	19	
	21%	22%	21%	16%	17%	25%	25%	22%	28%	24%	18%	14%	21%	21%	27%	15%	
						ab	ab	a	cd	cd			d		ad		
BBC Sport site/ app	623	491	132	75	112	100	106	231	235	192	99	98	531	48	31	13	
	15%	23%	6%	14%	14%	14%	15%	14%	21%	15%	13%	9%	15%	14%	14%	10%	
		b							bcd	d	d						
BBC Homepage site (www.bbc.co.uk)	243	137	105	18	33	46	36	110	94	88	32	29	206	21	11	4	
	6%	7%	5%	3%	4%	7%	5%	7%	8%	7%	4%	3%	6%	6%	5%	3%	
								a	cd	d							
BBC iPlayer Kids site/ app	127	63	64	17	44	44	15	7	43	39	24	21	109	9	7	3	
	3%	3%	3%	3%	6%	6%	2%	0%	4%	3%	3%	2%	3%	3%	3%	2%	
				e	de	de	e										
BBC Bitesize site/ app	117	69	49	34	37	23	14	10	50	31	20	16	103	7	6	2	
	3%	3%	2%	7%	5%	3%	2%	1%	5%	2%	3%	1%	3%	2%	3%	1%	
				de	e	e	e		d								
BBC Newsround site	108	60	49	16	39	20	20	13	45	30	20	14	96	7	3	2	
	3%	3%	2%	3%	5%	3%	3%	1%	4%	2%	3%	1%	3%	2%	1%	2%	
				e	e	e	e		d								
BBC CBeebies Playtime site/ app	108	44	63	16	49	34	3	5	47	25	17	18	88	9	8	2	
	3%	2%	3%	3%	6%	5%	0%	0%	4%	2%	2%	2%	2%	3%	4%	2%	
				de	de	de			bd								
BBC CBeebies Storytime site/ app	81	34	47	17	31	23	6	6	30	25	15	12	66	6	9	1	
	2%	2%	2%	3%	4%	3%	1%	0%	3%	2%	2%	1%	2%	2%	4%	1%	
				de	de	de									ad		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11I. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
None of these	2388	1081	1293	295	418	334	352	990	457	695	463	772	1992	195	115	85	
	56%	51%	59%	57%	53%	48%	51%	62%	41%	53%	60%	70%	55%	57%	54%	66%	
			a	c				bcd		a	ab	abc				abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 100

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11I. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC News site/ app	1313 31%	1135 31%	178 30%	419 34% b	879 29%	381 35% b	917 29%	138 32%	189 33%	178 36%	381 35%	941 35% b	360 23%
BBC Weather site/ app	917 21%	782 21%	135 23%	289 23%	622 21%	261 24%	649 21%	94 21%	137 24%	126 26%	261 24%	612 23% b	296 19%
BBC Sport site/ app	623 15%	524 14%	99 17%	192 16%	423 14%	175 16%	441 14%	74 17%	76 13%	71 14%	175 16%	445 17% b	172 11%
BBC Homepage site (www.bbc.co.uk)	243 6%	206 6%	37 6%	67 5%	173 6%	62 6%	178 6%	25 6%	25 4%	30 6%	62 6%	169 6%	70 5%
BBC iPlayer Kids site/ app	127 3%	112 3%	15 3%	98 8% b	24 1%	92 8% b	30 1%	57 13% c	55 10%	26 5%	92 8%	110 4% b	16 1%
BBC Bitesize site/ app	117 3%	107 3%	10 2%	70 6% b	40 1%	61 6% b	49 2%	28 6%	32 6%	29 6%	61 6%	98 4% b	18 1%
BBC Newsround site	108 3%	102 3%	6 1%	56 5% b	47 2%	50 5% b	53 2%	27 6%	24 4%	24 5%	50 5%	93 3% b	15 1%
BBC CBeebies Playtime site/ app	108 3%	90 2%	18 3%	86 7% b	20 1%	78 7% b	28 1%	53 12% cd	45 8%	21 4%	78 7%	87 3% b	19 1%
BBC CBeebies Storytime site/ app	81 2%	72 2%	9 1%	62 5% b	15 *% b	54 5% b	21 1%	30 7%	36 6%	19 4%	54 5%	71 3% b	10 1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11I. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
None of these	2388	2060	328	562	1781	498	1844	196	261	221	498	1318	1002
	56%	56%	55%	46%	59%	45%	59%	45%	46%	45%	45%	49%	65%
					a		a						a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 100

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11I. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC News site/ app	1313	1224	1063	250	89	1313	1252	931	1313	316	1313	-	83	259	971
	31%	34%	34%	21%	12%	31%	34%	40%	61%	58%	34%	-%	12%	25%	38%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Weather site/ app	917	858	731	186	59	917	879	669	917	225	917	-	60	164	693
	21%	24%	24%	16%	8%	21%	24%	29%	43%	41%	24%	-%	9%	16%	27%
		cde	cd	d		cd	f	aef	abef	abef	f			a	ab
BBC Sport site/ app	623	601	519	104	22	623	607	488	623	181	623	-	56	121	446
	15%	17%	17%	9%	3%	15%	17%	21%	29%	33%	16%	-%	8%	12%	17%
		cd	cd	d		cd	f	aef	abef	abef	f				ab
BBC Homepage site (www.bbc.co.uk)	243	224	189	54	18	243	228	199	243	101	243	-	17	33	193
	6%	6%	6%	4%	2%	6%	6%	9%	11%	19%	6%	-%	2%	3%	7%
		d	d			d	f	aef	abef	abcef	f				ab
BBC iPlayer Kids site/ app	127	126	122	5	1	127	126	103	127	40	127	-	13	25	90
	3%	4%	4%	*%	*%	3%	3%	4%	6%	7%	3%	-%	2%	2%	3%
		cd	cd			cd	f	f	aef	aef	f				
BBC Bitesize site/ app	117	117	113	5	*	117	113	102	117	46	117	-	5	15	97
	3%	3%	4%	*%	*%	3%	3%	4%	5%	9%	3%	-%	1%	2%	4%
		cd	cd			cd	f	f	aef	abef	f				ab
BBC Newsround site	108	108	107	1	*	108	104	99	108	53	108	-	5	14	89
	3%	3%	3%	*%	*%	3%	3%	4%	5%	10%	3%	-%	1%	1%	3%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC CBeebies Playtime site/ app	108	103	98	9	5	108	108	82	108	37	108	-	9	19	80
	3%	3%	3%	1%	1%	3%	3%	4%	5%	7%	3%	-%	1%	2%	3%
		cd	cd			cd	f	f	aef	abef	f				
BBC CBeebies Storytime site/ app	81	78	77	4	3	81	81	65	81	33	81	-	10	9	63
	2%	2%	2%	*%	*%	2%	2%	3%	4%	6%	2%	-%	1%	1%	2%
		cd	cd			cd	f	f	aef	abef	f				b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 100

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A11A-A11I. BBC APPS/ SITES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
None of these	2388	1778	1535	852	610	2388	1860	958	242	120	1981	406	542	642	1203
	56%	50%	50%	71%	83%	56%	51%	41%	11%	22%	51%	100%	78%	63%	47%
				abe	abce	ab	bcd	cd		c	bcd	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 101

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Spotify	1252	648	592	289	363	233	175	193	373	424	232	222	1056	108	55	33	
	29%	31%	27%	55%	47%	33%	25%	12%	34%	32%	30%	20%	29%	31%	26%	25%	
				bcde	cde	de	e		d	d	d						
YouTube Music	735	402	331	159	194	139	115	128	186	228	147	174	634	52	32	18	
	17%	19%	15%	30%	25%	20%	17%	8%	17%	17%	19%	16%	18%	15%	15%	14%	
		b		cde	de	e	e										
Amazon Music	641	329	309	77	134	148	113	169	180	206	127	128	521	57	43	20	
	15%	16%	14%	15%	17%	21%	16%	11%	16%	16%	17%	12%	14%	17%	20%	15%	
					e	ae	e		d	d	d				a		
BBC Sounds	543	328	215	54	118	77	101	193	183	182	90	88	464	40	29	10	
	13%	16%	10%	10%	15%	11%	15%	12%	17%	14%	12%	8%	13%	12%	13%	8%	
		b							cd	d			d				
Apple Music or Apple Podcasts	433	213	219	103	140	96	50	44	150	143	77	62	382	29	16	6	
	10%	10%	10%	20%	18%	14%	7%	3%	14%	11%	10%	6%	11%	8%	7%	5%	
				cde	de	de	e		d	d	d		d				
SoundCloud	167	108	58	47	51	28	23	18	47	59	33	27	143	15	5	4	
	4%	5%	3%	9%	7%	4%	3%	1%	4%	5%	4%	2%	4%	4%	2%	3%	
		b		cde	e	e	e										
Google Play Music or Google Podcasts	149	91	58	31	41	32	30	15	50	42	32	25	130	11	5	3	
	3%	4%	3%	6%	5%	5%	4%	1%	5%	3%	4%	2%	4%	3%	2%	2%	
		b		e	e	e	e		d								
Audible	134	52	81	21	35	24	31	22	53	40	20	22	116	9	4	4	
	3%	2%	4%	4%	4%	4%	5%	1%	5%	3%	3%	2%	3%	3%	2%	3%	
				e	e	e	e		d								
GlobalPlayer	131	79	52	17	28	24	26	35	43	34	28	26	116	8	4	4	
	3%	4%	2%	3%	4%	4%	4%	2%	4%	3%	4%	2%	3%	2%	2%	3%	
Deezer	116	69	47	27	36	30	12	12	34	35	18	29	96	6	2	12	
	3%	3%	2%	5%	5%	4%	2%	1%	3%	3%	2%	3%	3%	2%	1%	9%	
				de	de	e										abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 101

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
RadioPlayer	115 3%	70 3%	45 2%	19 4% e	40 5% ce	16 2%	16 2%	23 1%	34 3%	35 3%	31 4% d	16 1%	101 3%	8 2%	4 2%	2 2%	
Tuneln	93 2%	61 3% b	32 1%	10 2%	19 2%	21 3%	18 3%	25 2%	34 3%	20 2%	18 2%	21 2%	82 2%	6 2%	3 1%	2 1%	
Any other audio streaming service	34 1%	19 1%	14 1%	5 1%	2 *% e	4 1%	8 1%	15 1%	6 1%	13 1%	5 1%	10 1%	29 1%	2 1%	2 1%	- -%	
None of these	1820 42%	848 40%	971 45%	81 16%	155 20%	228 33% ab	292 42% abc	1065 66% abcd	397 36%	499 38%	319 42%	605 55% abc	1524 42%	138 40%	98 46%	60 47%	
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean number of audio streaming services in the past 3 months (out of 12)	1.1	1.2 b	.9	1.6 cde	1.5 cde	1.3 de	1.0 e	.6	1.2 d	1.1 d	1.1 d	.8	1.1	1.0	.9	.9	
Standard deviation	1.33	1.40	1.25	1.44	1.45	1.34	1.25	1.05	1.41	1.29	1.43	1.18	1.35	1.23	1.19	1.25	
Standard error	.02	.03	.03	.06	.06	.05	.05	.03	.05	.04	.05	.03	.03	.05	.05	.06	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 101

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Spotify	1252 29%	1108 30%	144 24%	478 39%	748 25%	405 37%	822 26%	183 42%	217 38%	154 31%	405 37%	968 36%	274 18%
		b		b		b		c				b	
YouTube Music	735 17%	645 17%	90 15%	268 22%	454 15%	222 20%	500 16%	110 25%	110 19%	90 18%	222 20%	519 19%	202 13%
				b		b						b	
Amazon Music	641 15%	555 15%	86 14%	251 20%	382 13%	230 21%	401 13%	96 22%	124 22%	103 21%	230 21%	462 17%	164 11%
				b		b						b	
BBC Sounds	543 13%	467 13%	76 13%	176 14%	355 12%	162 15%	368 12%	62 14%	71 13%	73 15%	162 15%	389 15%	145 9%
												b	
Apple Music or Apple Podcasts	433 10%	386 10%	47 8%	170 14%	256 9%	151 14%	275 9%	71 16%	74 13%	52 11%	151 14%	366 14%	62 4%
				b		b						b	
SoundCloud	167 4%	150 4%	16 3%	63 5%	99 3%	54 5%	109 3%	30 7%	26 5%	23 5%	54 5%	134 5%	33 2%
												b	
Google Play Music or Google Podcasts	149 3%	140 4%	9 2%	71 6%	75 3%	64 6%	82 3%	28 6%	31 6%	26 5%	64 6%	128 5%	19 1%
				b		b						b	
Audible	134 3%	119 3%	15 3%	49 4%	79 3%	45 4%	84 3%	26 6%	24 4%	18 4%	45 4%	109 4%	24 2%
												b	
GlobalPlayer	131 3%	117 3%	14 2%	45 4%	81 3%	43 4%	82 3%	17 4%	20 4%	24 5%	43 4%	96 4%	31 2%
												b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 101

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Deezer	116 3%	108 3%	8 1%	51 4% b	58 2%	44 4% b	66 2%	21 5%	21 4%	21 4%	44 4%	88 3%	27 2%
RadioPlayer	115 3%	95 3%	20 3%	50 4% b	60 2%	45 4% b	64 2%	19 4%	19 3%	21 4%	45 4%	95 4% b	18 1%
Tuneln	93 2%	85 2%	8 1%	30 2%	58 2%	30 3%	58 2%	15 3%	15 3%	12 3%	30 3%	63 2%	29 2%
Any other audio streaming service	34 1%	28 1%	5 1%	9 1%	23 1%	9 1%	23 1%	1 *%	4 1%	6 1%	9 1%	23 1%	11 1%
None of these	1820 42%	1545 42%	276 46%	350 28%	1444 48% a	333 30%	1460 47% a	108 25%	171 30%	175 35% a	333 30%	856 32%	915 59% a
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean number of audio streaming services in the past 3 months (out of 12)	1.1	1.1 b	.9	1.4 b	.9	1.4 b	.9	1.6 c	1.3	1.3	1.4	1.3 b	.7
Standard deviation	1.33	1.36	1.10	1.40	1.23	1.43	1.24	1.54	1.39	1.47	1.43	1.43	1.03
Standard error	.02	.02	.04	.04	.02	.04	.02	.07	.06	.07	.04	.03	.02

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 101

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Spotify	1252 29%	1217 34% cde	1164 38% cde	88 7%	35 5%	1252 29% cd	1060 29%	739 32%	772 36% ae	211 39% abe	1126 29%	126 31%	197 28%	305 30%	751 29%
YouTube Music	735 17%	689 19% cd	632 20% cde	104 9%	47 6%	735 17% cd	612 17%	450 19%	432 20% ae	117 22%	662 17%	73 18%	123 18%	186 18%	426 17%
Amazon Music	641 15%	629 18% cde	615 20% cde	26 2%	12 2%	641 15% cd	571 16%	436 19%	450 21% aef	134 25% abef	599 15%	42 10%	105 15%	121 12%	414 16% b
BBC Sounds	543 13%	524 15% cd	457 15% cd	86 7% d	19 3%	543 13% cd	522 14% f	504 22% aef	458 21% aef	543 100% abcef	543 14% f	- -%	34 5%	95 9% a	415 16% ab
Apple Music or Apple Podcasts	433 10%	426 12% cd	422 14% cde	11 1%	7 1%	433 10% cd	381 10%	316 14% aef	310 14% aef	94 17% aef	399 10%	34 8%	40 6%	104 10% a	289 11% a
SoundCloud	167 4%	161 5% cd	154 5% cd	13 1%	6 1%	167 4% cd	141 4%	112 5%	123 6% ae	56 10% abcef	156 4%	10 3%	34 5%	33 3%	100 4%
Google Play Music or Google Podcasts	149 3%	148 4% cd	145 5% cd	4 *% *	* *% *	149 3% cd	143 4% f	134 6% aef	130 6% aef	59 11% abcef	146 4% f	3 1%	23 3%	33 3%	93 4%
Audible	134 3%	132 4% cd	130 4% cd	4 *% *	2 *% *	134 3% cd	119 3%	104 4%	99 5% e	43 8% abcef	121 3%	12 3%	24 3%	23 2%	87 3%
GlobalPlayer	131 3%	127 4% cd	113 4% cd	18 1%	4 1%	131 3% cd	119 3%	110 5% aef	109 5% aef	58 11% abcef	126 3%	4 1%	18 3%	28 3%	86 3%
Deezer	116 3%	114 3% cd	111 4% cd	5 *% *	2 *% *	116 3% cd	103 3%	92 4%	89 4%	29 5% aef	109 3%	7 2%	19 3%	21 2%	76 3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A12. Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
RadioPlayer	115 3%	114 3%	109 4%	6 1%	2 *%	115 3%	112 3%	103 4%	102 5%	59 11%	113 3%	2 1%	9 1%	21 2%	85 3%
		cd	cd			cd	f	ef	aef	abcef					
Tuneln	93 2%	88 2%	84 3%	9 1%	5 1%	93 2%	80 2%	77 3%	80 4%	42 8%	87 2%	6 1%	18 3%	21 2%	54 2%
		cd	cd			c			ae	abcef					
Any other audio streaming service	34 1%	29 1%	28 1%	6 *%	5 1%	34 1%	27 1%	26 1%	23 1%	10 2%	32 1%	2 *%	6 1%	4 *%	24 1%
None of these	1820 42%	1194 34%	882 28%	938 78%	627 85%	1820 42%	1568 43%	795 34%	610 28%	- -%	1636 42%	184 45%	302 43%	434 42%	1084 42%
		b		abe	abce	ab	bcd	cd	d		bcd	bcd			
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean number of audio streaming services in the past 3 months (out of 12)	1.1	1.2	1.3	.3	.2	1.1	1.1	1.4	1.5	2.7	1.1	.8	.9	1.0	1.1
		cde	acde	d		cd	f	aef	aef	abcef	f				ab
Standard deviation	1.33	1.38	1.41	.69	.53	1.33	1.38	1.56	1.55	1.86	1.36	.94	1.09	1.15	1.45
Standard error	.02	.02	.03	.02	.02	.02	.02	.03	.03	.08	.02	.04	.04	.04	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ e	AB a	C1 b	C2 c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	505	306	199	53	92	91	77	192	150	164	103	88	341	66	63	35	
Effective Weighted Sample	410	252	158	46	78	74	63	159	124	132	87	73	318	63	61	34	
Total	543	328	215	54	118	77	101	193	183	182	90	88	464	40	29	10	
At least daily	176 32%	114 35%	62 29%	** **	** **	** **	** **	59 30%	62 34%	54 30%	28 32%	** **	155 33%	** **	** **	** **	
At least weekly	236 44%	141 43%	95 44%	** **	** **	** **	** **	86 44%	83 46%	88 48%	28 31%	** **	202 44%	** **	** **	** **	
At least monthly	102 19%	55 17%	46 22%	** **	** **	** **	** **	31 16%	26 14%	36 20%	30 33% a	** **	86 19%	** **	** **	** **	
Less often	27 5%	17 5%	10 5%	** **	** **	** **	** **	17 9%	12 7%	5 2%	2 2%	** **	19 4%	** **	** **	** **	
Don't know/ can't remember	2 *%	1 *%	1 1%	** **	** **	** **	** **	1 *%	- -%	- -%	2 2%	** **	2 *%	** **	** **	** **	
SUMMARY																	
DAILY	176 32%	114 35%	62 29%	** **	** **	** **	** **	59 30%	62 34%	54 30%	28 32%	** **	155 33%	** **	** **	** **	
WEEKLY	412 76%	255 78%	157 73%	** **	** **	** **	** **	145 75%	145 79%	142 78%	56 62%	** **	357 77%	** **	** **	** **	
MONTHLY	514 95%	310 94%	203 95%	** **	** **	** **	** **	176 91%	171 93%	178 98%	86 96%	** **	443 95%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 103

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	505	429	76	154	341	139	356	56	57	62	139	343	153
Effective Weighted Sample	410	350	60	126	276	114	289	46	49	50	114	276	132
Total	543	467	76	176	355	162	368	62	71	73	162	389	145
At least daily	176 32%	148 32%	** **	62 35%	107 30%	59 36%	110 30%	** **	** **	** **	59 36%	137 35%	34 23%
At least weekly	236 44%	212 45%	** **	73 42%	158 45%	68 42%	163 44%	** **	** **	** **	68 42%	169 44%	66 46%
At least monthly	102 19%	83 18%	** **	37 21%	64 18%	33 20%	68 18%	** **	** **	** **	33 20%	73 19%	27 19%
Less often	27 5%	22 5%	** **	3 2%	24 7%	3 2%	25 7%	** **	** **	** **	3 2%	9 2%	17 12% a
Don't know/ can't remember	2 *%	2 *%	** **	- -%	2 1%	- -%	2 1%	** **	** **	** **	- -%	1 *%	1 *%
SUMMARY													
DAILY	176 32%	148 32%	** **	62 35%	107 30%	59 36%	110 30%	** **	** **	** **	59 36%	137 35%	34 23%
WEEKLY	412 76%	360 77%	** **	135 77%	265 75%	127 78%	273 74%	** **	** **	** **	127 78%	306 79%	100 69%
MONTHLY	514 95%	443 95%	** **	172 98%	328 93%	159 98%	341 93%	** **	** **	** **	159 98%	379 97%	127 87%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A. How often in the past 3 months have you listened to BBC Sounds?

Base : Those who have personally listened to BBC Sounds in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	505	490	421	84	15	505	487	467	430	505	505	-	31	86	388
Effective Weighted Sample	410	397	340	71	13	410	394	379	348	410	410	-	25	73	311
Total	543	524	457	86	19	543	522	504	458	543	543	-	34	95	415
At least daily	176 32%	166 32%	152 33%	** **	** **	176 32%	168 32%	170 34%	151 33%	176 32%	176 32%	** **	** **	** **	148 36%
At least weekly	236 44%	231 44%	207 45%	** **	** **	236 44%	230 44%	220 44%	204 45%	236 44%	236 44%	** **	** **	** **	178 43%
At least monthly	102 19%	99 19%	83 18%	** **	** **	102 19%	98 19%	92 18%	84 18%	102 19%	102 19%	** **	** **	** **	70 17%
Less often	27 5%	26 5%	14 3%	** **	** **	27 5%	24 5%	21 4%	17 4%	27 5%	27 5%	** **	** **	** **	19 5%
Don't know/ can't remember	2 *%	2 *%	1 *%	** **	** **	2 *%	2 *%	1 *%	1 *%	2 *%	2 *%	** **	** **	** **	1 *%
SUMMARY															
DAILY	176 32%	166 32%	152 33%	** **	** **	176 32%	168 32%	170 34%	151 33%	176 32%	176 32%	** **	** **	** **	148 36%
WEEKLY	412 76%	398 76%	359 78%	** **	** **	412 76%	398 76%	391 77%	356 78%	412 76%	412 76%	** **	** **	** **	325 78%
MONTHLY	514 95%	497 95%	442 97%	** **	** **	514 95%	496 95%	482 96%	440 96%	514 95%	514 95%	** **	** **	** **	395 95%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 ~c	45-54 ~d	55+ ~e	AB a	C1 b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	385	191	193	104	113	99	33	36	116	125	81	63	277	49	36	23	
Effective Weighted Sample	321	165	156	89	95	85	29	30	99	106	70	52	262	47	34	22	
Total	433	213	219	103	140	96	50	44	150	143	77	62	382	29	16	6	
At least daily	221	101	120	62	75	**	**	**	69	77	**	**	193	**	**	**	
	51%	48%	55%	61%	54%	**	**	**	46%	54%	**	**	51%	**	**	**	
At least weekly	166	82	82	30	52	**	**	**	60	53	**	**	148	**	**	**	
	38%	39%	38%	29%	37%	**	**	**	40%	37%	**	**	39%	**	**	**	
At least monthly	38	25	13	9	9	**	**	**	19	10	**	**	34	**	**	**	
	9%	12%	6%	8%	7%	**	**	**	12%	7%	**	**	9%	**	**	**	
Less often	9	4	5	2	4	**	**	**	3	3	**	**	7	**	**	**	
	2%	2%	2%	2%	3%	**	**	**	2%	2%	**	**	2%	**	**	**	
SUMMARY																	
DAILY	221	101	120	62	75	**	**	**	69	77	**	**	193	**	**	**	
	51%	48%	55%	61%	54%	**	**	**	46%	54%	**	**	51%	**	**	**	
WEEKLY	386	183	202	92	127	**	**	**	129	130	**	**	341	**	**	**	
	89%	86%	92%	90%	91%	**	**	**	85%	91%	**	**	89%	**	**	**	
MONTHLY	424	208	214	101	136	**	**	**	147	140	**	**	375	**	**	**	
	98%	98%	98%	98%	97%	**	**	**	98%	98%	**	**	98%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	385	346	39	153	225	131	247	64	63	44	131	311	69
Effective Weighted Sample	321	288	33	129	187	111	205	54	55	37	111	262	58
Total	433	386	47	170	256	151	275	71	74	52	151	366	62
At least daily	221 51%	195 51%	** **	85 50%	129 51%	73 48%	142 52%	** **	** **	** **	73 48%	187 51%	** **
At least weekly	166 38%	147 38%	** **	67 39%	98 38%	63 42%	102 37%	** **	** **	** **	63 42%	143 39%	** **
At least monthly	38 9%	35 9%	** **	13 8%	25 10%	11 7%	27 10%	** **	** **	** **	11 7%	27 7%	** **
Less often	9 2%	9 2%	** **	5 3%	4 1%	4 3%	5 2%	** **	** **	** **	4 3%	8 2%	** **
SUMMARY													
DAILY	221 51%	195 51%	** **	85 50%	129 51%	73 48%	142 52%	** **	** **	** **	73 48%	187 51%	** **
WEEKLY	386 89%	342 89%	** **	151 89%	228 89%	136 90%	243 88%	** **	** **	** **	136 90%	330 90%	** **
MONTHLY	424 98%	377 98%	** **	165 97%	252 99%	146 97%	270 98%	** **	** **	** **	146 97%	357 98%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13B. How often in the past 3 months have you listened to Apple Music or Apple Podcasts?

Base : Those who have personally listened to Apple Music or Apple Podcasts in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	385	379	375	10	6	385	336	274	271	76	352	33	39	95	251
Effective Weighted Sample	321	315	312	9	6	321	280	230	227	63	293	28	32	81	208
Total	433	426	422	11	7	433	381	316	310	94	399	34	40	104	289
At least daily	221	217	216	**	**	221	190	145	157	**	196	**	**	**	149
	51%	51%	51%	**	**	51%	50%	46%	51%	**	49%	**	**	**	52%
At least weekly	166	163	161	**	**	166	151	132	117	**	159	**	**	**	110
	38%	38%	38%	**	**	38%	40%	42%	38%	**	40%	**	**	**	38%
At least monthly	38	37	35	**	**	38	31	31	31	**	35	**	**	**	28
	9%	9%	8%	**	**	9%	8%	10%	10%	**	9%	**	**	**	10%
Less often	9	9	9	**	**	9	8	7	6	**	8	**	**	**	1
	2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	*%
SUMMARY															
DAILY	221	217	216	**	**	221	190	145	157	**	196	**	**	**	149
	51%	51%	51%	**	**	51%	50%	46%	51%	**	49%	**	**	**	52%
WEEKLY	386	380	378	**	**	386	342	277	273	**	356	**	**	**	259
	89%	89%	90%	**	**	89%	90%	88%	88%	**	89%	**	**	**	90%
MONTHLY	424	417	413	**	**	424	372	308	304	**	391	**	**	**	288
	98%	98%	98%	**	**	98%	98%	98%	98%	**	98%	**	**	**	100%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	138	79	59	30	32	39	22	15	39	35	37	27	96	18	12	12	
Effective Weighted Sample	111	69	43	26	27	32	18	12	33	30	31	20	90	17	12	12	
Total	149	91	58	31	41	32	30	15	50	42	32	25	130	11	5	3	
At least daily	53 36%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least weekly	69 46%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least monthly	24 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Less often	3 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
SUMMARY																	
DAILY	53 36%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WEEKLY	122 82%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
MONTHLY	146 98%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	138	128	10	63	73	56	80	28	27	20	56	114	22
Effective Weighted Sample	111	104	8	51	59	45	65	23	22	17	45	93	18
Total	149	140	9	71	75	64	82	28	31	26	64	128	19
At least daily	53 36%	50 36%	**	**	**	**	**	**	**	**	**	48 38%	**
At least weekly	69 46%	62 45%	**	**	**	**	**	**	**	**	**	59 46%	**
At least monthly	24 16%	24 17%	**	**	**	**	**	**	**	**	**	20 15%	**
Less often	3 2%	3 2%	**	**	**	**	**	**	**	**	**	1 1%	**
SUMMARY													
DAILY	53 36%	50 36%	**	**	**	**	**	**	**	**	**	48 38%	**
WEEKLY	122 82%	112 80%	**	**	**	**	**	**	**	**	**	107 84%	**
MONTHLY	146 98%	137 98%	**	**	**	**	**	**	**	**	**	127 99%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13C. How often in the past 3 months have you listened to Google Play Music or Google Podcasts?

Base : Those who have personally listened to Google Play Music or Google Podcasts in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	138	137	133	5	1	138	132	120	119	48	136	2	20	32	86
Effective Weighted Sample	111	111	108	4	1	111	107	99	97	40	110	2	17	25	69
Total	149	148	145	4	*	149	143	134	130	59	146	3	23	33	93
At least daily	53 36%	53 36%	50 34%	** **	** **	53 36%	51 36%	49 36%	48 37%	** **	51 35%	** **	** **	** **	** **
At least weekly	69 46%	69 46%	68 47%	** **	** **	69 46%	66 46%	60 45%	60 46%	** **	67 46%	** **	** **	** **	** **
At least monthly	24 16%	24 16%	24 17%	** **	** **	24 16%	23 16%	24 18%	20 15%	** **	24 17%	** **	** **	** **	** **
Less often	3 2%	3 2%	3 2%	** **	** **	3 2%	3 2%	2 1%	2 2%	** **	3 2%	** **	** **	** **	** **
SUMMARY															
DAILY	53 36%	53 36%	50 34%	** **	** **	53 36%	51 36%	49 36%	48 37%	** **	51 35%	** **	** **	** **	** **
WEEKLY	122 82%	122 82%	118 81%	** **	** **	122 82%	117 82%	109 81%	108 83%	** **	118 81%	** **	** **	** **	** **
MONTHLY	146 98%	145 98%	142 98%	** **	** **	146 98%	140 98%	132 99%	128 98%	** **	143 98%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	120	74	46	18	21	31	20	30	33	32	30	25	86	13	8	13	
Effective Weighted Sample	99	62	37	14	18	25	17	27	28	25	25	21	81	12	8	13	
Total	131	79	52	17	28	24	26	35	43	34	28	26	116	8	4	4	
At least daily	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	68	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																	
DAILY	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	102	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	95%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 106

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	120	107	13	42	74	40	75	18	19	21	40	85	32
Effective Weighted Sample	99	87	12	34	61	32	62	14	15	17	32	69	28
Total	131	117	14	45	81	43	82	17	20	24	43	96	31
At least daily	34 26%	30 26%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	68 52%	62 53%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	23 18%	19 17%	**	**	**	**	**	**	**	**	**	**	**
Less often	5 4%	4 3%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1 1%	1 1%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	34 26%	30 26%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	102 78%	92 79%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	125 95%	111 95%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13D. How often in the past 3 months have you listened to GlobalPlayer?

Base : Those who have personally listened to GlobalPlayer in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	120	116	102	18	4	120	111	100	103	53	117	3	13	28	79
Effective Weighted Sample	99	95	83	16	4	99	90	83	84	43	96	3	12	23	65
Total	131	127	113	18	4	131	119	110	109	58	126	4	18	28	86
At least daily	34 26%	32 25%	30 27%	** **	** **	34 26%	28 23%	31 28%	31 28%	** **	32 25%	** **	** **	** **	** **
At least weekly	68 52%	67 53%	58 51%	** **	** **	68 52%	65 54%	58 53%	58 53%	** **	67 53%	** **	** **	** **	** **
At least monthly	23 18%	23 18%	22 20%	** **	** **	23 18%	23 19%	18 16%	18 16%	** **	23 18%	** **	** **	** **	** **
Less often	5 4%	4 3%	3 2%	** **	** **	5 4%	4 3%	4 3%	4 3%	** **	4 3%	** **	** **	** **	** **
Don't know/ can't remember	1 1%	1 1%	- -%	** **	** **	1 1%	- -%	- -%	- -%	** **	1 1%	** **	** **	** **	** **
SUMMARY															
DAILY	34 26%	32 25%	30 27%	** **	** **	34 26%	28 23%	31 28%	31 28%	** **	32 25%	** **	** **	** **	** **
WEEKLY	102 78%	99 78%	88 78%	** **	** **	102 78%	92 78%	89 80%	88 81%	** **	99 78%	** **	** **	** **	** **
MONTHLY	125 95%	122 96%	111 98%	** **	** **	125 95%	115 97%	107 97%	106 97%	** **	122 96%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	103	64	39	20	30	19	12	22	26	29	35	13	74	12	9	8	
Effective Weighted Sample	85	54	31	16	27	16	11	18	22	25	28	12	69	11	9	8	
Total	115	70	45	19	40	16	16	23	34	35	31	16	101	8	4	2	
At least daily	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least weekly	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
At least monthly	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Less often	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SUMMARY																	
DAILY	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WEEKLY	92	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	80%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
MONTHLY	109	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	94%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	103	87	16	45	55	39	60	17	17	18	39	83	18
Effective Weighted Sample	85	71	14	38	45	33	49	14	14	16	33	69	15
Total	115	95	20	50	60	45	64	19	19	21	45	95	18
At least daily	49	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	43	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	17	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**
Less often	6	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	49	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	92	**	**	**	**	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	109	**	**	**	**	**	**	**	**	**	**	**	**
	94%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13E. How often in the past 3 months have you listened to RadioPlayer?

Base : Those who have personally listened to RadioPlayer in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	103	102	97	6	1	103	100	92	89	51	101	2	8	21	74
Effective Weighted Sample	85	84	80	5	1	85	83	76	74	43	83	2	7	16	62
Total	115	114	109	6	2	115	112	103	102	59	113	2	9	21	85
At least daily	49	49	**	**	**	49	46	**	**	**	47	**	**	**	**
	43%	43%	**	**	**	43%	41%	**	**	**	41%	**	**	**	**
At least weekly	43	41	**	**	**	43	43	**	**	**	43	**	**	**	**
	37%	36%	**	**	**	37%	38%	**	**	**	38%	**	**	**	**
At least monthly	17	17	**	**	**	17	17	**	**	**	17	**	**	**	**
	15%	15%	**	**	**	15%	15%	**	**	**	15%	**	**	**	**
Less often	6	6	**	**	**	6	6	**	**	**	6	**	**	**	**
	6%	6%	**	**	**	6%	6%	**	**	**	6%	**	**	**	**
SUMMARY															
DAILY	49	49	**	**	**	49	46	**	**	**	47	**	**	**	**
	43%	43%	**	**	**	43%	41%	**	**	**	41%	**	**	**	**
WEEKLY	92	90	**	**	**	92	89	**	**	**	89	**	**	**	**
	80%	79%	**	**	**	80%	79%	**	**	**	79%	**	**	**	**
MONTHLY	109	107	**	**	**	109	106	**	**	**	106	**	**	**	**
	94%	94%	**	**	**	94%	94%	**	**	**	94%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 108

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13F. How often in the past 3 months have you listened to Spotify?

Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1224	610	604	301	321	272	135	195	315	412	263	233	789	183	138	114	
Effective Weighted Sample	978	516	454	253	257	223	111	154	258	325	219	188	742	175	132	110	
Total	1252	648	592	289	363	233	175	193	373	424	232	222	1056	108	55	33	
At least daily	693	365	319	197	242	113	73	68	211	240	126	115	591	53	31	18	
	55%	56%	54%	68%	67%	48%	42%	35%	56%	57%	54%	52%	56%	49%	56%	55%	
				cde	cde												
At least weekly	454	234	217	71	101	106	77	99	134	155	82	82	378	44	21	11	
	36%	36%	37%	24%	28%	46%	44%	51%	36%	37%	35%	37%	36%	41%	37%	34%	
						ab	ab	ab									
At least monthly	89	39	49	17	17	10	22	23	25	24	19	21	74	9	3	2	
	7%	6%	8%	6%	5%	4%	13%	12%	7%	6%	8%	9%	7%	8%	5%	7%	
							bc	bc									
Less often	12	9	3	3	2	4	2	2	1	3	4	4	8	1	1	1	
	1%	1%	*%	1%	*%	2%	1%	1%	*%	1%	2%	2%	1%	1%	2%	4%	
																a	
Don't know/ can't remember	5	1	4	1	1	-	2	1	2	1	1	1	4	1	-	-	
	*%	*%	1%	*%	*%	-%	1%	1%	1%	*%	1%	1%	*%	1%	-%	-%	
SUMMARY																	
DAILY	693	365	319	197	242	113	73	68	211	240	126	115	591	53	31	18	
	55%	56%	54%	68%	67%	48%	42%	35%	56%	57%	54%	52%	56%	49%	56%	55%	
				cde	cde												
WEEKLY	1147	599	536	268	343	219	149	167	345	396	208	197	969	97	51	29	
	92%	92%	91%	93%	94%	94%	85%	87%	92%	93%	90%	88%	92%	90%	93%	89%	
					de	d											
MONTHLY	1235	639	585	285	360	229	171	190	370	420	227	217	1043	106	54	31	
	99%	98%	99%	99%	99%	98%	98%	98%	99%	99%	98%	98%	99%	98%	98%	96%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 108

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13F. How often in the past 3 months have you listened to Spotify?

Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1224	1066	158	482	718	396	803	183	206	153	396	882	330
Effective Weighted Sample	978	858	121	380	580	313	646	145	168	119	313	714	268
Total	1252	1108	144	478	748	405	822	183	217	154	405	968	274
At least daily	693 55%	617 56%	76 53%	284 59%	393 53%	235 58%	442 54%	115 63%	126 58%	78 51%	235 58%	554 57%	133 48%
At least weekly	454 36%	398 36%	56 38%	164 34%	285 38%	144 36%	305 37%	62 34%	77 35%	58 37%	144 36%	342 35%	109 40%
At least monthly	89 7%	77 7%	11 8%	26 5%	61 8%	24 6%	64 8%	5 3%	14 6%	17 11%	24 6%	64 7%	24 9%
Less often	12 1%	12 1%	- -%	3 1%	7 1%	2 1%	7 1%	1 1%	- -%	1 1%	2 1%	5 *%	7 3%
Don't know/ can't remember	5 *%	4 *%	1 1%	2 *%	2 *%	- -%	4 1%	- -%	- -%	- -%	- -%	4 *%	1 *%
SUMMARY													
DAILY	693 55%	617 56%	76 53%	284 59%	393 53%	235 58%	442 54%	115 63%	126 58%	78 51%	235 58%	554 57%	133 48%
WEEKLY	1147 92%	1015 92%	132 91%	447 94%	678 91%	379 94%	747 91%	177 97%	203 94%	136 88%	379 94%	896 93%	242 88%
MONTHLY	1235 99%	1092 99%	143 99%	474 99%	740 99%	402 99%	811 99%	181 99%	217 100%	153 99%	402 99%	959 99%	266 97%
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b													

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13F. How often in the past 3 months have you listened to Spotify?

Base : Those who have personally listened to Spotify in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1224	1186	1131	93	38	1224	1036	715	745	194	1101	123	199	303	722
Effective Weighted Sample	978	948	905	74	30	978	825	578	598	156	878	100	159	244	576
Total	1252	1217	1164	88	35	1252	1060	739	772	211	1126	126	197	305	751
At least daily	693	672	655	**	**	693	581	403	427	119	619	74	104	159	429
	55%	55%	56%	**	**	55%	55%	54%	55%	56%	55%	58%	53%	52%	57%
At least weekly	454	443	419	**	**	454	392	275	281	80	410	44	70	116	268
	36%	36%	36%	**	**	36%	37%	37%	36%	38%	36%	35%	36%	38%	36%
At least monthly	89	87	78	**	**	89	75	52	59	11	83	6	18	26	45
	7%	7%	7%	**	**	7%	7%	7%	8%	5%	7%	5%	9%	8%	6%
Less often	12	10	7	**	**	12	8	8	4	1	10	2	3	3	5
	1%	1%	1%	**	**	1%	1%	1%	*%	1%	1%	2%	2%	1%	1%
Don't know/ can't remember	5	5	5	**	**	5	4	2	1	-	4	1	1	-	4
	*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	1%	1%	-%	1%
SUMMARY															
DAILY	693	672	655	**	**	693	581	403	427	119	619	74	104	159	429
	55%	55%	56%	**	**	55%	55%	54%	55%	56%	55%	58%	53%	52%	57%
WEEKLY	1147	1115	1074	**	**	1147	973	678	708	198	1029	118	174	276	697
	92%	92%	92%	**	**	92%	92%	92%	92%	94%	91%	93%	88%	90%	93%
MONTHLY	1235	1202	1151	**	**	1235	1048	729	766	210	1112	123	192	301	742
	99%	99%	99%	**	**	99%	99%	99%	99%	99%	99%	98%	98%	99%	99%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13G. How often in the past 3 months have you listened to Deezer?

Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	130	73	57	29	32	40	16	13	30	42	28	30	75	10	5	40	
Effective Weighted Sample	97	58	38	23	25	30	11	10	25	28	21	25	71	10	5	38	
Total	116	69	47	27	36	30	12	12	34	35	18	29	96	6	2	12	
At least daily	45 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
At least weekly	43 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
At least monthly	21 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
Less often	5 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
Don't know/ can't remember	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
SUMMARY																	
DAILY	45 38%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
WEEKLY	88 76%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
MONTHLY	109 94%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13G. How often in the past 3 months have you listened to Deezer?

Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	130	115	15	56	69	48	77	23	22	24	48	98	31
Effective Weighted Sample	97	87	11	42	51	36	57	17	17	18	36	71	25
Total	116	108	8	51	58	44	66	21	21	21	44	88	27
At least daily	45 38%	39 37%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	43 37%	41 38%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	21 18%	20 19%	**	**	**	**	**	**	**	**	**	**	**
Less often	5 5%	5 5%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1 1%	1 1%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	45 38%	39 37%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	88 76%	80 75%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	109 94%	101 94%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13G. How often in the past 3 months have you listened to Deezer?

Base : Those who have personally listened to Deezer in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~d	e	~f	~a	~b	~c
Unweighted total	130	128	126	4	2	130	109	90	89	27	117	13	24	24	82
Effective Weighted Sample	97	95	93	4	2	97	85	73	72	21	90	7	18	19	60
Total	116	114	111	5	2	116	103	92	89	29	109	7	19	21	76
At least daily	45	45	45	**	**	45	37	**	**	**	40	**	**	**	**
	38%	39%	40%	**	**	38%	36%	**	**	**	37%	**	**	**	**
At least weekly	43	42	39	**	**	43	42	**	**	**	42	**	**	**	**
	37%	37%	35%	**	**	37%	41%	**	**	**	39%	**	**	**	**
At least monthly	21	20	20	**	**	21	17	**	**	**	20	**	**	**	**
	18%	18%	18%	**	**	18%	17%	**	**	**	19%	**	**	**	**
Less often	5	5	5	**	**	5	5	**	**	**	5	**	**	**	**
	5%	5%	5%	**	**	5%	5%	**	**	**	5%	**	**	**	**
Don't know/ can't remember	1	1	1	**	**	1	1	**	**	**	1	**	**	**	**
	1%	1%	1%	**	**	1%	1%	**	**	**	1%	**	**	**	**
SUMMARY															
DAILY	45	45	45	**	**	45	37	**	**	**	40	**	**	**	**
	38%	39%	40%	**	**	38%	36%	**	**	**	37%	**	**	**	**
WEEKLY	88	87	84	**	**	88	79	**	**	**	82	**	**	**	**
	76%	76%	76%	**	**	76%	77%	**	**	**	75%	**	**	**	**
MONTHLY	109	107	104	**	**	109	97	**	**	**	102	**	**	**	**
	94%	94%	94%	**	**	94%	93%	**	**	**	94%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13H. How often in the past 3 months have you listened to Amazon Music?

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	~b	c	~d	
Unweighted total	673	334	336	89	123	178	107	176	168	215	157	133	405	94	104	70	
Effective Weighted Sample	528	275	250	70	97	144	80	145	135	167	124	107	379	89	100	68	
Total	641	329	309	77	134	148	113	169	180	206	127	128	521	57	43	20	
At least daily	215	114	102	**	46	61	36	42	58	65	42	50	174	**	12	**	
	34%	35%	33%	**	34%	41%	32%	25%	32%	32%	33%	39%	33%	**	28%	**	
					e												
At least weekly	329	166	162	**	64	68	65	98	100	110	64	56	269	**	24	**	
	51%	51%	52%	**	48%	46%	58%	58%	55%	53%	50%	44%	52%	**	56%	**	
At least monthly	68	37	28	**	15	15	11	18	17	24	14	13	53	**	5	**	
	11%	11%	9%	**	11%	10%	10%	10%	9%	12%	11%	10%	10%	**	12%	**	
Less often	28	11	17	**	9	3	1	11	6	6	8	8	25	**	1	**	
	4%	3%	6%	**	7%	2%	1%	7%	3%	3%	6%	6%	5%	**	3%	**	
Don't know/ can't remember	1	1	-	**	-	-	-	-	-	1	-	-	-	**	-	**	
	*%	*%	-%	**	-%	-%	-%	-%	-%	*%	-%	-%	-%	**	-%	**	
SUMMARY																	
DAILY	215	114	102	**	46	61	36	42	58	65	42	50	174	**	12	**	
	34%	35%	33%	**	34%	41%	32%	25%	32%	32%	33%	39%	33%	**	28%	**	
					e												
WEEKLY	545	280	264	**	109	129	101	140	158	175	106	107	443	**	36	**	
	85%	85%	85%	**	82%	87%	89%	83%	87%	85%	83%	84%	85%	**	85%	**	
MONTHLY	612	317	292	**	124	144	112	158	174	199	120	119	496	**	41	**	
	96%	96%	94%	**	93%	98%	99%	93%	97%	97%	94%	94%	95%	**	97%	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 110

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13H. How often in the past 3 months have you listened to Amazon Music?

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	673	577	96	266	399	237	427	95	128	109	237	458	196
Effective Weighted Sample	528	454	74	204	318	185	336	76	101	83	185	358	161
Total	641	555	86	251	382	230	401	96	124	103	230	462	164
At least daily	215 34%	193 35%	** **	102 41% b	107 28%	96 42% b	112 28%	** **	57 46%	42 40%	96 42%	167 36%	46 28%
At least weekly	329 51%	285 51%	** **	114 46%	213 56%	103 45%	224 56%	** **	52 42%	49 48%	103 45%	233 50%	89 54%
At least monthly	68 11%	51 9%	** **	27 11%	40 11%	25 11%	43 11%	** **	12 10%	12 12%	25 11%	47 10%	20 12%
Less often	28 4%	25 5%	** **	6 3%	21 6%	6 3%	21 5%	** **	3 3%	- -%	6 3%	14 3%	9 5%
Don't know/ can't remember	1 *%	1 *%	** **	1 *%	- -%	- -%	1 *%	** **	- -%	- -%	- -%	1 *%	- -%
SUMMARY													
DAILY	215 34%	193 35%	** **	102 41% b	107 28%	96 42% b	112 28%	** **	57 46%	42 40%	96 42%	167 36%	46 28%
WEEKLY	545 85%	478 86%	** **	216 86%	320 84%	199 86%	336 84%	** **	109 88%	91 88%	199 86%	400 87%	135 83%
MONTHLY	612 96%	529 95%	** **	243 97%	361 94%	224 97%	379 94%	** **	121 97%	103 100%	224 97%	448 97%	155 95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13H. How often in the past 3 months have you listened to Amazon Music?

Base : Those who have personally listened to Amazon Music in the past 3 months (excluding those completing a paper questionnaire)

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS							BBC FAVOURABILITY		
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	673	661	644	29	12	673	596	443	466	135	627	46	107	133	433
Effective Weighted Sample	528	518	504	24	10	528	467	352	367	109	493	35	88	105	336
Total	641	629	615	26	12	641	571	436	450	134	599	42	105	121	414
At least daily	215 34%	212 34%	211 34%	** **	** **	215 34%	194 34%	150 34%	158 35%	52 39%	197 33%	** **	29 28%	35 29%	151 37%
At least weekly	329 51%	322 51%	314 51%	** **	** **	329 51%	299 52%	214 49%	224 50%	63 47%	310 52%	** **	58 55%	65 53%	207 50%
At least monthly	68 11%	67 11%	65 11%	** **	** **	68 11%	56 10%	52 12%	53 12%	10 8%	65 11%	** **	13 12%	15 12%	40 10%
Less often	28 4%	27 4%	24 4%	** **	** **	28 4%	22 4%	19 4%	15 3%	9 6%	25 4%	** **	5 5%	7 6%	15 4%
Don't know/ can't remember	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	1 *%	- -%	- -%	1 *%	** **	- -%	- -%	1 *%
SUMMARY															
DAILY	215 34%	212 34%	211 34%	** **	** **	215 34%	194 34%	150 34%	158 35%	52 39%	197 33%	** **	29 28%	35 29%	151 37%
WEEKLY	545 85%	535 85%	525 85%	** **	** **	545 85%	492 86%	364 84%	382 85%	115 86%	507 85%	** **	87 83%	99 82%	358 87%
MONTHLY	612 96%	601 96%	590 96%	** **	** **	612 96%	548 96%	416 95%	436 97%	126 94%	573 96%	** **	100 95%	114 94%	398 96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13I. How often in the past 3 months have you listened to Tuneln?

Base : Those who have personally listened to Tuneln in the past 3 months (excluding those completing a paper questionnaire)

	GENDER		AGE					SEG				NATION				N
	Total	MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d
Significance Level: 99%																
Unweighted total	82	56	26	9	13	23	13	24	27	19	18	18	61	10	6	5
Effective Weighted Sample	70	49	22	8	12	19	12	21	23	16	15	16	57	10	6	5
Total	93	61	32	10	19	21	18	25	34	20	18	21	82	6	3	2
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY																
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13I. How often in the past 3 months have you listened to Tuneln?

Base : Those who have personally listened to Tuneln in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	82	72	10	25	54	24	55	12	13	10	24	53	28
Effective Weighted Sample	70	62	8	22	45	22	46	11	12	9	22	45	25
Total	93	85	8	30	58	30	58	15	15	12	30	63	29
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A131. How often in the past 3 months have you listened to Tuneln?

Base : Those who have personally listened to Tuneln in the past 3 months (excluding those completing a paper questionnaire)

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	82	78	73	9	4	82	69	69	71	37	77	5	15	18	49
Effective Weighted Sample	70	66	62	8	4	70	59	59	60	31	65	4	13	16	41
Total	93	88	84	9	5	93	80	77	80	42	87	6	18	21	54
At least daily	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least weekly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At least monthly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less often	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SUMMARY															
DAILY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13J. How often in the past 3 months have you listened to Audible?

Base : Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	121	50	71	22	30	27	22	20	42	33	24	22	83	15	10	13	
Effective Weighted Sample	98	42	56	18	25	22	19	17	34	28	19	18	78	15	10	13	
Total	134	52	81	21	35	24	31	22	53	40	20	22	116	9	4	4	
At least daily	46 34%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least weekly	49 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
At least monthly	25 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Less often	13 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
SUMMARY																	
DAILY	46 34%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WEEKLY	95 71%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
MONTHLY	120 90%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13J. How often in the past 3 months have you listened to Audible?

Base : Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	121	104	17	45	72	41	76	24	21	16	41	95	25
Effective Weighted Sample	98	84	14	36	58	33	62	19	18	13	33	76	21
Total	134	119	15	49	79	45	84	26	24	18	45	109	24
At least daily	46 34%	39 33%	**	**	**	**	**	**	**	**	**	**	**
At least weekly	49 37%	43 36%	**	**	**	**	**	**	**	**	**	**	**
At least monthly	25 19%	23 20%	**	**	**	**	**	**	**	**	**	**	**
Less often	13 10%	13 11%	**	**	**	**	**	**	**	**	**	**	**
SUMMARY													
DAILY	46 34%	39 33%	**	**	**	**	**	**	**	**	**	**	**
WEEKLY	95 71%	82 69%	**	**	**	**	**	**	**	**	**	**	**
MONTHLY	120 90%	106 89%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13J. How often in the past 3 months have you listened to Audible?

Base : Those who have personally listened to Audible in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	121	119	116	5	2	121	108	94	88	40	111	10	19	22	80
Effective Weighted Sample	98	96	94	4	2	98	87	77	72	31	89	9	17	17	64
Total	134	132	130	4	2	134	119	104	99	43	121	12	24	23	87
At least daily	46 34%	45 34%	44 34%	** **	** **	46 34%	41 35%	** **	** **	** **	43 36%	** **	** **	** **	** **
At least weekly	49 37%	49 37%	48 37%	** **	** **	49 37%	43 36%	** **	** **	** **	44 36%	** **	** **	** **	** **
At least monthly	25 19%	25 19%	25 19%	** **	** **	25 19%	23 19%	** **	** **	** **	23 19%	** **	** **	** **	** **
Less often	13 10%	13 10%	13 10%	** **	** **	13 10%	11 10%	** **	** **	** **	11 9%	** **	** **	** **	** **
SUMMARY															
DAILY	46 34%	45 34%	44 34%	** **	** **	46 34%	41 35%	** **	** **	** **	43 36%	** **	** **	** **	** **
WEEKLY	95 71%	94 71%	92 71%	** **	** **	95 71%	85 71%	** **	** **	** **	87 71%	** **	** **	** **	** **
MONTHLY	120 90%	119 90%	117 90%	** **	** **	120 90%	108 90%	** **	** **	** **	110 91%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13K. How often in the past 3 months have you listened to YouTube Music?

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	~d	e	a	b	c	d	a	~b	~c	~d	
Unweighted total	715	386	327	166	171	159	91	128	154	214	162	185	487	89	77	62	
Effective Weighted Sample	582	329	252	140	138	133	75	106	130	174	136	149	458	85	73	60	
Total	735	402	331	159	194	139	115	128	186	228	147	174	634	52	32	18	
At least daily	306	184	122	76	94	66	**	33	85	76	66	79	269	**	**	**	
	42%	46%	37%	48%	49%	47%	**	26%	46%	34%	45%	45%	43%	**	**	**	
				e	e	e											
At least weekly	304	165	137	55	78	56	**	60	71	111	61	61	263	**	**	**	
	41%	41%	41%	35%	40%	40%	**	47%	38%	49%	42%	35%	41%	**	**	**	
At least monthly	93	41	52	22	18	12	**	25	24	34	15	20	76	**	**	**	
	13%	10%	16%	14%	9%	8%	**	19%	13%	15%	10%	11%	12%	**	**	**	
Less often	31	11	19	5	4	6	**	10	6	6	5	14	26	**	**	**	
	4%	3%	6%	3%	2%	4%	**	8%	3%	3%	3%	8%	4%	**	**	**	
Don't know/ can't remember	1	1	-	1	-	-	**	-	-	1	-	-	-	**	**	**	
	*%	*%	-%	*%	-%	-%	**	-%	-%	*%	-%	-%	-%	**	**	**	
SUMMARY																	
DAILY	306	184	122	76	94	66	**	33	85	76	66	79	269	**	**	**	
	42%	46%	37%	48%	49%	47%	**	26%	46%	34%	45%	45%	43%	**	**	**	
				e	e	e											
WEEKLY	610	349	260	131	172	121	**	94	156	188	127	140	532	**	**	**	
	83%	87%	78%	82%	89%	88%	**	73%	84%	82%	86%	80%	84%	**	**	**	
		b		e	e												
MONTHLY	703	391	311	153	190	133	**	118	180	221	142	160	608	**	**	**	
	96%	97%	94%	96%	98%	96%	**	92%	97%	97%	97%	92%	96%	**	**	**	
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d																	

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 113

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13K. How often in the past 3 months have you listened to YouTube Music?

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	715	618	97	270	433	222	481	114	104	88	222	460	239
Effective Weighted Sample	582	508	75	219	354	179	394	90	87	72	179	381	198
Total	735	645	90	268	454	222	500	110	110	90	222	519	202
At least daily	306 42%	274 42%	** **	121 45%	179 39%	96 44%	203 41%	49 45%	51 47%	** **	96 44%	229 44%	71 35%
At least weekly	304 41%	267 41%	** **	107 40%	191 42%	93 42%	205 41%	47 43%	43 40%	** **	93 42%	209 40%	90 45%
At least monthly	93 13%	77 12%	** **	35 13%	58 13%	29 13%	64 13%	13 12%	15 14%	** **	29 13%	60 12%	31 15%
Less often	31 4%	26 4%	** **	4 2%	26 6%	3 1%	27 5%	1 1%	- -%	** **	3 1%	20 4%	10 5%
Don't know/ can't remember	1 *%	1 *%	** **	1 *%	- -%	- -%	1 *%	- -%	- -%	** **	- -%	1 *%	- -%
SUMMARY													
DAILY	306 42%	274 42%	** **	121 45%	179 39%	96 44%	203 41%	49 45%	51 47%	** **	96 44%	229 44%	71 35%
WEEKLY	610 83%	541 84%	** **	228 85%	370 82%	189 85%	408 82%	96 87%	95 86%	** **	189 85%	438 84%	161 79%
MONTHLY	703 96%	618 96%	** **	263 98%	428 94%	219 99%	472 94%	109 99%	110 100%	** **	219 99%	498 96%	192 95%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13K. How often in the past 3 months have you listened to YouTube Music?

Base : Those who have personally listened to YouTube Music in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	715	670	616	99	45	715	593	430	411	111	643	72	119	187	409
Effective Weighted Sample	582	546	500	82	36	582	480	354	337	91	521	62	99	153	331
Total	735	689	632	104	47	735	612	450	432	117	662	73	123	186	426
At least daily	306	287	271	**	**	306	248	175	181	61	272	**	57	72	177
	42%	42%	43%	**	**	42%	41%	39%	42%	52%	41%	**	46%	39%	42%
At least weekly	304	283	258	**	**	304	251	195	175	39	271	**	47	79	178
	41%	41%	41%	**	**	41%	41%	43%	40%	33%	41%	**	38%	42%	42%
At least monthly	93	88	77	**	**	93	87	55	57	13	90	**	14	22	57
	13%	13%	12%	**	**	13%	14%	12%	13%	11%	14%	**	12%	12%	13%
Less often	31	29	25	**	**	31	25	25	19	4	29	**	5	13	13
	4%	4%	4%	**	**	4%	4%	6%	4%	4%	4%	**	4%	7%	3%
Don't know/ can't remember	1	1	1	**	**	1	1	1	-	-	1	**	-	-	1
	*%	*%	*%	**	**	*%	*%	*%	-%	-%	*%	**	-%	-%	*%
SUMMARY															
DAILY	306	287	271	**	**	306	248	175	181	61	272	**	57	72	177
	42%	42%	43%	**	**	42%	41%	39%	42%	52%	41%	**	46%	39%	42%
WEEKLY	610	570	528	**	**	610	499	370	356	100	543	**	104	151	356
	83%	83%	84%	**	**	83%	82%	82%	82%	85%	82%	**	84%	81%	83%
MONTHLY	703	659	605	**	**	703	586	425	413	113	632	**	118	173	413
	96%	96%	96%	**	**	96%	96%	94%	96%	96%	95%	**	96%	93%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13L. How often in the past 3 months have you listened to SoundCloud?

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	155	97	57	49	39	32	17	18	37	53	37	28	105	26	11	13	
Effective Weighted Sample	127	83	43	43	33	26	15	14	32	44	31	22	99	25	11	13	
Total	167	108	58	47	51	28	23	18	47	59	33	27	143	15	5	4	
At least daily	59	**	**	**	**	**	**	**	**	**	**	**	52	**	**	**	
	35%	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**	
At least weekly	68	**	**	**	**	**	**	**	**	**	**	**	56	**	**	**	
	41%	**	**	**	**	**	**	**	**	**	**	**	39%	**	**	**	
At least monthly	27	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**	
	16%	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**	
Less often	12	**	**	**	**	**	**	**	**	**	**	**	11	**	**	**	
	7%	**	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	
SUMMARY																	
DAILY	59	**	**	**	**	**	**	**	**	**	**	**	52	**	**	**	
	35%	**	**	**	**	**	**	**	**	**	**	**	36%	**	**	**	
WEEKLY	127	**	**	**	**	**	**	**	**	**	**	**	108	**	**	**	
	76%	**	**	**	**	**	**	**	**	**	**	**	76%	**	**	**	
MONTHLY	154	**	**	**	**	**	**	**	**	**	**	**	131	**	**	**	
	93%	**	**	**	**	**	**	**	**	**	**	**	92%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13L. How often in the past 3 months have you listened to SoundCloud?

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	155	141	14	58	94	46	106	26	22	19	46	117	38
Effective Weighted Sample	127	115	12	47	77	38	87	21	18	16	38	97	31
Total	167	150	16	63	99	54	109	30	26	23	54	134	33
At least daily	59 35%	54 36%	**	**	**	**	36 33%	**	**	**	**	54 40%	**
At least weekly	68 41%	58 38%	**	**	**	**	47 43%	**	**	**	**	47 35%	**
At least monthly	27 16%	27 18%	**	**	**	**	17 16%	**	**	**	**	22 16%	**
Less often	12 7%	12 8%	**	**	**	**	9 8%	**	**	**	**	11 8%	**
SUMMARY													
DAILY	59 35%	54 36%	**	**	**	**	36 33%	**	**	**	**	54 40%	**
WEEKLY	127 76%	111 74%	**	**	**	**	83 76%	**	**	**	**	101 75%	**
MONTHLY	154 93%	138 92%	**	**	**	**	100 92%	**	**	**	**	123 92%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13L. How often in the past 3 months have you listened to SoundCloud?

Base : Those who have personally listened to SoundCloud in the past 3 months (excluding those completing a paper questionnaire)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	155	150	143	12	5	155	134	102	111	47	146	9	27	33	95
Effective Weighted Sample	127	122	116	10	4	127	108	84	92	39	119	8	24	29	75
Total	167	161	154	13	6	167	141	112	123	56	156	10	34	33	100
At least daily	59 35%	59 37%	56 36%	** **	** **	59 35%	50 35%	41 36%	45 37%	** **	55 35%	** **	** **	** **	** **
At least weekly	68 41%	65 40%	62 40%	** **	** **	68 41%	58 41%	47 42%	50 40%	** **	65 41%	** **	** **	** **	** **
At least monthly	27 16%	25 16%	25 16%	** **	** **	27 16%	25 18%	17 15%	20 17%	** **	27 17%	** **	** **	** **	** **
Less often	12 7%	12 8%	12 8%	** **	** **	12 7%	8 6%	8 7%	8 6%	** **	9 6%	** **	** **	** **	** **
SUMMARY															
DAILY	59 35%	59 37%	56 36%	** **	** **	59 35%	50 35%	41 36%	45 37%	** **	55 35%	** **	** **	** **	** **
WEEKLY	127 76%	123 77%	117 76%	** **	** **	127 76%	108 76%	88 78%	95 77%	** **	120 77%	** **	** **	** **	** **
MONTHLY	154 93%	148 92%	142 92%	** **	** **	154 93%	133 94%	105 93%	115 94%	** **	147 94%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Spotify	1147	599	536	268	343	219	149	167	345	396	208	197	969	97	51	29	
	27%	29%	25%	51%	44%	32%	22%	10%	31%	30%	27%	18%	27%	28%	24%	23%	
				cde	cde	de	e		d	d	d						
YouTube Music	610	349	260	131	172	121	93	94	156	188	127	140	532	38	26	14	
	14%	17%	12%	25%	22%	17%	13%	6%	14%	14%	17%	13%	15%	11%	12%	11%	
		b		cde	de	e	e										
Amazon Music	545	280	264	65	109	129	101	140	158	175	106	107	443	48	36	17	
	13%	13%	12%	13%	14%	19%	15%	9%	14%	13%	14%	10%	12%	14%	17%	13%	
					e	ae	e		d		d				a		
BBC Sounds	412	255	157	39	88	59	81	145	145	142	56	69	357	29	19	8	
	10%	12%	7%	8%	11%	8%	12%	9%	13%	11%	7%	6%	10%	8%	9%	6%	
		b							cd	d			d				
Apple Music or Apple Podcasts	386	183	202	92	127	84	43	40	129	130	71	56	341	25	14	5	
	9%	9%	9%	18%	16%	12%	6%	2%	12%	10%	9%	5%	9%	7%	7%	4%	
				cde	de	de	e		d	d	d		d				
SoundCloud	127	84	42	33	36	21	20	16	41	41	22	23	108	14	2	3	
	3%	4%	2%	6%	5%	3%	3%	1%	4%	3%	3%	2%	3%	4%	1%	2%	
		b		ce	e	e	e							c			
Google Play Music or Google Podcasts	122	81	41	22	34	28	25	12	41	33	27	20	107	10	3	2	
	3%	4%	2%	4%	4%	4%	4%	1%	4%	2%	4%	2%	3%	3%	1%	2%	
		b		e	e	e	e										
GlobalPlayer	102	60	41	12	22	21	18	29	35	28	22	16	91	5	3	3	
	2%	3%	2%	2%	3%	3%	3%	2%	3%	2%	3%	1%	3%	1%	1%	2%	
Audible	95	35	61	19	20	19	23	15	37	28	14	17	82	9	3	2	
	2%	2%	3%	4%	3%	3%	3%	1%	3%	2%	2%	2%	2%	3%	1%	2%	
				e	e	e	e										
RadioPlayer	92	58	33	15	25	16	15	21	29	26	23	14	81	7	2	2	
	2%	3%	2%	3%	3%	2%	2%	1%	3%	2%	3%	1%	2%	2%	1%	1%	
					e												

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Deezer	88	52	36	19	24	25	11	9	24	28	10	25	71	4	2	11	
	2%	2%	2%	4%	3%	4%	2%	1%	2%	2%	1%	2%	2%	1%	1%	8%	
				e	e	e										abc	
Tuneln	70	44	26	8	10	18	14	19	25	14	14	17	63	3	3	1	
	2%	2%	1%	2%	1%	3%	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	
None	2084	969	1113	117	196	264	341	1166	465	586	367	666	1746	159	112	67	
	49%	46%	51%	22%	25%	38%	49%	73%	42%	44%	48%	60%	48%	46%	52%	52%	
			a			ab	abc	abcd				abc					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 115

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Spotify	1147 27%	1015 27%	132 22%	447 36% b	678 23%	379 34% b	747 24%	177 40% c	203 36%	136 28%	379 34%	896 34% b	242 16%
YouTube Music	610 14%	541 15%	70 12%	228 18% b	370 12%	189 17% b	408 13%	96 22%	95 17%	75 15%	189 17%	438 16% b	161 10%
Amazon Music	545 13%	478 13%	67 11%	216 18% b	320 11%	199 18% b	336 11%	79 18%	109 19%	91 18%	199 18%	400 15% b	135 9%
BBC Sounds	412 10%	360 10%	52 9%	135 11%	265 9%	127 11%	273 9%	48 11%	56 10%	56 11%	127 11%	306 11% b	100 6%
Apple Music or Apple Podcasts	386 9%	342 9%	44 7%	151 12% b	228 8%	136 12% b	243 8%	64 15%	66 12%	45 9%	136 12%	330 12% b	53 3%
SoundCloud	127 3%	111 3%	16 3%	48 4%	76 3%	42 4%	83 3%	22 5%	25 4%	18 4%	42 4%	101 4% b	26 2%
Google Play Music or Google Podcasts	122 3%	112 3%	9 2%	59 5% b	61 2%	54 5% b	66 2%	24 5%	25 4%	23 5%	54 5%	107 4% b	13 1%
GlobalPlayer	102 2%	92 2%	10 2%	34 3%	64 2%	33 3%	64 2%	15 4%	17 3%	18 4%	33 3%	75 3% b	23 1%
Audible	95 2%	82 2%	13 2%	34 3%	56 2%	31 3%	59 2%	17 4%	17 3%	14 3%	31 3%	77 3% b	18 1%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 115

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
RadioPlayer	92 2%	72 2%	19 3%	43 3% b	46 2%	39 4% b	48 2%	18 4%	16 3%	17 3%	39 4%	77 3% b	14 1%
Deezer	88 2%	80 2%	8 1%	39 3% b	42 1%	36 3% b	45 1%	15 3%	19 3%	17 3%	36 3%	67 3% b	19 1%
Tuneln	70 2%	62 2%	8 1%	26 2%	39 1%	26 2%	39 1%	12 3%	13 2%	12 2%	26 2%	48 2%	21 1%
None	2084 49%	1766 48%	318 53%	425 35%	1627 54% a	398 36%	1653 53% a	126 29%	205 36%	210 43% a	398 36%	1015 38%	1013 66% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Spotify	1147	1115	1074	73	32	1147	973	678	708	198	1029	118	174	276	697
	27%	31%	35%	6%	4%	27%	26%	29%	33%	37%	26%	29%	25%	27%	27%
		cde	acde			cd			ae	abe					
YouTube Music	610	570	528	82	40	610	499	370	356	100	543	68	104	151	356
	14%	16%	17%	7%	5%	14%	14%	16%	17%	18%	14%	17%	15%	15%	14%
		cd	cde			cd			a	a					
Amazon Music	545	535	525	19	10	545	492	364	382	115	507	38	87	99	358
	13%	15%	17%	2%	1%	13%	13%	16%	18%	21%	13%	9%	13%	10%	14%
		cde	cde			cd		ef	aef	abef					b
BBC Sounds	412	398	359	53	14	412	398	391	356	412	412	-	21	65	325
	10%	11%	12%	4%	2%	10%	11%	17%	17%	76%	11%	-%	3%	6%	13%
		cd	cd	d		cd	f	aef	aef	abcef	f		3%	a	ab
Apple Music or Apple Podcasts	386	380	378	8	6	386	342	277	273	87	356	30	33	94	259
	9%	11%	12%	1%	1%	9%	9%	12%	13%	16%	9%	7%	5%	9%	10%
		cd	cde			cd		ae	aef	aef				a	a
SoundCloud	127	123	117	10	4	127	108	88	95	47	120	7	21	24	82
	3%	3%	4%	1%	1%	3%	3%	4%	4%	9%	3%	2%	3%	2%	3%
		cd	cd			cd			a	abcef					
Google Play Music or Google Podcasts	122	122	118	4	-	122	117	109	108	50	118	3	17	25	79
	3%	3%	4%	*%	-%	3%	3%	5%	5%	9%	3%	1%	2%	2%	3%
		cd	cd			cd		aef	aef	abcef					
GlobalPlayer	102	99	88	14	3	102	92	89	88	44	99	3	13	19	69
	2%	3%	3%	1%	*%	2%	3%	4%	4%	8%	3%	1%	2%	2%	3%
		cd	cd			d		af	aef	abcef					
Audible	95	94	92	3	2	95	85	72	73	32	87	9	19	14	62
	2%	3%	3%	*%	*%	2%	2%	3%	3%	6%	2%	2%	3%	1%	2%
		cd	cd			cd				abe					
RadioPlayer	92	90	86	6	2	92	89	82	79	48	89	2	6	20	66
	2%	3%	3%	1%	*%	2%	2%	4%	4%	9%	2%	1%	1%	2%	3%
		cd	cd			cd		f	ef	abcef					

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A13A-A13L. AUDIO STREAMING SERVICES USED AT LEAST WEEKLY IN THE PAST 3 MONTHS

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Deezer	88 2%	87 2%	84 3%	4 *%	1 *%	88 2%	79 2%	69 3%	64 3%	20 4%	82 2%	6 1%	13 2%	16 2%	59 2%
		cd	cd			cd									
Tuneln	70 2%	67 2%	64 2%	6 *%	3 *%	70 2%	62 2%	59 3%	62 3%	30 5%	68 2%	3 1%	10 1%	18 2%	43 2%
		c	cd			c			ae	abcef					
None	2084 49%	1439 40%	1092 35%	992 83%	645 88%	2084 49%	1795 49%	965 42%	773 36%	66 12%	1883 48%	201 50%	355 51%	503 49%	1226 48%
		b		abe	abce	ab	bcd	cd	d		bcd	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 116

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base : All respondents

	GENDER			AGE					SEG				NATION				N
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
TV/ IPLAYER	3678	1810	1856	399	637	593	600	1450	1002	1125	651	901	3096	287	193	103	
	86%	86%	85%	77%	82%	85%	87%	90%	91%	85%	85%	81%	86%	83%	90%	80%	
						a	a	abc	bcd			d		bd			
RADIO	2317	1242	1069	253	406	380	348	929	694	695	433	494	1965	161	126	65	
	54%	59%	49%	49%	52%	55%	50%	58%	63%	53%	57%	45%	54%	47%	59%	50%	
		b						ad	bd	d	d		b		b		
APPS/ SITES	2149	1137	1004	266	430	400	372	681	717	703	345	384	1822	164	110	53	
	50%	54%	46%	51%	55%	58%	54%	42%	65%	53%	45%	35%	50%	48%	51%	41%	
		b		e	e	e	e		bcd	cd	d		d		d		
SOUNDS	543	328	215	54	118	77	101	193	183	182	90	88	464	40	29	10	
	13%	16%	10%	10%	15%	11%	15%	12%	17%	14%	12%	8%	13%	12%	13%	8%	
		b							cd	d			d				
ANY	3889	1924	1949	434	693	631	627	1504	1055	1188	699	948	3277	301	198	113	
	91%	92%	90%	83%	89%	91%	90%	94%	95%	90%	91%	86%	91%	88%	92%	88%	
						a	a	ab	bcd	d	d						
NONE	406	177	227	87	88	64	67	101	51	129	67	158	331	43	17	16	
	9%	8%	10%	17%	11%	9%	10%	6%	5%	10%	9%	14%	9%	12%	8%	12%	
				cde	e					a	a	abc					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 116

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
TV/ IPLAYER	3678 86%	3160 85%	518 87%	1052 85%	2579 86%	947 86%	2681 86%	375 86%	489 86%	428 87%	947 86%	2312 87%	1303 84%
RADIO	2317 54%	1954 53%	363 61% a	685 56%	1602 53%	623 57%	1662 53%	248 57%	326 57%	275 56%	623 57%	1517 57% b	761 49%
APPS/ SITES	2149 50%	1848 50%	301 51%	748 61% b	1373 46%	667 61% b	1451 47%	269 62%	340 60%	296 60%	667 61%	1503 56% b	615 40%
SOUNDS	543 13%	467 13%	76 13%	176 14%	355 12%	162 15%	368 12%	62 14%	71 13%	73 15%	162 15%	389 15% b	145 9%
ANY	3889 91%	3331 90%	558 94% a	1119 91%	2717 91%	1008 91%	2825 91%	403 92%	524 92%	452 92%	1008 91%	2445 92% b	1375 89%
NONE	406 9%	369 10% b	37 6%	111 9%	280 9%	94 9%	296 9%	33 8%	45 8%	41 8%	94 9%	218 8%	169 11% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 116

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED IN THE LAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
TV/ IPLAYER	3678	3100	2662	1016	578	3678	3678	2170	2029	522	3678	-	427	813	2439
	86%	87%	86%	85%	79%	86%	100%	94%	94%	96%	95%	-%	61%	80%	95%
		d	d	d		d	bcdef	f	f	f	f			a	ab
RADIO	2317	1998	1760	557	319	2317	2170	2317	1502	504	2317	-	218	430	1669
	54%	56%	57%	46%	43%	54%	59%	100%	70%	93%	60%	-%	31%	42%	65%
		cd	cd			cd	f	acdef	aef	acef	f			a	ab
APPS/ SITES	2149	2004	1768	381	145	2149	2029	1502	2149	458	2149	-	197	449	1503
	50%	56%	57%	32%	20%	50%	55%	65%	100%	84%	55%	-%	28%	44%	58%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
SOUNDS	543	524	457	86	19	543	522	504	458	543	543	-	34	95	415
	13%	15%	15%	7%	3%	13%	14%	22%	21%	100%	14%	-%	5%	9%	16%
		cd	cd	d		cd	f	aef	aef	abcef	f			a	ab
ANY	3889	3262	2816	1073	627	3889	3678	2317	2149	543	3889	-	491	881	2517
	91%	92%	91%	90%	85%	91%	100%	100%	100%	100%	100%	-%	71%	86%	98%
		d	d			d	f	f	f	f	f			a	ab
NONE	406	299	281	125	108	406	-	-	-	-	-	406	205	141	60
	9%	8%	9%	10%	15%	9%	-%	-%	-%	-%	-%	100%	29%	14%	2%
					abe							abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC One	3063	1512	1543	259	482	468	515	1339	829	941	524	769	2577	240	158	88	
	71%	72%	71%	50%	62%	67%	74%	83%	75%	71%	68%	70%	71%	70%	74%	68%	
					a	a	ab	abcd	c								
BBC Two	1809	979	825	105	223	250	273	957	546	553	285	425	1537	126	107	38	
	42%	47%	38%	20%	29%	36%	39%	60%	49%	42%	37%	38%	43%	37%	50%	30%	
		b			a	ab	ab	abcd	bcd				d		abd		
BBC iPlayer	1617	794	814	177	333	260	282	566	512	522	262	320	1366	135	87	30	
	38%	38%	37%	34%	43%	37%	41%	35%	46%	40%	34%	29%	38%	39%	40%	23%	
					ae				bcd	d			d	d	d		
BBC News site/ app	1313	698	614	115	227	258	261	454	476	450	171	216	1125	99	59	31	
	31%	33%	28%	22%	29%	37%	38%	28%	43%	34%	22%	20%	31%	29%	27%	24%	
		b				abe	abe	a	bcd	cd			d				
BBC News channel	1128	610	516	84	153	173	204	514	369	343	183	233	960	97	50	21	
	26%	29%	24%	16%	20%	25%	29%	32%	33%	26%	24%	21%	27%	28%	23%	17%	
		b				a	ab	abc	bcd	d			d	d			
BBC Weather site/ app	917	465	450	82	136	174	172	354	307	320	134	156	768	71	59	19	
	21%	22%	21%	16%	17%	25%	25%	22%	28%	24%	18%	14%	21%	21%	27%	15%	
						ab	ab	a	cd	cd			d		ad		
BBC Radio 1	803	413	389	131	227	163	123	160	238	253	163	149	697	52	40	15	
	19%	20%	18%	25%	29%	23%	18%	10%	22%	19%	21%	13%	19%	15%	18%	12%	
				de	de	e	e		d	d	d		d		d		
BBC Radio 2	796	435	359	40	97	99	125	435	246	231	139	180	676	57	53	10	
	19%	21%	17%	8%	12%	14%	18%	27%	22%	18%	18%	16%	19%	17%	25%	8%	
		b				a	a	abcd	d				d	d	abd		
BBC Sport site/ app	623	491	132	75	112	100	106	231	235	192	99	98	531	48	31	13	
	15%	23%	6%	14%	14%	14%	15%	14%	21%	15%	13%	9%	15%	14%	14%	10%	
		b							bcd	d	d						
BBC Four	598	345	251	61	81	86	91	280	201	167	94	137	532	34	25	7	
	14%	16%	12%	12%	10%	12%	13%	17%	18%	13%	12%	12%	15%	10%	12%	5%	
		b						abc	bcd				bd	d	d		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Three	598	353	244	85	146	101	85	180	195	154	95	154	527	39	24	7	
	14%	17%	11%	16%	19%	15%	12%	11%	18%	12%	12%	14%	15%	11%	11%	6%	
		b		e	de				bc				d	d	d		
BBC Radio 4	510	290	220	23	60	65	70	291	204	160	63	82	454	22	29	5	
	12%	14%	10%	4%	8%	9%	10%	18%	18%	12%	8%	7%	13%	6%	14%	4%	
		b				a	a	abcd	bcd	cd			bd		bd		
BBC Sounds	412	255	157	39	88	59	81	145	145	142	56	69	357	29	19	8	
	10%	12%	7%	8%	11%	8%	12%	9%	13%	11%	7%	6%	10%	8%	9%	6%	
		b							cd	d			d				
BBC Radio 5 live	293	227	67	22	39	53	49	131	100	81	40	72	252	20	14	7	
	7%	11%	3%	4%	5%	8%	7%	8%	9%	6%	5%	7%	7%	6%	6%	6%	
		b						a	c								
CBeebies	287	114	173	27	113	85	24	39	84	86	54	64	241	22	15	9	
	7%	5%	8%	5%	15%	12%	3%	2%	8%	7%	7%	6%	7%	6%	7%	7%	
			a	e	ade	ade											
BBC Homepage site (www.bbc.co.uk)	243	137	105	18	33	46	36	110	94	88	32	29	206	21	11	4	
	6%	7%	5%	3%	4%	7%	5%	7%	8%	7%	4%	3%	6%	6%	5%	3%	
								a	cd	d							
BBC Parliament	209	129	80	20	33	33	27	96	79	58	25	47	182	14	11	3	
	5%	6%	4%	4%	4%	5%	4%	6%	7%	4%	3%	4%	5%	4%	5%	2%	
		b							c				d				
BBC TV programmes and content on YouTube	199	123	76	42	42	27	43	45	48	73	38	41	179	10	6	3	
	5%	6%	3%	8%	5%	4%	6%	3%	4%	6%	5%	4%	5%	3%	3%	3%	
		b		ce	e		e										
BBC radio for your region (ENGLAND)	175	108	68	11	16	25	17	107	39	50	37	49	175	-	-	-	
	4%	5%	3%	2%	2%	4%	2%	7%	4%	4%	5%	4%	5%	-%	-%	-%	
		b						abcd					bcd				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
CBBC	168	68	100	30	54	52	12	21	47	48	30	42	140	14	10	4	
	4%	3%	5%	6%	7%	7%	2%	1%	4%	4%	4%	4%	4%	4%	5%	3%	
				de	de	de											
BBC Radio 5 live sports extra	149	115	34	22	25	32	21	48	43	51	28	27	126	10	10	3	
	3%	5%	2%	4%	3%	5%	3%	3%	4%	4%	4%	2%	3%	3%	5%	2%	
		b															
BBC Radio 3	134	78	55	24	37	18	11	44	60	36	18	19	119	9	3	3	
	3%	4%	3%	5%	5%	3%	2%	3%	5%	3%	2%	2%	3%	3%	1%	2%	
				d	d				bcd								
BBC 6 Music	128	81	47	16	33	29	20	31	47	51	14	17	117	8	2	1	
	3%	4%	2%	3%	4%	4%	3%	2%	4%	4%	2%	2%	3%	2%	1%	1%	
		b			e	e			cd	d			cd				
BBC iPlayer Kids site/ app	127	63	64	17	44	44	15	7	43	39	24	21	109	9	7	3	
	3%	3%	3%	3%	6%	6%	2%	*%	4%	3%	3%	2%	3%	3%	3%	2%	
				e	de	de	e										
BBC Radio 1Xtra	119	69	50	27	56	21	8	7	31	29	38	21	102	9	6	2	
	3%	3%	2%	5%	7%	3%	1%	*%	3%	2%	5%	2%	3%	3%	3%	1%	
				de	cde	e					bd						
BBC Scotland TV channel (on air between 7pm and midnight)	119	70	49	10	26	18	14	52	39	30	18	31	42	73	3	1	
	3%	3%	2%	2%	3%	3%	2%	3%	4%	2%	2%	3%	1%	21%	1%	1%	
														acd			
BBC Bitesize site/ app	117	69	49	34	37	23	14	10	50	31	20	16	103	7	6	2	
	3%	3%	2%	7%	5%	3%	2%	1%	5%	2%	3%	1%	3%	2%	3%	1%	
				de	e	e	e		d								
BBC Newsround site	108	60	49	16	39	20	20	13	45	30	20	14	96	7	3	2	
	3%	3%	2%	3%	5%	3%	3%	1%	4%	2%	3%	1%	3%	2%	1%	2%	
				e	e	e	e		d								

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

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BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	
Significance Level: 99%																	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC CBeebies Playtime site/ app	108 3%	44 2%	63 3%	16 3% de	49 6% de	34 5% de	3 *% de	5 *% de	47 4% bd	25 2%	17 2%	18 2%	88 2%	9 3%	8 4%	2 2%	
BBC Radio 4 Extra	85 2%	52 2%	34 2%	12 2%	17 2%	9 1%	6 1%	41 3%	33 3%	23 2%	11 1%	18 2%	75 2%	5 2%	4 2%	1 1%	
BBC CBeebies Storytime site/ app	81 2%	34 2%	47 2%	17 3% de	31 4% de	23 3% de	6 1%	6 *% de	30 3%	25 2%	15 2%	12 1%	66 2%	6 2%	9 4% ad	1 1%	
BBC Asian Network	81 2%	57 3% b	24 1%	16 3% e	25 3% e	21 3% e	11 2%	7 *% e	25 2%	18 1%	15 2%	23 2%	75 2%	3 1%	3 2%	* *% e	
BBC World Service	80 2%	49 2%	32 1%	13 3%	13 2%	10 1%	11 2%	33 2%	31 3%	22 2%	13 2%	15 1%	65 2%	7 2%	7 3% d	1 1%	
BBC Radio Scotland (SCOTLAND)	45 1%	28 1%	18 1%	- -%	7 1%	7 1%	7 1%	25 2% a	14 1%	11 1%	9 1%	11 1%	- -%	45 13% acd	- -%	- -%	
BBC Radio Ulster (NORTHERN IRELAND)	33 1%	18 1%	15 1%	* *% e	1 *% e	3 *% e	7 1%	22 1%	10 1%	9 1%	5 1%	9 1%	- -%	- -%	- -%	33 25% abc	
BBC Alba (Scottish Gaelic)	27 1%	17 1%	10 *% e	3 1%	5 1%	4 1%	2 *% e	12 1%	7 1%	6 *% e	8 1%	5 *% e	14 *% e	11 3% acd	1 *% e	1 1%	
BBC Radio Wales (WALES)	18 *% e	10 *% e	8 *% e	* *% e	1 *% e	3 *% e	5 1%	9 1%	6 1%	5 *% e	4 1%	3 *% e	- -% e	- -% e	18 9% abd	- -% e	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC Radio Cymru (WALES)	3	1	2	1	-	*	-	1	1	*	*	1	-	-	3	-	
	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	-%	
															ab		
BBC Radio Foyle (NORTHERN IRELAND)	2	2	1	*	*	-	*	2	1	1	1	*	-	-	-	2	
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%	2%	
															abc		
BBC Radio nan Gàidheal (SCOTLAND)	2	1	*	-	*	1	-	-	-	1	-	1	-	2	-	-	
	*%	*%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	
														a			
SUMMARY																	
ANY BBC	3712	1837	1865	394	654	592	600	1471	1013	1132	670	897	3128	289	188	107	
	86%	87%	86%	76%	84%	85%	86%	92%	92%	86%	87%	81%	87%	84%	88%	83%	
					a	a	a	abcd	bcd	d	d						
ANY BBC TV	3426	1688	1729	343	582	541	558	1402	940	1043	603	840	2886	268	177	96	
	80%	80%	79%	66%	75%	78%	80%	87%	85%	79%	79%	76%	80%	78%	83%	74%	
					a	a	a	abcd	bcd				d		d		
ANY BBC RADIO	2033	1113	917	206	352	326	305	845	629	608	370	427	1724	136	118	56	
	47%	53%	42%	40%	45%	47%	44%	53%	57%	46%	48%	39%	48%	40%	55%	44%	
		b						abd	bcd	d	d		b		abd		
ANY BBC WEBSITES/ APPS	1907	1020	883	226	363	360	343	615	649	622	303	334	1616	148	99	44	
	44%	49%	41%	43%	47%	52%	49%	38%	59%	47%	40%	30%	45%	43%	46%	34%	
		b			e	ae	e		bcd	cd	d		d	d	d		
NONE	583	264	311	126	127	102	94	134	93	185	96	209	480	54	26	22	
	14%	13%	14%	24%	16%	15%	14%	8%	8%	14%	13%	19%	13%	16%	12%	17%	
				bcde	e	e	e			a	a	abc					
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d																	

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	GENDER		AGE					SEG				NATION				N
	Total	MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d
Significance Level: 99%																
Mean number of BBC services used in at least weekly in the last 3 months (out of 40)	4.0	4.5 b	3.6	3.2	4.0 a	4.2 a	4.0 a	4.3 a	5.0 bcd	4.1 cd	3.7 d	3.3	4.1 d	4.0 d	4.2 d	3.0
Standard deviation	3.49	3.80	3.11	3.52	3.88	3.68	3.39	3.21	3.65	3.50	3.34	3.17	3.49	3.81	3.23	2.99
Standard error	.05	.08	.07	.15	.15	.13	.14	.08	.12	.10	.11	.09	.07	.16	.14	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC One	3063	2611	452	809	2228	734	2301	265	372	363	734	1880	1129
	71%	71%	76%	66%	74%	67%	74%	61%	65%	74%	67%	71%	73%
					a		a			a			
BBC Two	1809	1523	286	427	1370	394	1401	121	193	212	394	1027	755
	42%	41%	48%	35%	46%	36%	45%	28%	34%	43%	36%	39%	49%
			a		a		a			ab	a		a
BBC iPlayer	1617	1380	237	508	1086	460	1134	179	235	201	460	1108	487
	38%	37%	40%	41%	36%	42%	36%	41%	41%	41%	42%	42%	32%
				b		b						b	
BBC News site/ app	1313	1135	178	419	879	381	917	138	189	178	381	941	360
	31%	31%	30%	34%	29%	35%	29%	32%	33%	36%	35%	35%	23%
				b		b						b	
BBC News channel	1128	965	163	294	821	263	851	80	127	141	263	693	412
	26%	26%	27%	24%	27%	24%	27%	18%	22%	29%	24%	26%	27%
										a			
BBC Weather site/ app	917	782	135	289	622	261	649	94	137	126	261	612	296
	21%	21%	23%	23%	21%	24%	21%	21%	24%	26%	24%	23%	19%
												b	
BBC Radio 1	803	717	87	319	468	290	497	126	140	132	290	639	155
	19%	19%	15%	26%	16%	26%	16%	29%	25%	27%	26%	24%	10%
				b		b						b	
BBC Radio 2	796	611	186	200	589	187	601	56	95	93	187	470	309
	19%	16%	31%	16%	20%	17%	19%	13%	17%	19%	17%	18%	20%
			a										
BBC Sport site/ app	623	524	99	192	423	175	441	74	76	71	175	445	172
	15%	14%	17%	16%	14%	16%	14%	17%	13%	14%	16%	17%	11%
												b	
BBC Four	598	507	91	176	410	156	431	48	67	88	156	366	223
	14%	14%	15%	14%	14%	14%	14%	11%	12%	18%	14%	14%	14%
										a			

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Three	598 14%	532 14%	65 11%	222 18% b	367 12%	198 18% b	390 13%	80 18%	93 16%	92 19%	198 18%	424 16% b	170 11%
BBC Radio 4	510 12%	438 12%	72 12%	115 9%	388 13% a	109 10%	394 13%	42 10%	49 9%	58 12%	109 10%	278 10%	219 14% a
BBC Sounds	412 10%	360 10%	52 9%	135 11%	265 9%	127 11%	273 9%	48 11%	56 10%	56 11%	127 11%	306 11% b	100 6%
BBC Radio 5 live	293 7%	258 7%	35 6%	75 6%	213 7%	68 6%	220 7%	35 8%	30 5%	29 6%	68 6%	195 7%	93 6%
CBeebies	287 7%	241 7%	46 8%	222 18% b	65 2%	207 19% b	79 3%	151 35% bcd	110 19% c	55 11%	207 19% c	218 8% b	67 4%
BBC Homepage site (www.bbc.co.uk)	243 6%	206 6%	37 6%	67 5%	173 6%	62 6%	178 6%	25 6%	25 4%	30 6%	62 6%	169 6%	70 5%
BBC Parliament	209 5%	179 5%	30 5%	64 5%	141 5%	56 5%	148 5%	22 5%	25 4%	29 6%	56 5%	133 5%	71 5%
BBC TV programmes and content on YouTube	199 5%	177 5%	22 4%	75 6% b	118 4%	65 6%	128 4%	24 5%	30 5%	33 7%	65 6%	142 5%	56 4%
BBC radio for your region (ENGLAND)	175 4%	147 4%	28 5%	36 3%	140 5%	36 3%	140 4%	16 4%	21 4%	13 3%	36 3%	85 3%	87 6% a
CBBC	168 4%	150 4%	18 3%	123 10% b	44 1%	114 10% b	53 2%	67 15% c	67 12%	40 8%	114 10%	127 5% b	39 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Radio 5 live sports extra	149 3%	132 4%	17 3%	59 5% b	88 3%	53 5%	94 3%	26 6%	18 3%	26 5%	53 5%	111 4% b	34 2%
BBC Radio 3	134 3%	122 3%	12 2%	52 4% b	76 3%	44 4%	84 3%	18 4%	18 3%	24 5%	44 4%	89 3%	42 3%
BBC 6 Music	128 3%	121 3%	8 1%	55 4% b	69 2%	51 5% b	73 2%	25 6%	24 4%	22 5%	51 5%	107 4% b	21 1%
BBC iPlayer Kids site/ app	127 3%	112 3%	15 3%	98 8% b	24 1%	92 8% b	30 1%	57 13% c	55 10%	26 5%	92 8%	110 4% b	16 1%
BBC Radio 1Xtra	119 3%	112 3%	7 1%	54 4% b	60 2%	50 5% b	64 2%	26 6%	30 5%	16 3%	50 5%	103 4% b	13 1%
BBC Scotland TV channel (on air between 7pm and midnight)	119 3%	102 3%	16 3%	28 2%	88 3%	23 2%	93 3%	9 2%	11 2%	12 3%	23 2%	72 3%	45 3%
BBC Bitesize site/ app	117 3%	107 3%	10 2%	70 6% b	40 1%	61 6% b	49 2%	28 6%	32 6%	29 6%	61 6%	98 4% b	18 1%
BBC Newsround site	108 3%	102 3%	6 1%	56 5% b	47 2%	50 5% b	53 2%	27 6%	24 4%	24 5%	50 5%	93 3% b	15 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC CBeebies Playtime site/ app	108 3%	90 2%	18 3%	86 7% b	20 1%	78 7% b	28 1%	53 12% cd	45 8%	21 4%	78 7%	87 3% b	19 1%
BBC Radio 4 Extra	85 2%	79 2%	7 1%	25 2%	57 2%	18 2%	63 2%	10 2%	8 1%	9 2%	18 2%	53 2%	27 2%
BBC CBeebies Storytime site/ app	81 2%	72 2%	9 1%	62 5% b	15 *% b	54 5% b	21 1%	30 7%	36 6%	19 4%	54 5%	71 3% b	10 1%
BBC Asian Network	81 2%	80 2% b	1 *% b	40 3% b	35 1%	34 3% b	41 1%	14 3%	21 4%	17 3%	34 3%	66 2% b	15 1%
BBC World Service	80 2%	73 2%	7 1%	29 2%	47 2%	26 2%	50 2%	9 2%	15 3%	14 3%	26 2%	58 2%	22 1%
BBC Radio Scotland (SCOTLAND)	45 1%	40 1%	6 1%	12 1%	33 1%	11 1%	34 1%	4 1%	6 1%	5 1%	11 1%	29 1%	14 1%
BBC Radio Ulster (NORTHERN IRELAND)	33 1%	21 1%	12 2% a	4 *% a	28 1%	4 *% a	28 1%	2 1%	1 *% a	2 *% a	4 *% a	17 1% a	16 1% a
BBC Alba (Scottish Gaelic)	27 1%	24 1%	3 *% a	6 *% a	18 1% a	6 1% a	18 1% a	2 *% a	5 1% a	5 1% a	6 1% a	20 1% a	6 *% a
BBC Radio Wales (WALES)	18 *% a	11 *% a	7 1% a	4 *% a	14 *% a	4 *% a	15 *% a	1 *% a	2 *% a	3 1% a	4 *% a	11 *% a	7 *% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC Radio Cymru (WALES)	3 *%	1 *%	1 *%	1 *%	2 *%	* *%	2 *%	* *%	- -%	* *%	* *%	1 *%	1 *%
BBC Radio Foyle (NORTHERN IRELAND)	2 *%	2 *%	1 *%	* *%	2 *%	* *%	2 *%	* *%	- -%	- -%	* *%	1 *%	1 *%
BBC Radio nan Gàidheal (SCOTLAND)	2 *%	2 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	* *%	1 *%	1 *%	1 *%	* *%
SUMMARY													
ANY BBC	3712 86%	3167 86%	545 92% a	1065 87%	2597 87%	964 87%	2695 86%	384 88%	497 87%	435 88%	964 87%	2336 88%	1312 85%
ANY BBC TV	3426 80%	2930 79%	496 83%	972 79%	2410 80%	880 80%	2499 80%	345 79%	450 79%	402 81%	880 80%	2146 81%	1221 79%
ANY BBC RADIO	2033 47%	1698 46%	335 56% a	590 48%	1418 47%	540 49%	1467 47%	216 49%	280 49%	244 49%	540 49%	1325 50% b	676 44%
ANY BBC WEBSITES/ APPS	1907 44%	1640 44%	267 45%	668 54% b	1215 41%	604 55% b	1277 41%	241 55%	308 54%	273 55%	604 55%	1345 51% b	541 35%
NONE	583 14%	534 14% b	50 8%	165 13%	399 13%	138 13%	426 14%	53 12%	72 13%	58 12%	138 13%	327 12%	231 15%
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b													

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Mean number of BBC services used in at least weekly in the last 3 months (out of 40)	4.0	4.0	4.2	4.5 b	3.9	4.5 b	3.9	4.7	4.4	4.7	4.5	4.3 b	3.6
Standard deviation	3.49	3.56	3.04	4.04	3.17	4.01	3.22	4.09	3.89	4.26	4.01	3.72	3.02
Standard error	.05	.06	.12	.11	.06	.12	.06	.20	.17	.19	.12	.08	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC One	3063 71%	2528 71%	2135 69%	928 77% abe	535 73%	3063 71%	3063 83% bcef	1849 80% f	1722 80% f	450 83% f	3063 79% f	- -%	263 38%	623 61% a	2177 84% ab
BBC Two	1809 42%	1465 41%	1207 39%	602 50% abe	344 47% ab	1809 42%	1809 49% f	1262 54% aef	1100 51% ef	342 63% abcef	1809 47% f	- -%	144 21%	342 33% a	1324 51% ab
BBC iPlayer	1617 38%	1617 45% cde	1378 45% cde	238 20% d	- -%	1617 38% cd	1617 44% f	1062 46% ef	1123 52% abef	371 68% abcef	1617 42% f	- -%	118 17%	283 28% a	1215 47% ab
BBC News site/ app	1313 31%	1224 34% cde	1063 34% cde	250 21% d	89 12%	1313 31% cd	1252 34% f	931 40% aef	1313 61% abef	316 58% abef	1313 34% f	- -%	83 12%	259 25% a	971 38% ab
BBC News channel	1128 26%	990 28% d	837 27% d	291 24% d	138 19%	1128 26% d	1128 31% f	750 32% f	773 36% aef	227 42% abef	1128 29% f	- -%	104 15%	212 21% a	813 32% ab
BBC Weather site/ app	917 21%	858 24% cde	731 24% cd	186 16% d	59 8%	917 21% cd	879 24% f	669 29% aef	917 43% abef	225 41% abef	917 24% f	- -%	60 9%	164 16% a	693 27% ab
BBC Radio 1	803 19%	735 21% cd	700 23% cde	103 9%	68 9%	803 19% cd	745 20% f	803 35% acef	553 26% aef	185 34% acef	803 21% f	- -%	54 8%	148 14% a	602 23% ab
BBC Radio 2	796 19%	669 19%	570 18%	226 19%	127 17%	796 19%	753 20% f	796 34% acef	528 25% aef	202 37% acef	796 20% f	- -%	70 10%	111 11%	615 24% ab
BBC Sport site/ app	623 15%	601 17% cd	519 17% cd	104 9% d	22 3%	623 15% cd	607 17% f	488 21% aef	623 29% abef	181 33% abef	623 16% f	- -%	56 8%	121 12% ab	446 17% ab
BBC Four	598 14%	523 15% d	431 14%	167 14%	75 10%	598 14%	598 16% f	449 19% aef	395 18% ef	188 35% abcef	598 15% f	- -%	62 9%	110 11%	426 17% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC Three	598	530	476	121	67	598	598	431	403	157	598	-	50	109	439
	14%	15%	15%	10%	9%	14%	16%	19%	19%	29%	15%	-%	7%	11%	17%
		cd	cd			cd	f	ef	ef	abcef	f				ab
BBC Radio 4	510	418	339	171	92	510	485	510	355	160	510	-	21	79	409
	12%	12%	11%	14%	13%	12%	13%	22%	17%	29%	13%	-%	3%	8%	16%
				b			f	acef	aef	abcef	f			a	ab
BBC Sounds	412	398	359	53	14	412	398	391	356	412	412	-	21	65	325
	10%	11%	12%	4%	2%	10%	11%	17%	17%	76%	11%	-%	3%	6%	13%
		cd	cd	d		cd	f	aef	aef	abcef	f			a	ab
BBC Radio 5 live	293	256	213	81	38	293	289	293	233	106	293	-	18	51	224
	7%	7%	7%	7%	5%	7%	8%	13%	11%	20%	8%	-%	3%	5%	9%
							f	aef	aef	abcef	f				ab
CBeebies	287	276	264	24	11	287	287	181	186	45	287	-	41	53	193
	7%	8%	9%	2%	1%	7%	8%	8%	9%	8%	7%	-%	6%	5%	7%
		cd	cde			cd	f	f	f	f	f				
BBC Homepage site (www.bbc.co.uk)	243	224	189	54	18	243	228	199	243	101	243	-	17	33	193
	6%	6%	6%	4%	2%	6%	6%	9%	11%	19%	6%	-%	2%	3%	7%
		d	d			d	f	aef	abef	abcef	f				ab
BBC Parliament	209	181	155	54	28	209	209	143	156	50	209	-	16	45	148
	5%	5%	5%	4%	4%	5%	6%	6%	7%	9%	5%	-%	2%	4%	6%
							f	f	ef	aef	f				a
BBC TV programmes and content on YouTube	199	197	169	30	2	199	199	136	157	63	199	-	15	32	152
	5%	6%	5%	2%	*%	5%	5%	6%	7%	12%	5%	-%	2%	3%	6%
		cd	cd	d		cd	f	f	ef	abcef	f				ab
BBC radio for your region (ENGLAND)	175	128	100	75	48	175	166	175	98	38	175	-	20	22	134
	4%	4%	3%	6%	6%	4%	5%	8%	5%	7%	5%	-%	3%	2%	5%
				abe	abe		f	acef	f	f	f				b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
CBBC	168 4%	162 5%	152 5%	16 1%	6 1%	168 4%	168 5%	121 5%	120 6%	39 7%	168 4%	- -%	16 2%	26 3%	125 5%
		cd	cd			cd	f	f	f	ef	f				ab
BBC Radio 5 live sports extra	149 3%	140 4%	129 4%	20 2%	8 1%	149 3%	147 4%	149 6%	128 6%	62 11%	149 4%	- -%	8 1%	27 3%	114 4%
		cd	cd			cd	f	aef	aef	abcef	f				a
BBC Radio 3	134 3%	120 3%	111 4%	23 2%	13 2%	134 3%	130 4%	134 6%	118 6%	66 12%	134 3%	- -%	14 2%	19 2%	100 4%
			c				f	aef	aef	abcef	f				b
BBC 6 Music	128 3%	125 4%	114 4%	14 1%	3 *%	128 3%	122 3%	128 6%	110 5%	78 14%	128 3%	- -%	11 2%	18 2%	99 4%
		cd	cd			cd	f	aef	aef	abcef	f				ab
BBC iPlayer Kids site/ app	127 3%	126 4%	122 4%	5 *%	1 *%	127 3%	126 3%	103 4%	127 6%	40 7%	127 3%	- -%	13 2%	25 2%	90 3%
		cd	cd			cd	f	f	aef	aef	f				
BBC Radio 1Xtra	119 3%	116 3%	116 4%	3 *%	3 *%	119 3%	113 3%	119 5%	103 5%	50 9%	119 3%	- -%	11 2%	24 2%	84 3%
		cd	cd			cd	f	aef	aef	abcef	f				
BBC Scotland TV channel (on air between 7pm and midnight)	119 3%	109 3%	90 3%	28 2%	9 1%	119 3%	119 3%	89 4%	94 4%	32 6%	119 3%	- -%	11 2%	15 2%	93 4%
							f	f	f	aef	f				b
BBC Bitesize site/ app	117 3%	117 3%	113 4%	5 *%	* *%	117 3%	113 3%	102 4%	117 5%	46 9%	117 3%	- -%	5 1%	15 2%	97 4%
		cd	cd			cd	f	f	aef	abef	f				ab
BBC Newsround site	108 3%	108 3%	107 3%	1 *%	* *%	108 3%	104 3%	99 4%	108 5%	53 10%	108 3%	- -%	5 1%	14 1%	89 3%
		cd	cd			cd	f	aef	aef	abcef	f				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC CBeebies Playtime site/ app	108 3%	103 3%	98 3%	9 1%	5 1%	108 3%	108 3%	82 4%	108 5%	37 7%	108 3%	- -%	9 1%	19 2%	80 3%
		cd	cd			cd	f	f	aef	abef	f				
BBC Radio 4 Extra	85 2%	77 2%	65 2%	20 2%	9 1%	85 2%	80 2%	85 4%	73 3%	54 10%	85 2%	- -%	4 1%	9 1%	72 3%
							f	aef	f	abcef	f				ab
BBC CBeebies Storytime site/ app	81 2%	78 2%	77 2%	4 **%	3 **%	81 2%	81 2%	65 3%	81 4%	33 6%	81 2%	- -%	10 1%	9 1%	63 2%
		cd	cd			cd	f	f	aef	abef	f				b
BBC Asian Network	81 2%	70 2%	67 2%	14 1%	11 1%	81 2%	78 2%	81 3%	65 3%	25 5%	81 2%	- -%	6 1%	16 2%	59 2%
							f	aef	f	aef	f				
BBC World Service	80 2%	68 2%	62 2%	18 2%	12 2%	80 2%	76 2%	80 3%	68 3%	47 9%	80 2%	- -%	5 1%	7 1%	69 3%
							f	aef	f	abcef	f				ab
BBC Radio Scotland (SCOTLAND)	45 1%	39 1%	30 1%	15 1%	6 1%	45 1%	43 1%	45 2%	32 1%	17 3%	45 1%	- -%	4 1%	7 1%	34 1%
								f		aef					
BBC Radio Ulster (NORTHERN IRELAND)	33 1%	22 1%	19 1%	14 1%	11 2%	33 1%	32 1%	33 1%	14 1%	4 1%	33 1%	- -%	3 **%	2 **%	28 1%
BBC Alba (Scottish Gaelic)	27 1%	24 1%	20 1%	7 1%	3 **%	27 1%	27 1%	24 1%	22 1%	8 1%	27 1%	- -%	4 1%	1 **%	21 1%
BBC Radio Wales (WALES)	18 **%	15 **%	13 **%	5 **%	4 **%	18 **%	17 **%	18 1%	14 1%	3 1%	18 **%	- -%	1 **%	2 **%	15 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 117

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC Radio Cymru (WALES)	3 *%	3 *%	3 *%	- -%	- -%	3 *%	3 *%	3 *%	2 *%	- -%	3 *%	- -%	- -%	* *%	2 *%
BBC Radio Foyle (NORTHERN IRELAND)	2 *%	1 *%	1 *%	1 *%	1 *%	2 *%	2 *%	2 *%	* *%	* *%	2 *%	- -%	* *%	- -%	2 *%
BBC Radio nan Gàidheal (SCOTLAND)	2 *%	2 *%	2 *%	- -%	- -%	2 *%	2 *%	2 *%	2 *%	1 *%	2 *%	- -%	- -%	- -%	2 *%

SUMMARY

ANY BBC	3712 86%	3106 87% d	2674 86%	1038 87%	606 82%	3712 86% d	3537 96% f	2285 99% aef	2102 98% aef	538 99% aef	3712 95% f	- -%	418 60%	816 80% a	2477 96% ab
ANY BBC TV	3426 80%	2873 81% d	2452 79%	974 81% d	554 75%	3426 80%	3426 93% bcef	2066 89% f	1931 90% f	504 93% ef	3426 88% f	- -%	344 50%	732 72% a	2350 91% ab
ANY BBC RADIO	2033 47%	1741 49% cd	1520 49% cd	513 43%	293 40%	2033 47% d	1903 52% f	2033 88% acef	1332 62% aef	465 86% acef	2033 52% f	- -%	172 25%	350 34% a	1511 59% ab
ANY BBC WEBSITES/ APPS	1907 44%	1783 50% cde	1561 50% cde	346 29% d	125 17%	1907 44% cd	1818 49% f	1359 59% aef	1907 89% abdef	423 78% abef	1907 49% f	- -%	153 22%	380 37% a	1374 53% ab
NONE	583 14%	454 13%	423 14%	160 13%	129 18% ae	583 14%	141 4% bcd	32 1%	47 2%	6 1%	177 5% bcd	406 100% abcde	277 40% bc	206 20% c	100 4%
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

BBC SERVICES USED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Mean number of BBC services used in at least weekly in the last 3 months (out of 40)	4.0	4.3 cde	4.3 cde	3.3 d	2.6	4.0 cd	4.6	5.6 ae	5.9 ae	8.3 abce	4.5	-	2.0	3.0 a	5.0 ab
Standard deviation	3.49	3.64	3.73	2.65	2.13	3.49	3.41	3.64	3.65	4.67	3.40	-	2.56	2.91	3.57
Standard error	.05	.06	.07	.08	.08	.05	.06	.08	.08	.21	.05	-	.10	.09	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 119

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
TV/ IPLAYER	3426	1688	1729	343	582	541	558	1402	940	1043	603	840	2886	268	177	96	
	80%	80%	79%	66%	75%	78%	80%	87%	85%	79%	79%	76%	80%	78%	83%	74%	
					a	a	a	abcd	bcd				d		d		
RADIO	2033	1113	917	206	352	326	305	845	629	608	370	427	1724	136	118	56	
	47%	53%	42%	40%	45%	47%	44%	53%	57%	46%	48%	39%	48%	40%	55%	44%	
		b						abd	bcd	d	d		b		abd		
APPS/ SITES	1907	1020	883	226	363	360	343	615	649	622	303	334	1616	148	99	44	
	44%	49%	41%	43%	47%	52%	49%	38%	59%	47%	40%	30%	45%	43%	46%	34%	
		b			e	ae	e		bcd	cd	d		d	d	d		
SOUNDS	412	255	157	39	88	59	81	145	145	142	56	69	357	29	19	8	
	10%	12%	7%	8%	11%	8%	12%	9%	13%	11%	7%	6%	10%	8%	9%	6%	
		b							cd	d			d				
RADIO OR SOUNDS	2070	1138	929	210	354	332	317	858	639	626	374	431	1758	137	118	57	
	48%	54%	43%	40%	45%	48%	46%	53%	58%	48%	49%	39%	49%	40%	55%	44%	
		b						abd	bcd	d	d		b		bd		
ANY	3712	1837	1865	394	654	592	600	1471	1013	1132	670	897	3128	289	188	107	
	86%	87%	86%	76%	84%	85%	86%	92%	92%	86%	87%	81%	87%	84%	88%	83%	
					a	a	a	abcd	bcd	d	d						
NONE	583	264	311	126	127	102	94	134	93	185	96	209	480	54	26	22	
	14%	13%	14%	24%	16%	15%	14%	8%	8%	14%	13%	19%	13%	16%	12%	17%	
				bcde	e	e	e			a	a	abc					
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.2	2.3	2.1	1.9	2.2	2.2	2.3	2.2	2.6	2.2	2.1	1.8	2.2	2.1	2.3	1.8	
		b			a	a	a	a	bcd	d	d		d	d	bd		
Standard deviation	1.41	1.46	1.35	1.50	1.48	1.41	1.45	1.31	1.39	1.42	1.35	1.34	1.41	1.48	1.38	1.30	
Standard error	.02	.03	.03	.06	.06	.05	.06	.03	.05	.04	.05	.04	.03	.06	.06	.06	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 119

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
TV/ IPLAYER	3426	2930	496	972	2410	880	2499	345	450	402	880	2146	1221
	80%	79%	83%	79%	80%	80%	80%	79%	79%	81%	80%	81%	79%
RADIO	2033	1698	335	590	1418	540	1467	216	280	244	540	1325	676
	47%	46%	56%	48%	47%	49%	47%	49%	49%	49%	49%	50%	44%
			a									b	
APPS/ SITES	1907	1640	267	668	1215	604	1277	241	308	273	604	1345	541
	44%	44%	45%	54%	41%	55%	41%	55%	54%	55%	55%	51%	35%
				b		b						b	
SOUNDS	412	360	52	135	265	127	273	48	56	56	127	306	100
	10%	10%	9%	11%	9%	11%	9%	11%	10%	11%	11%	11%	6%
												b	
RADIO OR SOUNDS	2070	1731	339	601	1442	549	1492	219	286	248	549	1354	683
	48%	47%	57%	49%	48%	50%	48%	50%	50%	50%	50%	51%	44%
			a									b	
ANY	3712	3167	545	1065	2597	964	2695	384	497	435	964	2336	1312
	86%	86%	92%	87%	87%	87%	86%	88%	87%	88%	87%	88%	85%
			a										
NONE	583	534	50	165	399	138	426	53	72	58	138	327	231
	14%	14%	8%	13%	13%	13%	14%	12%	13%	12%	13%	12%	15%
			b										
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.2	2.2	2.3	2.3	2.1	2.4	2.1	2.3	2.3	2.4	2.4	2.3	2.0
			a	b		b						b	
Standard deviation	1.41	1.42	1.34	1.47	1.37	1.46	1.38	1.44	1.44	1.45	1.46	1.43	1.33
Standard error	.02	.02	.05	.04	.03	.04	.02	.07	.06	.07	.04	.03	.03

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 119

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
TV/ IPLAYER	3426	2873	2452	974	554	3426	3426	2066	1931	504	3426	-	344	732	2350
	80%	81%	79%	81%	75%	80%	93%	89%	90%	93%	88%	-%	50%	72%	91%
		d		d			bcef	f	f	ef	f			a	ab
RADIO	2033	1741	1520	513	293	2033	1903	2033	1332	465	2033	-	172	350	1511
	47%	49%	49%	43%	40%	47%	52%	88%	62%	86%	52%	-%	25%	34%	59%
		cd	cd			d	f	acef	aef	acef	f			a	ab
APPS/ SITES	1907	1783	1561	346	125	1907	1818	1359	1907	423	1907	-	153	380	1374
	44%	50%	50%	29%	17%	44%	49%	59%	89%	78%	49%	-%	22%	37%	53%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
SOUNDS	412	398	359	53	14	412	398	391	356	412	412	-	21	65	325
	10%	11%	12%	4%	2%	10%	11%	17%	17%	76%	11%	-%	3%	6%	13%
		cd	cd	d		cd	f	aef	aef	abcef	f			a	ab
RADIO OR SOUNDS	2070	1778	1556	514	293	2070	1939	2049	1357	502	2070	-	175	354	1542
	48%	50%	50%	43%	40%	48%	53%	88%	63%	92%	53%	-%	25%	35%	60%
		cd	cd			cd	f	acef	aef	acef	f			a	ab
ANY	3712	3106	2674	1038	606	3712	3537	2285	2102	538	3712	-	418	816	2477
	86%	87%	86%	87%	82%	86%	96%	99%	98%	99%	95%	-%	60%	80%	96%
		d				d	f	aef	aef	aef	f			a	ab
NONE	583	454	423	160	129	583	141	32	47	6	177	406	277	206	100
	14%	13%	14%	13%	18%	14%	4%	1%	2%	1%	5%	100%	40%	20%	4%
					ae		bcd				bcd	abcde	bc	c	
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean number of BBC services at least weekly in the past 3 months (out of 5)	2.2	2.4	2.3	1.8	1.3	2.2	2.5	3.0	3.1	4.0	2.4	-	1.2	1.7	2.6
		cde	cde	d		cd		ae	abe	abce				a	ab
Standard deviation	1.41	1.44	1.46	1.16	.88	1.41	1.27	1.19	1.17	1.17	1.28	-	1.23	1.36	1.27
Standard error	.02	.02	.03	.03	.03	.02	.02	.02	.03	.05	.02	-	.05	.04	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 121

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
NONE	583	264	311	126	127	102	94	134	93	185	96	209	480	54	26	22	
	14%	13%	14%	24%	16%	15%	14%	8%	8%	14%	13%	19%	13%	16%	12%	17%	
				bcde	e	e	e			a	a	abc					
ONE	885	402	480	111	138	126	137	372	162	253	182	287	729	86	35	33	
	21%	19%	22%	21%	18%	18%	20%	23%	15%	19%	24%	26%	20%	25%	16%	26%	
								bc			a	ab		c		ac	
TWO	1083	486	592	96	182	166	157	482	252	309	217	305	914	75	56	38	
	25%	23%	27%	18%	23%	24%	23%	30%	23%	23%	28%	28%	25%	22%	26%	30%	
			a					abcd								b	
THREE	906	455	450	99	175	167	149	316	288	298	145	175	774	62	51	20	
	21%	22%	21%	19%	22%	24%	22%	20%	26%	23%	19%	16%	21%	18%	24%	16%	
									cd	d			d		d		
FOUR	600	337	262	65	102	99	112	222	222	201	87	89	510	44	36	10	
	14%	16%	12%	12%	13%	14%	16%	14%	20%	15%	11%	8%	14%	13%	17%	8%	
		b							bcd	d			d		d		
FIVE	238	157	81	23	57	35	44	79	89	71	37	41	201	23	10	4	
	6%	7%	4%	4%	7%	5%	6%	5%	8%	5%	5%	4%	6%	7%	5%	3%	
		b							d								
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean score	2.2	2.3	2.1	1.9	2.2	2.2	2.3	2.2	2.6	2.2	2.1	1.8	2.2	2.1	2.3	1.8	
		b			a	a	a	a	bcd	d	d		d	d	bd		
Standard deviation	1.41	1.46	1.35	1.50	1.48	1.41	1.45	1.31	1.39	1.42	1.35	1.34	1.41	1.48	1.38	1.30	
Standard error	.02	.03	.03	.06	.06	.05	.06	.03	.05	.04	.05	.04	.03	.06	.06	.06	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 121

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NONE	583 14%	534 14% b	50 8%	165 13%	399 13%	138 13%	426 14%	53 12%	72 13%	58 12%	138 13%	327 12%	231 15%
ONE	885 21%	753 20%	132 22%	226 18%	638 21%	203 18%	661 21%	81 19%	107 19%	94 19%	203 18%	480 18%	386 25% a
TWO	1083 25%	932 25%	151 25%	264 21%	808 27% a	239 22%	832 27% a	96 22%	128 23%	102 21%	239 22%	636 24%	423 27%
THREE	906 21%	772 21%	134 23%	293 24%	611 20%	263 24%	639 20%	108 25%	136 24%	122 25%	263 24%	610 23% b	284 18%
FOUR	600 14%	502 14%	98 17%	188 15%	402 13%	173 16%	417 13%	65 15%	84 15%	80 16%	173 16%	429 16% b	167 11%
FIVE	238 6%	208 6%	30 5%	94 8% b	138 5%	86 8% b	145 5%	33 8%	41 7%	37 8%	86 8%	182 7% b	53 3%
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean score	2.2	2.2	2.3 a	2.3 b	2.1	2.4 b	2.1	2.3	2.3	2.4	2.4	2.3 b	2.0
Standard deviation	1.41	1.42	1.34	1.47	1.37	1.46	1.38	1.44	1.44	1.45	1.46	1.43	1.33
Standard error	.02	.02	.05	.04	.03	.04	.02	.07	.06	.07	.04	.03	.03

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 121

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NUMBER OF BBC SERVICES CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS - TV, IPLAYER, ONLINE, RADIO, SOUNDS

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
NONE	583	454	423	160	129	583	141	32	47	6	177	406	277	206	100
	14%	13%	14%	13%	18%	14%	4%	1%	2%	1%	5%	100%	40%	20%	4%
					ae		bcd				bcd	abcde	bc	c	
ONE	885	596	524	361	289	885	756	219	148	22	885	-	185	285	414
	21%	17%	17%	30%	39%	21%	21%	9%	7%	4%	23%	-%	27%	28%	16%
				abe	abce	ab	bcd	cd	f	f	bcd		c	c	
TWO	1083	825	695	388	257	1083	1049	581	417	33	1083	-	133	254	695
	25%	23%	22%	32%	35%	25%	29%	25%	19%	6%	28%	-%	19%	25%	27%
				abe	abe		bcd	cd	df	f	cd				a
THREE	906	852	720	186	54	906	894	658	726	86	906	-	54	154	699
	21%	24%	23%	16%	7%	21%	24%	28%	34%	16%	23%	-%	8%	15%	27%
		cde	cd	d		cd	df	ade	abdef	f	df		a	ab	
FOUR	600	595	514	86	5	600	600	589	574	159	600	-	43	84	473
	14%	17%	17%	7%	1%	14%	16%	25%	27%	29%	15%	-%	6%	8%	18%
		cde	cde	d		cd	f	aef	aef	aef	f				ab
FIVE	238	238	222	16	-	238	238	238	238	238	238	-	4	38	196
	6%	7%	7%	1%	-%	6%	6%	10%	11%	44%	6%	-%	1%	4%	8%
		cd	cd	d		cd	f	aef	aef	abcef	f		a	ab	
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	2.2	2.4	2.3	1.8	1.3	2.2	2.5	3.0	3.1	4.0	2.4	-	1.2	1.7	2.6
		cde	cde	d		cd	ae	abe	abce				a	ab	
Standard deviation	1.41	1.44	1.46	1.16	.88	1.41	1.27	1.19	1.17	1.17	1.28	-	1.23	1.36	1.27
Standard error	.02	.02	.03	.03	.03	.02	.02	.02	.03	.05	.02	-	.05	.04	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 123

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
TV	3320	1640	1672	309	565	515	546	1385	917	999	580	824	2796	259	171	93	
	77%	78%	77%	59%	72%	74%	79%	86%	83%	76%	76%	74%	78%	75%	79%	72%	
IPLAYER	1688	843	836	196	351	269	294	578	523	555	280	331	1432	137	88	32	
	39%	40%	38%	38%	45%	39%	42%	36%	47%	42%	37%	30%	40%	40%	41%	25%	
					e			abcd	cd	d	d		d	d	d		
RADIO	2033	1113	917	206	352	326	305	845	629	608	370	427	1724	136	118	56	
	47%	53%	42%	40%	45%	47%	44%	53%	57%	46%	48%	39%	48%	40%	55%	44%	
		b						abd	bcd	d	d		b		abd		
APPS/ SITES	1907	1020	883	226	363	360	343	615	649	622	303	334	1616	148	99	44	
	44%	49%	41%	43%	47%	52%	49%	38%	59%	47%	40%	30%	45%	43%	46%	34%	
		b			e	ae	e		bcd	cd	d		d	d	d		
SOUNDS	412	255	157	39	88	59	81	145	145	142	56	69	357	29	19	8	
	10%	12%	7%	8%	11%	8%	12%	9%	13%	11%	7%	6%	10%	8%	9%	6%	
		b							cd	d			d				
ANY	3712	1837	1865	394	654	592	600	1471	1013	1132	670	897	3128	289	188	107	
	86%	87%	86%	76%	84%	85%	86%	92%	92%	86%	87%	81%	87%	84%	88%	83%	
					a	a	a	abcd	bcd	d	d						
NONE	583	264	311	126	127	102	94	134	93	185	96	209	480	54	26	22	
	14%	13%	14%	24%	16%	15%	14%	8%	8%	14%	13%	19%	13%	16%	12%	17%	
				bcde	e	e	e			a	a	abc					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 123

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
TV	3320	2836	483	935	2350	849	2433	333	431	389	849	2072	1189
	77%	77%	81%	76%	78%	77%	78%	76%	76%	79%	77%	78%	77%
IPLAYER	1688	1445	244	526	1137	475	1188	186	239	210	475	1159	507
	39%	39%	41%	43%	38%	43%	38%	43%	42%	43%	43%	44%	33%
				b								b	
RADIO	2033	1698	335	590	1418	540	1467	216	280	244	540	1325	676
	47%	46%	56%	48%	47%	49%	47%	49%	49%	49%	49%	50%	44%
			a									b	
APPS/ SITES	1907	1640	267	668	1215	604	1277	241	308	273	604	1345	541
	44%	44%	45%	54%	41%	55%	41%	55%	54%	55%	55%	51%	35%
				b		b						b	
SOUNDS	412	360	52	135	265	127	273	48	56	56	127	306	100
	10%	10%	9%	11%	9%	11%	9%	11%	10%	11%	11%	11%	6%
												b	
ANY	3712	3167	545	1065	2597	964	2695	384	497	435	964	2336	1312
	86%	86%	92%	87%	87%	87%	86%	88%	87%	88%	87%	88%	85%
			a										
NONE	583	534	50	165	399	138	426	53	72	58	138	327	231
	14%	14%	8%	13%	13%	13%	14%	12%	13%	12%	13%	12%	15%
			b										

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 123

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

SUMMARY - BBC CONTENT CONSUMED AT LEAST WEEKLY IN THE LAST 3 MONTHS (SEPARATING TV CHANNELS AND IPLAYER)

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
TV	3320	2766	2364	955	554	3320	3320	2016	1883	493	3320	-	329	692	2298
	77%	78%	76%	80%	75%	77%	90%	87%	88%	91%	85%	-%	47%	68%	89%
							bcef	f	f	ef	f			a	ab
IPLAYER	1688	1686	1433	255	2	1688	1688	1103	1167	378	1688	-	125	298	1265
	39%	47%	46%	21%	*%	39%	46%	48%	54%	70%	43%	-%	18%	29%	49%
		cde	cde	d		cd	f	ef	abef	abcef	f			a	ab
RADIO	2033	1741	1520	513	293	2033	1903	2033	1332	465	2033	-	172	350	1511
	47%	49%	49%	43%	40%	47%	52%	88%	62%	86%	52%	-%	25%	34%	59%
		cd	cd			d	f	acef	aef	acef	f			a	ab
APPS/ SITES	1907	1783	1561	346	125	1907	1818	1359	1907	423	1907	-	153	380	1374
	44%	50%	50%	29%	17%	44%	49%	59%	89%	78%	49%	-%	22%	37%	53%
		cde	cde	d		cd	f	aef	abdef	abef	f			a	ab
SOUNDS	412	398	359	53	14	412	398	391	356	412	412	-	21	65	325
	10%	11%	12%	4%	2%	10%	11%	17%	17%	76%	11%	-%	3%	6%	13%
		cd	cd	d		cd	f	aef	aef	abcef	f			a	ab
ANY	3712	3106	2674	1038	606	3712	3537	2285	2102	538	3712	-	418	816	2477
	86%	87%	86%	87%	82%	86%	96%	99%	98%	99%	95%	-%	60%	80%	96%
		d				d	f	aef	aef	aef	f			a	ab
NONE	583	454	423	160	129	583	141	32	47	6	177	406	277	206	100
	14%	13%	14%	13%	18%	14%	4%	1%	2%	1%	5%	100%	40%	20%	4%
					ae		bcd				bcd	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
BBC	3678	1810	1856	399	637	593	600	1450	1002	1125	651	901	3096	287	193	103	
	86%	86%	85%	77%	82%	85%	87%	90%	91%	85%	85%	81%	86%	83%	90%	80%	
						a	a	abc	bcd				d		bd		
ITV/ STV/ UTV	3398	1607	1782	347	549	536	557	1409	885	1043	590	879	2856	267	179	96	
	79%	76%	82%	67%	70%	77%	80%	88%	80%	79%	77%	79%	79%	78%	83%	75%	
			a			ab	ab	abcd							d		
Channel 4	3043	1470	1563	293	517	490	506	1237	814	957	521	751	2565	244	157	76	
	71%	70%	72%	56%	66%	71%	73%	77%	74%	73%	68%	68%	71%	71%	73%	59%	
					a	a	a	abc					d	d	d		
Netflix	2726	1285	1426	429	653	509	520	615	797	878	502	549	2278	222	136	90	
	63%	61%	66%	82%	84%	73%	75%	38%	72%	67%	66%	50%	63%	65%	63%	70%	
			a	cde	cde	e	e		cd	d	d						
Channel 5	2481	1195	1279	208	334	380	436	1123	650	748	437	646	2103	195	132	51	
	58%	57%	59%	40%	43%	55%	63%	70%	59%	57%	57%	58%	58%	57%	62%	40%	
						ab	abc	abcd					d	d	d		
Amazon Prime Video	1903	933	955	278	452	353	341	479	597	608	344	355	1592	152	111	49	
	44%	44%	44%	53%	58%	51%	49%	30%	54%	46%	45%	32%	44%	44%	52%	38%	
				e	de	e	e		bcd	d	d				ad		
Sky channels	1394	773	617	158	264	259	251	462	431	445	264	255	1156	123	84	32	
	32%	37%	28%	30%	34%	37%	36%	29%	39%	34%	34%	23%	32%	36%	39%	25%	
		b				e	e		d	d	d		d	d	ad		
UKTV	1222	650	568	97	181	165	198	582	328	389	213	292	1022	99	79	21	
	28%	31%	26%	19%	23%	24%	28%	36%	30%	30%	28%	26%	28%	29%	37%	16%	
		b					a	abcd					d	d	abd		
Disney+	1150	536	601	225	366	247	185	128	357	369	201	222	944	104	61	41	
	27%	26%	28%	43%	47%	36%	27%	8%	32%	28%	26%	20%	26%	30%	28%	32%	
				cde	cde	de	e		d	d	d						
YouTube	1139	633	493	252	291	195	174	227	294	368	222	253	949	102	47	42	
	27%	30%	23%	48%	37%	28%	25%	14%	27%	28%	29%	23%	26%	30%	22%	32%	
		b		bcde	cde	e	e				d			c		ac	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 124

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
NOW	423	204	214	67	126	86	67	76	138	115	84	85	372	28	15	7	
	10%	10%	10%	13%	16%	12%	10%	5%	13%	9%	11%	8%	10%	8%	7%	6%	
				e	de	e	e		bd				d				
Discovery+	333	188	145	55	85	64	61	70	94	101	59	80	286	31	10	7	
	8%	9%	7%	10%	11%	9%	9%	4%	8%	8%	8%	7%	8%	9%	5%	5%	
				e	e	e	e						c	c			
GB News	252	160	91	13	32	30	47	129	79	61	57	54	215	21	10	5	
	6%	8%	4%	3%	4%	4%	7%	8%	7%	5%	7%	5%	6%	6%	5%	4%	
		b					a	abc									
Apple TV+	236	143	92	56	66	44	36	34	87	86	40	23	201	18	9	8	
	6%	7%	4%	11%	9%	6%	5%	2%	8%	7%	5%	2%	6%	5%	4%	6%	
		b		cde	e	e	e		d	d	d						
Virgin TV Catch-up or Virgin Media Anywhere	228	111	117	24	52	27	47	77	62	72	51	43	193	24	6	5	
	5%	5%	5%	5%	7%	4%	7%	5%	6%	5%	7%	4%	5%	7%	3%	4%	
											d		c	c			
Britbox	156	83	71	21	42	26	26	41	58	42	25	30	140	8	5	3	
	4%	4%	3%	4%	5%	4%	4%	3%	5%	3%	3%	3%	4%	2%	3%	3%	
					e				d								
S4C (Welsh)	119	71	48	22	36	20	9	33	44	32	19	25	86	6	26	1	
	3%	3%	2%	4%	5%	3%	1%	2%	4%	2%	2%	2%	2%	2%	12%	1%	
				d	de										abd		
Hayu	78	23	53	16	29	17	8	7	23	27	13	14	64	10	3	1	
	2%	1%	2%	3%	4%	2%	1%	1%	2%	2%	2%	1%	2%	3%	1%	1%	
			a	e	e	e		*									
None of these	69	37	32	6	6	7	14	37	21	12	13	22	63	2	1	2	
	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	1%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 124

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
BBC	3678	3160	518	1052	2579	947	2681	375	489	428	947	2312	1303
	86%	85%	87%	85%	86%	86%	86%	86%	86%	87%	86%	87%	84%
ITV/ STV/ UTV	3398	2915	483	945	2422	856	2509	326	424	405	856	2082	1253
	79%	79%	81%	77%	81%	78%	80%	75%	74%	82%	78%	78%	81%
				a						b			
Channel 4	3043	2599	445	851	2161	771	2241	285	387	369	771	1903	1087
	71%	70%	75%	69%	72%	70%	72%	65%	68%	75%	70%	71%	70%
										a			
Netflix	2726	2363	363	1001	1679	893	1784	359	465	397	893	2032	651
	63%	64%	61%	81%	56%	81%	57%	82%	82%	80%	81%	76%	42%
				b		b						b	
Channel 5	2481	2114	367	655	1800	600	1855	206	285	312	600	1486	946
	58%	57%	62%	53%	60%	54%	59%	47%	50%	63%	54%	56%	61%
				a		a				abd			a
Amazon Prime Video	1903	1648	255	680	1200	607	1271	250	314	248	607	1382	495
	44%	45%	43%	55%	40%	55%	41%	57%	55%	50%	55%	52%	32%
				b		b						b	
Sky channels	1394	1180	214	494	884	449	926	167	216	222	449	972	403
	32%	32%	36%	40%	29%	41%	30%	38%	38%	45%	41%	36%	26%
				b		b						b	
UKTV	1222	1032	190	300	914	269	946	106	131	126	269	700	493
	28%	28%	32%	24%	31%	24%	30%	24%	23%	26%	24%	26%	32%
				a		a						a	
Disney+	1150	1015	135	582	556	518	620	228	305	200	518	898	239
	27%	27%	23%	47%	19%	47%	20%	52%	54%	40%	47%	34%	15%
				b		b		c	c			b	
YouTube	1139	991	148	404	711	331	782	159	166	130	331	787	328
	27%	27%	25%	33%	24%	30%	25%	36%	29%	26%	30%	30%	21%
				b		b		c				b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 124

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOW	423	371	51	174	242	149	267	67	72	57	149	335	82
	10%	10%	9%	14%	8%	14%	9%	15%	13%	11%	14%	13%	5%
				b		b						b	
Discovery+	333	294	40	142	184	128	197	49	60	56	128	260	70
	8%	8%	7%	12%	6%	12%	6%	11%	11%	11%	12%	10%	5%
				b		b						b	
GB News	252	214	37	73	175	72	176	27	37	32	72	160	86
	6%	6%	6%	6%	6%	7%	6%	6%	6%	6%	7%	6%	6%
Apple TV+	236	215	22	90	139	76	153	42	32	20	76	196	38
	6%	6%	4%	7%	5%	7%	5%	10%	6%	4%	7%	7%	2%
				b				c				b	
Virgin TV Catch-up or Virgin Media Anywhere	228	219	9	76	148	68	156	31	44	23	68	156	68
	5%	6%	2%	6%	5%	6%	5%	7%	8%	5%	6%	6%	4%
		b											
Britbox	156	137	19	61	90	52	98	15	23	31	52	113	40
	4%	4%	3%	5%	3%	5%	3%	4%	4%	6%	5%	4%	3%
				b								b	
S4C (Welsh)	119	102	17	58	58	49	66	25	26	21	49	85	32
	3%	3%	3%	5%	2%	4%	2%	6%	5%	4%	4%	3%	2%
				b		b							
Hayu	78	70	8	39	35	35	38	18	21	12	35	65	12
	2%	2%	1%	3%	1%	3%	1%	4%	4%	2%	3%	2%	1%
				b		b						b	
None of these	69	61	8	12	53	11	53	5	5	3	11	25	39
	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	3%
													a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
BBC	3678	3100	2662	1016	578	3678	3678	2170	2029	522	3678	-	427	813	2439
	86%	87%	86%	85%	79%	86%	100%	94%	94%	96%	95%	-%	61%	80%	95%
		d	d	d		d	bcdef	f	f	f	f			a	ab
ITV/ STV/ UTV	3398	2835	2421	978	563	3398	3167	1968	1798	462	3234	164	453	741	2204
	79%	80%	78%	82%	77%	79%	86%	85%	84%	85%	83%	40%	65%	73%	86%
							ef	f	f	f	f			a	ab
Channel 4	3043	2592	2216	827	451	3043	2853	1825	1700	449	2922	121	386	656	2001
	71%	73%	72%	69%	61%	71%	78%	79%	79%	83%	75%	30%	56%	64%	78%
		d	d	d		d	f	ef	ef	ef	f			a	ab
Netflix	2726	2726	2726	-	-	2726	2335	1545	1542	398	2471	255	436	659	1632
	63%	77%	88%	-%	-%	63%	63%	67%	72%	73%	64%	63%	63%	64%	63%
		cde	acde			cd			abef	abef					
Channel 5	2481	2070	1742	739	411	2481	2351	1489	1369	363	2384	97	322	516	1643
	58%	58%	56%	62%	56%	58%	64%	64%	64%	67%	61%	24%	46%	50%	64%
				b			f	f	f	f	f				ab
Amazon Prime Video	1903	1903	1903	-	-	1903	1682	1165	1168	339	1761	142	296	418	1189
	44%	53%	61%	-%	-%	44%	46%	50%	54%	62%	45%	35%	43%	41%	46%
		cde	acde			cd	f	aef	aef	abcef	f				
Sky channels	1394	1298	1180	214	97	1394	1303	877	885	234	1338	56	206	310	879
	32%	36%	38%	18%	13%	32%	35%	38%	41%	43%	34%	14%	30%	30%	34%
		cde	cde			cd	f	f	aef	aef	f				
UKTV	1222	1074	907	315	148	1222	1149	786	728	209	1171	51	221	205	797
	28%	30%	29%	26%	20%	28%	31%	34%	34%	39%	30%	13%	32%	20%	31%
		d	d	d		d	f	ef	ef	aef	f		b		b
Disney+	1150	1150	1150	-	-	1150	990	681	744	205	1051	99	178	235	737
	27%	32%	37%	-%	-%	27%	27%	29%	35%	38%	27%	24%	26%	23%	29%
		cde	acde			cd			abef	abef					b
YouTube	1139	1077	981	158	61	1139	919	637	669	170	996	142	219	281	639
	27%	30%	32%	13%	8%	27%	25%	27%	31%	31%	26%	35%	32%	27%	25%
		cde	cde	d		cd			ae	a		abe	c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TV AND VIDEO SERVICES WATCHED IN THE PAST 3 MONTHS

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
NOW	423	423	423	-	-	423	385	297	282	108	405	17	62	90	271
	10%	12%	14%	-%	-%	10%	10%	13%	13%	20%	10%	4%	9%	9%	10%
		cd	cde			cd	f	f	aef	abcef	f				
Discovery+	333	333	333	-	-	333	297	238	239	72	316	17	44	64	225
	8%	9%	11%	-%	-%	8%	8%	10%	11%	13%	8%	4%	6%	6%	9%
		cd	cde			cd		af	aef	aef					
GB News	252	231	187	64	20	252	239	168	166	70	243	8	63	43	146
	6%	6%	6%	5%	3%	6%	7%	7%	8%	13%	6%	2%	9%	4%	6%
		d	d			d	f	f	f	abcef	f		bc		
Apple TV+	236	236	236	-	-	236	212	184	180	70	223	14	26	41	170
	6%	7%	8%	-%	-%	6%	6%	8%	8%	13%	6%	3%	4%	4%	7%
		cd	cde			cd		aef	aef	abcef					b
Virgin TV Catch-up or Virgin Media Anywhere	228	228	209	18	-	228	210	144	160	53	212	16	28	47	153
	5%	6%	7%	2%	-%	5%	6%	6%	7%	10%	5%	4%	4%	5%	6%
		cd	cd	d		cd			e	aef					
Britbox	156	156	156	-	-	156	148	119	114	49	153	4	18	29	109
	4%	4%	5%	-%	-%	4%	4%	5%	5%	9%	4%	1%	3%	3%	4%
		cd	cde			cd	f	f	f	abcef	f				
S4C (Welsh)	119	115	107	12	4	119	116	108	99	40	119	-	16	22	81
	3%	3%	3%	1%	1%	3%	3%	5%	5%	7%	3%	-%	2%	2%	3%
		cd	cd			cd	f	aef	ef	aef	f				
Hayu	78	78	78	-	-	78	71	56	56	19	73	5	8	19	51
	2%	2%	3%	-%	-%	2%	2%	2%	3%	3%	2%	1%	1%	2%	2%
		cd	cd			cd									
None of these	69	-	-	69	69	69	-	22	20	8	31	38	27	20	21
	2%	-%	-%	6%	9%	2%	-%	1%	1%	1%	1%	9%	4%	2%	1%
				abe	abce	ab		a	a	a	a	abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 125

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4231	2068	2147	552	682	819	573	1605	926	1260	883	1161	2712	563	516	440	
Effective Weighted Sample	3374	1713	1651	461	549	661	449	1308	760	1000	724	930	2540	535	494	426	
Total	4227	2064	2144	515	775	688	681	1568	1085	1305	752	1084	3545	341	213	127	
BBC	1286	650	633	46	132	145	203	761	375	373	203	336	1106	90	50	40	
	30%	32%	30%	9%	17%	21%	30%	48%	35%	29%	27%	31%	31%	26%	24%	32%	
					a	a	abc	abcd	bc				c			c	
Netflix	1000	454	539	224	288	217	168	102	268	350	185	196	839	81	50	29	
	24%	22%	25%	44%	37%	32%	25%	7%	25%	27%	25%	18%	24%	24%	24%	23%	
				cde	de	e	e		d	d	d						
ITV/ STV/ UTV	666	258	408	48	103	86	105	325	126	202	124	214	544	58	43	21	
	16%	12%	19%	9%	13%	13%	15%	21%	12%	15%	16%	20%	15%	17%	20%	16%	
			a				a	abc			a	a			a		
Sky channels	311	197	115	33	45	61	58	114	75	116	65	55	247	26	33	5	
	7%	10%	5%	6%	6%	9%	9%	7%	7%	9%	9%	5%	7%	8%	16%	4%	
		b								d	d				abd		
YouTube	227	143	79	70	69	38	22	28	55	60	44	67	189	22	9	7	
	5%	7%	4%	14%	9%	6%	3%	2%	5%	5%	6%	6%	5%	6%	4%	6%	
		b		cde	de	e											
Amazon Prime Video	142	73	67	21	25	28	25	42	34	39	34	36	119	14	7	2	
	3%	4%	3%	4%	3%	4%	4%	3%	3%	3%	5%	3%	3%	4%	3%	2%	
Channel 4	126	69	57	11	29	22	19	45	38	34	15	39	104	15	4	3	
	3%	3%	3%	2%	4%	3%	3%	3%	3%	3%	2%	4%	3%	4%	2%	2%	
Disney+	86	30	55	26	28	16	12	3	21	31	13	20	68	10	5	3	
	2%	1%	3%	5%	4%	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	
				de	e	e	e										
Channel 5	53	28	25	7	11	10	10	15	15	7	11	20	47	3	2	1	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	
												b					
NOW	35	17	18	4	7	13	6	4	13	9	8	6	31	2	1	-	
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	
						e											

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4231	2068	2147	552	682	819	573	1605	926	1260	883	1161	2712	563	516	440	
Effective Weighted Sample	3374	1713	1651	461	549	661	449	1308	760	1000	724	930	2540	535	494	426	
Total	4227	2064	2144	515	775	688	681	1568	1085	1305	752	1084	3545	341	213	127	
UKTV	27 1%	13 1%	14 1%	4 1%	7 1%	2 *%	2 *%	11 1%	6 1%	7 1%	6 1%	8 1%	26 1%	1 *%	- -%	- -%	
Virgin TV Catch-up or Virgin Media Anywhere	23 1%	7 *%	15 1%	1 *%	4 *%	6 1%	5 1%	7 *%	4 *%	6 *%	8 1%	5 *%	16 *%	6 2%	* *%	1 *%	
GB News	20 *%	14 1%	5 *%	- -%	- -%	1 *%	6 1%	13 1%	6 1%	5 *%	4 1%	5 *%	16 *%	2 1%	1 1%	- -%	
Britbox	7 *%	5 *%	3 *%	- -%	- -%	2 *%	- -%	6 *%	5 *%	- -%	- -%	2 *%	7 *%	1 *%	- -%	- -%	
Apple TV+	6 *%	5 *%	1 *%	3 1%	- -%	2 *%	- -%	1 *%	3 *%	1 *%	2 *%	1 *%	6 *%	1 *%	- -%	- -%	
Discovery+	6 *%	4 *%	2 *%	- -%	1 *%	- -%	2 *%	4 *%	1 *%	1 *%	- -%	4 *%	4 *%	1 *%	- -%	1 *%	
S4C (Welsh)	5 *%	3 *%	2 *%	1 *%	- -%	3 *%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	5 *%	1 *%	- -%	- -%	
Hayu	5 *%	1 *%	4 *%	* *%	2 *%	2 *%	- -%	- -%	2 *%	1 *%	1 *%	* *%	4 *%	* *%	* *%	- -%	
None of these	89 2%	43 2%	47 2%	4 1%	11 1%	18 3%	18 3%	39 3%	17 2%	30 2%	8 1%	34 3%	79 2%	4 1%	2 1%	5 4%	
Don't know	106 3%	52 3%	54 3%	10 2%	13 2%	16 2%	19 3%	48 3%	20 2%	31 2%	20 3%	36 3%	90 3%	3 1%	3 1%	10 8%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 125

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4231	3576	655	1221	2951	1070	3097	435	543	485	1070	2434	1700
Effective Weighted Sample	3374	2879	497	953	2373	838	2486	341	437	372	838	1937	1408
Total	4227	3639	587	1219	2944	1091	3068	432	564	490	1091	2638	1505
BBC	1286	1089	197	244	1034	234	1043	83	112	119	234	653	608
	30%	30%	34%	20%	35%	21%	34%	19%	20%	24%	21%	25%	40%
					a		a						a
Netflix	1000	888	112	397	579	347	629	152	182	130	347	792	192
	24%	24%	19%	33%	20%	32%	21%	35%	32%	27%	32%	30%	13%
		b		b		b						b	
ITV/ STV/ UTV	666	576	90	182	479	167	494	53	76	87	167	393	255
	16%	16%	15%	15%	16%	15%	16%	12%	13%	18%	15%	15%	17%
Sky channels	311	249	63	105	201	94	210	35	52	59	94	210	94
	7%	7%	11%	9%	7%	9%	7%	8%	9%	12%	9%	8%	6%
			a										
YouTube	227	204	23	69	146	48	166	22	29	13	48	142	82
	5%	6%	4%	6%	5%	4%	5%	5%	5%	3%	4%	5%	5%
Amazon Prime Video	142	118	25	48	93	44	97	16	26	19	44	93	48
	3%	3%	4%	4%	3%	4%	3%	4%	5%	4%	4%	4%	3%
Channel 4	126	107	19	32	93	30	95	11	13	14	30	85	40
	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%
Disney+	86	78	8	38	46	34	51	20	20	10	34	63	23
	2%	2%	1%	3%	2%	3%	2%	5%	4%	2%	3%	2%	2%
				b									
Channel 5	53	49	4	23	29	21	31	6	10	9	21	35	17
	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%
NOW	35	31	4	10	25	8	27	3	4	3	8	28	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
UKTV	27	23	4	8	19	5	21	2	3	1	5	11	16
	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	*%	*%	1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 125

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4231	3576	655	1221	2951	1070	3097	435	543	485	1070	2434	1700
Effective Weighted Sample	3374	2879	497	953	2373	838	2486	341	437	372	838	1937	1408
Total	4227	3639	587	1219	2944	1091	3068	432	564	490	1091	2638	1505
Virgin TV Catch-up or Virgin Media Anywhere	23 1%	23 1%	- -%	7 1%	15 1%	7 1%	15 1%	3 1%	5 1%	3 1%	7 1%	16 1%	7 *%
GB News	20 *%	11 *%	9 1% a	3 *%	17 1%	3 *%	17 1%	- -%	2 *%	1 *%	3 *%	7 *%	11 1%
Britbox	7 *%	7 *%	1 *%	- -%	7 *%	- -%	7 *%	- -%	- -%	- -%	- -%	2 *%	6 *%
Apple TV+	6 *%	6 *%	- -%	1 *%	4 *%	1 *%	4 *%	1 *%	- -%	- -%	1 *%	6 *%	1 *%
Discovery+	6 *%	6 *%	* *%	* *%	6 *%	* *%	6 *%	- -%	- -%	* *%	* *%	1 *%	5 *%
S4C (Welsh)	5 *%	4 *%	1 *%	2 *%	3 *%	2 *%	3 *%	2 *%	1 *%	1 *%	2 *%	3 *%	2 *%
Hayu	5 *%	5 *%	- -%	4 *%	1 *%	4 *%	1 *%	2 1%	3 1%	1 *%	4 *%	4 *%	* *%
None of these	89 2%	78 2%	12 2%	22 2%	66 2%	21 2%	67 2%	7 2%	12 2%	11 2%	21 2%	49 2%	37 2%
Don't know	106 3%	89 2%	17 3%	23 2%	79 3%	21 2%	81 3%	14 3%	13 2%	8 2%	21 2%	48 2%	54 4% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4231	3523	3072	1159	708	4231	3648	2256	2055	499	3834	397	683	999	2549
Effective Weighted Sample	3374	2802	2428	948	575	3374	2919	1814	1650	405	3065	310	550	803	2021
Total	4227	3561	3097	1130	666	4227	3678	2295	2129	536	3858	369	668	1002	2557
BBC	1286	972	723	563	314	1286	1286	852	738	211	1286	-	65	202	1019
	30%	27%	23%	50%	47%	30%	35%	37%	35%	39%	33%	-%	10%	20%	40%
		b		abe	abe	ab	f	ef	f	f	f			a	ab
Netflix	1000	1000	1000	-	-	1000	783	490	501	99	861	139	187	279	533
	24%	28%	32%	-%	-%	24%	21%	21%	24%	18%	22%	38%	28%	28%	21%
		cde	acde			cd						abcde	c	c	
ITV/ STV/ UTV	666	501	410	256	165	666	591	322	252	77	607	60	128	151	388
	16%	14%	13%	23%	25%	16%	16%	14%	12%	14%	16%	16%	19%	15%	15%
				abe	abe	b	c				c				
Sky channels	311	273	249	63	38	311	285	187	188	38	296	16	60	84	167
	7%	8%	8%	6%	6%	7%	8%	8%	9%	7%	8%	4%	9%	8%	7%
									f						
YouTube	227	187	158	69	41	227	128	73	95	18	156	72	61	93	74
	5%	5%	5%	6%	6%	5%	3%	3%	4%	3%	4%	19%	9%	9%	3%
												abcde	c	c	
Amazon Prime Video	142	142	142	-	-	142	111	67	70	18	119	23	43	36	63
	3%	4%	5%	-%	-%	3%	3%	3%	3%	3%	3%	6%	6%	4%	2%
		cd	cd			cd						abe	c		
Channel 4	126	108	93	33	18	126	99	77	62	24	113	13	33	31	62
	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	4%	5%	3%	2%
													c		
Disney+	86	86	86	-	-	86	62	39	42	11	68	18	18	15	52
	2%	2%	3%	-%	-%	2%	2%	2%	2%	2%	2%	5%	3%	2%	2%
		cd	cd			cd						abce			
Channel 5	53	45	35	17	7	53	45	33	33	8	45	7	12	18	23
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%
NOW	35	35	35	-	-	35	31	25	18	4	33	2	5	9	21
	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
		c	c			c									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 125

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A14. When thinking about what to watch, which one of the following TV and video services do you usually turn to first? (BBC would include all channels and iPlayer, ITV would include all channels and ITVX (was ITV Hub), Channel 4 would include all channels and All4, Channel 5 would include all channels and My5, Sky channels would include all paid-for channels from Sky.)

Base : Those watching any of these TV or video services in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4231	3523	3072	1159	708	4231	3648	2256	2055	499	3834	397	683	999	2549
Effective Weighted Sample	3374	2802	2428	948	575	3374	2919	1814	1650	405	3065	310	550	803	2021
Total	4227	3561	3097	1130	666	4227	3678	2295	2129	536	3858	369	668	1002	2557
UKTV	27	21	10	17	6	27	23	12	13	3	25	2	4	9	14
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
				ab											
Virgin TV Catch-up or Virgin Media Anywhere	23	23	17	6	-	23	20	12	10	1	21	2	1	3	18
	1%	1%	1%	1%	-%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%
GB News	20	17	13	7	3	20	16	8	9	3	19	1	10	5	5
	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	2%	*%	*%
													c		
Britbox	7	7	7	-	-	7	7	2	5	-	7	-	2	1	4
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
Apple TV+	6	6	6	-	-	6	6	6	6	3	6	-	1	1	4
	*%	*%	*%	-%	-%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%
Discovery+	6	6	6	-	-	6	5	2	4	-	6	-	1	3	2
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
S4C (Welsh)	5	5	5	-	-	5	5	5	5	2	5	-	3	3	-
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%
													c		
Hayu	5	5	5	-	-	5	3	4	3	-	5	-	-	*	4
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	*%	*%
None of these	89	50	35	54	40	89	78	32	36	7	81	9	21	25	43
	2%	1%	1%	5%	6%	2%	2%	1%	2%	1%	2%	2%	3%	3%	2%
				abe	abe	b									
Don't know	106	72	61	45	34	106	94	46	37	11	100	6	12	31	62
	3%	2%	2%	4%	5%	3%	3%	2%	2%	2%	3%	2%	2%	3%	2%
				ab	abe										

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 126

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		GENDER		AGE					SEG				NATION				
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
Unweighted total	3648	1795	1841	415	559	690	500	1484	854	1084	757	953	2358	472	466	352	
Effective Weighted Sample	2919	1492	1421	347	450	562	394	1211	703	860	623	769	2210	447	447	341	
Total	3678	1810	1856	399	637	593	600	1450	1002	1125	651	901	3096	287	193	103	
1 - Extremely dissatisfied	(1.0)	98 3%	63 3% b	35 2%	3 1%	17 3%	19 3%	11 2%	47 3%	19 2%	30 3%	22 3%	27 3%	84 3%	8 3%	4 2%	2 2%
2	(2.0)	61 2%	35 2%	26 1%	5 1%	6 1%	9 2%	12 2%	29 2%	11 1%	15 1%	16 2%	19 2%	51 2%	3 1%	5 3%	1 1%
3	(3.0)	139 4%	72 4%	65 3%	22 5%	30 5%	13 2%	25 4%	50 3%	40 4%	37 3%	28 4%	35 4%	113 4%	14 5%	10 5%	2 2%
4	(4.0)	153 4%	78 4%	74 4%	14 4%	24 4%	31 5%	33 5%	51 4%	43 4%	48 4%	25 4%	37 4%	129 4%	12 4%	7 4%	5 5%
5	(5.0)	473 13%	230 13%	239 13%	74 18% e	99 15% e	75 13%	78 13%	148 10%	115 12%	134 12%	90 14%	133 15%	401 13%	33 11%	25 13%	13 13%
6	(6.0)	430 12%	204 11%	226 12%	54 14%	84 13%	89 15% e	71 12%	133 9%	110 11%	132 12%	96 15% d	92 10%	372 12%	30 10%	20 10%	8 8%
7	(7.0)	674 18%	344 19%	329 18%	90 23% e	115 18%	120 20%	111 18%	239 16%	199 20%	220 20%	110 17%	147 16%	580 19%	46 16%	34 17%	14 14%
8	(8.0)	806 22%	382 21%	424 23%	68 17%	123 19%	143 24%	119 20%	353 24% a	235 23%	258 23%	125 19%	189 21%	667 22%	73 25%	44 23%	22 21%
9	(9.0)	380 10%	194 11%	184 10%	29 7%	58 9%	45 8%	67 11%	181 12% ac	117 12%	121 11%	55 8%	87 10%	312 10%	34 12%	23 12%	11 11%
10 - Extremely satisfied	(10.0)	464 13%	208 11%	254 14%	40 10%	81 13%	48 8%	75 13%	220 15% c	114 11%	130 12%	84 13%	135 15%	386 12%	33 11%	21 11%	24 24% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 126

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	3648	1795	1841	415	559	690	500	1484	854	1084	757	953	2358	472	466	352
Effective Weighted Sample	2919	1492	1421	347	450	562	394	1211	703	860	623	769	2210	447	447	341
Total	3678	1810	1856	399	637	593	600	1450	1002	1125	651	901	3096	287	193	103
DISSATISFIED (1-4)	452 12%	248 14%	199 11%	44 11%	78 12%	73 12%	80 13%	177 12%	113 11%	130 12%	91 14%	118 13%	377 12%	38 13%	26 14%	10 10%
NEUTRAL (5-6)	903 25%	434 24%	465 25%	128 32% e	182 29% e	164 28% e	149 25%	280 19%	225 22%	266 24%	186 29%	225 25%	774 25%	63 22%	45 23%	22 21%
SATISFIED (7-10)	2324 63%	1128 62%	1191 64%	227 57%	376 59%	356 60%	371 62%	993 68% abc	664 66% c	729 65% c	374 57%	557 62%	1945 63%	186 65%	122 63%	71 69%
Answered	3678	1810	1856	399	637	593	600	1450	1002	1125	651	901	3096	287	193	103
Mean score	6.9	6.8	7.0 a	6.7	6.8	6.7	6.9	7.1 ac	7.0	6.9	6.7	6.9	6.9	6.9	6.9	7.4 abc
Standard deviation	2.18	2.24	2.11	1.98	2.18	2.06	2.17	2.27	2.07	2.12	2.28	2.29	2.17	2.20	2.21	2.21
Standard error	.04	.05	.05	.10	.09	.08	.10	.06	.07	.06	.08	.07	.04	.10	.10	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 126

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		3648	3074	574	1035	2571	914	2688	371	468	415	914	2110	1467
Effective Weighted Sample		2919	2483	437	813	2073	720	2164	292	378	322	720	1690	1214
Total		3678	3160	518	1052	2579	947	2681	375	489	428	947	2312	1303
1 - Extremely dissatisfied	(1.0)	98 3%	85 3%	14 3%	22 2%	75 3%	21 2%	76 3%	15 4%	10 2%	4 1%	21 2%	55 2%	41 3%
2	(2.0)	61 2%	51 2%	10 2%	16 1%	45 2%	13 1%	46 2%	8 2%	8 2%	3 1%	13 1%	38 2%	23 2%
3	(3.0)	139 4%	113 4%	27 5%	44 4%	96 4%	38 4%	101 4%	16 4%	18 4%	20 5%	38 4%	82 4%	51 4%
4	(4.0)	153 4%	132 4%	21 4%	38 4%	110 4%	32 3%	116 4%	11 3%	14 3%	16 4%	32 3%	106 5%	47 4%
5	(5.0)	473 13%	408 13%	65 13%	144 14%	320 12%	125 13%	337 13%	56 15%	66 14%	56 13%	125 13%	299 13%	163 13%
6	(6.0)	430 12%	380 12%	50 10%	148 14% b	272 11%	137 15% b	282 11%	45 12%	65 13%	64 15%	137 15%	301 13% b	119 9%
7	(7.0)	674 18%	572 18%	102 20%	202 19%	467 18%	178 19%	492 18%	61 16%	92 19%	85 20%	178 19%	444 19%	222 17%
8	(8.0)	806 22%	692 22%	113 22%	225 21%	578 22%	206 22%	597 22%	81 22%	121 25%	92 22%	206 22%	495 21%	302 23%
9	(9.0)	380 10%	317 10%	63 12%	94 9%	280 11%	83 9%	290 11%	33 9%	40 8%	36 8%	83 9%	229 10%	145 11%
10 - Extremely satisfied	(10.0)	464 13%	411 13%	53 10%	119 11%	336 13%	113 12%	343 13%	50 13%	54 11%	51 12%	113 12%	265 11%	189 15%
DISSATISFIED (1-4)		452 12%	380 12%	71 14%	120 11%	326 13%	104 11%	340 13%	49 13%	51 10%	43 10%	104 11%	280 12%	162 12%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 126

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	3648	3074	574	1035	2571	914	2688	371	468	415	914	2110	1467
Effective Weighted Sample	2919	2483	437	813	2073	720	2164	292	378	322	720	1690	1214
Total	3678	3160	518	1052	2579	947	2681	375	489	428	947	2312	1303
NEUTRAL (5-6)	903 25%	788 25%	115 22%	291 28% b	592 23%	263 28%	619 23%	100 27%	132 27%	121 28%	263 28%	599 26% b	282 22%
SATISFIED (7-10)	2324 63%	1992 63%	332 64%	640 61%	1661 64%	580 61%	1721 64%	225 60%	306 63%	264 62%	580 61%	1432 62%	858 66%
Answered	3678	3160	518	1052	2579	947	2681	375	489	428	947	2312	1303
Mean score	6.9	6.9	6.8	6.8	6.9	6.9	6.9	6.8	6.9	6.9	6.9	6.9	7.0
Standard deviation	2.18	2.18	2.20	2.09	2.21	2.10	2.20	2.31	2.07	1.98	2.10	2.12	2.26
Standard error	.04	.04	.09	.07	.04	.07	.04	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 126

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Significance Level: 99%																
Unweighted total		3648	3027	2604	1044	621	3648	3648	2128	1956	487	3648	-	428	790	2430
Effective Weighted Sample		2919	2422	2068	854	501	2919	2919	1713	1571	394	2919	-	351	641	1927
Total		3678	3100	2662	1016	578	3678	3678	2170	2029	522	3678	-	427	813	2439
1 - Extremely dissatisfied	(1.0)	98 3%	82 3%	73 3%	25 3%	16 3%	98 3%	98 3% cd	37 2%	27 1%	2 *%	98 3% cd	** **	89 21% bc	2 *%	7 **%
2	(2.0)	61 2%	53 2%	45 2%	16 2%	8 1%	61 2%	61 2%	23 1%	24 1%	6 1%	61 2%	** **	42 10% bc	9 1%	10 **%
3	(3.0)	139 4%	119 4%	111 4%	28 3%	20 3%	139 4%	139 4%	70 3%	62 3%	23 4%	139 4%	** **	91 21% bc	28 3% c	20 1%
4	(4.0)	153 4%	140 5%	126 5%	27 3%	13 2%	153 4%	153 4%	80 4%	80 4%	20 4%	153 4%	** **	66 16% bc	66 8% c	21 1%
5	(5.0)	473 13%	400 13%	359 13%	114 11%	72 13%	473 13%	473 13% bd	220 10%	227 11%	40 8%	473 13% bd	** **	71 17% c	275 34% ac	126 5%
6	(6.0)	430 12%	371 12%	314 12%	116 11%	60 10%	430 12%	430 12%	239 11%	230 11%	62 12%	430 12%	** **	34 8%	205 25% ac	192 8%
7	(7.0)	674 18%	588 19%	517 19%	157 15%	86 15%	674 18%	674 18%	422 19%	414 20%	90 17%	674 18%	** **	15 3%	144 18% a	516 21% a
8	(8.0)	806 22%	669 22%	560 21%	245 24%	137 24%	806 22%	806 22%	496 23%	489 24%	117 22%	806 22%	** **	10 2%	60 7% a	735 30% ab
9	(9.0)	380 10%	306 10%	253 9%	127 13%	74 13%	380 10%	380 10%	272 13%	234 12%	68 13%	380 10%	** **	4 1%	14 2%	362 15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 126

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any BBC TV channels (including BBC iPlayer and BBC programmes and content on YouTube) in the past 3 months

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	3648	3027	2604	1044	621	3648	3648	2128	1956	487	3648	-	428	790	2430
Effective Weighted Sample	2919	2422	2068	854	501	2919	2919	1713	1571	394	2919	-	351	641	1927
Total	3678	3100	2662	1016	578	3678	3678	2170	2029	522	3678	-	427	813	2439
10 - Extremely satisfied (10.0)	464 13%	372 12%	304 11%	159 16% ab	92 16% b	464 13%	464 13%	311 14%	242 12%	92 18% ace	464 13%	** **	5 1%	10 1%	449 18% ab
DISSATISFIED (1-4)	452 12%	394 13%	355 13% c	96 9%	57 10%	452 12%	452 12% bc	209 10%	193 10%	52 10%	452 12% bc	** **	288 68% bc	105 13% c	58 2%
NEUTRAL (5-6)	903 25%	771 25%	673 25%	230 23%	132 23%	903 25%	903 25% b	459 21%	457 23%	103 20%	903 25% b	** **	105 25% c	480 59% ac	318 13%
SATISFIED (7-10)	2324 63%	1935 62%	1634 61%	689 68% ab	389 67%	2324 63%	2324 63%	1501 69% ae	1379 68% ae	367 70% ae	2324 63%	** **	33 8%	228 28% a	2062 85% ab
Answered	3678	3100	2662	1016	578	3678	3678	2170	2029	522	3678	**	427	813	2439
Mean score	6.9	6.9	6.8	7.2 abe	7.2 ab	6.9	6.9	7.2 ae	7.1 ae	7.4 ae	6.9	**	3.6	5.8 a	7.9 ab
Standard deviation	2.18	2.17	2.18	2.16	2.21	2.18	2.18	2.06	1.99	2.04	2.18	**	2.03	1.41	1.58
Standard error	.04	.04	.04	.07	.09	.04	.04	.04	.04	.09	.04	**	.10	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 127

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (was ITV Hub) and STV Player) in the past 3 months

		GENDER		AGE					SEG				NATION				
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
	Unweighted total	3389	1617	1764	363	479	629	471	1447	761	1002	690	935	2190	439	431	329
	Effective Weighted Sample	2711	1345	1364	305	386	513	369	1179	625	798	568	751	2049	415	413	319
	Total	3398	1607	1782	347	549	536	557	1409	885	1043	590	879	2856	267	179	96
1 - Extremely dissatisfied	(1.0)	20 1%	10 1%	10 1%	- -%	2 *%	4 1%	6 1%	9 1%	3 *%	8 1%	4 1%	5 1%	18 1%	1 *%	1 1%	* *%
2	(2.0)	21 1%	12 1%	9 *%	2 *%	5 1%	2 *%	1 *%	11 1%	8 1%	8 1%	2 *%	3 *%	17 1%	2 1%	1 *%	1 1%
3	(3.0)	64 2%	40 3%	24 1%	5 1%	7 1%	6 1%	17 3%	29 2%	22 3%	15 1%	13 2%	14 2%	50 2%	6 2%	7 4%	2 2%
4	(4.0)	117 3%	66 4%	51 3%	16 5%	23 4%	20 4%	17 3%	40 3%	25 3%	48 5%	21 4%	22 3%	100 3%	8 3%	6 4%	2 2%
5	(5.0)	469 14%	229 14%	237 13%	55 16%	67 12%	78 14%	87 16%	183 13%	132 15%	157 15%	83 14%	98 11%	400 14%	34 13%	25 14%	10 11%
6	(6.0)	482 14%	248 15%	232 13%	54 16%	80 15%	103 19%	75 13%	170 12%	141 16%	171 16%	66 11%	104 12%	415 15%	36 13%	24 14%	8 8%
7	(7.0)	702 21%	367 23%	333 19%	78 23%	109 20%	127 24%	112 20%	276 20%	218 25%	214 21%	107 18%	162 18%	596 21%	55 20%	34 19%	17 18%
8	(8.0)	766 23%	329 20%	437 25%	64 19%	134 24%	96 18%	129 23%	343 24%	185 21%	229 22%	134 23%	216 25%	641 22%	64 24%	41 23%	20 21%
9	(9.0)	358 11%	139 9%	218 12%	27 8%	52 9%	55 10%	64 11%	160 11%	74 8%	103 10%	79 13%	102 12%	289 10%	35 13%	23 13%	11 12%
10 - Extremely satisfied	(10.0)	399 12%	165 10%	232 13%	45 13%	70 13%	45 8%	50 9%	188 13%	76 9%	90 9%	80 14%	153 17%	331 12%	28 10%	17 9%	24 25%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 127

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (was ITV Hub) and STV Player) in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	3389	1617	1764	363	479	629	471	1447	761	1002	690	935	2190	439	431	329
Effective Weighted Sample	2711	1345	1364	305	386	513	369	1179	625	798	568	751	2049	415	413	319
Total	3398	1607	1782	347	549	536	557	1409	885	1043	590	879	2856	267	179	96
DISSATISFIED (1-4)	222 7%	128 8%	94 5%	23 7%	38 7%	32 6%	41 7%	89 6%	59 7%	79 8%	40 7%	44 5%	185 6%	17 6%	15 8%	6 6%
NEUTRAL (5-6)	951 28%	478 30%	468 26%	109 31%	147 27%	181 34%	161 29%	353 25%	273 31%	328 31%	149 25%	202 23%	814 29%	70 26%	49 28%	18 19%
SATISFIED (7-10)	2224 65%	1001 62%	1220 68%	216 62%	364 66%	323 60%	354 64%	967 69%	553 63%	636 61%	401 68%	633 72%	1857 65%	181 68%	115 64%	72 75%
Answered	3398	1607	1782	347	549	536	557	1409	885	1043	590	879	2856	267	179	96
Mean score	7.1	6.9	7.3	7.0	7.2	6.9	7.0	7.2	6.9	6.9	7.3	7.5	7.1	7.2	7.0	7.7
Standard deviation	1.83	1.84	1.81	1.80	1.83	1.73	1.86	1.87	1.76	1.81	1.90	1.84	1.83	1.80	1.89	1.99
Standard error	.03	.05	.04	.09	.08	.07	.09	.05	.06	.06	.07	.06	.04	.09	.09	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 127

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (was ITV Hub) and STV Player) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		3389	2852	537	930	2429	826	2529	323	406	391	826	1909	1408
Effective Weighted Sample		2711	2302	410	730	1958	650	2036	254	328	304	650	1525	1167
Total		3398	2915	483	945	2422	856	2509	326	424	405	856	2082	1253
1 - Extremely dissatisfied	(1.0)	20 1%	15 1%	5 1%	4 *%	16 1%	4 1%	16 1%	2 1%	3 1%	3 1%	4 1%	15 1%	5 *%
2	(2.0)	21 1%	17 1%	3 1%	5 1%	15 1%	3 *%	17 1%	2 1%	3 1%	1 *%	3 *%	12 1%	9 1%
3	(3.0)	64 2%	57 2%	8 2%	18 2%	47 2%	17 2%	48 2%	3 1%	6 1%	13 3%	17 2%	36 2%	27 2%
4	(4.0)	117 3%	98 3%	19 4%	37 4%	77 3%	34 4%	80 3%	10 3%	13 3%	18 4%	34 4%	77 4%	38 3%
5	(5.0)	469 14%	411 14%	59 12%	136 14%	330 14%	112 13%	352 14%	42 13%	53 13%	59 15%	112 13%	295 14%	168 13%
6	(6.0)	482 14%	412 14%	71 15%	151 16%	326 13%	141 16%	336 13%	55 17%	76 18%	61 15%	141 16%	303 15%	167 13%
7	(7.0)	702 21%	592 20%	109 23%	184 19%	512 21%	168 20%	528 21%	65 20%	84 20%	83 20%	168 20%	446 21%	244 19%
8	(8.0)	766 23%	659 23%	108 22%	202 21%	563 23%	185 22%	580 23%	71 22%	94 22%	89 22%	185 22%	469 23%	287 23%
9	(9.0)	358 11%	301 10%	57 12%	104 11%	250 10%	94 11%	260 10%	37 11%	49 12%	41 10%	94 11%	209 10%	142 11%
10 - Extremely satisfied	(10.0)	399 12%	353 12%	45 9%	104 11%	287 12%	97 11%	294 12%	39 12%	44 10%	38 9%	97 11%	220 11%	166 13%
DISSATISFIED (1-4)		222 7%	187 6%	35 7%	64 7%	155 6%	58 7%	160 6%	17 5%	24 6%	34 9%	58 7%	140 7%	79 6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 127

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (was ITV Hub) and STV Player) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	3389	2852	537	930	2429	826	2529	323	406	391	826	1909	1408
Effective Weighted Sample	2711	2302	410	730	1958	650	2036	254	328	304	650	1525	1167
Total	3398	2915	483	945	2422	856	2509	326	424	405	856	2082	1253
NEUTRAL (5-6)	951	822	129	286	655	253	687	97	130	120	253	598	335
	28%	28%	27%	30%	27%	30%	27%	30%	31%	30%	30%	29%	27%
SATISFIED (7-10)	2224	1905	319	595	1612	544	1662	213	270	251	544	1344	839
	65%	65%	66%	63%	67%	64%	66%	65%	64%	62%	64%	65%	67%
Answered	3398	2915	483	945	2422	856	2509	326	424	405	856	2082	1253
Mean score	7.1	7.1	7.1	7.1	7.1	7.1	7.1	7.2	7.1	6.9	7.1	7.1	7.2
Standard deviation	1.83	1.83	1.83	1.82	1.83	1.82	1.83	1.78	1.78	1.85	1.82	1.82	1.86
Standard error	.03	.03	.08	.06	.04	.06	.04	.10	.09	.09	.06	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 127

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (was ITV Hub) and STV Player) in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		3389	2786	2382	1007	603	3389	3151	1940	1734	433	3219	170	469	724	2196
Effective Weighted Sample		2711	2227	1890	824	488	2711	2518	1559	1389	350	2573	139	379	589	1744
Total		3398	2835	2421	978	563	3398	3167	1968	1798	462	3234	164	453	741	2204
1 - Extremely dissatisfied	(1.0)	20 1%	14 1%	14 1%	6 1%	6 1%	20 1%	18 1%	7 *%	6 *%	- -%	18 1%	3 2%	13 3% bc	4 1%	3 *%
2	(2.0)	21 1%	19 1%	19 1%	2 *%	1 *%	21 1%	20 1%	16 1%	13 1%	9 2% ae	20 1%	1 1%	8 2%	2 *%	11 1%
3	(3.0)	64 2%	62 2%	48 2%	16 2%	3 1%	64 2%	61 2%	42 2%	41 2%	12 3%	62 2%	2 1%	22 5% c	19 3% c	23 1%
4	(4.0)	117 3%	105 4%	98 4% c	19 2%	11 2%	117 3%	107 3%	66 3%	66 4%	22 5%	110 3%	6 4%	39 9% c	37 5% c	41 2%
5	(5.0)	469 14%	378 13%	321 13%	148 15%	91 16%	469 14%	435 14%	237 12%	255 14%	60 13%	447 14%	23 14%	84 19% c	188 25% c	197 9%
6	(6.0)	482 14%	417 15%	361 15%	121 12%	65 12%	482 14%	465 15%	284 14%	296 16%	65 14%	468 14%	14 9%	57 13%	166 22% ac	258 12%
7	(7.0)	702 21%	606 21%	528 22%	174 18%	96 17%	702 21%	659 21%	429 22%	400 22%	95 20%	672 21%	30 18%	77 17%	143 19%	482 22%
8	(8.0)	766 23%	626 22%	524 22%	242 25%	140 25%	766 23%	715 23%	452 23%	375 21%	96 21%	729 23%	38 23%	74 16%	117 16%	575 26% ab
9	(9.0)	358 11%	287 10%	240 10%	118 12%	71 13%	358 11%	335 11%	205 10%	178 10%	48 10%	339 10%	19 12%	29 6%	43 6%	285 13% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 127

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with ITV/ STV/ UTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any ITV/ STV/ UTV channels (including ITVX (was ITV Hub) and STV Player) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	3389	2786	2382	1007	603	3389	3151	1940	1734	433	3219	170	469	724	2196
Effective Weighted Sample	2711	2227	1890	824	488	2711	2518	1559	1389	350	2573	139	379	589	1744
Total	3398	2835	2421	978	563	3398	3167	1968	1798	462	3234	164	453	741	2204
10 - Extremely satisfied (10.0)	399 12%	320 11%	266 11%	133 14%	79 14%	399 12%	354 11%	230 12%	167 9%	56 12%	371 11%	28 17% c	48 11% b	22 3%	328 15% b
DISSATISFIED (1-4)	222 7%	201 7% cd	180 7% cd	42 4%	22 4%	222 7%	205 6%	130 7%	126 7%	43 9%	210 6%	12 7%	82 18% bc	62 8% c	78 4%
NEUTRAL (5-6)	951 28%	796 28%	683 28%	269 28%	156 28%	951 28%	900 28%	521 26%	552 31%	124 27%	915 28%	37 22%	142 31% c	354 48% ac	456 21%
SATISFIED (7-10)	2224 65%	1839 65%	1558 64%	666 68%	385 68%	2224 65%	2062 65%	1317 67% c	1120 62%	294 64%	2110 65%	115 70%	229 51%	325 44%	1670 76% ab
Answered	3398	2835	2421	978	563	3398	3167	1968	1798	462	3234	164	453	741	2204
Mean score	7.1	7.1	7.1	7.3 ab	7.3 ab	7.1	7.1	7.2 c	7.0	7.0	7.1	7.3	6.4	6.3	7.5 ab
Standard deviation	1.83	1.83	1.84	1.81	1.84	1.83	1.82	1.81	1.78	1.93	1.82	2.03	2.22	1.61	1.68
Standard error	.03	.03	.04	.06	.07	.03	.03	.04	.04	.09	.03	.16	.10	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 128

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
	Unweighted total	2994	1452	1533	304	452	561	425	1252	698	913	593	790	1951	402	382	259
	Effective Weighted Sample	2407	1212	1191	253	365	459	334	1030	578	726	492	637	1828	380	367	251
	Total	3043	1470	1563	293	517	490	506	1237	814	957	521	751	2565	244	157	76
1 - Extremely dissatisfied	(1.0)	16 1%	13 1%	3 *%	1 *%	2 *%	4 1%	4 1%	5 *%	5 1%	3 *%	4 1%	4 1%	14 1%	1 *%	1 *%	- -%
2	(2.0)	12 *%	2 *%	10 1%	1 *%	2 *%	1 *%	1 *%	7 1%	4 1%	3 *%	- -%	5 1%	10 *%	1 *%	1 1%	* *%
3	(3.0)	50 2%	28 2%	22 1%	6 2%	7 1%	3 1%	10 2%	25 2%	9 1%	15 2%	14 3%	13 2%	44 2%	1 1%	4 2%	1 1%
4	(4.0)	123 4%	61 4%	59 4%	15 5%	26 5%	15 3%	27 5%	41 3%	32 4%	43 5%	12 2%	35 5%	104 4%	6 2%	11 7%	1 2%
5	(5.0)	479 16%	255 17%	223 14%	53 18%	83 16%	76 16%	80 16%	187 15%	118 14%	126 13%	100 19%	135 18%	407 16%	33 13%	31 20%	8 10%
6	(6.0)	517 17%	248 17%	266 17%	48 16%	76 15%	90 18%	80 16%	223 18%	139 17%	159 17%	84 16%	135 18%	440 17%	38 15%	29 18%	10 13%
7	(7.0)	711 23%	343 23%	365 23%	67 23%	116 23%	121 25%	106 21%	300 24%	198 24%	251 26%	117 22%	146 19%	608 24%	57 23%	30 19%	17 22%
8	(8.0)	597 20%	271 18%	326 21%	58 20%	92 18%	91 19%	115 23%	241 19%	163 20%	200 21%	95 18%	139 19%	487 19%	62 25%	30 19%	17 23%
9	(9.0)	241 8%	110 7%	131 8%	16 5%	47 9%	52 11%	36 7%	91 7%	75 9%	81 8%	42 8%	44 6%	205 8%	20 8%	9 6%	7 9%
10 - Extremely satisfied	(10.0)	298 10%	137 9%	158 10%	28 10%	67 13%	37 7%	47 9%	119 10%	73 9%	75 8%	54 10%	97 13%	245 10%	26 11%	11 7%	15 19%
Columns Tested:																	

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 128

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	N
Unweighted total	2994	1452	1533	304	452	561	425	1252	698	913	593	790	1951	402	382	259
Effective Weighted Sample	2407	1212	1191	253	365	459	334	1030	578	726	492	637	1828	380	367	251
Total	3043	1470	1563	293	517	490	506	1237	814	957	521	751	2565	244	157	76
DISSATISFIED (1-4)	201	104	93	23	36	23	42	77	50	64	30	56	172	9	17	3
	7%	7%	6%	8%	7%	5%	8%	6%	6%	7%	6%	8%	7%	4%	11%	4%
															abd	
NEUTRAL (5-6)	996	504	489	101	159	166	160	410	256	286	184	270	848	70	60	18
	33%	34%	31%	34%	31%	34%	32%	33%	31%	30%	35%	36%	33%	29%	38%	23%
													d		bd	
SATISFIED (7-10)	1847	862	981	169	322	301	304	751	508	606	307	425	1545	165	81	56
	61%	59%	63%	58%	62%	61%	60%	61%	62%	63%	59%	57%	60%	67%	51%	73%
													c	ac		ac
Answered	3043	1470	1563	293	517	490	506	1237	814	957	521	751	2565	244	157	76
Mean score	6.9	6.8	7.0	6.8	7.0	6.9	6.9	6.9	7.0	6.9	6.9	6.9	6.9	7.2	6.6	7.5
													c	ac		ac
Standard deviation	1.76	1.79	1.73	1.78	1.83	1.68	1.81	1.74	1.73	1.67	1.80	1.87	1.76	1.66	1.80	1.77
Standard error	.03	.05	.04	.10	.09	.07	.09	.05	.07	.06	.07	.07	.04	.08	.09	.11

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 128

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		2994	2508	486	830	2134	735	2226	286	370	345	735	1728	1206
Effective Weighted Sample		2407	2033	376	655	1730	583	1800	222	301	273	583	1386	1007
Total		3043	2599	445	851	2161	771	2241	285	387	369	771	1903	1087
1 - Extremely dissatisfied	(1.0)	16 1%	12 *%	3 1%	3 *%	13 1%	3 *%	13 1%	- -%	3 1%	3 1%	3 *%	10 1%	5 *%
2	(2.0)	12 *%	12 *%	- -%	3 *%	9 *%	1 *%	11 *%	- -%	- -%	1 *%	1 *%	6 *%	6 1%
3	(3.0)	50 2%	45 2%	6 1%	12 1%	38 2%	9 1%	41 2%	2 1%	9 2%	5 1%	9 1%	28 1%	21 2%
4	(4.0)	123 4%	96 4%	26 6%	40 5%	81 4%	32 4%	89 4%	10 3%	13 3%	15 4%	32 4%	83 4%	36 3%
5	(5.0)	479 16%	410 16%	69 16%	131 15%	341 16%	115 15%	358 16%	44 15%	54 14%	61 17%	115 15%	284 15%	186 17%
6	(6.0)	517 17%	444 17%	73 16%	145 17%	366 17%	135 18%	375 17%	50 18%	67 17%	68 19%	135 18%	319 17%	188 17%
7	(7.0)	711 23%	597 23%	114 26%	193 23%	513 24%	176 23%	530 24%	68 24%	87 22%	89 24%	176 23%	444 23%	253 23%
8	(8.0)	597 20%	514 20%	82 19%	168 20%	423 20%	152 20%	438 20%	52 18%	72 19%	65 18%	152 20%	387 20%	201 19%
9	(9.0)	241 8%	209 8%	32 7%	78 9%	162 8%	76 10%	165 7%	26 9%	45 12%	36 10%	76 10%	161 8%	79 7%
10 - Extremely satisfied	(10.0)	298 10%	259 10%	39 9%	78 9%	215 10%	71 9%	222 10%	33 12%	37 10%	26 7%	71 9%	180 9%	112 10%
DISSATISFIED (1-4)		201 7%	165 6%	35 8%	58 7%	140 6%	45 6%	153 7%	11 4%	25 6%	23 6%	45 6%	128 7%	68 6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2994	2508	486	830	2134	735	2226	286	370	345	735	1728	1206
Effective Weighted Sample	2407	2033	376	655	1730	583	1800	222	301	273	583	1386	1007
Total	3043	2599	445	851	2161	771	2241	285	387	369	771	1903	1087
NEUTRAL (5-6)	996	854	142	276	707	250	733	94	122	129	250	603	374
	33%	33%	32%	32%	33%	32%	33%	33%	31%	35%	32%	32%	34%
SATISFIED (7-10)	1847	1580	267	517	1314	476	1355	180	241	216	476	1172	645
	61%	61%	60%	61%	61%	62%	60%	63%	62%	59%	62%	62%	59%
Answered	3043	2599	445	851	2161	771	2241	285	387	369	771	1903	1087
Mean score	6.9	6.9	6.8	6.9	6.9	7.0	6.9	7.1	7.0	6.8	7.0	7.0	6.9
Standard deviation	1.76	1.76	1.74	1.74	1.77	1.71	1.77	1.67	1.78	1.72	1.71	1.75	1.78
Standard error	.03	.04	.08	.06	.04	.06	.04	.10	.09	.09	.06	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 128

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		2994	2518	2156	838	476	2994	2801	1776	1640	418	2871	123	392	638	1964
Effective Weighted Sample		2407	2024	1721	689	386	2407	2253	1436	1316	338	2309	99	318	518	1572
Total		3043	2592	2216	827	451	3043	2853	1825	1700	449	2922	121	386	656	2001
1 - Extremely dissatisfied	(1.0)	16 1%	12 *%	10 *%	6 1%	4 1%	16 1%	14 1%	8 *%	4 *%	4 1%	14 *%	1 1%	9 2% c	4 1%	3 *%
2	(2.0)	12 *%	10 *%	10 *%	2 *%	2 *%	12 *%	10 *%	8 *%	7 *%	4 1%	10 *%	2 1%	5 1% c	2 *%	5 *%
3	(3.0)	50 2%	42 2%	36 2%	14 2%	8 2%	50 2%	49 2%	26 1%	27 2%	4 1%	50 2%	- -%	23 6% bc	12 2%	15 1%
4	(4.0)	123 4%	109 4%	99 4%	24 3%	14 3%	123 4%	117 4%	56 3%	64 4%	16 4%	117 4%	6 5%	38 10% c	46 7% c	39 2%
5	(5.0)	479 16%	389 15%	336 15%	142 17%	90 20%	479 16%	446 16% d	238 13%	236 14%	42 9%	459 16% d	20 16%	98 25% c	186 28% c	195 10%
6	(6.0)	517 17%	429 17%	367 17%	150 18%	88 19%	517 17%	499 17%	318 17%	295 17%	63 14%	504 17%	13 11%	57 15%	165 25% ac	295 15%
7	(7.0)	711 23%	618 24%	519 23%	192 23%	94 21%	711 23%	675 24%	443 24%	417 25%	101 23%	693 24%	18 15%	65 17%	125 19%	522 26% ab
8	(8.0)	597 20%	513 20%	440 20%	157 19%	84 19%	597 20%	557 20%	373 20%	357 21%	106 24%	572 20%	25 20%	51 13%	83 13%	462 23% ab
9	(9.0)	241 8%	213 8%	182 8%	59 7%	28 6%	241 8%	227 8%	164 9%	148 9%	47 11%	234 8%	8 6%	15 4%	17 3%	209 10% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 128

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 4 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 4 channels (including All4) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2994	2518	2156	838	476	2994	2801	1776	1640	418	2871	123	392	638	1964
Effective Weighted Sample	2407	2024	1721	689	386	2407	2253	1436	1316	338	2309	99	318	518	1572
Total	3043	2592	2216	827	451	3043	2853	1825	1700	449	2922	121	386	656	2001
10 - Extremely satisfied (10.0)	298 10%	257 10%	218 10%	80 10%	41 9%	298 10%	258 9%	191 10%	145 9%	61 14% ace	268 9%	30 24% abce	25 7% b	16 3%	256 13% ab
DISSATISFIED (1-4)	201 7%	173 7%	154 7%	46 6%	28 6%	201 7%	191 7%	99 5%	103 6%	28 6%	192 7%	9 7%	75 19% bc	64 10% c	61 3%
NEUTRAL (5-6)	996 33%	818 32%	703 32%	292 35%	178 39% abe	996 33%	945 33% d	556 30%	531 31% d	105 23%	963 33% d	33 27%	155 40% c	350 53% ac	490 25%
SATISFIED (7-10)	1847 61%	1601 62% d	1359 61%	488 59%	246 54%	1847 61%	1717 60%	1170 64%	1067 63%	315 70% ae	1767 60%	80 66%	156 40%	241 37%	1449 72% ab
Answered	3043	2592	2216	827	451	3043	2853	1825	1700	449	2922	121	386	656	2001
Mean score	6.9	7.0	6.9	6.9	6.7	6.9	6.9	7.1 ae	7.0	7.3 ace	6.9	7.4	6.0	6.1	7.4 ab
Standard deviation	1.76	1.76	1.76	1.75	1.78	1.76	1.74	1.72	1.69	1.83	1.74	2.12	2.02	1.50	1.62
Standard error	.03	.03	.04	.06	.08	.03	.03	.04	.04	.09	.03	.19	.10	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 129

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		2422	1171	1245	216	283	443	356	1124	554	706	497	665	1607	318	320	177
Effective Weighted Sample		1959	983	974	180	234	360	285	929	461	565	415	539	1502	299	307	172
Total		2481	1195	1279	208	334	380	436	1123	650	748	437	646	2103	195	132	51
1 - Extremely dissatisfied	(1.0)	14 1%	11 1%	3 *%	1 1%	2 1%	5 1%	3 1%	3 *%	3 *%	2 *%	3 1%	6 1%	11 1%	2 1%	1 1%	* 1%
2	(2.0)	17 1%	8 1%	9 1%	1 1%	2 1%	1 *%	8 2%	5 *%	6 1%	7 1%	- -%	4 1%	12 1%	4 2%	1 1%	- -%
3	(3.0)	45 2%	23 2%	22 2%	2 1%	2 1%	8 2%	11 3%	22 2%	12 2%	19 3%	7 2%	8 1%	37 2%	2 1%	5 4%	1 2%
4	(4.0)	105 4%	64 5%	42 3%	9 4%	17 5%	16 4%	18 4%	45 4%	33 5%	30 4%	21 5%	21 3%	89 4%	9 5%	6 5%	1 3%
5	(5.0)	448 18%	220 18%	223 17%	38 18%	62 19%	74 20%	76 17%	198 18%	125 19%	121 16%	83 19%	119 18%	383 18%	27 14%	30 23%	8 15%
6	(6.0)	505 20%	223 19%	281 22%	49 23%	43 13%	91 24%	92 21%	229 20%	133 20%	174 23%	72 16%	126 19%	441 21%	30 16%	26 20%	7 14%
7	(7.0)	525 21%	256 21%	268 21%	32 15%	75 22%	78 21%	87 20%	253 23%	132 20%	167 22%	90 21%	135 21%	446 21%	41 21%	29 22%	9 17%
8	(8.0)	425 17%	195 16%	231 18%	29 14%	62 19%	59 16%	82 19%	193 17%	127 20%	130 17%	78 18%	91 14%	357 17%	39 20%	17 13%	13 25%
9	(9.0)	186 7%	98 8%	88 7%	21 10%	32 9%	20 5%	21 5%	92 8%	44 7%	51 7%	37 9%	53 8%	148 7%	26 13%	8 6%	5 10%
10 - Extremely satisfied	(10.0)	211 8%	97 8%	111 9%	25 12%	37 11%	27 7%	37 9%	84 7%	35 5%	46 6%	46 10%	84 13%	179 9%	15 8%	9 7%	8 15%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	2422	1171	1245	216	283	443	356	1124	554	706	497	665	1607	318	320	177	
Effective Weighted Sample	1959	983	974	180	234	360	285	929	461	565	415	539	1502	299	307	172	
Total	2481	1195	1279	208	334	380	436	1123	650	748	437	646	2103	195	132	51	
DISSATISFIED (1-4)	182 7%	106 9%	76 6%	13 6%	23 7%	30 8%	41 9%	74 7%	53 8%	59 8%	31 7%	38 6%	149 7%	17 9%	14 10%	3 5%	
NEUTRAL (5-6)	953 38%	443 37%	504 39%	87 42%	105 31%	166 44%	168 39%	427 38%	258 40%	296 40%	155 35%	245 38%	824 39%	57 29%	57 43%	15 29%	
SATISFIED (7-10)	1346 54%	645 54%	699 55%	107 52%	206 62%	184 49%	227 52%	622 55%	339 52%	394 53%	251 57%	363 56%	1130 54%	121 62%	62 47%	34 66%	
Answered	2481	1195	1279	208	334	380	436	1123	650	748	437	646	2103	195	132	51	
Mean score	6.7	6.7	6.8	6.9	7.0	6.5	6.6	6.8	6.6	6.6	6.9	6.9	6.7	6.9	6.4	7.3	
Standard deviation	1.77	1.83	1.72	1.88	1.84	1.76	1.85	1.70	1.71	1.70	1.83	1.88	1.75	1.90	1.81	1.85	
Standard error	.04	.05	.05	.13	.11	.08	.10	.05	.07	.06	.08	.07	.04	.11	.10	.14	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 129

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		2422	2028	394	635	1763	571	1826	213	275	283	571	1327	1042
Effective Weighted Sample		1959	1652	309	502	1437	453	1486	165	224	226	453	1072	874
Total		2481	2114	367	655	1800	600	1855	206	285	312	600	1486	946
1 - Extremely dissatisfied	(1.0)	14 1%	11 1%	3 1%	2 *%	12 1%	2 *%	12 1%	1 1%	- -%	* *%	2 *%	8 1%	5 1%
2	(2.0)	17 1%	15 1%	2 1%	5 1%	12 1%	4 1%	14 1%	- -%	2 1%	4 1%	4 1%	10 1%	7 1%
3	(3.0)	45 2%	39 2%	7 2%	11 2%	34 2%	10 2%	35 2%	2 1%	2 1%	6 2%	10 2%	27 2%	16 2%
4	(4.0)	105 4%	89 4%	16 4%	31 5%	74 4%	28 5%	76 4%	10 5%	12 4%	15 5%	28 5%	61 4%	44 5%
5	(5.0)	448 18%	388 18%	60 16%	120 18%	325 18%	107 18%	337 18%	38 18%	47 16%	66 21%	107 18%	272 18%	165 17%
6	(6.0)	505 20%	422 20%	82 22%	145 22%	354 20%	130 22%	369 20%	38 18%	67 23%	71 23%	130 22%	300 20%	193 20%
7	(7.0)	525 21%	453 21%	71 19%	123 19%	395 22%	115 19%	402 22%	45 22%	59 21%	53 17%	115 19%	307 21%	210 22%
8	(8.0)	425 17%	360 17%	66 18%	106 16%	317 18%	101 17%	322 17%	33 16%	50 18%	46 15%	101 17%	266 18%	154 16%
9	(9.0)	186 7%	152 7%	34 9%	48 7%	135 8%	44 7%	139 8%	11 5%	22 8%	25 8%	44 7%	111 7%	69 7%
10 - Extremely satisfied	(10.0)	211 8%	186 9%	25 7%	65 10%	142 8%	59 10%	147 8%	29 14%	25 9%	25 8%	59 10%	125 8%	82 9%
DISSATISFIED (1-4)		182 7%	153 7%	28 8%	49 7%	132 7%	43 7%	138 7%	13 6%	16 6%	26 8%	43 7%	105 7%	73 8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2422	2028	394	635	1763	571	1826	213	275	283	571	1327	1042
Effective Weighted Sample	1959	1652	309	502	1437	453	1486	165	224	226	453	1072	874
Total	2481	2114	367	655	1800	600	1855	206	285	312	600	1486	946
NEUTRAL (5-6)	953	810	142	265	679	237	706	75	114	137	237	572	358
	38%	38%	39%	40%	38%	40%	38%	37%	40%	44%	40%	38%	38%
SATISFIED (7-10)	1346	1150	196	342	989	320	1011	118	156	149	320	809	515
	54%	54%	53%	52%	55%	53%	54%	57%	55%	48%	53%	54%	54%
Answered	2481	2114	367	655	1800	600	1855	206	285	312	600	1486	946
Mean score	6.7	6.7	6.7	6.8	6.7	6.8	6.7	6.9	6.8	6.6	6.8	6.8	6.7
Standard deviation	1.77	1.78	1.77	1.80	1.77	1.78	1.77	1.83	1.67	1.79	1.78	1.77	1.78
Standard error	.04	.04	.09	.07	.04	.07	.04	.13	.10	.11	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%	Total															
Unweighted total	2422	1995	1681	741	427	2422	2286	1444	1307	331	2322	100	322	499	1601	
Effective Weighted Sample	1959	1612	1347	614	350	1959	1851	1170	1055	270	1879	80	264	406	1290	
Total	2481	2070	1742	739	411	2481	2351	1489	1369	363	2384	97	322	516	1643	
1 - Extremely dissatisfied	(1.0)	14	12	12	2	2	14	10	6	5	1	10	4	9	3	2
		1%	1%	1%	*%	1%	1%	*%	*%	*%	*%	4%	3%	1%	*%	
												abce	c			
2	(2.0)	17	14	13	4	3	17	17	12	11	7	17	-	6	2	10
		1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-%	2%	*%	1%
3	(3.0)	45	38	31	14	7	45	45	28	26	4	45	-	12	11	22
		2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	-%	4%	2%	1%
													c			
4	(4.0)	105	90	76	29	15	105	98	59	65	22	102	3	26	35	45
		4%	4%	4%	4%	4%	4%	4%	4%	5%	6%	4%	3%	8%	7%	3%
													c	c		
5	(5.0)	448	357	313	135	91	448	424	245	228	57	431	17	74	159	215
		18%	17%	18%	18%	22%	18%	18%	16%	17%	16%	18%	18%	23%	31%	13%
													c	c		
6	(6.0)	505	428	353	152	76	505	491	303	295	77	495	9	61	118	326
		20%	21%	20%	21%	19%	20%	21%	20%	22%	21%	21%	10%	19%	23%	20%
7	(7.0)	525	439	364	161	86	525	500	319	290	76	503	21	56	87	382
		21%	21%	21%	22%	21%	21%	21%	21%	21%	21%	21%	22%	17%	17%	23%
														b		
8	(8.0)	425	361	310	115	64	425	408	266	239	53	411	14	45	70	311
		17%	17%	18%	16%	16%	17%	17%	18%	17%	14%	17%	15%	14%	14%	19%
9	(9.0)	186	155	122	64	31	186	166	126	107	32	172	14	19	19	148
		7%	7%	7%	9%	8%	7%	7%	8%	8%	9%	7%	14%	6%	4%	9%
															b	
10 - Extremely satisfied	(10.0)	211	175	148	63	35	211	191	126	102	34	196	15	15	13	183
		8%	8%	8%	8%	9%	8%	8%	8%	7%	9%	8%	15%	5%	2%	11%
															ab	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 129

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Channel 5 channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Channel 5 channels (including My5) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2422	1995	1681	741	427	2422	2286	1444	1307	331	2322	100	322	499	1601
Effective Weighted Sample	1959	1612	1347	614	350	1959	1851	1170	1055	270	1879	80	264	406	1290
Total	2481	2070	1742	739	411	2481	2351	1489	1369	363	2384	97	322	516	1643
DISSATISFIED (1-4)	182 7%	154 7%	132 8%	50 7%	27 7%	182 7%	171 7%	104 7%	107 8%	34 9%	175 7%	7 7%	53 17% c	50 10% c	78 5%
NEUTRAL (5-6)	953 38%	785 38%	666 38%	286 39%	167 41%	953 38%	915 39%	548 37%	523 38%	134 37%	926 39%	26 27%	135 42% c	277 54% ac	541 33%
SATISFIED (7-10)	1346 54%	1130 55%	944 54%	402 54%	216 53%	1346 54%	1265 54%	837 56%	738 54%	196 54%	1282 54%	64 66%	134 42%	188 37%	1024 62% ab
Answered	2481	2070	1742	739	411	2481	2351	1489	1369	363	2384	97	322	516	1643
Mean score	6.7	6.8	6.7	6.8	6.7	6.7	6.7	6.8	6.7	6.7	6.7	7.1	6.1	6.1	7.1 ab
Standard deviation	1.77	1.77	1.78	1.75	1.79	1.77	1.75	1.76	1.74	1.85	1.76	2.12	1.97	1.55	1.71
Standard error	.04	.04	.04	.06	.09	.04	.04	.05	.05	.10	.04	.21	.11	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	141	76	65	22	33	26	13	47	47	40	25	29	65	11	60	5	
Effective Weighted Sample	105	62	44	18	26	21	9	35	34	30	19	22	62	11	57	5	
Total	119	71	48	22	36	20	9	33	44	32	19	25	86	6	26	1	
2	(2.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	141	76	65	22	33	26	13	47	47	40	25	29	65	11	60	5	
Effective Weighted Sample	105	62	44	18	26	21	9	35	34	30	19	22	62	11	57	5	
Total	119	71	48	22	36	20	9	33	44	32	19	25	86	6	26	1	
SATISFIED (7-10)	72	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	119	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	141	115	26	62	77	53	85	27	29	23	53	91	47
Effective Weighted Sample	105	87	19	47	57	40	63	21	22	16	40	69	36
Total	119	102	17	58	58	49	66	25	26	21	49	85	32
2	(2.0)	2	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	2	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	7	**	**	**	**	**	**	**	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	21	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	15	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	18	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	23	**	**	**	**	**	**	**	**	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	17	**	**	**	**	**	**	**	**	**	**	**
		14%	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	13	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		11	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		36	**	**	**	**	**	**	**	**	**	**	**
		30%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	141	115	26	62	77	53	85	27	29	23	53	91	47
Effective Weighted Sample	105	87	19	47	57	40	63	21	22	16	40	69	36
Total	119	102	17	58	58	49	66	25	26	21	49	85	32
SATISFIED (7-10)	72	61	**	**	**	**	**	**	**	**	**	**	**
	60%	59%	**	**	**	**	**	**	**	**	**	**	**
Answered	119	102	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.0	7.0	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.98	2.02	**	**	**	**	**	**	**	**	**	**	**
Standard error	.17	.19	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 130

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	141	134	121	20	7	141	138	123	114	41	141	-	16	26	99
Effective Weighted Sample	105	100	91	16	6	105	102	92	85	31	105	-	14	19	72
Total	119	115	107	12	4	119	116	108	99	40	119	-	16	22	81
2	(2.0)	2 2%	2 2%	2 2%	** **	2 2%	2 2%	2 2%	2 2%	** **	2 2%	** **	** **	** **	** **
3	(3.0)	2 1%	2 1%	1 1%	** **	2 1%	2 1%	* *%	1 1%	** **	2 1%	** **	** **	** **	** **
4	(4.0)	7 6%	7 6%	7 6%	** **	7 6%	7 6%	6 6%	6 7%	** **	7 6%	** **	** **	** **	** **
5	(5.0)	21 18%	21 18%	20 19%	** **	21 18%	20 17%	20 18%	18 18%	** **	21 18%	** **	** **	** **	** **
6	(6.0)	15 13%	14 13%	14 13%	** **	15 13%	15 13%	15 14%	12 12%	** **	15 13%	** **	** **	** **	** **
7	(7.0)	18 15%	17 15%	15 14%	** **	18 15%	16 14%	17 16%	12 12%	** **	18 15%	** **	** **	** **	** **
8	(8.0)	23 20%	22 19%	19 18%	** **	23 20%	23 20%	20 18%	19 19%	** **	23 20%	** **	** **	** **	** **
9	(9.0)	17 14%	17 15%	17 16%	** **	17 14%	17 15%	15 14%	16 16%	** **	17 14%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	13 11%	13 11%	12 12%	** **	13 11%	13 11%	13 12%	13 13%	** **	13 11%	** **	** **	** **	** **
DISSATISFIED (1-4)		11 10%	11 10%	10 10%	** **	11 10%	11 10%	9 8%	10 10%	** **	11 10%	** **	** **	** **	** **
NEUTRAL (5-6)		36 30%	35 30%	33 31%	** **	36 30%	35 30%	34 32%	29 30%	** **	36 30%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with S4C (Welsh)? (Please think about what you have watched in the past 3 months)

Base : Those who have watched S4C (including S4C Clic) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	141	134	121	20	7	141	138	123	114	41	141	-	16	26	99
Effective Weighted Sample	105	100	91	16	6	105	102	92	85	31	105	-	14	19	72
Total	119	115	107	12	4	119	116	108	99	40	119	-	16	22	81
SATISFIED (7-10)	72	69	63	**	**	72	70	65	60	**	72	**	**	**	**
	60%	60%	59%	**	**	60%	60%	60%	60%	**	60%	**	**	**	**
Answered	119	115	107	**	**	119	116	108	99	**	119	**	**	**	**
Mean score	7.0	7.0	7.0	**	**	7.0	7.0	7.0	7.1	**	7.0	**	**	**	**
Standard deviation	1.98	1.99	2.01	**	**	1.98	2.00	1.96	2.05	**	1.98	**	**	**	**
Standard error	.17	.17	.18	**	**	.17	.17	.18	.19	**	.17	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 131

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		1394	758	631	167	233	301	212	481	372	443	306	273	880	200	202	112
Effective Weighted Sample		1114	629	482	138	190	245	166	393	309	348	251	218	825	189	194	108
Total		1394	773	617	158	264	259	251	462	431	445	264	255	1156	123	84	32
1 - Extremely dissatisfied	(1.0)	2 *%	1 *%	* *%	- -%	- -%	* *%	- -%	1 *%	* *%	* *%	- -%	1 *%	1 *%	- -%	* *%	* 1%
2	(2.0)	7 *%	3 *%	4 1%	- -%	- -%	- -%	2 1%	5 1%	1 *%	5 1%	- -%	1 *%	6 1%	- -%	* 1%	* 1%
3	(3.0)	13 1%	5 1%	8 1%	1 1%	2 1%	2 1%	5 2%	2 1%	5 1%	4 1%	2 1%	2 1%	10 1%	3 2%	1 1%	- -%
4	(4.0)	24 2%	13 2%	11 2%	5 3%	6 2%	3 1%	3 1%	7 1%	7 2%	6 1%	4 1%	7 3%	21 2%	1 1%	1 2%	- -%
5	(5.0)	114 8%	70 9%	45 7%	19 12%	22 8%	22 8%	14 6%	38 8%	33 8%	34 8%	22 8%	25 10%	98 8%	9 7%	5 6%	3 8%
6	(6.0)	157 11%	84 11%	73 12%	19 12%	34 13%	20 8%	27 11%	57 12%	64 15%	41 9%	29 11%	23 9%	137 12%	10 8%	8 9%	2 8%
7	(7.0)	280 20%	156 20%	122 20%	27 17%	54 20%	55 21%	48 19%	96 21%	92 21%	100 22%	42 16%	46 18%	232 20%	27 22%	16 19%	5 15%
8	(8.0)	375 27%	212 27%	161 26%	44 28%	61 23%	86 33%	67 27%	118 26%	107 25%	139 31%	63 24%	67 26%	317 27%	29 24%	20 24%	9 29%
9	(9.0)	214 15%	119 15%	95 15%	16 10%	44 17%	48 18%	34 14%	71 15%	70 16%	57 13%	50 19%	37 14%	162 14%	24 20%	24 28% ad	5 14%
10 - Extremely satisfied	(10.0)	208 15%	110 14%	98 16%	27 17%	41 16%	24 9%	50 20% c	67 14%	50 12%	59 13%	51 20%	47 19%	172 15%	19 16%	9 11%	8 24% c
DISSATISFIED (1-4)		45 3%	22 3%	23 4%	6 4%	9 3%	5 2%	10 4%	16 3%	14 3%	15 3%	6 2%	10 4%	38 3%	4 3%	3 3%	1 2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d
Significance Level: 99%																
Unweighted total	1394	758	631	167	233	301	212	481	372	443	306	273	880	200	202	112
Effective Weighted Sample	1114	629	482	138	190	245	166	393	309	348	251	218	825	189	194	108
Total	1394	773	617	158	264	259	251	462	431	445	264	255	1156	123	84	32
NEUTRAL (5-6)	272 19%	154 20%	118 19%	38 24%	56 21%	42 16%	42 17%	94 20%	97 23%	76 17%	51 19%	48 19%	235 20%	19 15%	12 15%	5 16%
SATISFIED (7-10)	1078 77%	597 77%	476 77%	114 72%	200 76%	213 82%	199 79%	352 76%	320 74%	355 80%	207 78%	196 77%	883 76%	100 81%	69 82%	26 82%
Answered	1394	773	617	158	264	259	251	462	431	445	264	255	1156	123	84	32
Mean score	7.6	7.6	7.6	7.5	7.6	7.7	7.8	7.6	7.5	7.6	7.9	7.7	7.6	7.8	7.8	7.9
Standard deviation	1.66	1.64	1.69	1.71	1.65	1.46	1.74	1.70	1.61	1.62	1.66	1.77	1.66	1.65	1.61	1.82
Standard error	.04	.06	.07	.13	.11	.08	.12	.08	.08	.08	.09	.11	.06	.12	.11	.17

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 131

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		1394	1168	226	485	894	432	943	161	205	215	432	903	463
Effective Weighted Sample		1114	937	178	385	719	345	757	130	168	169	345	726	381
Total		1394	1180	214	494	884	449	926	167	216	222	449	972	403
1 - Extremely dissatisfied	(1.0)	2 *%	2 *%	- -%	* *%	1 *%	* *%	1 *%	* *%	* *%	- -%	* *%	1 *%	1 *%
2	(2.0)	7 *%	5 *%	1 1%	- -%	7 1%	- -%	7 1%	- -%	- -%	- -%	- -%	2 *%	5 1%
3	(3.0)	13 1%	11 1%	2 1%	8 2%	5 1%	5 1%	8 1%	1 *%	1 *%	4 2%	5 1%	11 1%	2 1%
4	(4.0)	24 2%	20 2%	3 1%	7 1%	17 2%	4 1%	20 2%	- -%	4 2%	1 *%	4 1%	12 1%	10 2%
5	(5.0)	114 8%	96 8%	19 9%	46 9%	66 7%	40 9%	70 8%	14 9%	19 9%	28 13%	40 9%	78 8%	33 8%
6	(6.0)	157 11%	134 11%	24 11%	57 12%	96 11%	53 12%	101 11%	22 13%	21 10%	23 11%	53 12%	107 11%	48 12%
7	(7.0)	280 20%	237 20%	43 20%	94 19%	185 21%	88 20%	191 21%	32 19%	38 18%	43 20%	88 20%	197 20%	81 20%
8	(8.0)	375 27%	312 26%	64 30%	139 28%	233 26%	131 29%	242 26%	43 26%	65 30%	63 28%	131 29%	269 28%	104 26%
9	(9.0)	214 15%	186 16%	28 13%	68 14%	146 16%	61 14%	153 16%	26 16%	28 13%	30 13%	61 14%	152 16%	56 14%
10 - Extremely satisfied	(10.0)	208 15%	179 15%	30 14%	73 15%	129 15%	68 15%	133 14%	29 18%	40 18%	29 13%	68 15%	143 15%	62 15%
DISSATISFIED (1-4)		45 3%	38 3%	7 3%	15 3%	30 3%	9 2%	36 4%	1 1%	5 2%	6 3%	9 2%	26 3%	18 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1394	1168	226	485	894	432	943	161	205	215	432	903	463
Effective Weighted Sample	1114	937	178	385	719	345	757	130	168	169	345	726	381
Total	1394	1180	214	494	884	449	926	167	216	222	449	972	403
NEUTRAL (5-6)	272	229	42	104	161	92	171	36	41	52	92	185	82
	19%	19%	20%	21%	18%	21%	18%	22%	19%	23%	21%	19%	20%
SATISFIED (7-10)	1078	913	165	375	693	348	719	130	170	165	348	761	304
	77%	77%	77%	76%	78%	77%	78%	78%	79%	74%	77%	78%	75%
Answered	1394	1180	214	494	884	449	926	167	216	222	449	972	403
Mean score	7.6	7.6	7.6	7.6	7.6	7.7	7.6	7.8	7.8	7.5	7.7	7.7	7.5
Standard deviation	1.66	1.66	1.64	1.65	1.65	1.59	1.68	1.58	1.62	1.66	1.59	1.61	1.75
Standard error	.04	.05	.11	.08	.06	.08	.05	.12	.11	.11	.08	.05	.08

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 131

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	~d	e	a	b	c	d	e	~f	a	b	c	
Significance Level: 99%																
Unweighted total		1394	1298	1183	211	96	1394	1290	863	879	223	1331	63	214	315	865
Effective Weighted Sample		1114	1035	938	176	80	1114	1037	694	702	179	1066	48	173	253	690
Total		1394	1298	1180	214	97	1394	1303	877	885	234	1338	56	206	310	879
1 - Extremely dissatisfied	(1.0)	2 *%	1 *%	1 *%	1 *%	** **	2 *%	2 *%	* *%	- -%	- -%	2 *%	** **	2 1%	- -%	- -%
2	(2.0)	7 *%	6 *%	4 *%	3 1%	** **	7 *%	7 1%	4 *%	5 1%	4 2%	7 1%	** **	3 1%	1 *%	3 *%
3	(3.0)	13 1%	12 1%	12 1%	1 *%	** **	13 1%	13 1%	5 1%	6 1%	2 1%	13 1%	** **	6 3%	4 1%	3 *%
4	(4.0)	24 2%	24 2%	21 2%	3 1%	** **	24 2%	22 2%	14 2%	18 2%	10 4%	24 2%	** **	7 3%	8 3%	9 1%
5	(5.0)	114 8%	107 8%	101 9%	14 6%	** **	114 8%	104 8%	76 9%	76 9%	16 7%	113 8%	** **	18 9%	50 16%	46 5%
6	(6.0)	157 11%	141 11%	125 11%	32 15%	** **	157 11%	148 11%	107 12%	97 11%	28 12%	154 12%	** **	27 13%	45 15%	85 10%
7	(7.0)	280 20%	268 21%	240 20%	40 19%	** **	280 20%	268 21%	182 21%	192 22%	46 20%	271 20%	** **	35 17%	72 23%	173 20%
8	(8.0)	375 27%	351 27%	321 27%	55 26%	** **	375 27%	352 27%	233 27%	243 27%	59 25%	359 27%	** **	50 24%	79 25%	246 28%
9	(9.0)	214 15%	197 15%	179 15%	35 16%	** **	214 15%	200 15%	147 17%	137 15%	33 14%	207 15%	** **	23 11%	32 10%	159 18%
10 - Extremely satisfied	(10.0)	208 15%	191 15%	177 15%	31 15%	** **	208 15%	186 14%	109 12%	112 13%	36 15%	190 14%	** **	35 17%	19 6%	155 18%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 131

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Sky TV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched any Sky TV channels (including from Sky On Demand or Sky Go) in the past 3 months

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE ~d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1394	1298	1183	211	96	1394	1290	863	879	223	1331	63	214	315	865
Effective Weighted Sample	1114	1035	938	176	80	1114	1037	694	702	179	1066	48	173	253	690
Total	1394	1298	1180	214	97	1394	1303	877	885	234	1338	56	206	310	879
DISSATISFIED (1-4)	45 3%	43 3%	38 3%	7 3%	** **	45 3%	44 3%	24 3%	30 3%	16 7% b	45 3%	** **	17 8% c	13 4%	15 2%
NEUTRAL (5-6)	272 19%	249 19%	226 19%	46 22%	** **	272 19%	252 19%	183 21%	172 19%	44 19%	267 20%	** **	46 22%	95 31% c	131 15%
SATISFIED (7-10)	1078 77%	1006 78%	916 78%	161 75%	** **	1078 77%	1007 77%	670 76%	683 77%	174 74%	1026 77%	** **	143 69%	202 65%	733 83% ab
Answered	1394	1298	1180	214	**	1394	1303	877	885	234	1338	**	206	310	879
Mean score	7.6	7.6	7.6	7.6	**	7.6	7.6	7.6	7.6	7.5	7.6	**	7.3	7.0	7.9 ab
Standard deviation	1.66	1.65	1.65	1.71	**	1.66	1.65	1.60	1.61	1.81	1.66	**	1.99	1.60	1.52
Standard error	.04	.05	.05	.12	**	.04	.05	.05	.05	.12	.05	**	.14	.09	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	~a	b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		384	184	196	62	106	97	48	71	111	102	90	81	274	49	35	26
Effective Weighted Sample		318	162	153	55	87	80	42	58	94	84	77	67	259	46	34	25
Total		423	204	214	67	126	86	67	76	138	115	84	85	372	28	15	7
1 - Extremely dissatisfied	(1.0)	3	1	2	**	3	**	**	**	2	-	**	**	2	**	**	**
		1%	*%	1%	**	2%	**	**	**	2%	-%	**	**	*%	**	**	**
2	(2.0)	4	-	4	**	2	**	**	**	2	-	**	**	4	**	**	**
		1%	-%	2%	**	1%	**	**	**	1%	-%	**	**	1%	**	**	**
3	(3.0)	13	8	5	**	3	**	**	**	7	3	**	**	12	**	**	**
		3%	4%	2%	**	3%	**	**	**	5%	3%	**	**	3%	**	**	**
4	(4.0)	26	13	13	**	5	**	**	**	5	11	**	**	25	**	**	**
		6%	6%	6%	**	4%	**	**	**	4%	9%	**	**	7%	**	**	**
5	(5.0)	37	20	16	**	6	**	**	**	11	9	**	**	31	**	**	**
		9%	10%	8%	**	5%	**	**	**	8%	8%	**	**	8%	**	**	**
6	(6.0)	63	33	30	**	22	**	**	**	26	18	**	**	57	**	**	**
		15%	16%	14%	**	18%	**	**	**	19%	16%	**	**	15%	**	**	**
7	(7.0)	65	23	38	**	20	**	**	**	27	13	**	**	57	**	**	**
		15%	12%	18%	**	16%	**	**	**	20%	11%	**	**	15%	**	**	**
8	(8.0)	99	56	43	**	22	**	**	**	33	37	**	**	90	**	**	**
		23%	28%	20%	**	17%	**	**	**	24%	32%	**	**	24%	**	**	**
9	(9.0)	44	21	23	**	15	**	**	**	12	9	**	**	35	**	**	**
		10%	10%	11%	**	12%	**	**	**	9%	8%	**	**	9%	**	**	**
10 - Extremely satisfied	(10.0)	69	28	39	**	28	**	**	**	13	16	**	**	60	**	**	**
		16%	14%	18%	**	22%	**	**	**	10%	14%	**	**	16%	**	**	**
DISSATISFIED (1-4)		45	21	24	**	13	**	**	**	16	14	**	**	43	**	**	**
		11%	10%	11%	**	10%	**	**	**	11%	12%	**	**	11%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d	
Unweighted total	384	184	196	62	106	97	48	71	111	102	90	81	274	49	35	26	
Effective Weighted Sample	318	162	153	55	87	80	42	58	94	84	77	67	259	46	34	25	
Total	423	204	214	67	126	86	67	76	138	115	84	85	372	28	15	7	
NEUTRAL (5-6)	100	54	46	**	28	**	**	**	37	27	**	**	88	**	**	**	
	24%	26%	22%	**	22%	**	**	**	27%	24%	**	**	24%	**	**	**	
SATISFIED (7-10)	278	129	143	**	85	**	**	**	85	74	**	**	242	**	**	**	
	66%	63%	67%	**	68%	**	**	**	62%	64%	**	**	65%	**	**	**	
Answered	423	204	214	**	126	**	**	**	138	115	**	**	372	**	**	**	
Mean score	7.2	7.2	7.2	**	7.4	**	**	**	6.9	7.2	**	**	7.2	**	**	**	
Standard deviation	2.02	1.93	2.10	**	2.19	**	**	**	1.99	1.90	**	**	2.01	**	**	**	
Standard error	.10	.14	.15	**	.21	**	**	**	.19	.19	**	**	.12	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 132

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b	
Significance Level: 99%														
Unweighted total	384	338	46	157	222	133	246	62	65	49	133	289	89	
Effective Weighted Sample	318	279	39	132	182	111	203	51	55	41	111	241	75	
Total	423	371	51	174	242	149	267	67	72	57	149	335	82	
1 - Extremely dissatisfied	(1.0)	3 1%	3 1%	** **	2 1%	1 *%	2 1%	1 *%	** **	** **	** **	2 1%	3 1%	** **
2	(2.0)	4 1%	4 1%	** **	4 2%	- -%	- -%	4 1%	** **	** **	** **	- -%	4 1%	** **
3	(3.0)	13 3%	11 3%	** **	7 4%	6 2%	7 5%	6 2%	** **	** **	** **	7 5%	8 2%	** **
4	(4.0)	26 6%	23 6%	** **	9 5%	17 7%	8 6%	18 7%	** **	** **	** **	8 6%	20 6%	** **
5	(5.0)	37 9%	29 8%	** **	16 9%	21 9%	16 10%	21 8%	** **	** **	** **	16 10%	25 7%	** **
6	(6.0)	63 15%	54 14%	** **	20 12%	43 18%	19 13%	44 16%	** **	** **	** **	19 13%	55 16%	** **
7	(7.0)	65 15%	57 15%	** **	27 15%	37 15%	20 13%	44 16%	** **	** **	** **	20 13%	51 15%	** **
8	(8.0)	99 23%	90 24%	** **	42 24%	57 24%	33 22%	66 25%	** **	** **	** **	33 22%	83 25%	** **
9	(9.0)	44 10%	39 10%	** **	19 11%	24 10%	15 10%	28 10%	** **	** **	** **	15 10%	34 10%	** **
10 - Extremely satisfied	(10.0)	69 16%	64 17%	** **	29 17%	37 15%	29 19%	37 14%	** **	** **	** **	29 19%	53 16%	** **
DISSATISFIED (1-4)		45 11%	40 11%	** **	22 12%	23 10%	17 11%	28 11%	** **	** **	** **	17 11%	34 10%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	384	338	46	157	222	133	246	62	65	49	133	289	89
Effective Weighted Sample	318	279	39	132	182	111	203	51	55	41	111	241	75
Total	423	371	51	174	242	149	267	67	72	57	149	335	82
NEUTRAL (5-6)	100	82	**	36	64	35	65	**	**	**	35	80	**
	24%	22%	**	21%	26%	24%	24%	**	**	**	24%	24%	**
SATISFIED (7-10)	278	249	**	116	155	97	174	**	**	**	97	221	**
	66%	67%	**	67%	64%	65%	65%	**	**	**	65%	66%	**
Answered	423	371	**	174	242	149	267	**	**	**	149	335	**
Mean score	7.2	7.3	**	7.2	7.2	7.2	7.2	**	**	**	7.2	7.2	**
Standard deviation	2.02	2.03	**	2.16	1.91	2.14	1.95	**	**	**	2.14	1.99	**
Standard error	.10	.11	**	.17	.13	.19	.12	**	**	**	.19	.12	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 132

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		384	384	384	-	-	384	345	268	262	99	365	19	59	84	241
Effective Weighted Sample		318	318	318	-	-	318	287	224	215	80	303	15	50	69	200
Total		423	423	423	-	-	423	385	297	282	108	405	17	62	90	271
1 - Extremely dissatisfied	(1.0)	3 1%	3 1%	3 1%	** **	** **	3 1%	3 1%	2 1%	3 1%	** **	3 1%	** **	** **	** **	2 1%
2	(2.0)	4 1%	4 1%	4 1%	** **	** **	4 1%	4 1%	4 1%	4 1%	** **	4 1%	** **	** **	** **	4 1%
3	(3.0)	13 3%	13 3%	13 3%	** **	** **	13 3%	8 2%	7 2%	9 3%	** **	12 3%	** **	** **	** **	4 2%
4	(4.0)	26 6%	26 6%	26 6%	** **	** **	26 6%	23 6%	19 6%	18 6%	** **	24 6%	** **	** **	** **	6 2%
5	(5.0)	37 9%	37 9%	37 9%	** **	** **	37 9%	32 8%	26 9%	24 9%	** **	35 9%	** **	** **	** **	21 8%
6	(6.0)	63 15%	63 15%	63 15%	** **	** **	63 15%	60 16%	41 14%	35 12%	** **	62 15%	** **	** **	** **	30 11%
7	(7.0)	65 15%	65 15%	65 15%	** **	** **	65 15%	59 15%	48 16%	47 17%	** **	61 15%	** **	** **	** **	38 14%
8	(8.0)	99 23%	99 23%	99 23%	** **	** **	99 23%	93 24%	72 24%	68 24%	** **	95 23%	** **	** **	** **	72 27%
9	(9.0)	44 10%	44 10%	44 10%	** **	** **	44 10%	41 11%	33 11%	32 11%	** **	43 11%	** **	** **	** **	37 14%
10 - Extremely satisfied	(10.0)	69 16%	69 16%	69 16%	** **	** **	69 16%	63 16%	45 15%	43 15%	** **	67 17%	** **	** **	** **	57 21%
DISSATISFIED (1-4)		45 11%	45 11%	45 11%	** **	** **	45 11%	37 10%	32 11%	33 12%	** **	42 10%	** **	** **	** **	15 6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with NOW? (Please think about what you have watched in the past 3 months)

Base : Those who have watched NOW in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	384	384	384	-	-	384	345	268	262	99	365	19	59	84	241
Effective Weighted Sample	318	318	318	-	-	318	287	224	215	80	303	15	50	69	200
Total	423	423	423	-	-	423	385	297	282	108	405	17	62	90	271
NEUTRAL (5-6)	100 24%	100 24%	100 24%	** **	** **	100 24%	92 24%	66 22%	59 21%	** **	98 24%	** **	** **	** **	51 19%
SATISFIED (7-10)	278 66%	278 66%	278 66%	** **	** **	278 66%	256 66%	198 67%	189 67%	** **	265 65%	** **	** **	** **	204 75%
Answered	423	423	423	**	**	423	385	297	282	**	405	**	**	**	271
Mean score	7.2	7.2	7.2	**	**	7.2	7.3	7.2	7.2	**	7.2	**	**	**	7.7
Standard deviation	2.02	2.02	2.02	**	**	2.02	1.98	2.01	2.07	**	2.02	**	**	**	1.92
Standard error	.10	.10	.10	**	**	.10	.11	.12	.13	**	.11	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 133

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

		GENDER		AGE					SEG				NATION				
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
	Unweighted total	2697	1257	1428	456	573	616	426	626	678	855	579	585	1687	374	328	308
	Effective Weighted Sample	2121	1036	1077	382	460	488	337	496	550	665	472	460	1583	356	312	298
	Total	2726	1285	1426	429	653	509	520	615	797	878	502	549	2278	222	136	90
1 - Extremely dissatisfied	(1.0)	9 *%	4 *%	6 *%	1 *%	2 *%	1 *%	4 1%	1 *%	2 *%	2 *%	* *%	5 1%	8 *%	1 *%	- -%	* *%
2	(2.0)	6 *%	* *%	4 *%	1 *%	1 *%	* *%	3 1%	* *%	- -%	2 *%	2 *%	1 *%	4 *%	1 *%	* *%	1 1%
3	(3.0)	18 1%	10 1%	8 1%	3 1%	5 1%	4 1%	1 *%	4 1%	3 *%	4 1%	5 1%	5 1%	12 1%	3 1%	1 1%	2 2%
4	(4.0)	39 1%	22 2%	14 1%	8 2%	10 2%	5 1%	2 *%	13 2%	14 2%	12 1%	7 1%	6 1%	36 2%	1 1%	1 1%	* *%
5	(5.0)	126 5%	69 5%	57 4%	20 5%	32 5%	23 5%	12 2%	39 6% d	38 5%	32 4%	28 6%	28 5%	115 5% c	5 2%	2 2%	3 4%
6	(6.0)	193 7%	96 7%	97 7%	33 8%	38 6%	27 5%	42 8%	54 9%	59 7%	56 6%	41 8%	37 7%	164 7%	12 5%	12 9%	5 6%
7	(7.0)	396 15%	214 17% b	180 13%	48 11%	78 12%	69 14%	86 16%	115 19% ab	134 17%	130 15%	69 14%	63 12%	341 15% d	28 13%	19 14%	8 9%
8	(8.0)	685 25%	321 25%	361 25%	98 23%	163 25%	129 25%	130 25%	165 27%	202 25%	246 28% c	101 20%	136 25%	571 25%	54 24%	37 27%	24 26%
9	(9.0)	544 20%	262 20%	281 20%	91 21%	118 18%	128 25% be	106 20%	101 16%	175 22% c	198 23% c	77 15%	94 17%	448 20%	49 22%	32 23%	15 17%
10 - Extremely satisfied	(10.0)	711 26%	288 22%	418 29% a	128 30% e	206 31% ce	121 24%	136 26%	121 20%	171 21%	196 22%	171 34% ab	173 32% ab	579 25%	68 31%	33 24%	31 35% ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 133

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d
Significance Level: 99%																
Unweighted total	2697	1257	1428	456	573	616	426	626	678	855	579	585	1687	374	328	308
Effective Weighted Sample	2121	1036	1077	382	460	488	337	496	550	665	472	460	1583	356	312	298
Total	2726	1285	1426	429	653	509	520	615	797	878	502	549	2278	222	136	90
DISSATISFIED (1-4)	71 3%	36 3%	32 2%	13 3%	19 3%	11 2%	9 2%	20 3%	19 2%	20 2%	15 3%	18 3%	61 3%	6 3%	2 1%	3 3%
NEUTRAL (5-6)	319 12%	164 13%	155 11%	52 12%	70 11%	51 10%	54 10%	93 15%	97 12%	88 10%	69 14%	64 12%	279 12%	17 8%	14 10%	9 10%
SATISFIED (7-10)	2336 86%	1085 84%	1239 87%	365 85%	565 86%	447 88%	457 88%	502 82%	681 85%	770 88%	418 83%	466 85%	1939 85%	199 90%	120 88%	78 87%
Answered	2726	1285	1426	429	653	509	520	615	797	878	502	549	2278	222	136	90
Mean score	8.2	8.0	8.3	8.3	8.3	8.2	8.2	7.9	8.1	8.2	8.2	8.2	8.1	8.4	8.3	8.4
Standard deviation	1.64	1.63	1.63	1.68	1.69	1.55	1.59	1.65	1.56	1.53	1.77	1.79	1.65	1.60	1.45	1.78
Standard error	.03	.05	.04	.08	.07	.06	.08	.07	.06	.05	.07	.07	.04	.08	.08	.10

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 133

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		2697	2295	402	994	1661	869	1783	355	446	390	869	1879	766
Effective Weighted Sample		2121	1825	297	775	1312	679	1407	279	356	299	679	1490	619
Total		2726	2363	363	1001	1679	893	1784	359	465	397	893	2032	651
1 - Extremely dissatisfied	(1.0)	9	9	*	2	7	2	7	-	-	2	2	6	2
		%	%	%	%	%	%	%	%	%	%	%	%	%
2	(2.0)	6	3	2	3	3	3	3	1	2	3	3	3	3
		%	%	1%	%	%	%	%	%	%	1%	%	%	%
3	(3.0)	18	15	2	7	10	6	11	2	2	3	6	9	8
		1%	1%	1%	1%	1%	1%	1%	1%	%	1%	1%	%	1%
4	(4.0)	39	32	6	11	25	10	27	1	8	6	10	27	11
		1%	1%	2%	1%	1%	1%	1%	%	2%	2%	1%	1%	2%
5	(5.0)	126	108	18	37	86	33	90	16	17	12	33	87	37
		5%	5%	5%	4%	5%	4%	5%	4%	4%	3%	4%	4%	6%
6	(6.0)	193	173	20	71	122	63	129	21	31	30	63	135	53
		7%	7%	5%	7%	7%	7%	7%	6%	7%	8%	7%	7%	8%
7	(7.0)	396	333	63	120	270	109	281	34	54	59	109	290	102
		15%	14%	17%	12%	16%	12%	16%	10%	12%	15%	12%	14%	16%
8	(8.0)	685	592	93	251	421	222	449	95	113	92	222	507	171
		25%	25%	26%	25%	25%	25%	25%	26%	24%	23%	25%	25%	26%
9	(9.0)	544	468	76	206	330	182	352	75	99	75	182	437	99
		20%	20%	21%	21%	20%	20%	20%	21%	21%	19%	20%	21%	15%
10 - Extremely satisfied	(10.0)	711	629	82	293	405	264	434	114	138	116	264	531	165
		26%	27%	23%	29%	24%	29%	24%	32%	30%	29%	29%	26%	25%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 133

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2697	2295	402	994	1661	869	1783	355	446	390	869	1879	766
Effective Weighted Sample	2121	1825	297	775	1312	679	1407	279	356	299	679	1490	619
Total	2726	2363	363	1001	1679	893	1784	359	465	397	893	2032	651
DISSATISFIED (1-4)	71 3%	60 3%	11 3%	23 2%	46 3%	21 2%	48 3%	4 1%	12 3%	14 3%	21 2%	45 2%	24 4%
NEUTRAL (5-6)	319 12%	281 12%	38 10%	108 11%	208 12%	96 11%	219 12%	37 10%	48 10%	42 11%	96 11%	222 11%	90 14%
SATISFIED (7-10)	2336 86%	2022 86%	314 86%	870 87%	1426 85%	777 87%	1517 85%	318 89%	404 87%	342 86%	777 87%	1766 87% b	536 82%
Answered	2726	2363	363	1001	1679	893	1784	359	465	397	893	2032	651
Mean score	8.2	8.2	8.1	8.3 b	8.1	8.3 b	8.1	8.4	8.3	8.2	8.3	8.2 b	8.0
Standard deviation	1.64	1.64	1.63	1.61	1.65	1.61	1.65	1.53	1.59	1.71	1.61	1.59	1.75
Standard error	.03	.03	.08	.05	.04	.05	.04	.08	.08	.09	.05	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 133

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		2697	2697	2697	-	-	2697	2277	1474	1463	358	2416	281	449	655	1593
Effective Weighted Sample		2121	2121	2121	-	-	2121	1799	1181	1168	290	1908	215	352	522	1248
Total		2726	2726	2726	-	-	2726	2335	1545	1542	398	2471	255	436	659	1632
1 - Extremely dissatisfied	(1.0)	9	9	9	**	**	9	6	7	5	3	7	3	-	2	7
		*%	*%	*%	**	**	*%	*%	*%	*%	1%	*%	1%	-%	*%	*%
2	(2.0)	6	6	6	**	**	6	3	2	2	-	6	-	4	1	1
		*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	-%	1%	*%	*%
														c		
3	(3.0)	18	18	18	**	**	18	14	9	11	2	16	2	6	3	9
		1%	1%	1%	**	**	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
4	(4.0)	39	39	39	**	**	39	30	22	25	7	35	4	14	15	10
		1%	1%	1%	**	**	1%	1%	1%	2%	2%	1%	2%	3%	2%	1%
														c	c	
5	(5.0)	126	126	126	**	**	126	115	81	74	26	121	5	31	50	46
		5%	5%	5%	**	**	5%	5%	5%	5%	6%	5%	2%	7%	8%	3%
														c	c	
6	(6.0)	193	193	193	**	**	193	157	102	105	27	168	25	29	86	78
		7%	7%	7%	**	**	7%	7%	7%	7%	7%	7%	10%	7%	13%	5%
														ac		
7	(7.0)	396	396	396	**	**	396	362	241	251	58	376	20	56	108	231
		15%	15%	15%	**	**	15%	16%	16%	16%	15%	15%	8%	13%	16%	14%
								f	f	f		f				
8	(8.0)	685	685	685	**	**	685	598	392	388	99	633	52	106	173	407
		25%	25%	25%	**	**	25%	26%	25%	25%	25%	26%	21%	24%	26%	25%
9	(9.0)	544	544	544	**	**	544	486	326	318	80	507	36	76	97	370
		20%	20%	20%	**	**	20%	21%	21%	21%	20%	21%	14%	18%	15%	23%
															b	
10 - Extremely satisfied	(10.0)	711	711	711	**	**	711	565	363	362	96	604	107	115	123	473
		26%	26%	26%	**	**	26%	24%	24%	23%	24%	24%	42%	26%	19%	29%
												abcde		b		b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 133

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Netflix? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Netflix in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2697	2697	2697	-	-	2697	2277	1474	1463	358	2416	281	449	655	1593
Effective Weighted Sample	2121	2121	2121	-	-	2121	1799	1181	1168	290	1908	215	352	522	1248
Total	2726	2726	2726	-	-	2726	2335	1545	1542	398	2471	255	436	659	1632
DISSATISFIED (1-4)	71 3%	71 3%	71 3%	** **	** **	71 3%	53 2%	40 3%	44 3%	13 3%	63 3%	9 3%	23 5% c	21 3%	27 2%
NEUTRAL (5-6)	319 12%	319 12%	319 12%	** **	** **	319 12%	272 12%	183 12%	179 12%	53 13%	289 12%	30 12%	59 14% c	136 21% ac	124 8%
SATISFIED (7-10)	2336 86%	2336 86%	2336 86%	** **	** **	2336 86%	2011 86%	1323 86%	1319 86%	333 84%	2120 86%	216 85%	353 81%	501 76%	1481 91% ab
Answered	2726	2726	2726	**	**	2726	2335	1545	1542	398	2471	255	436	659	1632
Mean score	8.2	8.2	8.2	**	**	8.2	8.1	8.1	8.1	8.1	8.1	8.5 abcde	8.0	7.7	8.4 ab
Standard deviation	1.64	1.64	1.64	**	**	1.64	1.60	1.63	1.63	1.73	1.62	1.80	1.84	1.70	1.51
Standard error	.03	.03	.03	**	**	.03	.03	.04	.04	.09	.03	.11	.09	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 134

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		1878	915	950	294	396	430	275	483	513	593	399	373	1190	251	270	167
Effective Weighted Sample		1491	760	722	246	319	345	222	390	417	465	328	300	1116	239	259	162
Total		1903	933	955	278	452	353	341	479	597	608	344	355	1592	152	111	49
1 - Extremely dissatisfied	(1.0)	6 *%	4 *%	2 *%	1 *%	- -%	3 1%	- -%	3 1%	4 1%	- -%	* *%	2 1%	6 *%	- -%	* *%	- -%
2	(2.0)	8 *%	2 *%	5 1%	2 1%	2 1%	1 *%	2 *%	1 *%	* *%	1 *%	2 1%	4 1%	7 *%	1 1%	- -%	- -%
3	(3.0)	19 1%	7 1%	11 1%	2 1%	4 1%	8 2%	4 1%	2 *%	6 1%	5 1%	3 1%	5 2%	17 1%	2 1%	* *%	* *%
4	(4.0)	58 3%	27 3%	30 3%	9 3%	7 2%	7 2%	13 4%	22 5%	21 4%	23 4%	7 2%	6 2%	52 3%	3 2%	2 2%	1 1%
5	(5.0)	142 7%	69 7%	73 8%	20 7%	31 7%	17 5%	26 8%	47 10% c	39 7%	51 8%	29 9%	22 6%	121 8%	8 5%	10 9%	3 6%
6	(6.0)	198 10%	96 10%	99 10%	27 10%	40 9%	36 10%	37 11%	58 12%	62 10%	66 11%	31 9%	39 11%	159 10%	13 8%	21 19% ab	5 11%
7	(7.0)	382 20%	196 21%	182 19%	56 20%	91 20%	75 21%	54 16%	106 22%	121 20%	123 20%	67 20%	70 20%	334 21% d	21 14%	21 19%	6 12%
8	(8.0)	457 24%	230 25%	226 24%	51 18%	118 26%	100 28% a	92 27%	97 20%	166 28% c	156 26%	63 18%	72 20%	380 24%	42 28%	23 21%	13 26%
9	(9.0)	309 16%	155 17%	154 16%	62 22% c	74 16%	48 14%	56 16%	69 15%	98 16%	92 15%	64 19%	54 15%	254 16%	32 21%	15 14%	7 15%
10 - Extremely satisfied	(10.0)	325 17%	148 16%	173 18%	48 17%	84 19%	60 17%	59 17%	74 15%	79 13%	89 15%	77 22% ab	80 23% ab	263 17%	30 20%	18 16%	13 28% ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B11. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1878	915	950	294	396	430	275	483	513	593	399	373	1190	251	270	167	
Effective Weighted Sample	1491	760	722	246	319	345	222	390	417	465	328	300	1116	239	259	162	
Total	1903	933	955	278	452	353	341	479	597	608	344	355	1592	152	111	49	
DISSATISFIED (1-4)	91 5%	40 4%	48 5%	13 5%	13 3%	19 5%	18 5%	28 6%	32 5%	30 5%	12 3%	18 5%	82 5%	6 4%	3 2%	1 2%	
NEUTRAL (5-6)	339 18%	165 18%	172 18%	47 17%	72 16%	52 15%	63 18%	106 22%	101 17%	117 19%	61 18%	61 17%	279 18%	21 14%	31 28% ab	8 17%	
SATISFIED (7-10)	1473 77%	728 78%	735 77%	217 78%	367 81% e	282 80%	260 76%	346 72%	464 78%	461 76%	271 79%	276 78%	1231 77%	125 82% c	78 70%	39 81%	
Answered	1903	933	955	278	452	353	341	479	597	608	344	355	1592	152	111	49	
Mean score	7.7	7.6	7.7	7.7	7.8 e	7.7	7.7	7.4	7.6	7.6	7.8	7.7	7.6	8.0 ac	7.5	8.1 ac	
Standard deviation	1.75	1.71	1.78	1.78	1.65	1.76	1.75	1.80	1.71	1.69	1.78	1.88	1.76	1.69	1.68	1.66	
Standard error	.04	.06	.06	.10	.08	.08	.11	.08	.08	.07	.09	.10	.05	.11	.10	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 134

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		1878	1596	282	678	1177	592	1260	254	297	245	592	1284	561
Effective Weighted Sample		1491	1280	212	530	944	465	1007	198	241	189	465	1020	463
Total		1903	1648	255	680	1200	607	1271	250	314	248	607	1382	495
1 - Extremely dissatisfied	(1.0)	6 *%	6 *%	- -%	* *%	6 1%	* *%	6 *%	- -%	* *%	* *%	* *%	4 *%	2 *%
2	(2.0)	8 *%	8 *%	- -%	2 *%	6 *%	2 *%	6 *%	1 1%	* *%	* *%	2 *%	1 *%	5 1% a
3	(3.0)	19 1%	18 1%	2 1%	10 1%	9 1%	10 2%	9 1%	3 1%	8 3%	5 2%	10 2%	16 1%	3 1%
4	(4.0)	58 3%	44 3%	14 6%	19 3%	39 3%	17 3%	41 3%	6 2%	7 2%	6 3%	17 3%	34 2%	22 4%
5	(5.0)	142 7%	115 7%	27 10%	42 6%	100 8%	36 6%	105 8%	17 7%	14 4%	15 6%	36 6%	98 7%	41 8%
6	(6.0)	198 10%	170 10%	28 11%	60 9%	135 11%	56 9%	139 11%	18 7%	29 9%	29 12%	56 9%	142 10%	53 11%
7	(7.0)	382 20%	327 20%	55 22%	140 21%	239 20%	119 20%	260 20%	49 19%	58 18%	50 20%	119 20%	270 20%	109 22%
8	(8.0)	457 24%	396 24%	61 24%	171 25%	281 23%	156 26%	293 23%	66 26%	88 28%	55 22%	156 26%	353 26%	102 21%
9	(9.0)	309 16%	271 16%	38 15%	116 17%	188 16%	100 17%	203 16%	37 15%	53 17%	44 18%	100 17%	228 17%	76 15%
10 - Extremely satisfied	(10.0)	325 17%	294 18%	31 12%	120 18%	197 16%	110 18%	207 16%	53 21%	56 18%	43 17%	110 18%	236 17%	83 17%
DISSATISFIED (1-4)		91 5%	76 5%	16 6%	31 5%	60 5%	29 5%	62 5%	10 4%	16 5%	12 5%	29 5%	55 4%	32 6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1878	1596	282	678	1177	592	1260	254	297	245	592	1284	561
Effective Weighted Sample	1491	1280	212	530	944	465	1007	198	241	189	465	1020	463
Total	1903	1648	255	680	1200	607	1271	250	314	248	607	1382	495
NEUTRAL (5-6)	339	285	54	102	235	92	245	35	43	43	92	240	94
	18%	17%	21%	15%	20%	15%	19%	14%	14%	17%	15%	17%	19%
SATISFIED (7-10)	1473	1287	186	547	905	486	964	206	255	193	486	1087	369
	77%	78%	73%	80%	75%	80%	76%	82%	81%	78%	80%	79%	75%
Answered	1903	1648	255	680	1200	607	1271	250	314	248	607	1382	495
Mean score	7.7	7.7	7.4	7.8	7.6	7.8	7.6	7.9	7.8	7.7	7.8	7.7	7.5
Standard deviation	1.75	1.75	1.70	1.69	1.78	1.71	1.77	1.71	1.71	1.73	1.71	1.70	1.84
Standard error	.04	.04	.10	.07	.05	.07	.05	.11	.10	.11	.07	.05	.08

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B11. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		1878	1878	-	-	1878	1634	1118	1131	314	1721	157	304	421	1153	
Effective Weighted Sample		1491	1491	-	-	1491	1304	897	903	253	1370	122	242	337	914	
Total		1903	1903	-	-	1903	1682	1165	1168	339	1761	142	296	418	1189	
1 - Extremely dissatisfied	(1.0)	6 *%	6 *%	6 *%	** **	6 *%	6 *%	5 *%	5 *%	- -%	6 *%	- -%	1 *%	- -%	5 *%	
2	(2.0)	8 *%	8 *%	8 *%	** **	8 *%	8 *%	3 *%	5 *%	- -%	8 *%	- -%	3 1%	1 *%	3 *%	
3	(3.0)	19 1%	19 1%	19 1%	** **	19 1%	19 1%	6 1%	10 1%	- -%	19 1%	1 *%	9 3%	3 1%	7 1%	
4	(4.0)	58 3%	58 3%	58 3%	** **	58 3%	54 3%	38 3%	33 3%	8 2%	56 3%	2 1%	13 5%	22 5%	22 2%	
5	(5.0)	142 7%	142 7%	142 7%	** **	142 7%	130 8%	95 8%	90 8%	30 9%	134 8%	7 5%	33 11%	45 11%	64 5%	
6	(6.0)	198 10%	198 10%	198 10%	** **	198 10%	176 10%	114 10%	114 10%	32 9%	185 10%	13 9%	27 9%	61 15%	110 9%	
7	(7.0)	382 20%	382 20%	382 20%	** **	382 20%	339 20%	237 20%	254 22%	72 21%	363 21%	19 13%	46 15%	100 24%	237 20%	
8	(8.0)	457 24%	457 24%	457 24%	** **	457 24%	413 25%	277 24%	280 24%	73 21%	427 24%	30 21%	70 24%	85 20%	301 25%	
9	(9.0)	309 16%	309 16%	309 16%	** **	309 16%	275 16%	208 18%	201 17%	60 18%	287 16%	22 16%	41 14%	55 13%	212 18%	
10 - Extremely satisfied	(10.0)	325 17%	325 17%	325 17%	** **	325 17%	263 16%	182 16%	176 15%	64 19%	277 16%	48 34%	51 17%	47 11%	227 19%	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 134

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B11. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Prime Video? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Amazon Prime Video in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1878	1878	1878	-	-	1878	1634	1118	1131	314	1721	157	304	421	1153
Effective Weighted Sample	1491	1491	1491	-	-	1491	1304	897	903	253	1370	122	242	337	914
Total	1903	1903	1903	-	-	1903	1682	1165	1168	339	1761	142	296	418	1189
DISSATISFIED (1-4)	91 5%	91 5%	91 5%	** **	** **	91 5%	86 5%	52 4%	53 5%	8 2%	89 5%	3 2%	27 9% c	26 6%	38 3%
NEUTRAL (5-6)	339 18%	339 18%	339 18%	** **	** **	339 18%	306 18%	209 18%	204 17%	62 18%	319 18%	20 14%	60 20%	106 25% c	174 15%
SATISFIED (7-10)	1473 77%	1473 77%	1473 77%	** **	** **	1473 77%	1290 77%	904 78%	911 78%	269 79%	1353 77%	119 84%	209 70%	286 68%	978 82% ab
Answered	1903	1903	1903	**	**	1903	1682	1165	1168	339	1761	142	296	418	1189
Mean score	7.7	7.7	7.7	**	**	7.7	7.6	7.6	7.6	7.8	7.6	8.3 abcde	7.4	7.2	7.9 ab
Standard deviation	1.75	1.75	1.75	**	**	1.75	1.76	1.72	1.72	1.64	1.75	1.66	2.03	1.71	1.65
Standard error	.04	.04	.04	**	**	.04	.04	.05	.05	.09	.04	.13	.12	.08	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 135

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		1158	631	518	271	261	240	151	235	257	366	258	276	727	172	114	145
Effective Weighted Sample		918	527	384	227	208	191	117	192	208	288	210	221	683	165	110	140
Total		1139	633	493	252	291	195	174	227	294	368	222	253	949	102	47	42
1 - Extremely dissatisfied	(1.0)	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	1 *%	- -%	- -%	- -%
2	(2.0)	5 *%	1 *%	4 1%	1 *%	- -%	2 1%	- -%	3 1%	3 1%	2 *%	- -%	1 *%	5 1%	- -%	- -%	- -%
3	(3.0)	7 1%	4 1%	2 *%	1 1%	- -%	1 1%	2 1%	3 1%	2 1%	4 1%	1 *%	- -%	6 1%	- -%	- -%	1 2%
4	(4.0)	12 1%	4 1%	8 2%	1 *%	2 1%	5 2%	- -%	4 2%	1 *%	6 2%	2 1%	2 1%	10 1%	1 1%	1 2%	- -%
5	(5.0)	77 7%	39 6%	35 7%	17 7%	15 5%	9 5%	10 6%	25 11%	23 8%	21 6%	13 6%	19 8%	67 7%	4 4%	4 8%	1 4%
6	(6.0)	108 10%	54 9%	51 10%	17 7%	25 9%	22 11%	17 10%	27 12%	35 12%	29 8%	25 11%	20 8%	91 10%	9 8%	5 11%	3 7%
7	(7.0)	169 15%	109 17%	60 12%	33 13%	48 16%	29 15%	27 16%	32 14%	47 16%	68 18%	28 13%	27 11%	145 15%	12 11%	8 16%	5 13%
8	(8.0)	269 24%	148 23%	121 25%	42 17%	66 23%	54 28%	39 22%	67 30%	77 26%	88 24%	38 17%	66 26%	222 23%	27 26%	11 24%	9 22%
9	(9.0)	180 16%	102 16%	75 15%	52 21%	47 16%	30 15%	22 13%	29 13%	44 15%	69 19%	30 13%	38 15%	147 15%	19 19%	8 17%	7 16%
10 - Extremely satisfied	(10.0)	310 27%	171 27%	136 28%	86 34%	86 30%	43 22%	57 33%	38 17%	63 21%	82 22%	83 37%	81 32%	253 27%	31 31%	10 21%	16 38%
DISSATISFIED (1-4)		26 2%	9 1%	15 3%	4 1%	4 1%	8 4%	2 1%	9 4%	6 2%	12 3%	5 2%	3 1%	24 2%	1 1%	1 2%	1 2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1158	631	518	271	261	240	151	235	257	366	258	276	727	172	114	145	
Effective Weighted Sample	918	527	384	227	208	191	117	192	208	288	210	221	683	165	110	140	
Total	1139	633	493	252	291	195	174	227	294	368	222	253	949	102	47	42	
NEUTRAL (5-6)	185 16%	94 15%	86 18%	34 14%	40 14%	31 16%	27 16%	52 23%	58 20%	50 13%	38 17%	39 16%	159 17%	13 12%	9 19%	4 11%	
SATISFIED (7-10)	928 82%	530 84%	392 79%	214 85%	247 85%	157 80%	145 83%	166 73%	231 78%	306 83%	179 81%	211 83%	767 81%	88 87%	37 79%	37 88%	
Answered	1139	633	493	252	291	195	174	227	294	368	222	253	949	102	47	42	
Mean score	8.1	8.1	8.0	8.4 ce	8.2 e	7.9	8.2 e	7.6	7.8	8.0	8.2	8.2	8.0	8.4	7.9	8.5 ac	
Standard deviation	1.71	1.62	1.80	1.68	1.63	1.70	1.65	1.80	1.70	1.68	1.81	1.65	1.74	1.48	1.64	1.62	
Standard error	.05	.06	.08	.10	.10	.11	.13	.12	.11	.09	.11	.10	.06	.11	.15	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 135

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		1158	995	163	409	726	326	807	156	162	130	326	750	381
Effective Weighted Sample		918	793	125	320	579	255	642	125	131	99	255	592	317
Total		1139	991	148	404	711	331	782	159	166	130	331	787	328
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 1%	1 1%	- -%	1 *%	1 *%	- -%
2	(2.0)	5 *%	4 *%	2 1%	2 *%	4 1%	2 *%	4 *%	2 1%	2 1%	- -%	2 *%	2 *%	4 1%
3	(3.0)	7 1%	5 1%	2 1%	1 *%	6 1%	- -%	6 1%	- -%	- -%	- -%	- -%	1 *%	6 2% a
4	(4.0)	12 1%	12 1%	- -%	4 1%	8 1%	4 1%	8 1%	1 1%	2 1%	3 2%	4 1%	7 1%	4 1%
5	(5.0)	77 7%	68 7%	9 6%	23 6%	53 7%	21 6%	54 7%	9 6%	11 7%	9 7%	21 6%	46 6%	23 7%
6	(6.0)	108 10%	90 9%	18 12%	36 9%	70 10%	32 10%	75 10%	16 10%	14 8%	15 12%	32 10%	71 9%	36 11%
7	(7.0)	169 15%	151 15%	18 12%	70 17%	95 13%	57 17%	107 14%	27 17%	32 19%	24 18%	57 17%	120 15%	49 15%
8	(8.0)	269 24%	235 24%	34 23%	87 21%	177 25%	75 23%	189 24%	28 18%	38 23%	33 25%	75 23%	182 23%	82 25%
9	(9.0)	180 16%	157 16%	23 16%	65 16%	112 16%	52 16%	125 16%	29 18%	25 15%	17 13%	52 16%	133 17%	45 14%
10 - Extremely satisfied	(10.0)	310 27%	268 27%	42 28%	116 29%	187 26%	88 27%	214 27%	45 29%	42 25%	30 23%	88 27%	223 28%	81 25%
DISSATISFIED (1-4)		26 2%	22 2%	3 2%	8 2%	18 3%	7 2%	18 2%	4 3%	5 3%	3 2%	7 2%	12 1%	14 4% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1158	995	163	409	726	326	807	156	162	130	326	750	381
Effective Weighted Sample	918	793	125	320	579	255	642	125	131	99	255	592	317
Total	1139	991	148	404	711	331	782	159	166	130	331	787	328
NEUTRAL (5-6)	185	158	27	59	123	53	129	25	25	24	53	117	58
	16%	16%	18%	15%	17%	16%	16%	16%	15%	19%	16%	15%	18%
SATISFIED (7-10)	928	811	118	337	571	272	635	130	137	104	272	659	256
	82%	82%	79%	83%	80%	82%	81%	81%	82%	80%	82%	84%	78%
Answered	1139	991	148	404	711	331	782	159	166	130	331	787	328
Mean score	8.1	8.1	8.1	8.1	8.0	8.0	8.1	8.1	7.9	7.9	8.0	8.2	7.8
Standard deviation	1.71	1.70	1.78	1.69	1.73	1.70	1.71	1.82	1.79	1.62	1.70	1.63	1.84
Standard error	.05	.05	.14	.08	.06	.09	.06	.15	.14	.14	.09	.06	.09

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 135

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	~d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		1158	1095	997	161	63	1158	914	611	650	160	991	167	234	290	634
Effective Weighted Sample		918	866	784	135	51	918	729	501	522	131	792	127	184	232	502
Total		1139	1077	981	158	61	1139	919	637	669	170	996	142	219	281	639
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	1 *%	- -%	** **	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 1%	- -%	- -%
2	(2.0)	5 *%	5 *%	4 *%	1 1%	** **	5 *%	5 1%	3 *%	4 1%	- -%	5 1%	- -%	1 *%	1 *%	3 *%
3	(3.0)	7 1%	7 1%	6 1%	1 1%	** **	7 1%	7 1%	3 1%	5 1%	- -%	7 1%	* *%	3 1%	3 1%	2 *%
4	(4.0)	12 1%	10 1%	10 1%	1 1%	** **	12 1%	11 1%	6 1%	7 1%	1 1%	11 1%	1 1%	2 1%	5 2%	5 1%
5	(5.0)	77 7%	69 6%	60 6%	17 10%	** **	77 7%	65 7%	49 8%	49 7%	14 8%	72 7%	5 3%	13 6%	27 10%	37 6%
6	(6.0)	108 10%	102 10%	97 10%	11 7%	** **	108 10%	94 10%	71 11%	60 9%	20 12%	100 10%	9 6%	19 9%	27 9%	63 10%
7	(7.0)	169 15%	162 15%	146 15%	23 15%	** **	169 15%	146 16%	102 16%	104 16%	29 17%	153 15%	16 11%	37 17%	37 13%	95 15%
8	(8.0)	269 24%	252 23%	219 22%	49 31%	** **	269 24%	220 24%	147 23%	171 26%	43 25%	236 24%	33 23%	51 23%	63 23%	154 24%
9	(9.0)	180 16%	172 16%	160 16%	21 13%	** **	180 16%	145 16%	108 17%	111 17%	34 20%	161 16%	19 14%	29 13%	39 14%	113 18%
10 - Extremely satisfied	(10.0)	310 27%	295 27%	277 28%	33 21%	** **	310 27%	227 25%	147 23%	157 23%	29 17%	251 25%	59 42%	64 29%	80 28%	167 26%
												abcde				
DISSATISFIED (1-4)		26 2%	24 2%	22 2%	4 2%	** **	26 2%	23 2%	14 2%	17 2%	1 1%	24 2%	1 1%	7 3%	9 3%	10 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 135

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched YouTube channels in the past 3 months

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE ~d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1158	1095	997	161	63	1158	914	611	650	160	991	167	234	290	634
Effective Weighted Sample	918	866	784	135	51	918	729	501	522	131	792	127	184	232	502
Total	1139	1077	981	158	61	1139	919	637	669	170	996	142	219	281	639
NEUTRAL (5-6)	185 16%	172 16%	157 16%	28 18%	** **	185 16%	158 17%	120 19%	109 16%	34 20%	171 17%	13 9%	31 14%	53 19%	100 16%
SATISFIED (7-10)	928 82%	881 82%	802 82%	126 80%	** **	928 82%	738 80%	503 79%	543 81%	135 79%	801 80%	127 90%	181 82%	219 78%	529 83%
Answered	1139	1077	981	158	**	1139	919	637	669	170	996	142	219	281	639
Mean score	8.1	8.1	8.1	7.8	**	8.1	8.0	7.9	8.0	7.9	8.0	8.6 abcde	8.0	8.0	8.1
Standard deviation	1.71	1.71	1.71	1.72	**	1.71	1.71	1.71	1.69	1.54	1.72	1.52	1.81	1.82	1.62
Standard error	.05	.05	.05	.14	**	.05	.06	.07	.07	.12	.05	.12	.12	.11	.06

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	141	72	68	24	30	30	20	37	46	35	30	30	102	13	14	12	
Effective Weighted Sample	115	62	53	18	27	26	17	31	40	29	25	25	96	13	13	11	
Total	156	83	71	21	42	26	26	41	58	42	25	30	140	8	5	3	
1 - Extremely dissatisfied	(1.0)	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**
3	(3.0)	2	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**
4	(4.0)	9	**	**	**	**	**	**	**	**	**	**	9	**	**	**	**
		6%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	**
5	(5.0)	23	**	**	**	**	**	**	**	**	**	**	21	**	**	**	**
		14%	**	**	**	**	**	**	**	**	**	**	15%	**	**	**	**
6	(6.0)	10	**	**	**	**	**	**	**	**	**	**	9	**	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	**
7	(7.0)	31	**	**	**	**	**	**	**	**	**	**	29	**	**	**	**
		20%	**	**	**	**	**	**	**	**	**	**	21%	**	**	**	**
8	(8.0)	35	**	**	**	**	**	**	**	**	**	**	32	**	**	**	**
		22%	**	**	**	**	**	**	**	**	**	**	23%	**	**	**	**
9	(9.0)	16	**	**	**	**	**	**	**	**	**	**	13	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	**
10 - Extremely satisfied	(10.0)	30	**	**	**	**	**	**	**	**	**	**	25	**	**	**	**
		19%	**	**	**	**	**	**	**	**	**	**	18%	**	**	**	**
DISSATISFIED (1-4)		12	**	**	**	**	**	**	**	**	**	**	11	**	**	**	**
		8%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	**
NEUTRAL (5-6)		33	**	**	**	**	**	**	**	**	**	**	30	**	**	**	**
		21%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	141	72	68	24	30	30	20	37	46	35	30	30	102	13	14	12	
Effective Weighted Sample	115	62	53	18	27	26	17	31	40	29	25	25	96	13	13	11	
Total	156	83	71	21	42	26	26	41	58	42	25	30	140	8	5	3	
SATISFIED (7-10)	112	**	**	**	**	**	**	**	**	**	**	**	98	**	**	**	
	71%	**	**	**	**	**	**	**	**	**	**	**	70%	**	**	**	
Answered	156	**	**	**	**	**	**	**	**	**	**	**	140	**	**	**	
Mean score	7.4	**	**	**	**	**	**	**	**	**	**	**	7.3	**	**	**	
Standard deviation	1.94	**	**	**	**	**	**	**	**	**	**	**	1.93	**	**	**	
Standard error	.16	**	**	**	**	**	**	**	**	**	**	**	.19	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	141	123	18	55	82	48	89	17	19	27	48	96	41
Effective Weighted Sample	115	101	15	44	67	39	73	13	16	22	39	80	33
Total	156	137	19	61	90	52	98	15	23	31	52	113	40
1 - Extremely dissatisfied	(1.0)	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
3	(3.0)	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
4	(4.0)	9 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
5	(5.0)	23 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
6	(6.0)	10 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
7	(7.0)	31 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
8	(8.0)	35 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
9	(9.0)	16 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	30 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
DISSATISFIED (1-4)	12 8%	11 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
NEUTRAL (5-6)	33 21%	29 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	141	123	18	55	82	48	89	17	19	27	48	96	41
Effective Weighted Sample	115	101	15	44	67	39	73	13	16	22	39	80	33
Total	156	137	19	61	90	52	98	15	23	31	52	113	40
SATISFIED (7-10)	112	98	**	**	**	**	**	**	**	**	**	**	**
	71%	71%	**	**	**	**	**	**	**	**	**	**	**
Answered	156	137	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.4	7.4	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.94	1.96	**	**	**	**	**	**	**	**	**	**	**
Standard error	.16	.18	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 136

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY						
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		141	141	141	-	-	141	132	107	100	40	137	4	19	28	94
Effective Weighted Sample		115	115	115	-	-	115	108	87	82	33	112	3	16	23	77
Total		156	156	156	-	-	156	148	119	114	49	153	4	18	29	109
1 - Extremely dissatisfied	(1.0)	1 1%	1 1%	1 1%	** **	** **	1 1%	1 1%	1 1%	- -%	** **	1 1%	** **	** **	** **	** **
3	(3.0)	2 1%	2 1%	2 1%	** **	** **	2 1%	2 1%	2 1%	2 2%	** **	2 1%	** **	** **	** **	** **
4	(4.0)	9 6%	9 6%	9 6%	** **	** **	9 6%	9 6%	6 5%	6 5%	** **	9 6%	** **	** **	** **	** **
5	(5.0)	23 14%	23 14%	23 14%	** **	** **	23 14%	21 14%	18 15%	13 12%	** **	23 15%	** **	** **	** **	** **
6	(6.0)	10 7%	10 7%	10 7%	** **	** **	10 7%	10 7%	7 6%	7 6%	** **	10 7%	** **	** **	** **	** **
7	(7.0)	31 20%	31 20%	31 20%	** **	** **	31 20%	29 19%	26 22%	25 22%	** **	31 20%	** **	** **	** **	** **
8	(8.0)	35 22%	35 22%	35 22%	** **	** **	35 22%	35 24%	25 21%	26 23%	** **	35 23%	** **	** **	** **	** **
9	(9.0)	16 10%	16 10%	16 10%	** **	** **	16 10%	16 11%	13 11%	15 13%	** **	16 11%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	30 19%	30 19%	30 19%	** **	** **	30 19%	25 17%	21 17%	20 17%	** **	26 17%	** **	** **	** **	** **
DISSATISFIED (1-4)		12 8%	12 8%	12 8%	** **	** **	12 8%	12 8%	9 7%	8 7%	** **	12 8%	** **	** **	** **	** **
NEUTRAL (5-6)		33 21%	33 21%	33 21%	** **	** **	33 21%	31 21%	26 22%	20 18%	** **	33 22%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BritBox? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Britbox in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	141	141	141	-	-	141	132	107	100	40	137	4	19	28	94
Effective Weighted Sample	115	115	115	-	-	115	108	87	82	33	112	3	16	23	77
Total	156	156	156	-	-	156	148	119	114	49	153	4	18	29	109
SATISFIED (7-10)	112	112	112	**	**	112	105	85	86	**	108	**	**	**	**
	71%	71%	71%	**	**	71%	71%	71%	76%	**	71%	**	**	**	**
Answered	156	156	156	**	**	156	148	119	114	**	153	**	**	**	**
Mean score	7.4	7.4	7.4	**	**	7.4	7.3	7.3	7.5	**	7.3	**	**	**	**
Standard deviation	1.94	1.94	1.94	**	**	1.94	1.92	1.94	1.83	**	1.92	**	**	**	**
Standard error	.16	.16	.16	**	**	.16	.17	.19	.18	**	.16	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 137

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

		GENDER			AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d		
Significance Level: 99%																		
Unweighted total		1164	513	640	233	332	305	160	134	305	374	232	252	695	176	150	143	
Effective Weighted Sample		906	428	469	193	263	240	123	104	247	284	192	195	657	168	142	139	
Total		1150	536	601	225	366	247	185	128	357	369	201	222	944	104	61	41	
3	(3.0)	7 1%	3 1%	4 1%	- -%	2 *%	2 1%	- -%	4 3%	3 1%	2 *%	3 1%	- -%	5 1%	2 2%	- -%	* 1%	
4	(4.0)	19 2%	11 2%	6 1%	3 1%	- -%	8 3%	1 1%	6 5%	2 *%	11 3%	2 1%	5 2%	18 2%	1 *%	* 1%	- -%	
5	(5.0)	47 4%	19 4%	27 5%	11 5%	9 2%	14 6%	9 5%	4 3%	16 5%	13 3%	8 4%	10 4%	40 4%	3 3%	2 4%	1 3%	
6	(6.0)	98 8%	62 12%	34 6%	14 6%	36 10%	22 9%	11 6%	15 12%	30 8%	36 10%	17 8%	16 7%	85 9%	7 7%	3 6%	3 6%	
7	(7.0)	185 16%	104 19%	80 13%	34 15%	65 18%	32 13%	34 19%	20 15%	71 20%	53 14%	27 13%	34 15%	160 17%	12 11%	7 11%	6 16%	
8	(8.0)	300 26%	135 25%	164 27%	71 32%	86 23%	56 23%	56 30%	31 25%	91 25%	120 33%	44 22%	45 20%	245 26%	24 23%	21 35%	10 24%	
9	(9.0)	196 17%	94 18%	99 17%	37 16%	54 15%	54 22%	35 19%	16 13%	63 18%	57 15%	36 18%	40 18%	157 17%	21 20%	8 13%	9 23%	
10 - Extremely satisfied	(10.0)	297 26%	108 20%	186 31%	55 24%	114 31%	59 24%	38 21%	31 25%	81 23%	77 21%	65 32%	73 33%	233 25%	35 33%	19 31%	12 28%	
DISSATISFIED (1-4)		27 2%	14 3%	11 2%	3 1%	2 *%	10 4%	1 1%	10 8%	5 1%	12 3%	4 2%	5 2%	23 2%	2 2%	* 1%	* 1%	
NEUTRAL (5-6)		145 13%	82 15%	62 10%	25 11%	45 12%	36 15%	19 11%	19 15%	46 13%	48 13%	25 12%	25 11%	125 13%	10 10%	6 9%	4 9%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	1164	513	640	233	332	305	160	134	305	374	232	252	695	176	150	143
Effective Weighted Sample	906	428	469	193	263	240	123	104	247	284	192	195	657	168	142	139
Total	1150	536	601	225	366	247	185	128	357	369	201	222	944	104	61	41
SATISFIED (7-10)	979	441	529	197	319	201	164	98	306	308	172	192	795	92	55	37
	85%	82%	88%	88%	87%	81%	89%	77%	86%	84%	86%	86%	84%	88%	90%	90%
Answered	1150	536	601	225	366	247	185	128	357	369	201	222	944	104	61	41
Mean score	8.1	7.9	8.3	8.2	8.3	8.1	8.1	7.8	8.1	8.0	8.3	8.3	8.1	8.4	8.4	8.4
			a		e											
Standard deviation	1.58	1.56	1.56	1.48	1.49	1.70	1.41	1.89	1.53	1.55	1.64	1.61	1.58	1.60	1.42	1.43
Standard error	.05	.07	.06	.10	.08	.10	.11	.16	.09	.08	.11	.10	.06	.12	.12	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 137

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		1164	1002	162	589	562	514	636	229	288	203	514	857	287
Effective Weighted Sample		906	791	116	457	440	400	497	181	231	154	400	674	228
Total		1150	1015	135	582	556	518	620	228	305	200	518	898	239
3	(3.0)	7 1%	6 1%	2 1%	5 1%	3 *%	5 1%	3 *%	- -%	3 1%	2 1%	5 1%	5 1%	3 1%
4	(4.0)	19 2%	16 2%	3 2%	9 1%	11 2%	9 2%	11 2%	3 1%	5 2%	5 2%	9 2%	10 1%	9 4% a
5	(5.0)	47 4%	39 4%	8 6%	28 5%	18 3%	23 4%	23 4%	9 4%	16 5%	8 4%	23 4%	35 4%	12 5%
6	(6.0)	98 8%	88 9%	9 7%	50 9%	47 9%	42 8%	56 9%	21 9%	22 7%	17 8%	42 8%	73 8%	24 10%
7	(7.0)	185 16%	157 15%	29 21%	83 14%	101 18%	74 14%	111 18%	28 13%	43 14%	30 15%	74 14%	143 16%	41 17%
8	(8.0)	300 26%	262 26%	38 28%	144 25%	153 28%	127 24%	170 28%	45 20%	70 23%	58 29%	127 24%	245 27%	53 22%
9	(9.0)	196 17%	176 17%	20 15%	106 18%	90 16%	99 19%	96 16%	46 20%	56 18%	37 18%	99 19%	166 18%	29 12%
10 - Extremely satisfied	(10.0)	297 26%	271 27%	26 19%	158 27%	133 24%	141 27%	150 24%	75 33%	90 30%	44 22%	141 27%	222 25%	68 28%
DISSATISFIED (1-4)		27 2%	22 2%	5 4%	13 2%	13 2%	13 3%	13 2%	3 1%	8 3%	6 3%	13 3%	14 2%	12 5% a
NEUTRAL (5-6)		145 13%	127 13%	18 13%	78 13%	66 12%	64 12%	79 13%	30 13%	38 12%	25 13%	64 12%	108 12%	36 15%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1164	1002	162	589	562	514	636	229	288	203	514	857	287
Effective Weighted Sample	906	791	116	457	440	400	497	181	231	154	400	674	228
Total	1150	1015	135	582	556	518	620	228	305	200	518	898	239
SATISFIED (7-10)	979	866	112	491	477	440	527	195	259	168	440	775	191
	85%	85%	83%	84%	86%	85%	85%	86%	85%	84%	85%	86%	80%
Answered	1150	1015	135	582	556	518	620	228	305	200	518	898	239
Mean score	8.1	8.2	7.8	8.2	8.1	8.2	8.1	8.4	8.2	8.0	8.2	8.2	8.0
Standard deviation	1.58	1.57	1.63	1.61	1.54	1.61	1.54	1.57	1.66	1.59	1.61	1.51	1.79
Standard error	.05	.05	.13	.07	.06	.07	.06	.10	.10	.11	.07	.05	.11

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		1164	1164	-	-	1164	985	671	721	191	1051	113	187	254	723	
Effective Weighted Sample		906	906	-	-	906	774	534	575	154	824	83	145	196	566	
Total		1150	1150	-	-	1150	990	681	744	205	1051	99	178	235	737	
3	(3.0)	7 1%	7 1%	7 1%	** **	7 1%	7 1%	5 1%	7 1%	2 1%	7 1%	- -%	2 1%	2 1%	3 **	
4	(4.0)	19 2%	19 2%	19 2%	** **	19 2%	16 2%	11 2%	13 2%	3 1%	18 2%	1 1%	8 5% c	4 2%	7 1%	
5	(5.0)	47 4%	47 4%	47 4%	** **	47 4%	44 4%	31 5%	30 4%	4 2%	45 4%	1 1%	9 5%	19 8% c	19 3%	
6	(6.0)	98 8%	98 8%	98 8%	** **	98 8%	90 9%	61 9%	70 9%	23 11%	95 9%	3 3%	13 8%	33 14% c	52 7%	
7	(7.0)	185 16%	185 16%	185 16%	** **	185 16%	158 16%	111 16%	120 16%	31 15%	168 16%	17 17%	30 17%	46 20%	109 15%	
8	(8.0)	300 26%	300 26%	300 26%	** **	300 26%	260 26%	184 27%	188 25%	48 24%	272 26%	29 29%	45 25%	65 28%	190 26%	
9	(9.0)	196 17%	196 17%	196 17%	** **	196 17%	175 18%	125 18%	137 18%	44 21%	186 18%	10 10%	25 14%	26 11%	146 20% b	
10 - Extremely satisfied	(10.0)	297 26%	297 26%	297 26%	** **	297 26%	240 24%	154 23%	178 24%	50 25%	260 25%	37 38% abc	45 25%	41 17%	212 29% b	
DISSATISFIED (1-4)		27 2%	27 2%	27 2%	** **	27 2%	22 2%	16 2%	20 3%	5 2%	25 2%	1 1%	10 6% c	6 3%	10 1%	
NEUTRAL (5-6)		145 13%	145 13%	145 13%	** **	145 13%	134 14%	92 13%	101 14%	27 13%	140 13%	4 4%	23 13%	51 22% c	70 10%	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Disney+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Disney+ in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1164	1164	1164	-	-	1164	985	671	721	191	1051	113	187	254	723
Effective Weighted Sample	906	906	906	-	-	906	774	534	575	154	824	83	145	196	566
Total	1150	1150	1150	-	-	1150	990	681	744	205	1051	99	178	235	737
SATISFIED (7-10)	979 85%	979 85%	979 85%	** **	** **	979 85%	834 84%	573 84%	623 84%	173 85%	886 84%	93 94%	145 81%	178 76%	656 89% b
Answered	1150	1150	1150	**	**	1150	990	681	744	205	1051	99	178	235	737
Mean score	8.1	8.1	8.1	**	**	8.1	8.1	8.1	8.1	8.2	8.1	8.5 b	7.9	7.6	8.3 ab
Standard deviation	1.58	1.58	1.58	**	**	1.58	1.58	1.57	1.60	1.54	1.59	1.40	1.77	1.63	1.47
Standard error	.05	.05	.05	**	**	.05	.05	.06	.06	.11	.05	.13	.13	.10	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Significance Level: 99%	Total	224	130	93	57	57	50	27	33	70	84	47	23	146	29	20	29
Effective Weighted Sample	179	109	69	47	46	42	22	25	59	66	40	17	138	28	19	28	
	Total	236	143	92	56	66	44	36	34	87	86	40	23	201	18	9	8
1 - Extremely dissatisfied	(1.0)	3 1%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	** **	** **	** **	** **
2	(2.0)	1 *%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **	** **	** **	** **
3	(3.0)	8 3%	5 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 4%	** **	** **	** **	** **
4	(4.0)	7 3%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 3%	** **	** **	** **	** **
5	(5.0)	33 14%	15 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	30 15%	** **	** **	** **	** **
6	(6.0)	40 17%	29 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	36 18%	** **	** **	** **	** **
7	(7.0)	53 23%	36 25%	** **	** **	** **	** **	** **	** **	** **	** **	** **	47 23%	** **	** **	** **	** **
8	(8.0)	37 16%	22 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	30 15%	** **	** **	** **	** **
9	(9.0)	21 9%	14 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	15 7%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	33 14%	17 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	25 12%	** **	** **	** **	** **
DISSATISFIED (1-4)	19 8%	9 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 9%	** **	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	224	130	93	57	57	50	27	33	70	84	47	23	146	29	20	29	
Effective Weighted Sample	179	109	69	47	46	42	22	25	59	66	40	17	138	28	19	28	
Total	236	143	92	56	66	44	36	34	87	86	40	23	201	18	9	8	
NEUTRAL (5-6)	73	44	**	**	**	**	**	**	**	**	**	**	67	**	**	**	
	31%	31%	**	**	**	**	**	**	**	**	**	**	33%	**	**	**	
SATISFIED (7-10)	144	89	**	**	**	**	**	**	**	**	**	**	117	**	**	**	
	61%	63%	**	**	**	**	**	**	**	**	**	**	58%	**	**	**	
Answered	236	143	**	**	**	**	**	**	**	**	**	**	201	**	**	**	
Mean score	7.0	7.0	**	**	**	**	**	**	**	**	**	**	6.8	**	**	**	
Standard deviation	1.97	1.85	**	**	**	**	**	**	**	**	**	**	1.96	**	**	**	
Standard error	.13	.16	**	**	**	**	**	**	**	**	**	**	.16	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Significance Level: 99%														
Unweighted total		224	202	22	83	135	68	150	40	27	19	68	174	47
Effective Weighted Sample		179	162	17	68	106	56	118	33	22	16	56	142	36
Total		236	215	22	90	139	76	153	42	32	20	76	196	38
1 - Extremely dissatisfied	(1.0)	3 1%	2 1%	** **	** **	3 2%	** **	3 2%	** **	** **	** **	** **	2 1%	** **
2	(2.0)	1 *%	1 *%	** **	** **	1 1%	** **	1 1%	** **	** **	** **	** **	1 *%	** **
3	(3.0)	8 3%	7 3%	** **	** **	7 5%	** **	7 4%	** **	** **	** **	** **	5 2%	** **
4	(4.0)	7 3%	7 3%	** **	** **	3 2%	** **	3 2%	** **	** **	** **	** **	7 3%	** **
5	(5.0)	33 14%	32 15%	** **	** **	23 16%	** **	27 17%	** **	** **	** **	** **	28 15%	** **
6	(6.0)	40 17%	33 15%	** **	** **	25 18%	** **	28 18%	** **	** **	** **	** **	31 16%	** **
7	(7.0)	53 23%	50 24%	** **	** **	28 20%	** **	33 21%	** **	** **	** **	** **	45 23%	** **
8	(8.0)	37 16%	31 15%	** **	** **	24 17%	** **	24 16%	** **	** **	** **	** **	31 16%	** **
9	(9.0)	21 9%	20 9%	** **	** **	13 9%	** **	13 9%	** **	** **	** **	** **	18 9%	** **
10 - Extremely satisfied	(10.0)	33 14%	32 15%	** **	** **	14 10%	** **	15 10%	** **	** **	** **	** **	29 15%	** **
DISSATISFIED (1-4)		19 8%	16 8%	** **	** **	14 10%	** **	14 9%	** **	** **	** **	** **	14 7%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	224	202	22	83	135	68	150	40	27	19	68	174	47
Effective Weighted Sample	179	162	17	68	106	56	118	33	22	16	56	142	36
Total	236	215	22	90	139	76	153	42	32	20	76	196	38
NEUTRAL (5-6)	73 31%	64 30%	**	**	47 34%	**	54 35%	**	**	**	**	60 30%	**
SATISFIED (7-10)	144 61%	134 62%	**	**	78 56%	**	85 56%	**	**	**	**	122 62%	**
Answered	236	215	**	**	139	**	153	**	**	**	**	196	**
Mean score	7.0	7.0	**	**	6.7	**	6.7	**	**	**	**	7.1	**
Standard deviation	1.97	1.96	**	**	2.04	**	2.00	**	**	**	**	1.92	**
Standard error	.13	.14	**	**	.18	**	.16	**	**	**	**	.15	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 138

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY						
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		224	224	224	-	-	224	196	163	165	60	208	16	26	43	155
Effective Weighted Sample		179	179	179	-	-	179	158	135	136	50	167	12	20	34	125
Total		236	236	236	-	-	236	212	184	180	70	223	14	26	41	170
1 - Extremely dissatisfied	(1.0)	3 1%	3 1%	3 1%	** **	** **	3 1%	2 1%	2 1%	3 2%	** **	3 1%	** **	** **	** **	2 1%
2	(2.0)	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	1 *%	1 *%	** **	1 *%	** **	** **	** **	- -%
3	(3.0)	8 3%	8 3%	8 3%	** **	** **	8 3%	8 4%	6 3%	5 3%	** **	8 3%	** **	** **	** **	4 2%
4	(4.0)	7 3%	7 3%	7 3%	** **	** **	7 3%	7 3%	7 4%	4 2%	** **	7 3%	** **	** **	** **	7 4%
5	(5.0)	33 14%	33 14%	33 14%	** **	** **	33 14%	29 14%	29 16%	26 15%	** **	32 14%	** **	** **	** **	21 12%
6	(6.0)	40 17%	40 17%	40 17%	** **	** **	40 17%	33 16%	28 15%	29 16%	** **	36 16%	** **	** **	** **	29 17%
7	(7.0)	53 23%	53 23%	53 23%	** **	** **	53 23%	47 22%	43 24%	35 20%	** **	50 23%	** **	** **	** **	36 21%
8	(8.0)	37 16%	37 16%	37 16%	** **	** **	37 16%	36 17%	29 16%	33 18%	** **	37 17%	** **	** **	** **	26 16%
9	(9.0)	21 9%	21 9%	21 9%	** **	** **	21 9%	19 9%	13 7%	17 9%	** **	19 9%	** **	** **	** **	16 9%
10 - Extremely satisfied	(10.0)	33 14%	33 14%	33 14%	** **	** **	33 14%	30 14%	25 14%	27 15%	** **	30 13%	** **	** **	** **	28 16%
DISSATISFIED (1-4)		19 8%	19 8%	19 8%	** **	** **	19 8%	18 8%	16 8%	13 7%	** **	19 8%	** **	** **	** **	13 7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple TV+? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Apple TV+ in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	224	224	224	-	-	224	196	163	165	60	208	16	26	43	155
Effective Weighted Sample	179	179	179	-	-	179	158	135	136	50	167	12	20	34	125
Total	236	236	236	-	-	236	212	184	180	70	223	14	26	41	170
NEUTRAL (5-6)	73 31%	73 31%	73 31%	** **	** **	73 31%	63 30%	57 31%	56 31%	** **	68 31%	** **	** **	** **	51 30%
SATISFIED (7-10)	144 61%	144 61%	144 61%	** **	** **	144 61%	132 62%	111 60%	111 62%	** **	136 61%	** **	** **	** **	107 63%
Answered	236	236	236	**	**	236	212	184	180	**	223	**	**	**	170
Mean score	7.0	7.0	7.0	**	**	7.0	7.0	6.9	7.0	**	7.0	**	**	**	7.1
Standard deviation	1.97	1.97	1.97	**	**	1.97	1.97	1.97	2.01	**	1.98	**	**	**	1.96
Standard error	.13	.13	.13	**	**	.13	.14	.15	.16	**	.14	**	**	**	.16

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 139

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched UKTV channels in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Significance Level: 99%																	
Unweighted total		1151	611	536	84	141	183	166	577	262	361	230	298	746	156	181	68
Effective Weighted Sample		932	507	423	72	116	149	131	477	221	290	192	240	698	148	174	66
Total		1148	604	540	82	162	149	191	564	307	370	196	275	957	96	75	20
1 - Extremely dissatisfied	(1.0)	5 *%	4 1%	2 *%	** **	2 1%	- -%	2 1%	1 *%	4 1%	- -%	- -%	2 1%	5 *%	1 1%	- -%	** **
2	(2.0)	5 *%	3 *%	2 *%	** **	- -%	1 *%	1 1%	2 *%	1 *%	* *%	3 1%	1 *%	4 *%	1 1%	- -%	** **
3	(3.0)	25 2%	15 2%	10 2%	** **	2 1%	1 1%	5 3%	17 3%	8 3%	9 3%	2 1%	6 2%	20 2%	3 4%	2 2%	** **
4	(4.0)	71 6%	39 6%	31 6%	** **	20 13% d	9 6%	5 3%	33 6%	24 8%	19 5%	12 6%	17 6%	59 6%	3 3%	8 11% b	** **
5	(5.0)	252 22%	133 22%	119 22%	** **	26 16%	27 18%	47 25%	127 22%	71 23%	83 23%	50 26%	47 17%	212 22%	16 16%	19 26%	** **
6	(6.0)	192 17%	112 19%	77 14%	** **	30 18%	21 14%	35 18%	98 17%	50 16%	68 18%	32 16%	42 15%	152 16%	18 19%	20 26% a	** **
7	(7.0)	241 21%	117 19%	123 23%	** **	25 15%	46 31% be	38 20%	115 20%	64 21%	82 22%	31 16%	63 23%	207 22%	18 19%	11 15%	** **
8	(8.0)	194 17%	106 18%	88 16%	** **	33 20%	27 18%	26 14%	95 17%	51 17%	68 19%	30 15%	44 16%	157 16%	24 25% c	9 11%	** **
9	(9.0)	58 5%	28 5%	30 5%	** **	4 3%	6 4%	10 5%	33 6%	19 6%	14 4%	12 6%	13 5%	51 5%	3 3%	2 2%	** **
10 - Extremely satisfied	(10.0)	105 9%	47 8%	59 11%	** **	20 12%	13 8%	20 11%	43 8%	16 5%	26 7%	25 12%	39 14% ab	90 9%	9 9%	5 6%	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 139

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched UKTV channels in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	1151	611	536	84	141	183	166	577	262	361	230	298	746	156	181	68	
Effective Weighted Sample	932	507	423	72	116	149	131	477	221	290	192	240	698	148	174	66	
Total	1148	604	540	82	162	149	191	564	307	370	196	275	957	96	75	20	
DISSATISFIED (1-4)	107 9%	61 10%	45 8%	** **	24 15%	10 7%	14 7%	53 9%	36 12%	29 8%	16 8%	26 9%	87 9%	8 8%	10 13%	** **	
NEUTRAL (5-6)	444 39%	245 41%	195 36%	** **	56 34%	48 32%	82 43%	225 40%	121 39%	151 41%	82 42%	89 33%	364 38%	33 35%	39 52%	** **	
SATISFIED (7-10)	597 52%	298 49%	299 56%	** **	82 51%	91 61%	95 50%	286 51%	150 49%	190 51%	98 50%	160 58%	506 53%	54 57%	26 35%	** **	
Answered	1148	604	540	**	162	149	191	564	307	370	196	275	957	96	75	**	
Mean score	6.6	6.5	6.7	**	6.6	6.8	6.6	6.6	6.4	6.6	6.7	6.9	6.6	6.8	6.2	**	
Standard deviation	1.81	1.79	1.83	**	1.96	1.63	1.89	1.78	1.80	1.66	1.91	1.92	1.82	1.82	1.66	**	
Standard error	.05	.07	.08	**	.17	.12	.15	.07	.11	.09	.13	.11	.07	.15	.12	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 139

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched UKTV channels in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	~a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		1151	957	194	277	869	246	900	95	119	114	246	593	527
Effective Weighted Sample		932	779	154	221	709	196	734	74	97	92	196	479	441
Total		1148	964	183	278	865	247	895	93	120	119	247	646	474
1 - Extremely dissatisfied	(1.0)	5	5	-	2	4	2	4	**	-	-	2	4	2
		*%	1%	-%	1%	*%	1%	*%	**	-%	-%	1%	1%	*%
2	(2.0)	5	4	1	-	5	-	5	**	-	-	-	2	3
		*%	*%	1%	-%	1%	-%	1%	**	-%	-%	-%	*%	1%
3	(3.0)	25	21	4	4	21	4	21	**	2	2	4	11	15
		2%	2%	2%	1%	2%	2%	2%	**	2%	1%	2%	2%	3%
4	(4.0)	71	62	10	18	53	14	58	**	9	6	14	41	29
		6%	6%	5%	7%	6%	6%	6%	**	7%	5%	6%	6%	6%
5	(5.0)	252	203	49	64	188	54	197	**	25	28	54	137	108
		22%	21%	27%	23%	22%	22%	22%	**	21%	24%	22%	21%	23%
6	(6.0)	192	158	34	47	145	46	146	**	21	18	46	103	85
		17%	16%	19%	17%	17%	18%	16%	**	17%	15%	18%	16%	18%
7	(7.0)	241	209	31	57	184	50	190	**	26	29	50	139	99
		21%	22%	17%	20%	21%	20%	21%	**	22%	25%	20%	22%	21%
8	(8.0)	194	162	32	47	145	42	150	**	20	17	42	117	73
		17%	17%	18%	17%	17%	17%	17%	**	17%	14%	17%	18%	15%
9	(9.0)	58	45	13	13	44	13	45	**	6	8	13	32	21
		5%	5%	7%	5%	5%	5%	5%	**	5%	6%	5%	5%	4%
10 - Extremely satisfied	(10.0)	105	96	9	26	77	23	80	**	11	11	23	60	39
		9%	10%	5%	10%	9%	9%	9%	**	9%	10%	9%	9%	8%
DISSATISFIED (1-4)		107	92	15	24	83	19	87	**	11	8	19	57	49
		9%	10%	8%	9%	10%	8%	10%	**	9%	7%	8%	9%	10%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 139

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched UKTV channels in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1151	957	194	277	869	246	900	95	119	114	246	593	527
Effective Weighted Sample	932	779	154	221	709	196	734	74	97	92	196	479	441
Total	1148	964	183	278	865	247	895	93	120	119	247	646	474
NEUTRAL (5-6)	444	361	83	110	332	100	343	**	46	46	100	240	193
	39%	37%	45%	40%	38%	40%	38%	**	38%	39%	40%	37%	41%
SATISFIED (7-10)	597	512	86	143	450	128	465	**	63	65	128	349	233
	52%	53%	47%	52%	52%	52%	52%	**	53%	55%	52%	54%	49%
Answered	1148	964	183	278	865	247	895	**	120	119	247	646	474
Mean score	6.6	6.6	6.5	6.6	6.6	6.7	6.6	**	6.7	6.7	6.7	6.7	6.5
Standard deviation	1.81	1.83	1.70	1.80	1.81	1.79	1.81	**	1.74	1.73	1.79	1.80	1.80
Standard error	.05	.06	.12	.11	.06	.11	.06	**	.16	.16	.11	.07	.08

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 139

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched UKTV channels in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	~f	a	b	c	
Significance Level: 99%																
Unweighted total		1151	979	817	334	172	1151	1084	730	681	190	1101	50	196	200	755
Effective Weighted Sample		932	799	663	272	135	932	875	593	546	154	890	43	165	162	606
Total		1148	1000	837	311	148	1148	1080	731	671	197	1097	50	204	191	752
1 - Extremely dissatisfied	(1.0)	5 *%	5 *%	5 1%	1 *%	1 1%	5 *%	5 *%	3 *%	3 *%	2 1%	5 *%	** **	1 *%	- -%	5 1%
2	(2.0)	5 *%	4 *%	4 *%	1 *%	1 1%	5 *%	4 *%	2 *%	1 *%	- -%	4 *%	** **	3 2%	- -%	1 *%
3	(3.0)	25 2%	23 2%	19 2%	6 2%	2 1%	25 2%	25 2%	18 3%	20 3%	3 2%	25 2%	** **	9 4%	5 3%	12 2%
4	(4.0)	71 6%	60 6%	52 6%	19 6%	11 8%	71 6%	65 6%	41 6%	42 6%	11 6%	68 6%	** **	21 10%	19 10%	31 4%
5	(5.0)	252 22%	221 22%	181 22%	70 23%	31 21%	252 22%	239 22%	163 22%	146 22%	41 21%	244 22%	** **	49 24%	67 35%	136 18%
6	(6.0)	192 17%	167 17%	141 17%	51 16%	25 17%	192 17%	183 17%	116 16%	126 19%	35 18%	185 17%	** **	42 21%	30 15%	120 16%
7	(7.0)	241 21%	204 20%	177 21%	63 20%	37 25%	241 21%	224 21%	148 20%	126 19%	42 21%	226 21%	** **	38 19%	37 19%	166 22%
8	(8.0)	194 17%	174 17%	144 17%	50 16%	20 13%	194 17%	185 17%	128 18%	110 16%	34 17%	185 17%	** **	26 13%	24 13%	144 19%
9	(9.0)	58 5%	54 5%	44 5%	13 4%	4 2%	58 5%	54 5%	42 6%	40 6%	11 6%	58 5%	** **	2 1%	7 3%	49 6%
10 - Extremely satisfied	(10.0)	105 9%	88 9%	69 8%	37 12%	17 12%	105 9%	97 9%	70 10%	56 8%	18 9%	97 9%	** **	13 6%	3 2%	89 12%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 139

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with UKTV channels? (Please think about what you have watched in the past 3 months)

Base : Those who have watched UKTV channels in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1151	979	817	334	172	1151	1084	730	681	190	1101	50	196	200	755
Effective Weighted Sample	932	799	663	272	135	932	875	593	546	154	890	43	165	162	606
Total	1148	1000	837	311	148	1148	1080	731	671	197	1097	50	204	191	752
DISSATISFIED (1-4)	107 9%	92 9%	80 10%	27 9%	15 10%	107 9%	98 9%	65 9%	67 10%	16 8%	102 9%	** **	34 17% c	24 13%	49 7%
NEUTRAL (5-6)	444 39%	388 39%	322 39%	121 39%	56 38%	444 39%	422 39%	278 38%	272 41%	76 39%	429 39%	** **	91 45%	97 50% c	256 34%
SATISFIED (7-10)	597 52%	520 52%	435 52%	163 52%	77 52%	597 52%	560 52%	388 53%	332 49%	105 53%	566 52%	** **	79 39%	71 37%	448 59% ab
Answered	1148	1000	837	311	148	1148	1080	731	671	197	1097	**	204	191	752
Mean score	6.6	6.6	6.6	6.7	6.6	6.6	6.6	6.7	6.6	6.7	6.6	**	6.1	6.0	6.9 ab
Standard deviation	1.81	1.81	1.80	1.85	1.84	1.81	1.80	1.83	1.81	1.80	1.81	**	1.79	1.51	1.81
Standard error	.05	.06	.06	.10	.14	.05	.05	.07	.07	.13	.05	**	.13	.11	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B10. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

		GENDER			AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d		
Significance Level: 99%																		
Unweighted total		239	145	94	13	24	35	43	124	72	56	60	51	164	33	24	18	
Effective Weighted Sample		198	125	73	10	22	29	34	105	59	47	50	43	155	31	23	17	
Total		252	160	91	13	32	30	47	129	79	61	57	54	215	21	10	5	
2	(2.0)	1	-	**	**	**	**	**	1	**	**	**	**	1	**	**	**	
		*%	-%	**	**	**	**	**	1%	**	**	**	**	*%	**	**	**	
3	(3.0)	5	3	**	**	**	**	**	3	**	**	**	**	4	**	**	**	
		2%	2%	**	**	**	**	**	2%	**	**	**	**	2%	**	**	**	
4	(4.0)	13	9	**	**	**	**	**	7	**	**	**	**	12	**	**	**	
		5%	6%	**	**	**	**	**	5%	**	**	**	**	5%	**	**	**	
5	(5.0)	28	17	**	**	**	**	**	20	**	**	**	**	24	**	**	**	
		11%	10%	**	**	**	**	**	16%	**	**	**	**	11%	**	**	**	
6	(6.0)	28	18	**	**	**	**	**	16	**	**	**	**	24	**	**	**	
		11%	11%	**	**	**	**	**	12%	**	**	**	**	11%	**	**	**	
7	(7.0)	69	44	**	**	**	**	**	32	**	**	**	**	61	**	**	**	
		27%	27%	**	**	**	**	**	25%	**	**	**	**	29%	**	**	**	
8	(8.0)	52	38	**	**	**	**	**	24	**	**	**	**	45	**	**	**	
		21%	24%	**	**	**	**	**	19%	**	**	**	**	21%	**	**	**	
9	(9.0)	25	15	**	**	**	**	**	9	**	**	**	**	19	**	**	**	
		10%	9%	**	**	**	**	**	7%	**	**	**	**	9%	**	**	**	
10 - Extremely satisfied	(10.0)	30	16	**	**	**	**	**	17	**	**	**	**	27	**	**	**	
		12%	10%	**	**	**	**	**	13%	**	**	**	**	12%	**	**	**	
DISSATISFIED (1-4)		19	13	**	**	**	**	**	11	**	**	**	**	16	**	**	**	
		8%	8%	**	**	**	**	**	8%	**	**	**	**	7%	**	**	**	
NEUTRAL (5-6)		57	35	**	**	**	**	**	36	**	**	**	**	48	**	**	**	
		23%	22%	**	**	**	**	**	28%	**	**	**	**	22%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B10. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	239	145	94	13	24	35	43	124	72	56	60	51	164	33	24	18	
Effective Weighted Sample	198	125	73	10	22	29	34	105	59	47	50	43	155	31	23	17	
Total	252	160	91	13	32	30	47	129	79	61	57	54	215	21	10	5	
SATISFIED (7-10)	176	113	**	**	**	**	**	82	**	**	**	**	151	**	**	**	
	70%	70%	**	**	**	**	**	63%	**	**	**	**	70%	**	**	**	
Answered	252	160	**	**	**	**	**	129	**	**	**	**	215	**	**	**	
Mean score	7.2	7.1	**	**	**	**	**	7.0	**	**	**	**	7.2	**	**	**	
Standard deviation	1.77	1.71	**	**	**	**	**	1.87	**	**	**	**	1.76	**	**	**	
Standard error	.11	.14	**	**	**	**	**	.17	**	**	**	**	.14	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B10. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	239	205	34	65	172	63	174	21	33	31	63	146	86
Effective Weighted Sample	198	170	29	55	142	54	143	19	28	26	54	121	74
Total	252	214	37	73	175	72	176	27	37	32	72	160	86
2	(2.0)	1	**	**	1	**	1	**	**	**	**	-	**
		%	**	**	1%	**	1%	**	**	**	**	-%	**
3	(3.0)	5	**	**	3	**	3	**	**	**	**	2	**
		2%	**	**	2%	**	2%	**	**	**	**	1%	**
4	(4.0)	13	**	**	6	**	7	**	**	**	**	10	**
		5%	**	**	3%	**	4%	**	**	**	**	6%	**
5	(5.0)	28	**	**	20	**	20	**	**	**	**	17	**
		11%	**	**	12%	**	12%	**	**	**	**	10%	**
6	(6.0)	28	**	**	19	**	20	**	**	**	**	15	**
		11%	**	**	11%	**	11%	**	**	**	**	10%	**
7	(7.0)	69	**	**	50	**	50	**	**	**	**	47	**
		27%	**	**	29%	**	29%	**	**	**	**	29%	**
8	(8.0)	52	**	**	34	**	34	**	**	**	**	41	**
		21%	**	**	19%	**	19%	**	**	**	**	25%	**
9	(9.0)	25	**	**	19	**	19	**	**	**	**	14	**
		10%	**	**	11%	**	11%	**	**	**	**	9%	**
10 - Extremely satisfied	(10.0)	30	**	**	22	**	22	**	**	**	**	14	**
		12%	**	**	12%	**	12%	**	**	**	**	9%	**
DISSATISFIED (1-4)		19	**	**	10	**	11	**	**	**	**	12	**
		8%	**	**	6%	**	6%	**	**	**	**	7%	**
NEUTRAL (5-6)		57	**	**	40	**	40	**	**	**	**	32	**
		23%	**	**	23%	**	23%	**	**	**	**	20%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B10. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	239	205	34	65	172	63	174	21	33	31	63	146	86
Effective Weighted Sample	198	170	29	55	142	54	143	19	28	26	54	121	74
Total	252	214	37	73	175	72	176	27	37	32	72	160	86
SATISFIED (7-10)	176	151	**	**	125	**	125	**	**	**	**	116	**
	70%	71%	**	**	71%	**	71%	**	**	**	**	73%	**
Answered	252	214	**	**	175	**	176	**	**	**	**	160	**
Mean score	7.2	7.2	**	**	7.2	**	7.2	**	**	**	**	7.2	**
Standard deviation	1.77	1.73	**	**	1.74	**	1.76	**	**	**	**	1.64	**
Standard error	.11	.12	**	**	.13	**	.13	**	**	**	**	.14	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 140

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B10. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Significance Level: 99%																
Unweighted total		239	220	179	60	19	239	227	159	159	63	231	8	62	45	132
Effective Weighted Sample		198	183	147	52	15	198	189	134	133	53	192	6	50	35	113
Total		252	231	187	64	20	252	239	168	166	70	243	8	63	43	146
2	(2.0)	1	1	1	**	**	1	1	1	1	**	1	**	**	**	1
		*%	*%	1%	**	**	*%	*%	1%	1%	**	*%	**	**	**	1%
3	(3.0)	5	5	4	**	**	5	5	4	3	**	5	**	**	**	3
		2%	2%	2%	**	**	2%	2%	3%	2%	**	2%	**	**	**	2%
4	(4.0)	13	11	9	**	**	13	13	9	10	**	13	**	**	**	5
		5%	5%	5%	**	**	5%	5%	6%	6%	**	5%	**	**	**	3%
5	(5.0)	28	24	19	**	**	28	27	13	17	**	27	**	**	**	11
		11%	10%	10%	**	**	11%	11%	8%	10%	**	11%	**	**	**	7%
6	(6.0)	28	28	24	**	**	28	28	25	20	**	28	**	**	**	20
		11%	12%	13%	**	**	11%	12%	15%	12%	**	12%	**	**	**	13%
7	(7.0)	69	65	53	**	**	69	67	45	49	**	68	**	**	**	40
		27%	28%	28%	**	**	27%	28%	27%	29%	**	28%	**	**	**	28%
8	(8.0)	52	47	39	**	**	52	48	31	33	**	50	**	**	**	29
		21%	20%	21%	**	**	21%	20%	19%	20%	**	20%	**	**	**	20%
9	(9.0)	25	22	16	**	**	25	23	19	16	**	25	**	**	**	17
		10%	9%	8%	**	**	10%	10%	11%	9%	**	10%	**	**	**	11%
10 - Extremely satisfied	(10.0)	30	29	23	**	**	30	27	20	18	**	27	**	**	**	20
		12%	12%	12%	**	**	12%	11%	12%	11%	**	11%	**	**	**	14%
DISSATISFIED (1-4)		19	17	15	**	**	19	19	15	13	**	19	**	**	**	9
		8%	7%	8%	**	**	8%	8%	9%	8%	**	8%	**	**	**	6%
NEUTRAL (5-6)		57	52	42	**	**	57	55	38	37	**	55	**	**	**	30
		23%	22%	23%	**	**	23%	23%	23%	22%	**	23%	**	**	**	21%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B10. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News? (Please think about what you have watched in the past 3 months)

Base : Those who have watched GB News in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	239	220	179	60	19	239	227	159	159	63	231	8	62	45	132
Effective Weighted Sample	198	183	147	52	15	198	189	134	133	53	192	6	50	35	113
Total	252	231	187	64	20	252	239	168	166	70	243	8	63	43	146
SATISFIED (7-10)	176	162	130	**	**	176	165	115	116	**	169	**	**	**	106
	70%	70%	70%	**	**	70%	69%	69%	70%	**	69%	**	**	**	73%
Answered	252	231	187	**	**	252	239	168	166	**	243	**	**	**	146
Mean score	7.2	7.2	7.1	**	**	7.2	7.1	7.2	7.1	**	7.1	**	**	**	7.3
Standard deviation	1.77	1.76	1.76	**	**	1.77	1.76	1.79	1.75	**	1.76	**	**	**	1.75
Standard error	.11	.12	.13	**	**	.11	.12	.14	.14	**	.12	**	**	**	.15

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	73	21	51	15	24	19	7	8	19	25	16	13	46	16	7	4	
Effective Weighted Sample	59	19	39	12	20	16	6	6	16	21	12	10	43	15	7	4	
Total	78	23	53	16	29	17	8	7	23	27	13	14	64	10	3	1	
1 - Extremely dissatisfied	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	73	21	51	15	24	19	7	8	19	25	16	13	46	16	7	4	
Effective Weighted Sample	59	19	39	12	20	16	6	6	16	21	12	10	43	15	7	4	
Total	78	23	53	16	29	17	8	7	23	27	13	14	64	10	3	1	
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	73	66	7	37	32	32	37	18	18	9	32	58	13
Effective Weighted Sample	59	53	6	30	26	26	30	14	15	8	26	47	10
Total	78	70	8	39	35	35	38	18	21	12	35	65	12
1 - Extremely dissatisfied	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	73	66	7	37	32	32	37	18	18	9	32	58	13
Effective Weighted Sample	59	53	6	30	26	26	30	14	15	8	26	47	10
Total	78	70	8	39	35	35	38	18	21	12	35	65	12
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		73	73	73	-	-	73	69	51	51	16	70	3	7	20	46
Effective Weighted Sample		59	59	59	-	-	59	55	42	41	13	56	3	6	15	38
Total		78	78	78	-	-	78	71	56	56	19	73	5	8	19	51
1 - Extremely dissatisfied	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B1P. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Hayu? (Please think about what you have watched in the past 3 months)

Base : Those who have watched Hayu in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	73	73	73	-	-	73	69	51	51	16	70	3	7	20	46
Effective Weighted Sample	59	59	59	-	-	59	55	42	41	13	56	3	6	15	38
Total	78	78	78	-	-	78	71	56	56	19	73	5	8	19	51
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 142

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		2276	1230	1041	260	349	428	287	952	582	666	501	527	1500	260	296	220
Effective Weighted Sample		1832	1021	809	220	284	355	229	770	483	534	414	425	1404	247	284	213
Total		2317	1242	1069	253	406	380	348	929	694	695	433	494	1965	161	126	65
1 - Extremely dissatisfied	(1.0)	22 1%	12 1%	10 1%	- -%	5 1%	6 2%	2 1%	10 1%	5 1%	8 1%	5 1%	4 1%	22 1%	- -%	* *%	1 1%
2	(2.0)	12 1%	6 *%	6 1%	4 1%	2 1%	2 *%	1 *%	3 *%	3 *%	3 *%	2 1%	3 1%	9 *%	1 *%	2 2%	- -%
3	(3.0)	36 2%	25 2%	11 1%	6 3%	8 2%	5 1%	3 1%	14 1%	11 2%	10 1%	8 2%	6 1%	30 2%	4 2%	1 1%	1 2%
4	(4.0)	70 3%	42 3%	28 3%	6 2%	27 7% ce	9 2%	11 3%	17 2%	32 5% b	11 2%	18 4%	9 2%	62 3%	3 2%	4 3%	1 1%
5	(5.0)	227 10%	125 10%	102 10%	33 13%	41 10%	48 13% e	35 10%	71 8%	67 10%	59 9%	47 11%	54 11%	201 10%	13 8%	9 7%	5 8%
6	(6.0)	242 10%	127 10%	113 11%	37 15%	47 12%	39 10%	29 8%	89 10%	64 9%	78 11%	47 11%	53 11%	212 11%	17 11%	9 7%	4 6%
7	(7.0)	402 17%	231 19%	171 16%	54 21%	79 19%	74 20%	57 17%	136 15%	133 19%	112 16%	76 17%	81 16%	350 18% d	27 17%	19 15%	7 10%
8	(8.0)	486 21%	272 22%	213 20%	45 18%	81 20%	85 22%	78 22%	198 21%	161 23%	147 21%	72 17%	106 22%	401 20%	40 25%	31 24%	14 21%
9	(9.0)	349 15%	167 13%	182 17%	38 15%	44 11%	62 16%	53 15%	153 16%	90 13%	130 19%	60 14%	70 14%	287 15%	32 20% d	24 19% d	6 9%
10 - Extremely satisfied	(10.0)	471 20%	237 19%	233 22%	31 12%	72 18%	50 13%	79 23% ac	239 26% abc	128 18%	136 20%	98 23%	108 22%	392 20%	25 15%	27 22%	27 41% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 142

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	2276	1230	1041	260	349	428	287	952	582	666	501	527	1500	260	296	220
Effective Weighted Sample	1832	1021	809	220	284	355	229	770	483	534	414	425	1404	247	284	213
Total	2317	1242	1069	253	406	380	348	929	694	695	433	494	1965	161	126	65
DISSATISFIED (1-4)	140 6%	84 7%	55 5%	16 6%	42 10%	22 6%	17 5%	43 5%	51 7%	33 5%	34 8%	23 5%	123 6%	7 5%	8 6%	2 4%
NEUTRAL (5-6)	469 20%	252 20%	216 20%	70 28%	88 22%	88 23%	64 18%	160 17%	131 19%	137 20%	94 22%	106 21%	412 21%	30 19%	18 14%	9 14%
SATISFIED (7-10)	1708 74%	906 73%	799 75%	168 66%	276 68%	271 71%	268 77%	725 78%	512 74%	525 76%	305 70%	366 74%	1430 73%	124 77%	101 80%	53 82%
Answered	2317	1242	1069	253	406	380	348	929	694	695	433	494	1965	161	126	65
Mean score	7.6	7.5	7.7	7.2	7.2	7.3	7.8	7.9	7.5	7.7	7.5	7.6	7.5	7.7	7.8	8.3
Standard deviation	1.95	1.95	1.93	1.87	2.05	1.91	1.86	1.92	1.92	1.90	2.08	1.93	1.96	1.75	1.90	1.95
Standard error	.04	.06	.06	.12	.11	.09	.11	.06	.08	.07	.09	.08	.05	.11	.11	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 142

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		2276	1885	391	655	1594	585	1662	244	298	260	585	1377	859
Effective Weighted Sample		1832	1531	302	526	1285	471	1338	194	249	205	471	1111	713
Total		2317	1954	363	685	1602	623	1662	248	326	275	623	1517	761
1 - Extremely dissatisfied	(1.0)	22 1%	21 1%	2 *%	8 1%	15 1%	8 1%	15 1%	6 2%	3 1%	2 1%	8 1%	17 1%	5 1%
2	(2.0)	12 1%	10 1%	2 1%	3 *%	8 1%	2 *%	9 1%	1 *%	1 *%	2 1%	2 *%	7 *%	4 1%
3	(3.0)	36 2%	30 2%	7 2%	12 2%	24 1%	8 1%	27 2%	6 2%	4 1%	2 1%	8 1%	24 2%	13 2%
4	(4.0)	70 3%	59 3%	11 3%	25 4%	45 3%	25 4%	45 3%	10 4%	7 2%	9 3%	25 4%	54 4%	15 2%
5	(5.0)	227 10%	193 10%	34 9%	79 12%	144 9%	72 12%	149 9%	26 10%	41 13%	33 12%	72 12%	161 11%	60 8%
6	(6.0)	242 10%	214 11%	28 8%	66 10%	173 11%	57 9%	182 11%	21 8%	25 8%	28 10%	57 9%	162 11%	76 10%
7	(7.0)	402 17%	337 17%	64 18%	149 22% b	247 15%	130 21%	266 16%	60 24%	61 19%	53 19%	130 21%	285 19%	115 15%
8	(8.0)	486 21%	399 20%	87 24%	136 20%	346 22%	125 20%	358 22%	54 22%	75 23%	52 19%	125 20%	306 20%	177 23%
9	(9.0)	349 15%	284 15%	65 18%	93 14%	252 16%	85 14%	260 16%	26 11%	45 14%	45 16%	85 14%	225 15%	115 15%
10 - Extremely satisfied	(10.0)	471 20%	407 21%	64 18%	115 17%	347 22%	111 18%	351 21%	38 15%	64 20%	49 18%	111 18%	277 18%	181 24% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 142

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2276	1885	391	655	1594	585	1662	244	298	260	585	1377	859
Effective Weighted Sample	1832	1531	302	526	1285	471	1338	194	249	205	471	1111	713
Total	2317	1954	363	685	1602	623	1662	248	326	275	623	1517	761
DISSATISFIED (1-4)	140 6%	119 6%	21 6%	47 7%	92 6%	42 7%	97 6%	23 9%	15 5%	14 5%	42 7%	102 7%	37 5%
NEUTRAL (5-6)	469 20%	407 21%	62 17%	145 21%	317 20%	130 21%	331 20%	47 19%	65 20%	61 22%	130 21%	322 21%	135 18%
SATISFIED (7-10)	1708 74%	1427 73%	280 77%	493 72%	1192 74%	451 72%	1234 74%	178 72%	245 75%	200 73%	451 72%	1093 72%	588 77%
Answered	2317	1954	363	685	1602	623	1662	248	326	275	623	1517	761
Mean score	7.6	7.6	7.6	7.4	7.7 a	7.4	7.6	7.2	7.6	7.5	7.4	7.5	7.8 a
Standard deviation	1.95	1.97	1.86	1.95	1.94	1.96	1.94	2.05	1.89	1.88	1.96	1.96	1.90
Standard error	.04	.05	.09	.08	.05	.08	.05	.13	.11	.12	.08	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 142

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

		VOD USERS					BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Significance Level: 99%																
Unweighted total		2276	1920	1687	589	356	2276	2128	2276	1427	467	2276	-	220	410	1646
Effective Weighted Sample		1832	1552	1357	478	283	1832	1713	1832	1160	379	1832	-	180	341	1311
Total		2317	1998	1760	557	319	2317	2170	2317	1502	504	2317	-	218	430	1669
1 - Extremely dissatisfied	(1.0)	22 1%	21 1%	21 1%	1 *%	1 *%	22 1%	21 1%	22 1%	7 *%	4 1%	22 1%	** **	17 8% bc	- -%	6 *%
2	(2.0)	12 1%	12 1%	10 1%	1 *%	- -%	12 1%	12 1%	12 1%	8 1%	4 1%	12 1%	** **	5 2% c	1 *%	5 *%
3	(3.0)	36 2%	34 2%	32 2%	4 1%	2 1%	36 2%	34 2%	36 2%	21 1%	9 2%	36 2%	** **	21 10% bc	7 2%	8 *%
4	(4.0)	70 3%	70 3% cd	64 4% cd	6 1%	- -%	70 3% d	69 3%	70 3%	57 4%	13 3%	70 3%	** **	35 16% bc	17 4% c	18 1%
5	(5.0)	227 10%	208 10%	190 11% c	37 7%	20 6%	227 10%	208 10%	227 10%	140 9%	37 7%	227 10%	** **	39 18% c	108 25% c	80 5%
6	(6.0)	242 10%	217 11%	199 11%	43 8%	25 8%	242 10%	226 10% d	242 10% d	164 11% d	29 6%	242 10% d	** **	26 12%	91 21% c	125 7%
7	(7.0)	402 17%	366 18% d	325 18% d	76 14%	36 11%	402 17% d	381 18%	402 17%	284 19%	94 19%	402 17%	** **	31 14%	83 19%	288 17%
8	(8.0)	486 21%	431 22%	372 21%	114 20%	55 17%	486 21%	457 21%	486 21%	330 22%	114 23%	486 21%	** **	17 8%	68 16%	401 24% ab
9	(9.0)	349 15%	284 14%	238 14%	111 20% abe	65 20% ab	349 15%	321 15%	349 15%	227 15%	83 16%	349 15%	** **	18 8%	34 8%	297 18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 142

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Radio stations? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any BBC Radio stations in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2276	1920	1687	589	356	2276	2128	2276	1427	467	2276	-	220	410	1646
Effective Weighted Sample	1832	1552	1357	478	283	1832	1713	1832	1160	379	1832	-	180	341	1311
Total	2317	1998	1760	557	319	2317	2170	2317	1502	504	2317	-	218	430	1669
10 - Extremely satisfied (10.0)	471 20%	356 18%	308 17%	163 29% abe	115 36% abe	471 20%	442 20%	471 20%	262 17%	118 23% c	471 20%	** **	9 4%	22 5%	440 26% ab
DISSATISFIED (1-4)	140 6%	137 7% cd	128 7% cd	13 2%	3 1%	140 6% cd	135 6%	140 6%	94 6%	30 6%	140 6%	** **	78 36% bc	25 6% c	36 2%
NEUTRAL (5-6)	469 20%	425 21% cd	389 22% cd	80 14%	44 14%	469 20% c	434 20% d	469 20% d	304 20% d	65 13% d	469 20% d	** **	65 30% c	199 46% ac	205 12%
SATISFIED (7-10)	1708 74%	1436 72%	1243 71%	465 83% abe	272 85% abe	1708 74%	1600 74%	1708 74%	1104 73%	409 81% abce	1708 74%	** **	75 34%	206 48% a	1427 86% ab
Answered	2317	1998	1760	557	319	2317	2170	2317	1502	504	2317	**	218	430	1669
Mean score	7.6	7.5	7.4	8.2 abe	8.4 abe b	7.6	7.6	7.6	7.5	7.8 c	7.6	**	5.4	6.6 a	8.1 ab
Standard deviation	1.95	1.96	1.98	1.72	1.68	1.95	1.95	1.95	1.87	1.92	1.95	**	2.36	1.63	1.64
Standard error	.04	.04	.05	.07	.09	.04	.04	.04	.05	.09	.04	**	.16	.08	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	~b	~a	~b	c	~d	e	a	b	c	~d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		428	359	69	38	76	104	67	143	119	111	116	82	300	56	32	40
Effective Weighted Sample		358	303	55	36	66	89	54	118	101	91	99	69	281	54	30	39
Total		448	374	74	41	94	95	78	139	139	118	107	84	385	36	15	12
1 - Extremely dissatisfied	(1.0)	3 1%	3 1%	** **	** **	** **	- -%	** **	2 1%	- -%	- -%	1 1%	** **	3 1%	** **	** **	** **
3	(3.0)	4 1%	4 1%	** **	** **	** **	1 1%	** **	1 1%	- -%	- -%	1 1%	** **	4 1%	** **	** **	** **
4	(4.0)	8 2%	7 2%	** **	** **	** **	3 3%	** **	3 2%	1 1%	3 2%	1 1%	** **	6 2%	** **	** **	** **
5	(5.0)	28 6%	27 7%	** **	** **	** **	4 4%	** **	8 6%	9 6%	4 3%	7 7%	** **	26 7%	** **	** **	** **
6	(6.0)	47 11%	36 10%	** **	** **	** **	15 15%	** **	15 10%	17 12%	10 9%	8 8%	** **	43 11%	** **	** **	** **
7	(7.0)	97 22%	78 21%	** **	** **	** **	27 29%	** **	31 22%	35 25%	28 24%	22 21%	** **	82 21%	** **	** **	** **
8	(8.0)	118 26%	99 26%	** **	** **	** **	19 20%	** **	47 34%	43 31%	31 26%	27 25%	** **	100 26%	** **	** **	** **
9	(9.0)	65 14%	57 15%	** **	** **	** **	12 13%	** **	10 7%	16 11%	21 18%	17 16%	** **	55 14%	** **	** **	** **
10 - Extremely satisfied	(10.0)	79 18%	64 17%	** **	** **	** **	15 15%	** **	24 17%	18 13%	20 17%	22 20%	** **	65 17%	** **	** **	** **
DISSATISFIED (1-4)		15 3%	14 4%	** **	** **	** **	4 4%	** **	6 4%	1 1%	3 2%	4 3%	** **	13 3%	** **	** **	** **
NEUTRAL (5-6)		75 17%	63 17%	** **	** **	** **	19 19%	** **	22 16%	26 18%	15 12%	15 14%	** **	69 18%	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	c	~d	e	a	b	c	~d	a	~b	~c	~d	
Unweighted total	428	359	69	38	76	104	67	143	119	111	116	82	300	56	32	40	
Effective Weighted Sample	358	303	55	36	66	89	54	118	101	91	99	69	281	54	30	39	
Total	448	374	74	41	94	95	78	139	139	118	107	84	385	36	15	12	
SATISFIED (7-10)	357	297	**	**	**	73	**	111	112	100	88	**	302	**	**	**	
	80%	79%	**	**	**	77%	**	80%	81%	85%	82%	**	79%	**	**	**	
Answered	448	374	**	**	**	95	**	139	139	118	107	**	385	**	**	**	
Mean score	7.7	7.7	**	**	**	7.6	**	7.6	7.6	7.9	7.8	**	7.7	**	**	**	
Standard deviation	1.68	1.71	**	**	**	1.58	**	1.70	1.41	1.47	1.76	**	1.69	**	**	**	
Standard error	.08	.09	**	**	**	.16	**	.14	.13	.14	.16	**	.10	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 143

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b	
Significance Level: 99%														
Unweighted total	428	370	58	147	274	134	286	56	73	63	134	303	121	
Effective Weighted Sample	358	309	48	122	230	111	240	49	63	49	111	256	102	
Total	448	387	61	152	287	139	299	64	80	60	139	338	106	
1 - Extremely dissatisfied	(1.0)	3 1%	3 1%	** **	1 1%	2 1%	- -	3 1%	** **	** **	** **	- -	3 1%	- -
3	(3.0)	4 1%	4 1%	** **	1 1%	3 1%	1 1%	3 1%	** **	** **	** **	1 1%	1 *%	3 3%
4	(4.0)	8 2%	8 2%	** **	4 3%	4 1%	3 2%	5 2%	** **	** **	** **	3 2%	4 1%	4 3%
5	(5.0)	28 6%	25 6%	** **	7 4%	21 7%	7 5%	21 7%	** **	** **	** **	7 5%	22 6%	6 6%
6	(6.0)	47 11%	39 10%	** **	20 13%	24 8%	16 11%	27 9%	** **	** **	** **	16 11%	37 11%	9 8%
7	(7.0)	97 22%	82 21%	** **	27 18%	69 24%	27 19%	69 23%	** **	** **	** **	27 19%	75 22%	21 20%
8	(8.0)	118 26%	93 24%	** **	42 28%	75 26%	40 29%	77 26%	** **	** **	** **	40 29%	88 26%	29 28%
9	(9.0)	65 14%	60 15%	** **	26 17%	39 13%	25 18%	40 13%	** **	** **	** **	25 18%	47 14%	17 16%
10 - Extremely satisfied	(10.0)	79 18%	74 19%	** **	24 16%	50 18%	20 15%	54 18%	** **	** **	** **	20 15%	61 18%	17 16%
DISSATISFIED (1-4)		15 3%	15 4%	** **	6 4%	9 3%	4 3%	11 4%	** **	** **	** **	4 3%	9 3%	6 6%
NEUTRAL (5-6)		75 17%	64 17%	** **	27 18%	45 16%	22 16%	49 16%	** **	** **	** **	22 16%	59 17%	15 14%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 143

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	428	370	58	147	274	134	286	56	73	63	134	303	121
Effective Weighted Sample	358	309	48	122	230	111	240	49	63	49	111	256	102
Total	448	387	61	152	287	139	299	64	80	60	139	338	106
SATISFIED (7-10)	357	308	**	119	233	112	240	**	**	**	112	271	85
	80%	80%	**	78%	81%	81%	80%	**	**	**	81%	80%	80%
Answered	448	387	**	152	287	139	299	**	**	**	139	338	106
Mean score	7.7	7.7	**	7.7	7.7	7.8	7.7	**	**	**	7.8	7.7	7.7
Standard deviation	1.68	1.73	**	1.67	1.67	1.53	1.73	**	**	**	1.53	1.66	1.73
Standard error	.08	.09	**	.14	.10	.13	.10	**	**	**	.13	.10	.16

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 143

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		428	393	352	76	35	428	404	357	295	126	421	7	58	87	283
Effective Weighted Sample		358	329	293	64	29	358	337	298	248	105	352	6	50	76	231
Total		448	414	371	76	34	448	420	373	317	134	441	7	62	94	292
1 - Extremely dissatisfied	(1.0)	3 1%	3 1%	3 1%	** **	** **	3 1%	3 1%	3 1%	3 1%	3 2%	3 1%	** **	** **	** **	3 1%
3	(3.0)	4 1%	4 1%	4 1%	** **	** **	4 1%	4 1%	4 1%	4 1%	1 *%	4 1%	** **	** **	** **	2 1%
4	(4.0)	8 2%	8 2%	5 1%	** **	** **	8 2%	7 2%	8 2%	8 2%	4 3%	8 2%	** **	** **	** **	3 1%
5	(5.0)	28 6%	23 6%	21 6%	** **	** **	28 6%	27 6%	24 6%	18 6%	11 8%	28 6%	** **	** **	** **	10 3%
6	(6.0)	47 11%	45 11%	42 11%	** **	** **	47 11%	46 11%	39 10%	40 13%	16 12%	47 11%	** **	** **	** **	29 10%
7	(7.0)	97 22%	90 22%	83 22%	** **	** **	97 22%	90 22%	82 22%	65 20%	33 25%	95 21%	** **	** **	** **	60 21%
8	(8.0)	118 26%	106 26%	95 25%	** **	** **	118 26%	109 26%	96 26%	84 27%	25 19%	115 26%	** **	** **	** **	81 28%
9	(9.0)	65 14%	60 15%	55 15%	** **	** **	65 14%	61 15%	55 15%	48 15%	22 16%	64 14%	** **	** **	** **	48 17%
10 - Extremely satisfied	(10.0)	79 18%	73 18%	64 17%	** **	** **	79 18%	72 17%	62 17%	49 15%	19 14%	77 17%	** **	** **	** **	56 19%
DISSATISFIED (1-4)		15 3%	15 4%	12 3%	** **	** **	15 3%	14 3%	15 4%	14 4%	7 6%	15 3%	** **	** **	** **	8 3%
NEUTRAL (5-6)		75 17%	69 17%	63 17%	** **	** **	75 17%	73 17%	62 17%	57 18%	27 20%	75 17%	** **	** **	** **	39 13%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkSPORT or talkSPORT2? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkSPORT or talkSPORT2 in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	428	393	352	76	35	428	404	357	295	126	421	7	58	87	283
Effective Weighted Sample	358	329	293	64	29	358	337	298	248	105	352	6	50	76	231
Total	448	414	371	76	34	448	420	373	317	134	441	7	62	94	292
SATISFIED (7-10)	357	330	296	**	**	357	333	295	245	99	350	**	**	**	245
	80%	80%	80%	**	**	80%	79%	79%	78%	74%	79%	**	**	**	84%
Answered	448	414	371	**	**	448	420	373	317	134	441	**	**	**	292
Mean score	7.7	7.7	7.7	**	**	7.7	7.7	7.7	7.6	7.4	7.7	**	**	**	7.9
Standard deviation	1.68	1.69	1.68	**	**	1.68	1.68	1.71	1.72	1.88	1.68	**	**	**	1.63
Standard error	.08	.09	.09	**	**	.08	.08	.09	.10	.17	.08	**	**	**	.10

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

		GENDER			AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d		
Significance Level: 99%	Total																	
Unweighted total	153	122	31	26	27	39	22	39	44	46	34	29	110	18	12	13		
Effective Weighted Sample	129	104	25	20	24	36	17	32	38	39	29	24	104	18	12	13		
Total	168	133	35	24	37	41	26	39	54	52	30	31	147	12	6	4		
3	(3.0)	1 1%	** 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **		
4	(4.0)	2 1%	** 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 2%	** **	** **	** **		
5	(5.0)	15 9%	** 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 9%	** **	** **	** **		
6	(6.0)	20 12%	** 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 12%	** **	** **	** **		
7	(7.0)	34 20%	** 18%	** **	** **	** **	** **	** **	** **	** **	** **	** **	30 21%	** **	** **	** **		
8	(8.0)	43 26%	** 25%	** **	** **	** **	** **	** **	** **	** **	** **	** **	37 26%	** **	** **	** **		
9	(9.0)	22 13%	** 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	20 13%	** **	** **	** **		
10 - Extremely satisfied	(10.0)	31 18%	** 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 18%	** **	** **	** **		
DISSATISFIED (1-4)		3 2%	** 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	** **	** **		
NEUTRAL (5-6)		35 21%	** 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	30 21%	** **	** **	** **		
SATISFIED (7-10)		130 77%	** 75%	** **	** **	** **	** **	** **	** **	** **	** **	** **	113 77%	** **	** **	** **		
Answered	168	133	**	**	**	**	**	**	**	**	**	**	147	**	**	**		
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d																		

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	153	122	31	26	27	39	22	39	44	46	34	29	110	18	12	13	
Effective Weighted Sample	129	104	25	20	24	36	17	32	38	39	29	24	104	18	12	13	
Total	168	133	35	24	37	41	26	39	54	52	30	31	147	12	6	4	
Mean score	7.7	7.6	**	**	**	**	**	**	**	**	**	**	7.7	**	**	**	
Standard deviation	1.62	1.67	**	**	**	**	**	**	**	**	**	**	1.63	**	**	**	
Standard error	.13	.15	**	**	**	**	**	**	**	**	**	**	.16	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 144

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	153	141	12	66	85	58	92	28	34	21	58	118	34
Effective Weighted Sample	129	118	11	57	70	51	76	25	31	18	51	100	30
Total	168	153	14	76	89	69	95	34	42	24	69	136	32
3	(3.0)	1 1%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **
4	(4.0)	2 1%	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **
5	(5.0)	15 9%	15 10%	** **	** **	** **	** **	** **	** **	** **	** **	12 9%	** **
6	(6.0)	20 12%	15 9%	** **	** **	** **	** **	** **	** **	** **	** **	13 10%	** **
7	(7.0)	34 20%	28 18%	** **	** **	** **	** **	** **	** **	** **	** **	28 20%	** **
8	(8.0)	43 26%	41 27%	** **	** **	** **	** **	** **	** **	** **	** **	39 29%	** **
9	(9.0)	22 13%	21 14%	** **	** **	** **	** **	** **	** **	** **	** **	15 11%	** **
10 - Extremely satisfied	(10.0)	31 18%	31 20%	** **	** **	** **	** **	** **	** **	** **	** **	27 20%	** **
DISSATISFIED (1-4)		3 2%	3 2%	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **
NEUTRAL (5-6)		35 21%	29 19%	** **	** **	** **	** **	** **	** **	** **	** **	25 19%	** **
SATISFIED (7-10)		130 77%	121 79%	** **	** **	** **	** **	** **	** **	** **	** **	109 80%	** **
Answered	168	153										136	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 144

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	153	141	12	66	85	58	92	28	34	21	58	118	34
Effective Weighted Sample	129	118	11	57	70	51	76	25	31	18	51	100	30
Total	168	153	14	76	89	69	95	34	42	24	69	136	32
Mean score	7.7	7.8	**	**	**	**	**	**	**	**	**	7.8	**
Standard deviation	1.62	1.66	**	**	**	**	**	**	**	**	**	1.56	**
Standard error	.13	.14	**	**	**	**	**	**	**	**	**	.14	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		153	145	131	22	8	153	147	132	121	59	151	2	23	32	98
Effective Weighted Sample		129	122	110	19	7	129	123	111	102	51	127	2	20	27	81
Total		168	161	147	21	7	168	161	146	137	73	165	3	25	34	109
3	(3.0)	1 1%	1 1%	1 1%	** **	** **	1 1%	1 1%	1 1%	1 1%	** **	1 1%	** **	** **	** **	** **
4	(4.0)	2 1%	2 1%	2 2%	** **	** **	2 1%	2 1%	2 2%	2 2%	** **	2 1%	** **	** **	** **	** **
5	(5.0)	15 9%	14 9%	10 7%	** **	** **	15 9%	14 8%	13 9%	12 9%	** **	15 9%	** **	** **	** **	** **
6	(6.0)	20 12%	18 11%	17 12%	** **	** **	20 12%	18 11%	17 11%	16 11%	** **	20 12%	** **	** **	** **	** **
7	(7.0)	34 20%	34 21%	30 21%	** **	** **	34 20%	34 21%	32 22%	31 23%	** **	34 21%	** **	** **	** **	** **
8	(8.0)	43 26%	41 25%	39 27%	** **	** **	43 26%	42 26%	40 27%	34 25%	** **	42 25%	** **	** **	** **	** **
9	(9.0)	22 13%	20 13%	19 13%	** **	** **	22 13%	22 14%	18 12%	19 14%	** **	22 13%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	31 18%	30 19%	27 19%	** **	** **	31 18%	28 17%	23 16%	21 16%	** **	30 18%	** **	** **	** **	** **
DISSATISFIED (1-4)		3 2%	3 2%	3 2%	** **	** **	3 2%	3 2%	3 2%	3 2%	** **	3 2%	** **	** **	** **	** **
NEUTRAL (5-6)		35 21%	33 20%	28 19%	** **	** **	35 21%	32 20%	29 20%	28 20%	** **	35 21%	** **	** **	** **	** **
SATISFIED (7-10)		130 77%	125 78%	116 79%	** **	** **	130 77%	125 78%	113 78%	106 77%	** **	127 77%	** **	** **	** **	** **
Answered		168	161	147	**	**	168	161	146	137	**	165	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with talkRADIO? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to talkRADIO in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	153	145	131	22	8	153	147	132	121	59	151	2	23	32	98
Effective Weighted Sample	129	122	110	19	7	129	123	111	102	51	127	2	20	27	81
Total	168	161	147	21	7	168	161	146	137	73	165	3	25	34	109
Mean score	7.7	7.7	7.8	**	**	7.7	7.7	7.6	7.6	**	7.7	**	**	**	**
Standard deviation	1.62	1.63	1.60	**	**	1.62	1.60	1.59	1.61	**	1.62	**	**	**	**
Standard error	.13	.14	.14	**	**	.13	.13	.14	.15	**	.13	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	~a	~b	~c	~d	e	a	b	~c	~d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		491	269	220	68	77	69	48	229	160	147	87	97	357	57	43	34
Effective Weighted Sample		410	234	176	57	63	60	38	197	136	123	76	82	335	55	41	33
Total		548	294	253	69	94	64	59	262	207	164	78	100	484	36	18	10
1 - Extremely dissatisfied	(1.0)	4	3	1	**	**	**	**	-	2	-	**	**	4	**	**	**
		1%	1%	*%	**	**	**	**	-%	1%	-%	**	**	1%	**	**	**
3	(3.0)	5	5	-	**	**	**	**	*	-	2	**	**	4	**	**	**
		1%	2%	-%	**	**	**	**	*%	-%	1%	**	**	1%	**	**	**
4	(4.0)	9	3	6	**	**	**	**	3	5	*	**	**	8	**	**	**
		2%	1%	2%	**	**	**	**	1%	2%	*%	**	**	2%	**	**	**
5	(5.0)	28	13	14	**	**	**	**	12	9	9	**	**	23	**	**	**
		5%	5%	6%	**	**	**	**	4%	5%	5%	**	**	5%	**	**	**
6	(6.0)	70	39	31	**	**	**	**	25	29	19	**	**	62	**	**	**
		13%	13%	12%	**	**	**	**	10%	14%	11%	**	**	13%	**	**	**
7	(7.0)	98	57	41	**	**	**	**	43	37	35	**	**	86	**	**	**
		18%	19%	16%	**	**	**	**	16%	18%	21%	**	**	18%	**	**	**
8	(8.0)	119	69	50	**	**	**	**	63	51	32	**	**	106	**	**	**
		22%	24%	20%	**	**	**	**	24%	25%	19%	**	**	22%	**	**	**
9	(9.0)	97	53	44	**	**	**	**	50	30	35	**	**	83	**	**	**
		18%	18%	17%	**	**	**	**	19%	15%	21%	**	**	17%	**	**	**
10 - Extremely satisfied	(10.0)	119	53	66	**	**	**	**	65	42	32	**	**	108	**	**	**
		22%	18%	26%	**	**	**	**	25%	20%	19%	**	**	22%	**	**	**
DISSATISFIED (1-4)		17	10	7	**	**	**	**	4	7	2	**	**	15	**	**	**
		3%	4%	3%	**	**	**	**	1%	3%	2%	**	**	3%	**	**	**
NEUTRAL (5-6)		98	52	45	**	**	**	**	37	39	28	**	**	85	**	**	**
		18%	18%	18%	**	**	**	**	14%	19%	17%	**	**	18%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	~b	~c	~d	e	a	b	~c	~d	a	~b	~c	~d	
Unweighted total	491	269	220	68	77	69	48	229	160	147	87	97	357	57	43	34	
Effective Weighted Sample	410	234	176	57	63	60	38	197	136	123	76	82	335	55	41	33	
Total	548	294	253	69	94	64	59	262	207	164	78	100	484	36	18	10	
SATISFIED (7-10)	433	232	201	**	**	**	**	222	161	134	**	**	383	**	**	**	
	79%	79%	79%	**	**	**	**	85%	78%	82%	**	**	79%	**	**	**	
Answered	548	294	253	**	**	**	**	262	207	164	**	**	484	**	**	**	
Mean score	7.9	7.8	8.0	**	**	**	**	8.1	7.8	7.9	**	**	7.9	**	**	**	
Standard deviation	1.73	1.74	1.71	**	**	**	**	1.54	1.70	1.59	**	**	1.74	**	**	**	
Standard error	.08	.11	.12	**	**	**	**	.10	.13	.13	**	**	.09	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 145

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b	
Significance Level: 99%														
Unweighted total	491	417	74	123	362	107	377	42	53	51	107	282	198	
Effective Weighted Sample	410	349	62	101	303	89	315	36	44	42	89	234	171	
Total	548	474	74	136	405	122	417	46	58	63	122	338	200	
1 - Extremely dissatisfied	(1.0)	4 1%	4 1%	** **	- -%	3 1%	- -%	3 1%	** **	** **	** **	- -%	4 1%	- -%
3	(3.0)	5 1%	5 1%	** **	2 1%	3 1%	1 *%	4 1%	** **	** **	** **	1 *%	4 1%	* *%
4	(4.0)	9 2%	7 1%	** **	1 1%	8 2%	1 1%	8 2%	** **	** **	** **	1 1%	5 1%	4 2%
5	(5.0)	28 5%	23 5%	** **	2 2%	25 6%	2 1%	26 6%	** **	** **	** **	2 1%	14 4%	13 6%
6	(6.0)	70 13%	62 13%	** **	25 18%	45 11%	19 15%	51 12%	** **	** **	** **	19 15%	48 14%	18 9%
7	(7.0)	98 18%	87 18%	** **	32 23%	67 16%	29 24%	69 17%	** **	** **	** **	29 24%	59 17%	38 19%
8	(8.0)	119 22%	97 21%	** **	26 19%	93 23%	24 20%	95 23%	** **	** **	** **	24 20%	82 24%	36 18%
9	(9.0)	97 18%	84 18%	** **	28 21%	69 17%	26 21%	71 17%	** **	** **	** **	26 21%	52 15%	44 22%
10 - Extremely satisfied	(10.0)	119 22%	105 22%	** **	20 15%	92 23%	20 17%	92 22%	** **	** **	** **	20 17%	70 21%	46 23%
DISSATISFIED (1-4)		17 3%	15 3%	** **	3 2%	13 3%	1 1%	14 3%	** **	** **	** **	1 1%	13 4%	4 2%
NEUTRAL (5-6)		98 18%	85 18%	** **	27 20%	71 17%	21 17%	77 18%	** **	** **	** **	21 17%	62 18%	31 16%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 145

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	b
Unweighted total	491	417	74	123	362	107	377	42	53	51	107	282	198
Effective Weighted Sample	410	349	62	101	303	89	315	36	44	42	89	234	171
Total	548	474	74	136	405	122	417	46	58	63	122	338	200
SATISFIED (7-10)	433	373	**	106	320	100	326	**	**	**	100	263	164
	79%	79%	**	78%	79%	82%	78%	**	**	**	82%	78%	82%
Answered	548	474	**	136	405	122	417	**	**	**	122	338	200
Mean score	7.9	7.9	**	7.8	7.9	7.9	7.8	**	**	**	7.9	7.8	8.0
Standard deviation	1.73	1.75	**	1.51	1.75	1.45	1.76	**	**	**	1.45	1.78	1.64
Standard error	.08	.09	**	.14	.09	.14	.09	**	**	**	.14	.11	.12

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 145

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	~d	e	a	b	c	d	e	~f	~a	~b	c
Significance Level: 99%																
Unweighted total		491	430	366	125	61	491	458	391	324	100	474	17	64	98	329
Effective Weighted Sample		410	356	302	108	54	410	383	328	271	83	395	14	55	81	274
Total		548	482	414	134	66	548	513	441	362	116	528	20	72	108	368
1 - Extremely dissatisfied	(1.0)	4 1%	4 1%	4 1%	- -%	** **	4 1%	4 1%	3 1%	2 *%	2 1%	4 1%	** **	** **	** **	3 1%
3	(3.0)	5 1%	4 1%	4 1%	* *%	** **	5 1%	3 1%	3 1%	3 1%	- -%	5 1%	** **	** **	** **	2 1%
4	(4.0)	9 2%	8 2%	5 1%	3 3%	** **	9 2%	9 2%	6 1%	6 2%	2 2%	9 2%	** **	** **	** **	4 1%
5	(5.0)	28 5%	21 4%	20 5%	8 6%	** **	28 5%	26 5%	23 5%	19 5%	3 3%	27 5%	** **	** **	** **	7 2%
6	(6.0)	70 13%	69 14%	60 14%	10 7%	** **	70 13%	64 12%	57 13%	50 14%	17 15%	66 12%	** **	** **	** **	37 10%
7	(7.0)	98 18%	90 19%	79 19%	19 14%	** **	98 18%	92 18%	81 18%	72 20%	23 20%	96 18%	** **	** **	** **	68 19%
8	(8.0)	119 22%	105 22%	89 21%	30 23%	** **	119 22%	110 22%	102 23%	80 22%	22 19%	113 21%	** **	** **	** **	89 24%
9	(9.0)	97 18%	81 17%	65 16%	32 24%	** **	97 18%	94 18%	82 19%	58 16%	20 17%	95 18%	** **	** **	** **	72 19%
10 - Extremely satisfied	(10.0)	119 22%	100 21%	89 21%	31 23%	** **	119 22%	111 22%	85 19%	72 20%	26 23%	114 22%	** **	** **	** **	86 23%
DISSATISFIED (1-4)		17 3%	16 3%	13 3%	4 3%	** **	17 3%	15 3%	12 3%	12 3%	4 4%	17 3%	** **	** **	** **	9 3%
NEUTRAL (5-6)		98 18%	90 19%	80 19%	18 13%	** **	98 18%	90 18%	80 18%	69 19%	20 18%	92 17%	** **	** **	** **	44 12%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Classic FM? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Classic FM in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	491	430	366	125	61	491	458	391	324	100	474	17	64	98	329
Effective Weighted Sample	410	356	302	108	54	410	383	328	271	83	395	14	55	81	274
Total	548	482	414	134	66	548	513	441	362	116	528	20	72	108	368
SATISFIED (7-10)	433	376	321	112	**	433	408	349	282	91	418	**	**	**	315
	79%	78%	78%	84%	**	79%	79%	79%	78%	79%	79%	**	**	**	86%
Answered	548	482	414	134	**	548	513	441	362	116	528	**	**	**	368
Mean score	7.9	7.8	7.8	8.1	**	7.9	7.9	7.8	7.8	7.9	7.9	**	**	**	8.1
Standard deviation	1.73	1.73	1.76	1.62	**	1.73	1.72	1.67	1.70	1.78	1.74	**	**	**	1.61
Standard error	.08	.08	.09	.14	**	.08	.08	.08	.09	.18	.08	**	**	**	.09

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

		GENDER			AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	b	~a	~b	~c	~d	~e	~a	b	~c	~d	a	~b	~c	~d		
Significance Level: 99%	Total																	
Unweighted total	362	205	156	52	64	99	61	86	94	109	86	73	241	47	32	42		
Effective Weighted Sample	292	171	120	47	51	83	47	68	80	85	71	59	226	45	30	41		
Total	366	210	155	57	71	86	69	84	111	109	75	71	312	28	14	12		
3	(3.0)	3 1%	1 1%	1 1%	** **	** **	** **	** **	** **	* *%	** **	** **	2 1%	** **	** **	** **	** **	
4	(4.0)	11 3%	3 2%	8 5%	** **	** **	** **	** **	** **	5 5%	** **	** **	9 3%	** **	** **	** **	** **	
5	(5.0)	24 7%	11 5%	13 8%	** **	** **	** **	** **	** **	2 2%	** **	** **	23 7%	** **	** **	** **	** **	
6	(6.0)	45 12%	24 11%	21 14%	** **	** **	** **	** **	** **	15 13%	** **	** **	38 12%	** **	** **	** **	** **	
7	(7.0)	75 21%	51 24%	24 15%	** **	** **	** **	** **	** **	25 23%	** **	** **	66 21%	** **	** **	** **	** **	
8	(8.0)	81 22%	50 24%	30 19%	** **	** **	** **	** **	** **	29 26%	** **	** **	67 22%	** **	** **	** **	** **	
9	(9.0)	58 16%	38 18%	20 13%	** **	** **	** **	** **	** **	12 11%	** **	** **	50 16%	** **	** **	** **	** **	
10 - Extremely satisfied	(10.0)	69 19%	31 15%	38 24%	** **	** **	** **	** **	** **	21 19%	** **	** **	56 18%	** **	** **	** **	** **	
DISSATISFIED (1-4)		14 4%	5 2%	9 6%	** **	** **	** **	** **	** **	5 5%	** **	** **	11 4%	** **	** **	** **	** **	
NEUTRAL (5-6)		69 19%	35 17%	34 22%	** **	** **	** **	** **	** **	16 15%	** **	** **	61 20%	** **	** **	** **	** **	
SATISFIED (7-10)		283 77%	170 81%	112 72%	** **	** **	** **	** **	** **	87 80%	** **	** **	240 77%	** **	** **	** **	** **	
Answered	366	210	155	**	**	**	**	**	**	109	**	**	312	**	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	b	~c	~d	a	~b	~c	~d	
Unweighted total	362	205	156	52	64	99	61	86	94	109	86	73	241	47	32	42	
Effective Weighted Sample	292	171	120	47	51	83	47	68	80	85	71	59	226	45	30	41	
Total	366	210	155	57	71	86	69	84	111	109	75	71	312	28	14	12	
Mean score	7.7	7.7	7.7	**	**	**	**	**	**	7.7	**	**	7.7	**	**	**	
Standard deviation	1.68	1.52	1.88	**	**	**	**	**	**	1.60	**	**	1.68	**	**	**	
Standard error	.09	.11	.15	**	**	**	**	**	**	.15	**	**	.11	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 146

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	362	314	48	125	232	110	247	47	52	51	110	261	94
Effective Weighted Sample	292	253	39	103	185	89	199	40	43	41	89	210	80
Total	366	316	50	131	230	113	248	53	55	49	113	278	84
3	(3.0)	3	**	-	3	-	3	**	**	**	-	2	**
		1%	**	-%	1%	-%	1%	**	**	**	-%	1%	**
4	(4.0)	11	**	6	5	2	9	**	**	**	2	5	**
		3%	**	4%	2%	2%	4%	**	**	**	2%	2%	**
5	(5.0)	24	**	7	18	5	20	**	**	**	5	18	**
		7%	**	5%	8%	4%	8%	**	**	**	4%	6%	**
6	(6.0)	45	**	16	25	14	28	**	**	**	14	32	**
		12%	**	13%	11%	12%	11%	**	**	**	12%	12%	**
7	(7.0)	75	**	30	45	26	49	**	**	**	26	60	**
		21%	**	23%	20%	23%	20%	**	**	**	23%	21%	**
8	(8.0)	81	**	26	55	24	57	**	**	**	24	63	**
		22%	**	20%	24%	21%	23%	**	**	**	21%	23%	**
9	(9.0)	58	**	18	40	17	42	**	**	**	17	49	**
		16%	**	14%	18%	15%	17%	**	**	**	15%	18%	**
10 - Extremely satisfied	(10.0)	69	**	28	39	26	40	**	**	**	26	49	**
		19%	**	22%	17%	23%	16%	**	**	**	23%	18%	**
DISSATISFIED (1-4)		14	**	6	8	2	12	**	**	**	2	7	**
		4%	**	4%	4%	2%	5%	**	**	**	2%	2%	**
NEUTRAL (5-6)		69	**	23	42	18	47	**	**	**	18	50	**
		19%	**	18%	18%	16%	19%	**	**	**	16%	18%	**
SATISFIED (7-10)		283	**	102	180	93	189	**	**	**	93	221	**
		77%	**	78%	78%	82%	76%	**	**	**	82%	80%	**
Answered		366	**	131	230	113	248	**	**	**	113	278	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	362	314	48	125	232	110	247	47	52	51	110	261	94
Effective Weighted Sample	292	253	39	103	185	89	199	40	43	41	89	210	80
Total	366	316	50	131	230	113	248	53	55	49	113	278	84
Mean score	7.7	7.7	**	7.8	7.7	8.0	7.6	**	**	**	8.0	7.8	**
Standard deviation	1.68	1.68	**	1.69	1.66	1.57	1.71	**	**	**	1.57	1.60	**
Standard error	.09	.09	**	.15	.11	.15	.11	**	**	**	.15	.10	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 146

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	362	341	324	38	21	362	326	261	254	83	343	19	52	70	240
Effective Weighted Sample	292	275	259	33	18	292	266	213	209	68	279	13	40	58	194
Total	366	345	326	41	22	366	337	266	267	90	353	13	52	72	243
3	(3.0)	3 1%	3 1%	3 1%	** **	3 1%	3 1%	2 1%	2 1%	** **	3 1%	** **	** **	** **	1 **
4	(4.0)	11 3%	11 3%	9 3%	** **	11 3%	11 3%	9 3%	9 3%	** **	11 3%	** **	** **	** **	4 2%
5	(5.0)	24 7%	21 6%	19 6%	** **	24 7%	20 6%	18 7%	14 5%	** **	23 6%	** **	** **	** **	13 6%
6	(6.0)	45 12%	45 13%	42 13%	** **	45 12%	43 13%	36 13%	39 14%	** **	44 12%	** **	** **	** **	22 9%
7	(7.0)	75 21%	75 22%	74 23%	** **	75 21%	70 21%	59 22%	58 22%	** **	72 21%	** **	** **	** **	55 23%
8	(8.0)	81 22%	77 22%	74 23%	** **	81 22%	74 22%	55 21%	66 25%	** **	80 23%	** **	** **	** **	51 21%
9	(9.0)	58 16%	51 15%	47 14%	** **	58 16%	55 16%	40 15%	36 14%	** **	58 16%	** **	** **	** **	42 17%
10 - Extremely satisfied	(10.0)	69 19%	62 18%	58 18%	** **	69 19%	61 18%	48 18%	43 16%	** **	63 18%	** **	** **	** **	54 22%
DISSATISFIED (1-4)		14 4%	14 4%	12 4%	** **	14 4%	14 4%	11 4%	12 4%	** **	14 4%	** **	** **	** **	5 2%
NEUTRAL (5-6)		69 19%	66 19%	61 19%	** **	69 19%	63 19%	54 20%	53 20%	** **	66 19%	** **	** **	** **	35 15%
SATISFIED (7-10)		283 77%	265 77%	253 78%	** **	283 77%	260 77%	201 76%	203 76%	** **	273 77%	** **	** **	** **	203 83%
Answered	366	345	326	**	**	366	337	266	267	**	353	**	**	**	243

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Absolute Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Absolute Radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	362	341	324	38	21	362	326	261	254	83	343	19	52	70	240
Effective Weighted Sample	292	275	259	33	18	292	266	213	209	68	279	13	40	58	194
Total	366	345	326	41	22	366	337	266	267	90	353	13	52	72	243
Mean score	7.7	7.7	7.7	**	**	7.7	7.7	7.6	7.6	**	7.7	**	**	**	8.0
Standard deviation	1.68	1.66	1.64	**	**	1.68	1.67	1.69	1.64	**	1.67	**	**	**	1.58
Standard error	.09	.09	.09	**	**	.09	.09	.10	.10	**	.09	**	**	**	.10

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 147

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	~d	~e	a	b	c	d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		600	253	347	116	175	147	78	84	144	191	143	122	430	92	60	18
Effective Weighted Sample		500	222	278	102	151	122	68	68	122	157	125	102	406	88	57	18
Total		678	291	387	118	223	132	110	96	187	217	144	131	597	53	23	5
1 - Extremely dissatisfied	(1.0)	3 *% 1%	2 1%	1 *% 1%	1 1%	2 1%	- -% -	** ** -	** ** -	2 1%	1 1%	- -% -	- -% -	3 *% 1%	** ** -	** ** -	** ** -
2	(2.0)	* *% -	- -% -	* *% -	- -% -	- -% -	** ** -	** ** -	- -% -	- -% -	* *% 3%	- -% -	- -% -	** ** -	** ** -	** ** -	
3	(3.0)	4 1%	1 *% 1%	3 1%	1 1%	1 1%	- -% -	** ** -	** ** -	- -% -	* *% 3%	4 3%	- -% -	4 1%	** ** -	** ** -	** ** -
4	(4.0)	3 *% 1%	2 1%	1 *% 1%	2 2%	1 1%	- -% -	** ** -	** ** -	- -% -	- -% -	2 2%	1 1%	3 1%	** ** -	** ** -	** ** -
5	(5.0)	34 5%	17 6%	17 5%	15 12% b	8 4%	5 4%	** ** -	** ** -	14 8%	8 4%	8 5%	5 4%	27 5%	** ** -	** ** -	** ** -
6	(6.0)	83 12%	41 14%	43 11%	10 9%	22 10%	17 13%	** ** -	** ** -	25 13%	24 11%	20 14%	14 11%	77 13%	** ** -	** ** -	** ** -
7	(7.0)	132 19%	50 17%	82 21%	25 21%	40 18%	32 25%	** ** -	** ** -	54 29% c	44 20% c	12 9%	22 17%	115 19%	** ** -	** ** -	** ** -
8	(8.0)	177 26%	80 27%	97 25%	33 28%	55 25%	29 22%	** ** -	** ** -	32 17%	71 33% a	42 29%	31 24%	152 25%	** ** -	** ** -	** ** -
9	(9.0)	122 18%	46 16%	76 20%	17 14%	45 20%	28 22%	** ** -	** ** -	33 17%	45 21%	17 12%	26 20%	107 18%	** ** -	** ** -	** ** -
10 - Extremely satisfied	(10.0)	120 18%	54 18%	66 17%	16 13%	49 22%	20 15%	** ** -	** ** -	28 15%	23 11%	38 26% b	32 24% b	109 18%	** ** -	** ** -	** ** -

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 147

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 ~d	55+ ~e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	600	253	347	116	175	147	78	84	144	191	143	122	430	92	60	18	
Effective Weighted Sample	500	222	278	102	151	122	68	68	122	157	125	102	406	88	57	18	
Total	678	291	387	118	223	132	110	96	187	217	144	131	597	53	23	5	
DISSATISFIED (1-4)	11 2%	4 2%	6 2%	4 3%	4 2%	- -%	** **	** **	2 1%	2 1%	6 5%	1 1%	10 2%	** **	** **	** **	
NEUTRAL (5-6)	118 17%	58 20%	60 15%	25 21%	30 13%	22 17%	** **	** **	39 21%	32 15%	27 19%	19 15%	104 17%	** **	** **	** **	
SATISFIED (7-10)	550 81%	229 79%	321 83%	90 76%	189 85%	110 83%	** **	** **	146 78%	183 85%	110 76%	111 85%	484 81%	** **	** **	** **	
Answered	678	291	387	118	223	132	**	**	187	217	144	131	597	**	**	**	
Mean score	7.9	7.8	7.9	7.5	8.1 a	7.9	**	**	7.6	7.8	7.9	8.2 a	7.9	**	**	**	
Standard deviation	1.57	1.61	1.55	1.74	1.61	1.39	**	**	1.61	1.38	1.82	1.48	1.58	**	**	**	
Standard error	.06	.10	.08	.16	.12	.11	**	**	.13	.10	.15	.13	.08	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 147

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		600	556	44	266	327	234	359	101	124	101	234	456	137
Effective Weighted Sample		500	464	36	224	271	197	298	87	107	83	197	385	114
Total		678	633	46	303	368	271	400	116	144	117	271	546	126
1 - Extremely dissatisfied	(1.0)	3 *%	2 *%	** **	1 *%	2 *%	- -%	3 1%	- -%	- -%	- -%	- -%	2 *%	1 1%
2	(2.0)	* *%	* *%	** **	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%
3	(3.0)	4 1%	4 1%	** **	2 1%	3 1%	2 1%	3 1%	- -%	- -%	2 1%	2 1%	4 1%	* *%
4	(4.0)	3 *%	3 1%	** **	1 *%	2 1%	- -%	3 1%	- -%	- -%	- -%	- -%	2 *%	1 1%
5	(5.0)	34 5%	32 5%	** **	12 4%	22 6%	9 3%	25 6%	3 3%	7 5%	5 4%	9 3%	26 5%	9 7%
6	(6.0)	83 12%	76 12%	** **	42 14%	40 11%	36 13%	46 11%	13 11%	14 10%	23 20%	36 13%	66 12%	17 13%
7	(7.0)	132 19%	123 19%	** **	47 16%	83 22%	43 16%	87 22%	22 19%	24 17%	17 14%	43 16%	106 19%	25 20%
8	(8.0)	177 26%	166 26%	** **	77 25%	99 27%	69 26%	106 27%	28 25%	38 27%	28 24%	69 26%	143 26%	33 26%
9	(9.0)	122 18%	112 18%	** **	60 20%	61 17%	54 20%	67 17%	27 24%	34 24%	18 16%	54 20%	102 19%	18 14%
10 - Extremely satisfied	(10.0)	120 18%	115 18%	** **	60 20%	58 16%	57 21%	61 15%	21 18%	27 19%	24 21%	57 21%	96 18%	22 17%
DISSATISFIED (1-4)		11 2%	10 2%	** **	4 1%	6 2%	2 1%	9 2%	- -%	- -%	2 1%	2 1%	8 2%	3 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 147

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	600	556	44	266	327	234	359	101	124	101	234	456	137
Effective Weighted Sample	500	464	36	224	271	197	298	87	107	83	197	385	114
Total	678	633	46	303	368	271	400	116	144	117	271	546	126
NEUTRAL (5-6)	118	108	**	54	61	45	70	16	20	28	45	92	26
	17%	17%	**	18%	17%	17%	18%	14%	14%	24%	17%	17%	20%
SATISFIED (7-10)	550	515	**	245	300	224	321	99	123	87	224	446	98
	81%	81%	**	81%	82%	83%	80%	86%	86%	75%	83%	82%	78%
Answered	678	633	**	303	368	271	400	116	144	117	271	546	126
Mean score	7.9	7.9	**	8.0	7.8	8.1	7.7	8.1	8.1	7.8	8.1	7.9	7.7
Standard deviation	1.57	1.56	**	1.57	1.56	1.48	1.60	1.37	1.40	1.62	1.48	1.55	1.67
Standard error	.06	.07	**	.10	.09	.10	.08	.14	.13	.16	.10	.07	.14

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 147

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c	
Significance Level: 99%																
Unweighted total		600	579	552	48	21	600	520	421	387	112	558	42	67	140	393
Effective Weighted Sample		500	481	457	42	19	500	434	352	327	93	465	35	56	117	327
Total		678	653	622	56	26	678	591	477	454	131	631	47	76	153	449
1 - Extremely dissatisfied	(1.0)	3	3	3	**	**	3	3	3	3	2	3	**	**	1	2
		*%	*%	*%	**	**	*%	*%	1%	1%	1%	*%	**	**	1%	*%
2	(2.0)	*	*	*	**	**	*	*	-	-	-	*	**	**	*	-
		*%	*%	*%	**	**	*%	*%	-%	-%	-%	*%	**	**	*%	-%
3	(3.0)	4	4	4	**	**	4	4	2	2	1	4	**	**	1	-
		1%	1%	1%	**	**	1%	1%	1%	*%	1%	1%	**	**	1%	-%
4	(4.0)	3	3	3	**	**	3	2	2	2	1	2	**	**	-	2
		*%	*%	1%	**	**	*%	*%	*%	1%	1%	*%	**	**	-%	1%
5	(5.0)	34	32	27	**	**	34	33	25	20	11	34	**	**	18	12
		5%	5%	4%	**	**	5%	6%	5%	4%	8%	5%	**	**	12%	3%
															c	
6	(6.0)	83	75	72	**	**	83	76	58	56	13	78	**	**	32	39
		12%	12%	12%	**	**	12%	13%	12%	12%	10%	12%	**	**	21%	9%
															c	
7	(7.0)	132	128	120	**	**	132	115	93	90	28	125	**	**	32	84
		19%	20%	19%	**	**	19%	20%	20%	20%	21%	20%	**	**	21%	19%
8	(8.0)	177	169	166	**	**	177	154	127	123	35	164	**	**	39	117
		26%	26%	27%	**	**	26%	26%	27%	27%	26%	26%	**	**	25%	26%
9	(9.0)	122	120	112	**	**	122	103	88	81	25	114	**	**	17	97
		18%	18%	18%	**	**	18%	17%	18%	18%	19%	18%	**	**	11%	22%
10 - Extremely satisfied	(10.0)	120	117	114	**	**	120	100	78	77	16	108	**	**	13	96
		18%	18%	18%	**	**	18%	17%	16%	17%	13%	17%	**	**	8%	21%
															b	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 147

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Capital Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Capital radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	600	579	552	48	21	600	520	421	387	112	558	42	67	140	393
Effective Weighted Sample	500	481	457	42	19	500	434	352	327	93	465	35	56	117	327
Total	678	653	622	56	26	678	591	477	454	131	631	47	76	153	449
DISSATISFIED (1-4)	11 2%	11 2%	11 2%	** **	** **	11 2%	9 2%	8 2%	7 2%	3 3%	9 1%	** **	** **	3 2%	4 1%
NEUTRAL (5-6)	118 17%	108 16%	99 16%	** **	** **	118 17%	109 18%	83 17%	76 17%	24 18%	112 18%	** **	** **	50 33%	51 11%
SATISFIED (7-10)	550 81%	535 82%	513 82%	** **	** **	550 81%	473 80%	386 81%	371 82%	104 79%	511 81%	** **	** **	101 66%	394 88%
Answered	678	653	622	**	**	678	591	477	454	131	631	**	**	153	449
Mean score	7.9	7.9	7.9	**	**	7.9	7.8	7.8	7.9	7.6	7.8	**	**	7.2	8.2
Standard deviation	1.57	1.57	1.57	**	**	1.57	1.59	1.57	1.56	1.69	1.57	**	**	1.61	1.45
Standard error	.06	.07	.07	**	**	.06	.07	.08	.08	.16	.07	**	**	.14	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	~b	c	~d	
Significance Level: 99%																	
Unweighted total		762	302	459	104	132	194	130	202	180	231	169	181	551	73	116	22
Effective Weighted Sample		630	265	366	90	113	162	110	168	150	189	147	150	516	70	112	21
Total		834	331	501	105	164	175	176	214	226	254	166	185	738	43	47	6
1 - Extremely dissatisfied	(1.0)	3	3	-	-	1	*	1	-	-	-	3	*	3	**	*	**
		*%	1%	-%	-%	1%	*%	1%	-%	-%	-%	2%	*%	*%	**	1%	**
2	(2.0)	5	1	3	-	1	-	3	-	-	-	3	2	5	**	-	**
		1%	*%	1%	-%	1%	-%	2%	-%	-%	-%	2%	1%	1%	**	-%	**
3	(3.0)	2	2	-	-	-	-	*	1	-	-	1	*	1	**	*	**
		*%	1%	-%	-%	-%	-%	*%	1%	-%	-%	1%	*%	*%	**	1%	**
4	(4.0)	16	5	11	*	6	2	1	6	7	3	2	4	14	**	1	**
		2%	2%	2%	*%	4%	1%	1%	3%	3%	1%	1%	2%	2%	**	3%	**
5	(5.0)	47	25	22	7	7	11	10	12	13	13	10	11	41	**	2	**
		6%	8%	4%	6%	4%	6%	6%	6%	6%	5%	6%	6%	6%	**	5%	**
6	(6.0)	84	33	52	13	16	15	13	29	29	27	14	15	77	**	6	**
		10%	10%	10%	12%	10%	8%	7%	13%	13%	10%	8%	8%	10%	**	13%	**
7	(7.0)	177	65	111	18	31	42	43	43	55	55	32	35	158	**	11	**
		21%	20%	22%	17%	19%	24%	24%	20%	24%	22%	19%	19%	21%	**	23%	**
8	(8.0)	225	88	137	33	43	47	52	50	61	85	37	42	195	**	14	**
		27%	27%	27%	32%	26%	27%	30%	23%	27%	34%	22%	23%	26%	**	29%	**
9	(9.0)	130	50	79	21	22	36	22	29	33	39	30	26	119	**	4	**
		16%	15%	16%	20%	13%	21%	12%	14%	15%	15%	18%	14%	16%	**	8%	**
10 - Extremely satisfied	(10.0)	144	59	85	13	37	22	29	43	28	32	34	49	127	**	8	**
		17%	18%	17%	12%	22%	13%	17%	20%	12%	13%	20%	27%	17%	**	18%	**
														ab			
DISSATISFIED (1-4)		25	11	14	*	9	2	7	8	7	3	9	6	22	**	2	**
		3%	3%	3%	*%	5%	1%	4%	4%	3%	1%	5%	3%	3%	**	4%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND ~b	WALES c	IRELAND ~d
Significance Level: 99%																
Unweighted total	762	302	459	104	132	194	130	202	180	231	169	181	551	73	116	22
Effective Weighted Sample	630	265	366	90	113	162	110	168	150	189	147	150	516	70	112	21
Total	834	331	501	105	164	175	176	214	226	254	166	185	738	43	47	6
NEUTRAL (5-6)	132 16%	58 18%	74 15%	19 18%	23 14%	26 15%	23 13%	41 19%	42 19%	40 16%	23 14%	27 14%	117 16%	** **	8 18%	** **
SATISFIED (7-10)	676 81%	262 79%	413 83%	86 81%	133 81%	147 84%	146 83%	165 77%	177 78%	211 83%	134 81%	153 82%	598 81%	** **	36 78%	** **
Answered	834	331	501	105	164	175	176	214	226	254	166	185	738	**	47	**
Mean score	7.8	7.7	7.8	7.8	7.8	7.8	7.7	7.7	7.6	7.8	7.8	8.0	7.8	**	7.6	**
Standard deviation	1.63	1.74	1.56	1.40	1.79	1.45	1.75	1.66	1.51	1.38	1.95	1.77	1.63	**	1.70	**
Standard error	.06	.10	.07	.14	.16	.10	.15	.12	.11	.09	.15	.13	.07	**	.16	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 148

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		762	654	108	299	454	269	484	106	129	132	269	523	217
Effective Weighted Sample		630	544	86	245	377	221	402	88	109	106	221	438	184
Total		834	721	113	331	488	301	518	115	149	147	301	615	199
1 - Extremely dissatisfied	(1.0)	3 *%	2 *%	1 1%	1 *%	2 *%	1 *%	2 *%	- -%	- -%	1 1%	1 *%	3 *%	- -%
2	(2.0)	5 1%	5 1%	- -%	2 *%	3 1%	2 1%	3 1%	- -%	- -%	2 1%	2 1%	5 1%	- -%
3	(3.0)	2 *%	1 *%	* *%	- -%	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	1 *%	- -%
4	(4.0)	16 2%	12 2%	4 3%	5 1%	12 2%	5 2%	12 2%	2 2%	3 2%	- -%	5 2%	12 2%	3 1%
5	(5.0)	47 6%	36 5%	12 10%	20 6%	27 6%	18 6%	29 6%	7 6%	8 5%	8 6%	18 6%	32 5%	13 6%
6	(6.0)	84 10%	70 10%	15 13%	39 12%	46 9%	32 11%	52 10%	16 14%	7 5%	14 10%	32 11%	57 9%	25 13%
7	(7.0)	177 21%	156 22%	21 19%	67 20%	105 21%	62 20%	110 21%	20 17%	38 25%	31 21%	62 20%	136 22%	39 19%
8	(8.0)	225 27%	192 27%	33 30%	86 26%	138 28%	78 26%	146 28%	30 26%	36 24%	43 29%	78 26%	173 28%	49 24%
9	(9.0)	130 16%	114 16%	15 14%	61 19%	63 13%	56 18%	69 13%	21 18%	31 21%	24 16%	56 18%	100 16%	29 15%
10 - Extremely satisfied	(10.0)	144 17%	133 18%	11 10%	50 15%	92 19%	48 16%	94 18%	18 16%	26 17%	24 16%	48 16%	96 16%	42 21%
DISSATISFIED (1-4)		25 3%	20 3%	5 5%	8 2%	18 4%	8 3%	18 3%	2 2%	3 2%	3 2%	8 3%	21 3%	3 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 148

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	762	654	108	299	454	269	484	106	129	132	269	523	217
Effective Weighted Sample	630	544	86	245	377	221	402	88	109	106	221	438	184
Total	834	721	113	331	488	301	518	115	149	147	301	615	199
NEUTRAL (5-6)	132	105	27	59	73	50	81	23	15	22	50	89	38
	16%	15%	24%	18%	15%	17%	16%	20%	10%	15%	17%	14%	19%
SATISFIED (7-10)	676	596	81	265	398	243	419	89	131	122	243	505	159
	81%	83%	72%	80%	81%	81%	81%	78%	88%	83%	81%	82%	80%
Answered	834	721	113	331	488	301	518	115	149	147	301	615	199
Mean score	7.8	7.8	7.3	7.8	7.8	7.8	7.8	7.8	8.0	7.8	7.8	7.7	7.9
		b											
Standard deviation	1.63	1.61	1.72	1.60	1.66	1.62	1.65	1.55	1.47	1.65	1.62	1.63	1.58
Standard error	.06	.06	.17	.09	.08	.10	.08	.15	.13	.14	.10	.07	.11

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 148

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c	
Significance Level: 99%																
Unweighted total		762	722	668	94	40	762	683	496	490	114	715	47	116	146	500
Effective Weighted Sample		630	595	549	82	36	630	566	414	405	96	592	38	96	120	415
Total		834	793	732	102	41	834	748	552	542	132	783	50	127	149	557
1 - Extremely dissatisfied	(1.0)	3 *%	3 *%	3 *%	** **	** **	3 *%	3 *%	3 *%	3 1%	1 1%	3 *%	** **	- -%	2 1%	1 *%
2	(2.0)	5 1%	5 1%	5 1%	** **	** **	5 1%	5 1%	2 *%	1 *%	- -%	5 1%	** **	5 4%	- -%	- -%
3	(3.0)	2 *%	2 *%	2 *%	** **	** **	2 *%	2 *%	1 *%	2 *%	1 1%	2 *%	** **	- -%	1 1%	* *%
4	(4.0)	16 2%	16 2%	16 2%	** **	** **	16 2%	15 2%	11 2%	10 2%	* *%	15 2%	** **	5 4%	5 3%	6 1%
5	(5.0)	47 6%	46 6%	40 6%	** **	** **	47 6%	45 6%	39 7%	28 5%	10 8%	47 6%	** **	10 8%	14 9%	23 4%
6	(6.0)	84 10%	84 11%	74 10%	** **	** **	84 10%	80 11%	61 11%	58 11%	11 8%	82 10%	** **	17 13%	23 15%	45 8%
7	(7.0)	177 21%	171 22%	164 22%	** **	** **	177 21%	159 21%	120 22%	116 21%	30 23%	168 21%	** **	32 25%	42 28%	104 19%
8	(8.0)	225 27%	215 27%	199 27%	** **	** **	225 27%	207 28%	141 25%	161 30%	41 31%	213 27%	** **	27 22%	32 21%	166 30%
9	(9.0)	130 16%	122 15%	114 16%	** **	** **	130 16%	112 15%	89 16%	86 16%	19 15%	121 15%	** **	14 11%	21 14%	95 17%
10 - Extremely satisfied	(10.0)	144 17%	130 16%	116 16%	** **	** **	144 17%	121 16%	86 16%	79 15%	18 13%	129 16%	** **	18 14%	10 7%	116 21%
															b	
DISSATISFIED (1-4)		25 3%	25 3%	25 3%	** **	** **	25 3%	24 3%	16 3%	15 3%	3 2%	24 3%	** **	9 7%	8 5%	8 1%
															c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 148

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Heart Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Heart radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	762	722	668	94	40	762	683	496	490	114	715	47	116	146	500
Effective Weighted Sample	630	595	549	82	36	630	566	414	405	96	592	38	96	120	415
Total	834	793	732	102	41	834	748	552	542	132	783	50	127	149	557
NEUTRAL (5-6)	132	130	114	**	**	132	125	100	85	21	129	**	27	37	68
	16%	16%	16%	**	**	16%	17%	18%	16%	16%	16%	**	21%	25%	12%
														c	
SATISFIED (7-10)	676	637	592	**	**	676	599	436	442	108	631	**	91	104	481
	81%	80%	81%	**	**	81%	80%	79%	81%	82%	81%	**	71%	70%	86%
															ab
Answered	834	793	732	**	**	834	748	552	542	132	783	**	127	149	557
Mean score	7.8	7.7	7.7	**	**	7.8	7.7	7.7	7.7	7.7	7.7	**	7.3	7.2	8.1
															ab
Standard deviation	1.63	1.63	1.64	**	**	1.63	1.64	1.64	1.57	1.60	1.64	**	1.88	1.66	1.49
Standard error	.06	.06	.06	**	**	.06	.06	.07	.07	.15	.06	**	.17	.14	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	~a	~b	c	~d	e	a	b	c	d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		501	229	271	50	80	108	75	188	112	151	124	114	349	82	43	27
Effective Weighted Sample		415	197	217	40	67	92	65	160	95	124	103	97	326	77	41	26
Total		526	241	284	48	95	92	102	190	138	157	114	118	452	49	18	8
1 - Extremely dissatisfied	(1.0)	4 1%	4 2%	- -%	** **	** **	- -%	** **	- -%	2 1%	2 1%	- -%	1 1%	4 1%	** **	** **	** **
2	(2.0)	1 *%	1 1%	- -%	** **	** **	- -%	** **	1 1%	- -%	- -%	1 1%	- -%	1 *%	** **	** **	** **
3	(3.0)	4 1%	1 *%	3 1%	** **	** **	- -%	** **	3 1%	- -%	3 2%	1 1%	- -%	4 1%	** **	** **	** **
4	(4.0)	11 2%	9 4%	2 1%	** **	** **	2 2%	** **	4 2%	3 2%	2 1%	3 3%	3 2%	10 2%	** **	** **	** **
5	(5.0)	20 4%	8 4%	12 4%	** **	** **	3 3%	** **	5 3%	6 4%	7 5%	4 3%	4 3%	17 4%	** **	** **	** **
6	(6.0)	39 7%	16 7%	23 8%	** **	** **	11 12%	** **	11 6%	13 10%	11 7%	10 8%	5 4%	35 8%	** **	** **	** **
7	(7.0)	85 16%	41 17%	43 15%	** **	** **	20 22%	** **	21 11%	28 20%	25 16%	16 14%	17 14%	73 16%	** **	** **	** **
8	(8.0)	129 25%	64 26%	66 23%	** **	** **	22 24%	** **	46 24%	33 24%	50 32%	25 22%	22 18%	116 26%	** **	** **	** **
9	(9.0)	89 17%	46 19%	43 15%	** **	** **	19 21%	** **	39 20%	22 16%	24 15%	23 21%	19 16%	69 15%	** **	** **	** **
10 - Extremely satisfied	(10.0)	143 27%	50 21%	93 33% a	** **	** **	16 17%	** **	60 31%	31 22%	33 21%	31 27%	48 40% ab	122 27%	** **	** **	** **
DISSATISFIED (1-4)		21 4%	15 6%	5 2%	** **	** **	2 2%	** **	8 4%	5 4%	6 4%	5 5%	4 3%	20 4%	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 c	45-54 ~d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	501	229	271	50	80	108	75	188	112	151	124	114	349	82	43	27	
Effective Weighted Sample	415	197	217	40	67	92	65	160	95	124	103	97	326	77	41	26	
Total	526	241	284	48	95	92	102	190	138	157	114	118	452	49	18	8	
NEUTRAL (5-6)	60 11%	25 10%	35 12%	** **	** **	14 15%	** **	17 9%	19 14%	18 12%	13 12%	9 8%	52 12%	** **	** **	** **	
SATISFIED (7-10)	446 85%	201 83%	244 86%	** **	** **	77 83%	** **	166 87%	114 83%	132 84%	95 84%	105 89%	380 84%	** **	** **	** **	
Answered	526	241	284	**	**	92	**	190	138	157	114	118	452	**	**	**	
Mean score	8.1	7.9	8.3	**	**	7.9	**	8.3	7.9	7.9	8.1	8.5	8.0	**	**	**	
Standard deviation	1.75	1.88	1.62	**	**	1.47	**	1.70	1.74	1.74	1.78	1.71	1.79	**	**	**	
Standard error	.08	.12	.10	**	**	.14	**	.12	.16	.14	.16	.16	.10	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 149

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b	
Significance Level: 99%														
Unweighted total	501	431	70	153	340	139	354	58	72	63	139	317	174	
Effective Weighted Sample	415	357	58	124	284	113	295	48	60	52	113	261	151	
Total	526	455	72	157	361	145	373	60	76	70	145	353	164	
1 - Extremely dissatisfied	(1.0)	4 1%	4 1%	** **	- -%	4 1%	- -%	4 1%	** **	** **	** **	- -%	3 1%	1 1%
2	(2.0)	1 *%	1 *%	** **	- -%	1 *%	- -%	1 *%	** **	** **	** **	- -%	1 *%	- -%
3	(3.0)	4 1%	2 1%	** **	- -%	4 1%	- -%	4 1%	** **	** **	** **	- -%	2 1%	2 1%
4	(4.0)	11 2%	9 2%	** **	1 1%	10 3%	1 1%	10 3%	** **	** **	** **	1 1%	11 3%	* *%
5	(5.0)	20 4%	18 4%	** **	7 5%	13 4%	6 4%	14 4%	** **	** **	** **	6 4%	15 4%	4 2%
6	(6.0)	39 7%	36 8%	** **	14 9%	25 7%	13 9%	26 7%	** **	** **	** **	13 9%	32 9%	8 5%
7	(7.0)	85 16%	77 17%	** **	38 24% b	47 13%	34 23%	52 14%	** **	** **	** **	34 23%	64 18%	19 12%
8	(8.0)	129 25%	108 24%	** **	34 21%	93 26%	32 22%	95 26%	** **	** **	** **	32 22%	88 25%	40 25%
9	(9.0)	89 17%	75 17%	** **	24 15%	64 18%	22 15%	66 18%	** **	** **	** **	22 15%	55 16%	34 21%
10 - Extremely satisfied	(10.0)	143 27%	124 27%	** **	39 25%	99 27%	37 26%	100 27%	** **	** **	** **	37 26%	81 23%	56 34%
DISSATISFIED (1-4)		21 4%	17 4%	** **	1 1%	19 5%	1 1%	19 5%	** **	** **	** **	1 1%	18 5%	3 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	501	431	70	153	340	139	354	58	72	63	139	317	174
Effective Weighted Sample	415	357	58	124	284	113	295	48	60	52	113	261	151
Total	526	455	72	157	361	145	373	60	76	70	145	353	164
NEUTRAL (5-6)	60	54	**	21	38	19	41	**	**	**	19	46	12
	11%	12%	**	14%	11%	13%	11%	**	**	**	13%	13%	7%
SATISFIED (7-10)	446	384	**	134	303	124	313	**	**	**	124	289	149
	85%	84%	**	86%	84%	86%	84%	**	**	**	86%	82%	91%
Answered	526	455	**	157	361	145	373	**	**	**	145	353	164
Mean score	8.1	8.1	**	8.0	8.1	8.1	8.1	**	**	**	8.1	7.9	8.5
													a
Standard deviation	1.75	1.76	**	1.52	1.85	1.52	1.84	**	**	**	1.52	1.80	1.56
Standard error	.08	.08	**	.12	.10	.13	.10	**	**	**	.13	.10	.12

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 149

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		501	454	405	96	47	501	453	330	307	90	473	28	72	99	330
Effective Weighted Sample		415	373	331	85	43	415	377	276	251	74	392	23	62	79	274
Total		526	479	427	100	48	526	478	350	321	98	496	30	80	96	350
1 - Extremely dissatisfied	(1.0)	4 1%	4 1%	4 1%	** **	** **	4 1%	4 1%	4 1%	4 1%	** **	4 1%	** **	** **	** **	2 *%
2	(2.0)	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	1 *%	1 *%	** **	1 *%	** **	** **	** **	- -%
3	(3.0)	4 1%	4 1%	4 1%	** **	** **	4 1%	4 1%	4 1%	3 1%	** **	4 1%	** **	** **	** **	2 *%
4	(4.0)	11 2%	11 2%	9 2%	** **	** **	11 2%	11 2%	9 3%	11 3%	** **	11 2%	** **	** **	** **	4 1%
5	(5.0)	20 4%	20 4%	18 4%	** **	** **	20 4%	16 3%	13 4%	15 5%	** **	17 3%	** **	** **	** **	7 2%
6	(6.0)	39 7%	37 8%	31 7%	** **	** **	39 7%	35 7%	33 9%	23 7%	** **	39 8%	** **	** **	** **	24 7%
7	(7.0)	85 16%	82 17%	74 17%	** **	** **	85 16%	83 17%	63 18%	59 18%	** **	85 17%	** **	** **	** **	62 18%
8	(8.0)	129 25%	119 25%	114 27%	** **	** **	129 25%	119 25%	83 24%	84 26%	** **	121 24%	** **	** **	** **	74 21%
9	(9.0)	89 17%	74 16%	68 16%	** **	** **	89 17%	82 17%	60 17%	56 17%	** **	84 17%	** **	** **	** **	69 20%
10 - Extremely satisfied	(10.0)	143 27%	126 26%	104 24%	** **	** **	143 27%	121 25%	80 23%	65 20%	** **	129 26%	** **	** **	** **	107 31%
DISSATISFIED (1-4)		21 4%	21 4%	19 4%	** **	** **	21 4%	21 4%	19 5%	19 6%	** **	21 4%	** **	** **	** **	7 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Smooth Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Smooth Radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	501	454	405	96	47	501	453	330	307	90	473	28	72	99	330
Effective Weighted Sample	415	373	331	85	43	415	377	276	251	74	392	23	62	79	274
Total	526	479	427	100	48	526	478	350	321	98	496	30	80	96	350
NEUTRAL (5-6)	60 11%	57 12%	49 11%	** **	** **	60 11%	52 11%	46 13%	38 12%	** **	56 11%	** **	** **	** **	31 9%
SATISFIED (7-10)	446 85%	401 84%	359 84%	** **	** **	446 85%	406 85%	285 82%	264 82%	** **	419 84%	** **	** **	** **	312 89%
Answered	526	479	427	**	**	526	478	350	321	**	496	**	**	**	350
Mean score	8.1	8.0	8.0	**	**	8.1	8.0	7.9	7.8	**	8.0	**	**	**	8.3
Standard deviation	1.75	1.79	1.78	**	**	1.75	1.76	1.85	1.85	**	1.76	**	**	**	1.57
Standard error	.08	.08	.09	**	**	.08	.08	.10	.11	**	.08	**	**	**	.09

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	~a	b	c	~d	~e	~a	b	~c	~d	a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	371	152	219	86	117	104	44	20	83	119	97	72	271	22	57	21	
Effective Weighted Sample	305	131	175	73	99	86	37	16	69	98	84	58	255	21	56	20	
Total	412	164	248	89	144	94	61	25	107	138	94	73	370	13	23	6	
1 - Extremely dissatisfied	(1.0)	2	-	**	2	-	**	**	**	-	**	**	2	**	**	**	
		*%	-%	**	1%	-%	**	**	**	-%	**	**	*%	**	**	**	
2	(2.0)	1	1	**	-	1	**	**	**	*	**	**	1	**	**	**	
		*%	*%	**	-%	1%	**	**	**	*%	**	**	*%	**	**	**	
4	(4.0)	4	2	**	-	2	**	**	**	1	**	**	4	**	**	**	
		1%	1%	**	-%	2%	**	**	**	1%	**	**	1%	**	**	**	
5	(5.0)	27	16	**	7	8	**	**	**	7	**	**	24	**	**	**	
		7%	6%	**	5%	8%	**	**	**	5%	**	**	6%	**	**	**	
6	(6.0)	33	16	**	11	6	**	**	**	12	**	**	29	**	**	**	
		8%	7%	**	8%	6%	**	**	**	9%	**	**	8%	**	**	**	
7	(7.0)	82	48	**	25	21	**	**	**	29	**	**	74	**	**	**	
		20%	20%	**	17%	23%	**	**	**	21%	**	**	20%	**	**	**	
8	(8.0)	114	69	**	39	24	**	**	**	45	**	**	101	**	**	**	
		28%	28%	**	27%	25%	**	**	**	33%	**	**	27%	**	**	**	
9	(9.0)	61	34	**	21	13	**	**	**	24	**	**	55	**	**	**	
		15%	14%	**	15%	13%	**	**	**	17%	**	**	15%	**	**	**	
10 - Extremely satisfied	(10.0)	89	61	**	38	20	**	**	**	19	**	**	82	**	**	**	
		21%	25%	**	26%	21%	**	**	**	14%	**	**	22%	**	**	**	
DISSATISFIED (1-4)		6	3	**	2	3	**	**	**	2	**	**	6	**	**	**	
		2%	1%	**	1%	4%	**	**	**	1%	**	**	2%	**	**	**	
NEUTRAL (5-6)		60	32	**	19	13	**	**	**	20	**	**	52	**	**	**	
		15%	13%	**	13%	14%	**	**	**	14%	**	**	14%	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	~d	~e	~a	b	~c	~d	a	~b	~c	~d	
Unweighted total	371	152	219	86	117	104	44	20	83	119	97	72	271	22	57	21	
Effective Weighted Sample	305	131	175	73	99	86	37	16	69	98	84	58	255	21	56	20	
Total	412	164	248	89	144	94	61	25	107	138	94	73	370	13	23	6	
SATISFIED (7-10)	346	134	212	**	123	77	**	**	**	117	**	**	312	**	**	**	
	84%	81%	86%	**	86%	82%	**	**	**	85%	**	**	84%	**	**	**	
Answered	412	164	248	**	144	94	**	**	**	138	**	**	370	**	**	**	
Mean score	7.9	7.8	8.0	**	8.1	7.8	**	**	**	7.9	**	**	8.0	**	**	**	
Standard deviation	1.60	1.65	1.57	**	1.66	1.74	**	**	**	1.41	**	**	1.61	**	**	**	
Standard error	.08	.13	.11	**	.15	.17	**	**	**	.13	**	**	.10	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 150

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	371	332	39	183	181	161	203	70	85	67	161	294	74
Effective Weighted Sample	305	275	31	150	149	131	169	57	70	53	131	242	62
Total	412	369	43	201	203	178	226	78	93	71	178	338	70
1 - Extremely dissatisfied	(1.0)	2	**	-	2	-	2	**	**	**	-	2	**
		%	%	%	%	%	%	%	%	%	%	%	%
2	(2.0)	1	**	1	*	-	1	**	**	**	-	1	**
		%	%	%	%	%	%	%	%	%	%	%	%
4	(4.0)	4	**	2	1	2	1	**	**	**	2	3	**
		1%	1%	1%	1%	1%	1%	**	**	**	1%	1%	**
5	(5.0)	27	**	18	8	14	12	**	**	**	14	19	**
		7%	6%	9%	4%	8%	5%	**	**	**	8%	6%	**
6	(6.0)	33	**	14	19	14	19	**	**	**	14	25	**
		8%	9%	7%	9%	8%	8%	**	**	**	8%	8%	**
7	(7.0)	82	**	37	45	35	47	**	**	**	35	69	**
		20%	21%	18%	22%	20%	21%	**	**	**	20%	20%	**
8	(8.0)	114	**	50	62	41	71	**	**	**	41	94	**
		28%	25%	25%	30%	23%	31%	**	**	**	23%	28%	**
9	(9.0)	61	**	31	31	28	33	**	**	**	28	51	**
		15%	15%	15%	15%	16%	15%	**	**	**	16%	15%	**
10 - Extremely satisfied	(10.0)	89	**	48	36	44	40	**	**	**	44	74	**
		21%	23%	24%	18%	25%	18%	**	**	**	25%	22%	**
DISSATISFIED (1-4)		6	**	3	3	2	4	**	**	**	2	6	**
		2%	2%	2%	2%	1%	2%	**	**	**	1%	2%	**
NEUTRAL (5-6)		60	**	32	27	28	31	**	**	**	28	44	**
		15%	15%	16%	13%	16%	14%	**	**	**	16%	13%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 150

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	371	332	39	183	181	161	203	70	85	67	161	294	74
Effective Weighted Sample	305	275	31	150	149	131	169	57	70	53	131	242	62
Total	412	369	43	201	203	178	226	78	93	71	178	338	70
SATISFIED (7-10)	346	308	**	165	173	147	191	**	**	**	147	288	**
	84%	83%	**	82%	85%	83%	84%	**	**	**	83%	85%	**
Answered	412	369	**	201	203	178	226	**	**	**	178	338	**
Mean score	7.9	7.9	**	8.0	7.9	8.0	7.9	**	**	**	8.0	8.0	**
Standard deviation	1.60	1.64	**	1.66	1.54	1.60	1.59	**	**	**	1.60	1.60	**
Standard error	.08	.09	**	.12	.11	.13	.11	**	**	**	.13	.09	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 150

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		371	361	354	17	10	371	325	273	253	73	351	20	40	80	251
Effective Weighted Sample		305	298	292	13	7	305	267	227	209	63	288	17	31	68	208
Total		412	403	396	16	10	412	364	309	287	93	391	21	37	83	292
1 - Extremely dissatisfied	(1.0)	2 *%	2 *%	2 *%	** **	** **	2 *%	2 *%	2 1%	2 1%	** **	2 *%	** **	** **	** **	2 1%
2	(2.0)	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	1 *%	1 *%	** **	1 *%	** **	** **	** **	- -%
4	(4.0)	4 1%	4 1%	4 1%	** **	** **	4 1%	4 1%	2 1%	4 1%	** **	4 1%	** **	** **	** **	1 *%
5	(5.0)	27 7%	27 7%	27 7%	** **	** **	27 7%	21 6%	22 7%	16 6%	** **	24 6%	** **	** **	** **	13 5%
6	(6.0)	33 8%	30 8%	30 8%	** **	** **	33 8%	28 8%	22 7%	23 8%	** **	30 8%	** **	** **	** **	16 5%
7	(7.0)	82 20%	79 20%	75 19%	** **	** **	82 20%	78 21%	61 20%	59 21%	** **	79 20%	** **	** **	** **	53 18%
8	(8.0)	114 28%	112 28%	112 28%	** **	** **	114 28%	100 27%	83 27%	86 30%	** **	110 28%	** **	** **	** **	79 27%
9	(9.0)	61 15%	61 15%	59 15%	** **	** **	61 15%	57 16%	46 15%	47 16%	** **	60 15%	** **	** **	** **	56 19%
10 - Extremely satisfied	(10.0)	89 21%	88 22%	86 22%	** **	** **	89 21%	73 20%	70 23%	49 17%	** **	82 21%	** **	** **	** **	72 25%
DISSATISFIED (1-4)		6 2%	6 2%	6 2%	** **	** **	6 2%	6 2%	5 2%	6 2%	** **	6 2%	** **	** **	** **	3 1%
NEUTRAL (5-6)		60 15%	57 14%	57 14%	** **	** **	60 15%	50 14%	44 14%	39 14%	** **	54 14%	** **	** **	** **	29 10%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Kiss Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Kiss radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	371	361	354	17	10	371	325	273	253	73	351	20	40	80	251
Effective Weighted Sample	305	298	292	13	7	305	267	227	209	63	288	17	31	68	208
Total	412	403	396	16	10	412	364	309	287	93	391	21	37	83	292
SATISFIED (7-10)	346	339	332	**	**	346	308	260	241	**	331	**	**	**	260
	84%	84%	84%	**	**	84%	85%	84%	84%	**	85%	**	**	**	89%
Answered	412	403	396	**	**	412	364	309	287	**	391	**	**	**	292
Mean score	7.9	8.0	8.0	**	**	7.9	7.9	8.0	7.9	**	7.9	**	**	**	8.2
Standard deviation	1.60	1.61	1.61	**	**	1.60	1.59	1.65	1.59	**	1.59	**	**	**	1.51
Standard error	.08	.08	.09	**	**	.08	.09	.10	.10	**	.08	**	**	**	.10

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		286	97	188	28	48	69	41	100	70	87	54	75	194	36	33	23
Effective Weighted Sample		231	84	147	24	40	56	35	83	56	68	47	62	182	34	32	22
Total		303	106	196	27	60	58	55	104	82	89	56	76	261	22	13	7
3	(3.0)	1	**	-	**	**	**	-	**	**	**	**	**	1	**	**	**
		*%	**	-%	**	**	**	-%	**	**	**	**	**	*%	**	**	**
4	(4.0)	6	**	6	**	**	**	2	**	**	**	**	5	**	**	**	**
		2%	**	3%	**	**	**	2%	**	**	**	**	2%	**	**	**	**
5	(5.0)	13	**	8	**	**	**	3	**	**	**	**	11	**	**	**	**
		4%	**	4%	**	**	**	3%	**	**	**	**	4%	**	**	**	**
6	(6.0)	31	**	21	**	**	**	10	**	**	**	**	29	**	**	**	**
		10%	**	11%	**	**	**	10%	**	**	**	**	11%	**	**	**	**
7	(7.0)	56	**	34	**	**	**	19	**	**	**	**	51	**	**	**	**
		19%	**	18%	**	**	**	18%	**	**	**	**	20%	**	**	**	**
8	(8.0)	62	**	41	**	**	**	19	**	**	**	**	53	**	**	**	**
		20%	**	21%	**	**	**	19%	**	**	**	**	20%	**	**	**	**
9	(9.0)	60	**	37	**	**	**	20	**	**	**	**	51	**	**	**	**
		20%	**	19%	**	**	**	20%	**	**	**	**	19%	**	**	**	**
10 - Extremely satisfied	(10.0)	74	**	50	**	**	**	30	**	**	**	**	60	**	**	**	**
		25%	**	26%	**	**	**	29%	**	**	**	**	23%	**	**	**	**
DISSATISFIED (1-4)		7	**	6	**	**	**	2	**	**	**	**	6	**	**	**	**
		2%	**	3%	**	**	**	2%	**	**	**	**	2%	**	**	**	**
NEUTRAL (5-6)		44	**	28	**	**	**	13	**	**	**	**	40	**	**	**	**
		14%	**	14%	**	**	**	13%	**	**	**	**	15%	**	**	**	**
SATISFIED (7-10)		253	**	162	**	**	**	89	**	**	**	**	215	**	**	**	**
		83%	**	83%	**	**	**	86%	**	**	**	**	82%	**	**	**	**
Answered		303	**	196	**	**	**	104	**	**	**	**	261	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	286	97	188	28	48	69	41	100	70	87	54	75	194	36	33	23	
Effective Weighted Sample	231	84	147	24	40	56	35	83	56	68	47	62	182	34	32	22	
Total	303	106	196	27	60	58	55	104	82	89	56	76	261	22	13	7	
Mean score	8.1	**	8.1	**	**	**	**	8.2	**	**	**	**	8.0	**	**	**	
Standard deviation	1.59	**	1.62	**	**	**	**	1.57	**	**	**	**	1.59	**	**	**	
Standard error	.09	**	.12	**	**	**	**	.16	**	**	**	**	.11	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 151

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	286	245	41	102	181	97	186	40	47	47	97	181	100
Effective Weighted Sample	231	201	31	81	148	76	152	32	37	36	76	146	84
Total	303	268	35	107	193	100	200	41	45	46	100	204	94
3	(3.0)	1	**	-	1	**	1	**	**	**	**	-	1
		%	**	-%	1%	**	%	**	**	**	**	-%	1%
4	(4.0)	6	**	2	4	**	4	**	**	**	**	6	-
		2%	**	2%	2%	**	2%	**	**	**	**	3%	-%
5	(5.0)	13	**	9	4	**	6	**	**	**	**	6	7
		4%	**	8%	2%	**	3%	**	**	**	**	3%	7%
6	(6.0)	31	**	12	19	**	20	**	**	**	**	22	8
		10%	**	11%	10%	**	10%	**	**	**	**	11%	9%
7	(7.0)	56	**	22	33	**	33	**	**	**	**	39	17
		19%	**	21%	17%	**	16%	**	**	**	**	19%	18%
8	(8.0)	62	**	22	40	**	40	**	**	**	**	44	17
		20%	**	21%	21%	**	20%	**	**	**	**	22%	19%
9	(9.0)	60	**	20	40	**	43	**	**	**	**	41	20
		20%	**	19%	21%	**	22%	**	**	**	**	20%	21%
10 - Extremely satisfied	(10.0)	74	**	20	52	**	52	**	**	**	**	46	24
		25%	**	18%	27%	**	26%	**	**	**	**	23%	25%
DISSATISFIED (1-4)		7	**	2	5	**	5	**	**	**	**	6	1
		2%	**	2%	2%	**	2%	**	**	**	**	3%	1%
NEUTRAL (5-6)		44	**	21	23	**	26	**	**	**	**	28	15
		14%	**	20%	12%	**	13%	**	**	**	**	14%	16%
SATISFIED (7-10)		253	**	84	165	**	168	**	**	**	**	170	77
		83%	**	79%	86%	**	84%	**	**	**	**	83%	83%
Answered	303	268	**	107	193	**	200	**	**	**	**	204	94

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	286	245	41	102	181	97	186	40	47	47	97	181	100
Effective Weighted Sample	231	201	31	81	148	76	152	32	37	36	76	146	84
Total	303	268	35	107	193	100	200	41	45	46	100	204	94
Mean score	8.1	8.1	**	7.8	8.2	**	8.2	**	**	**	**	8.0	8.1
Standard deviation	1.59	1.60	**	1.61	1.56	**	1.58	**	**	**	**	1.56	1.64
Standard error	.09	.10	**	.16	.12	**	.12	**	**	**	**	.12	.16

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 151

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		286	271	253	33	15	286	267	205	203	53	275	11	36	55	195
Effective Weighted Sample		231	218	202	29	13	231	217	169	163	42	224	8	30	45	157
Total		303	287	266	37	16	303	286	223	220	58	294	9	35	62	206
3	(3.0)	1	1	1	**	**	1	1	1	1	**	1	**	**	**	-
		*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	-%
4	(4.0)	6	6	6	**	**	6	6	4	6	**	6	**	**	**	2
		2%	2%	2%	**	**	2%	2%	2%	3%	**	2%	**	**	**	1%
5	(5.0)	13	12	12	**	**	13	13	12	10	**	13	**	**	**	5
		4%	4%	4%	**	**	4%	4%	5%	5%	**	4%	**	**	**	2%
6	(6.0)	31	31	27	**	**	31	28	25	19	**	31	**	**	**	20
		10%	11%	10%	**	**	10%	10%	11%	9%	**	10%	**	**	**	10%
7	(7.0)	56	56	53	**	**	56	54	48	44	**	55	**	**	**	34
		19%	20%	20%	**	**	19%	19%	22%	20%	**	19%	**	**	**	16%
8	(8.0)	62	60	55	**	**	62	59	38	49	**	61	**	**	**	42
		20%	21%	21%	**	**	20%	21%	17%	22%	**	21%	**	**	**	20%
9	(9.0)	60	55	51	**	**	60	57	38	40	**	57	**	**	**	44
		20%	19%	19%	**	**	20%	20%	17%	18%	**	19%	**	**	**	21%
10 - Extremely satisfied	(10.0)	74	66	61	**	**	74	68	58	51	**	71	**	**	**	60
		25%	23%	23%	**	**	25%	24%	26%	23%	**	24%	**	**	**	29%
DISSATISFIED (1-4)		7	7	7	**	**	7	7	5	7	**	7	**	**	**	2
		2%	2%	2%	**	**	2%	2%	2%	3%	**	2%	**	**	**	1%
NEUTRAL (5-6)		44	43	39	**	**	44	41	37	29	**	44	**	**	**	25
		14%	15%	15%	**	**	14%	14%	16%	13%	**	15%	**	**	**	12%
SATISFIED (7-10)		253	238	220	**	**	253	238	182	184	**	244	**	**	**	180
		83%	83%	83%	**	**	83%	83%	82%	84%	**	83%	**	**	**	87%
Answered		303	287	266	**	**	303	286	223	220	**	294	**	**	**	206

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any Magic Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any Magic Radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	286	271	253	33	15	286	267	205	203	53	275	11	36	55	195
Effective Weighted Sample	231	218	202	29	13	231	217	169	163	42	224	8	30	45	157
Total	303	287	266	37	16	303	286	223	220	58	294	9	35	62	206
Mean score	8.1	8.0	8.0	**	**	8.1	8.1	8.0	8.0	**	8.1	**	**	**	8.3
Standard deviation	1.59	1.59	1.60	**	**	1.59	1.59	1.65	1.61	**	1.60	**	**	**	1.47
Standard error	.09	.10	.10	**	**	.09	.10	.12	.11	**	.10	**	**	**	.11

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	144	88	56	27	27	29	20	41	49	40	31	24	100	18	14	12	
Effective Weighted Sample	118	76	42	23	23	24	18	31	41	33	25	19	94	17	14	11	
Total	155	100	55	29	35	26	26	39	57	47	27	24	135	11	6	3	
3	(3.0)	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	** **	** **	** **	** **
4	(4.0)	5 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 3%	** **	** **	** **	** **
5	(5.0)	11 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 6%	** **	** **	** **	** **
6	(6.0)	15 9%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 9%	** **	** **	** **	** **
7	(7.0)	31 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	27 20%	** **	** **	** **	** **
8	(8.0)	40 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	35 26%	** **	** **	** **	** **
9	(9.0)	31 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	28 21%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	21 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	18 13%	** **	** **	** **	** **
DISSATISFIED (1-4)		6 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 4%	** **	** **	** **	** **
NEUTRAL (5-6)		25 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	21 16%	** **	** **	** **	** **
SATISFIED (7-10)		123 80%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	108 80%	** **	** **	** **	** **
Answered	155	**	**	**	**	**	**	**	**	**	**	**	135	**	**	**	**
Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d																	

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	144	88	56	27	27	29	20	41	49	40	31	24	100	18	14	12	
Effective Weighted Sample	118	76	42	23	23	24	18	31	41	33	25	19	94	17	14	11	
Total	155	100	55	29	35	26	26	39	57	47	27	24	135	11	6	3	
Mean score	7.7	**	**	**	**	**	**	**	**	**	**	**	7.7	**	**	**	
Standard deviation	1.61	**	**	**	**	**	**	**	**	**	**	**	1.62	**	**	**	
Standard error	.13	**	**	**	**	**	**	**	**	**	**	**	.16	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 152

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	~b	~a	~b	~a	~b	~a	~b	~c	~d	a	~b
Significance Level: 99%														
Unweighted total		144	127	17	60	81	51	90	21	28	19	51	105	38
Effective Weighted Sample		118	103	14	52	63	44	71	18	25	16	44	89	31
Total		155	136	19	69	81	59	91	23	32	22	59	125	30
3	(3.0)	2 1%	2 1%	**	**	**	**	**	**	**	**	**	2 1%	**
4	(4.0)	5 3%	4 3%	**	**	**	**	**	**	**	**	**	3 3%	**
5	(5.0)	11 7%	8 6%	**	**	**	**	**	**	**	**	**	9 7%	**
6	(6.0)	15 9%	13 10%	**	**	**	**	**	**	**	**	**	13 10%	**
7	(7.0)	31 20%	28 21%	**	**	**	**	**	**	**	**	**	23 18%	**
8	(8.0)	40 26%	34 25%	**	**	**	**	**	**	**	**	**	31 25%	**
9	(9.0)	31 20%	27 20%	**	**	**	**	**	**	**	**	**	26 21%	**
10 - Extremely satisfied	(10.0)	21 13%	20 15%	**	**	**	**	**	**	**	**	**	18 14%	**
DISSATISFIED (1-4)		6 4%	5 4%	**	**	**	**	**	**	**	**	**	5 4%	**
NEUTRAL (5-6)		25 16%	21 16%	**	**	**	**	**	**	**	**	**	21 17%	**
SATISFIED (7-10)		123 80%	109 80%	**	**	**	**	**	**	**	**	**	98 79%	**
Answered		155	136	**	**	**	**	**	**	**	**	**	125	**
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b														

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	144	127	17	60	81	51	90	21	28	19	51	105	38
Effective Weighted Sample	118	103	14	52	63	44	71	18	25	16	44	89	31
Total	155	136	19	69	81	59	91	23	32	22	59	125	30
Mean score	7.7	7.7	**	**	**	**	**	**	**	**	**	7.7	**
Standard deviation	1.61	1.62	**	**	**	**	**	**	**	**	**	1.64	**
Standard error	.13	.14	**	**	**	**	**	**	**	**	**	.16	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		144	140	134	10	4	144	135	129	122	53	138	6	15	27	102
Effective Weighted Sample		118	115	111	7	3	118	111	107	103	46	113	5	12	21	85
Total		155	153	147	8	2	155	146	140	138	66	149	6	14	25	116
3	(3.0)	2	2	2	**	**	2	2	2	2	**	2	**	**	**	-
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	-%
4	(4.0)	5	4	4	**	**	5	4	5	5	**	5	**	**	**	2
		3%	3%	3%	**	**	3%	3%	3%	3%	**	3%	**	**	**	1%
5	(5.0)	11	11	11	**	**	11	11	9	8	**	11	**	**	**	5
		7%	7%	7%	**	**	7%	7%	6%	6%	**	7%	**	**	**	5%
6	(6.0)	15	14	13	**	**	15	15	13	13	**	15	**	**	**	8
		9%	9%	9%	**	**	9%	10%	10%	10%	**	10%	**	**	**	7%
7	(7.0)	31	31	29	**	**	31	29	29	28	**	31	**	**	**	24
		20%	20%	20%	**	**	20%	20%	21%	20%	**	21%	**	**	**	21%
8	(8.0)	40	39	37	**	**	40	36	31	33	**	36	**	**	**	30
		26%	26%	25%	**	**	26%	24%	22%	24%	**	24%	**	**	**	26%
9	(9.0)	31	31	31	**	**	31	30	30	29	**	30	**	**	**	27
		20%	20%	21%	**	**	20%	21%	22%	21%	**	20%	**	**	**	23%
10 - Extremely satisfied	(10.0)	21	21	20	**	**	21	21	21	20	**	21	**	**	**	20
		13%	14%	14%	**	**	13%	14%	15%	14%	**	14%	**	**	**	17%
DISSATISFIED (1-4)		6	6	6	**	**	6	5	6	6	**	6	**	**	**	2
		4%	4%	4%	**	**	4%	4%	5%	5%	**	4%	**	**	**	1%
NEUTRAL (5-6)		25	25	24	**	**	25	25	22	22	**	25	**	**	**	13
		16%	16%	16%	**	**	16%	17%	16%	16%	**	17%	**	**	**	11%
SATISFIED (7-10)		123	122	118	**	**	123	116	111	110	**	118	**	**	**	101
		80%	80%	80%	**	**	80%	79%	80%	80%	**	79%	**	**	**	87%
Answered		155	153	147	**	**	155	146	140	138	**	149	**	**	**	116

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Virgin Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Virgin Radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	144	140	134	10	4	144	135	129	122	53	138	6	15	27	102
Effective Weighted Sample	118	115	111	7	3	118	111	107	103	46	113	5	12	21	85
Total	155	153	147	8	2	155	146	140	138	66	149	6	14	25	116
Mean score	7.7	7.7	7.7	**	**	7.7	7.7	7.7	7.7	**	7.7	**	**	**	8.0
Standard deviation	1.61	1.61	1.63	**	**	1.61	1.63	1.66	1.65	**	1.64	**	**	**	1.44
Standard error	.13	.14	.14	**	**	.13	.14	.15	.15	**	.14	**	**	**	.14

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		156	103	53	15	24	30	22	65	56	42	28	30	118	12	18	8
Effective Weighted Sample		131	87	45	14	19	25	20	55	47	35	25	26	110	11	17	8
Total		185	117	69	20	29	25	34	77	73	51	29	32	167	8	8	3
1 - Extremely dissatisfied	(1.0)	1	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**
		1%	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
3	(3.0)	3	3	**	**	**	**	**	**	**	**	**	**	3	**	**	**
		2%	3%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
4	(4.0)	4	4	**	**	**	**	**	**	**	**	**	**	4	**	**	**
		2%	4%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
5	(5.0)	17	10	**	**	**	**	**	**	**	**	**	**	17	**	**	**
		9%	9%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
6	(6.0)	23	19	**	**	**	**	**	**	**	**	**	**	20	**	**	**
		12%	16%	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
7	(7.0)	30	20	**	**	**	**	**	**	**	**	**	**	25	**	**	**
		16%	17%	**	**	**	**	**	**	**	**	**	**	15%	**	**	**
8	(8.0)	46	23	**	**	**	**	**	**	**	**	**	**	41	**	**	**
		25%	20%	**	**	**	**	**	**	**	**	**	**	25%	**	**	**
9	(9.0)	25	17	**	**	**	**	**	**	**	**	**	**	21	**	**	**
		13%	14%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
10 - Extremely satisfied	(10.0)	36	20	**	**	**	**	**	**	**	**	**	**	33	**	**	**
		19%	17%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
DISSATISFIED (1-4)		8	8	**	**	**	**	**	**	**	**	**	**	8	**	**	**
		5%	7%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
NEUTRAL (5-6)		40	29	**	**	**	**	**	**	**	**	**	**	37	**	**	**
		22%	25%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	156	103	53	15	24	30	22	65	56	42	28	30	118	12	18	8	
Effective Weighted Sample	131	87	45	14	19	25	20	55	47	35	25	26	110	11	17	8	
Total	185	117	69	20	29	25	34	77	73	51	29	32	167	8	8	3	
SATISFIED (7-10)	137	79	**	**	**	**	**	**	**	**	**	**	121	**	**	**	
	74%	68%	**	**	**	**	**	**	**	**	**	**	73%	**	**	**	
Answered	185	117	**	**	**	**	**	**	**	**	**	**	167	**	**	**	
Mean score	7.6	7.4	**	**	**	**	**	**	**	**	**	**	7.6	**	**	**	
Standard deviation	1.82	1.93	**	**	**	**	**	**	**	**	**	**	1.87	**	**	**	
Standard error	.15	.19	**	**	**	**	**	**	**	**	**	**	.17	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	156	139	17	44	109	42	111	19	19	14	42	108	45
Effective Weighted Sample	131	117	14	36	92	35	93	15	15	12	35	91	39
Total	185	169	17	49	131	48	132	20	20	18	48	135	45
1 - Extremely dissatisfied	(1.0)	1	**	**	1	**	1	**	**	**	**	-	**
		1%	**	**	1%	**	1%	**	**	**	**	-%	**
3	(3.0)	3	**	**	3	**	3	**	**	**	**	2	**
		2%	**	**	2%	**	2%	**	**	**	**	1%	**
4	(4.0)	4	**	**	2	**	2	**	**	**	**	3	**
		2%	**	**	2%	**	2%	**	**	**	**	2%	**
5	(5.0)	17	**	**	14	**	14	**	**	**	**	14	**
		9%	**	**	11%	**	11%	**	**	**	**	10%	**
6	(6.0)	23	**	**	19	**	20	**	**	**	**	16	**
		12%	**	**	15%	**	15%	**	**	**	**	12%	**
7	(7.0)	30	**	**	20	**	20	**	**	**	**	23	**
		16%	**	**	15%	**	15%	**	**	**	**	17%	**
8	(8.0)	46	**	**	32	**	33	**	**	**	**	37	**
		25%	**	**	24%	**	25%	**	**	**	**	27%	**
9	(9.0)	25	**	**	18	**	18	**	**	**	**	18	**
		13%	**	**	14%	**	14%	**	**	**	**	13%	**
10 - Extremely satisfied	(10.0)	36	**	**	21	**	21	**	**	**	**	24	**
		19%	**	**	16%	**	16%	**	**	**	**	17%	**
DISSATISFIED (1-4)		8	**	**	6	**	6	**	**	**	**	5	**
		5%	**	**	5%	**	5%	**	**	**	**	4%	**
NEUTRAL (5-6)		40	**	**	34	**	34	**	**	**	**	30	**
		22%	**	**	26%	**	26%	**	**	**	**	22%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	~a	b	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	156	139	17	44	109	42	111	19	19	14	42	108	45
Effective Weighted Sample	131	117	14	36	92	35	93	15	15	12	35	91	39
Total	185	169	17	49	131	48	132	20	20	18	48	135	45
SATISFIED (7-10)	137	123	**	**	91	**	92	**	**	**	**	101	**
	74%	73%	**	**	69%	**	69%	**	**	**	**	74%	**
Answered	185	169	**	**	131	**	132	**	**	**	**	135	**
Mean score	7.6	7.6	**	**	7.4	**	7.4	**	**	**	**	7.6	**
Standard deviation	1.82	1.84	**	**	1.86	**	1.85	**	**	**	**	1.72	**
Standard error	.15	.16	**	**	.18	**	.18	**	**	**	**	.17	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		156	139	123	33	17	156	149	121	113	50	153	3	22	34	100
Effective Weighted Sample		131	115	101	30	15	131	124	100	96	43	128	2	18	29	84
Total		185	164	146	39	21	185	175	141	135	64	181	4	24	38	123
1 - Extremely dissatisfied	(1.0)	1 1%	1 1%	1 1%	** **	** **	1 1%	1 1%	- -%	- -%	** **	1 1%	** **	** **	** **	1 1%
3	(3.0)	3 2%	3 2%	2 1%	** **	** **	3 2%	2 1%	2 1%	2 1%	** **	3 2%	** **	** **	** **	2 1%
4	(4.0)	4 2%	4 3%	3 2%	** **	** **	4 2%	4 3%	2 2%	3 2%	** **	4 2%	** **	** **	** **	1 1%
5	(5.0)	17 9%	14 9%	14 10%	** **	** **	17 9%	14 8%	11 8%	13 10%	** **	15 8%	** **	** **	** **	5 4%
6	(6.0)	23 12%	19 11%	16 11%	** **	** **	23 12%	23 13%	17 12%	16 12%	** **	23 13%	** **	** **	** **	15 12%
7	(7.0)	30 16%	28 17%	28 19%	** **	** **	30 16%	30 17%	25 18%	25 18%	** **	30 17%	** **	** **	** **	20 16%
8	(8.0)	46 25%	44 27%	38 26%	** **	** **	46 25%	44 25%	40 28%	38 28%	** **	46 25%	** **	** **	** **	33 27%
9	(9.0)	25 13%	18 11%	17 11%	** **	** **	25 13%	22 12%	16 11%	12 9%	** **	23 13%	** **	** **	** **	15 12%
10 - Extremely satisfied	(10.0)	36 19%	32 19%	28 19%	** **	** **	36 19%	36 21%	29 21%	26 19%	** **	36 20%	** **	** **	** **	31 25%
DISSATISFIED (1-4)		8 5%	8 5%	6 4%	** **	** **	8 5%	7 4%	4 3%	5 4%	** **	8 5%	** **	** **	** **	4 3%
NEUTRAL (5-6)		40 22%	33 20%	30 21%	** **	** **	40 22%	36 21%	27 19%	30 22%	** **	38 21%	** **	** **	** **	20 16%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with any LBC Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to any LBC Radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	156	139	123	33	17	156	149	121	113	50	153	3	22	34	100
Effective Weighted Sample	131	115	101	30	15	131	124	100	96	43	128	2	18	29	84
Total	185	164	146	39	21	185	175	141	135	64	181	4	24	38	123
SATISFIED (7-10)	137	123	110	**	**	137	132	110	101	**	135	**	**	**	99
	74%	75%	75%	**	**	74%	75%	78%	74%	**	74%	**	**	**	80%
Answered	185	164	146	**	**	185	175	141	135	**	181	**	**	**	123
Mean score	7.6	7.6	7.6	**	**	7.6	7.7	7.8	7.6	**	7.6	**	**	**	7.9
Standard deviation	1.82	1.82	1.79	**	**	1.82	1.78	1.67	1.72	**	1.82	**	**	**	1.75
Standard error	.15	.15	.16	**	**	.15	.15	.15	.16	**	.15	**	**	**	.18

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	66	46	20	11	14	14	9	18	21	23	15	7	43	12	9	2	
Effective Weighted Sample	55	39	16	9	13	12	7	15	18	18	13	6	41	11	9	2	
Total	73	50	23	10	19	11	11	21	26	24	14	8	60	8	5	*	
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	66	46	20	11	14	14	9	18	21	23	15	7	43	12	9	2	
Effective Weighted Sample	55	39	16	9	13	12	7	15	18	18	13	6	41	11	9	2	
Total	73	50	23	10	19	11	11	21	26	24	14	8	60	8	5	*	
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	66	56	10	25	40	19	46	9	7	9	19	55	10
Effective Weighted Sample	55	47	8	21	33	16	38	8	6	8	16	46	9
Total	73	62	11	28	42	22	49	10	8	12	22	64	8
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	66	56	10	25	40	19	46	9	7	9	19	55	10
Effective Weighted Sample	55	47	8	21	33	16	38	8	6	8	16	46	9
Total	73	62	11	28	42	22	49	10	8	12	22	64	8
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		66	63	60	6	3	66	65	63	62	37	65	1	6	10	50
Effective Weighted Sample		55	52	50	6	3	55	54	52	51	31	54	1	5	9	41
Total		73	70	67	6	3	73	71	68	67	42	71	2	8	11	54
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2M. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Times Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to Times Radio in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	66	63	60	6	3	66	65	63	62	37	65	1	6	10	50
Effective Weighted Sample	55	52	50	6	3	55	54	52	51	31	54	1	5	9	41
Total	73	70	67	6	3	73	71	68	67	42	71	2	8	11	54
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to GB News Radio in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	59	44	15	13	16	5	9	16	19	15	18	7	48	3	5	3	
Effective Weighted Sample	51	38	13	11	15	5	7	13	17	13	15	6	45	3	5	3	
Total	68	49	19	13	22	6	11	16	25	19	17	7	63	2	2	1	
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to GB News Radio in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	59	52	7	25	31	22	34	9	12	9	22	45	12
Effective Weighted Sample	51	44	6	23	26	20	29	8	11	8	20	40	11
Total	68	60	9	31	31	27	35	11	14	12	27	57	9
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B2N. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GB News Radio? (Please think about what you have listened to in the past 3 months)

Base : Those who have listened to GB News Radio in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		59	58	51	8	1	59	57	49	50	27	58	1	11	14	34
Effective Weighted Sample		51	50	43	7	1	51	49	43	44	22	50	1	10	12	30
Total		68	67	59	9	1	68	65	56	58	30	66	2	14	13	41
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	~a	~b	~c	~d	e	a	b	c	~d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		505	306	199	53	92	91	77	192	150	164	103	88	341	66	63	35
Effective Weighted Sample		410	252	158	46	78	74	63	159	124	132	87	73	318	63	61	34
Total		543	328	215	54	118	77	101	193	183	182	90	88	464	40	29	10
1 - Extremely dissatisfied	(1.0)	2 *% *%	* *% 1%	2 1%	** ** **	** ** **	** ** **	** ** **	- -% -%	2 1%	- -% -%	* *% 1%	** ** **	2 *% 1%	** ** **	** ** **	** ** **
2	(2.0)	1 *% -%	- -% 1%	1 1%	** ** **	** ** **	** ** **	** ** **	- -% -%	- -% -%	- -% 1%	1 1%	** ** **	1 *% 1%	** ** **	** ** **	** ** **
3	(3.0)	7 1% 2%	6 2% 1%	1 1%	** ** **	** ** **	** ** **	** ** **	2 1%	4 2%	- -% 1%	1 1%	** ** **	5 1%	** ** **	** ** **	** ** **
4	(4.0)	8 2% 2%	6 2% 1%	2 1%	** ** **	** ** **	** ** **	** ** **	1 1%	3 2%	2 1%	1 1%	** ** **	8 2%	** ** **	** ** **	** ** **
5	(5.0)	39 7% 8%	28 8% 5%	11 5%	** ** **	** ** **	** ** **	** ** **	12 6%	14 8%	7 4%	8 9%	** ** **	37 8%	** ** **	** ** **	** ** **
6	(6.0)	57 10% 12%	39 12% 8%	18 8%	** ** **	** ** **	** ** **	** ** **	15 8%	18 10%	16 9%	14 16%	** ** **	50 11%	** ** **	** ** **	** ** **
7	(7.0)	95 17% 17%	57 17% 18%	38 18%	** ** **	** ** **	** ** **	** ** **	32 17%	36 20%	27 15%	14 16%	** ** **	77 17%	** ** **	** ** **	** ** **
8	(8.0)	142 26% 28%	93 28% 23%	49 23%	** ** **	** ** **	** ** **	** ** **	46 24%	48 26%	54 30%	19 22%	** ** **	124 27%	** ** **	** ** **	** ** **
9	(9.0)	86 16% 15%	50 15% 17%	37 17%	** ** **	** ** **	** ** **	** ** **	32 17%	32 18%	39 21%	9 10%	** ** **	71 15%	** ** **	** ** **	** ** **
10 - Extremely satisfied	(10.0)	106 20% 15%	50 15% 26%	55 26%	** ** **	** ** **	** ** **	** ** **	52 27%	25 14%	36 20%	22 25%	** ** **	89 19%	** ** **	** ** **	** ** **
DISSATISFIED (1-4)		19 3% 4%	12 4% 3%	7 3%	** ** **	** ** **	** ** **	** ** **	4 2%	10 5%	2 1%	3 3%	** ** **	16 3%	** ** **	** ** **	** ** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ e	AB a	C1 b	C2 c	DE ~d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	505	306	199	53	92	91	77	192	150	164	103	88	341	66	63	35	
Effective Weighted Sample	410	252	158	46	78	74	63	159	124	132	87	73	318	63	61	34	
Total	543	328	215	54	118	77	101	193	183	182	90	88	464	40	29	10	
NEUTRAL (5-6)	95 18%	66 20%	29 14%	** **	** **	** **	** **	27 14%	32 17%	23 13%	22 24%	** **	87 19%	** **	** **	** **	
SATISFIED (7-10)	429 79%	250 76%	179 83%	** **	** **	** **	** **	163 84%	141 77%	156 86%	65 72%	** **	361 78%	** **	** **	** **	
Answered	543	328	215	**	**	**	**	193	183	182	90	**	464	**	**	**	
Mean score	7.8	7.6	8.0	**	**	**	**	8.1	7.6	8.1	7.7	**	7.8	**	**	**	
Standard deviation	1.73	1.68	1.78	**	**	**	**	1.65	1.79	1.44	1.90	**	1.73	**	**	**	
Standard error	.08	.10	.13	**	**	**	**	.12	.15	.11	.19	**	.09	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 156

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		505	429	76	154	341	139	356	56	57	62	139	343	153
Effective Weighted Sample		410	350	60	126	276	114	289	46	49	50	114	276	132
Total		543	467	76	176	355	162	368	62	71	73	162	389	145
1 - Extremely dissatisfied	(1.0)	2 *%	2 1%	** **	2 1%	* *%	2 1%	1 *%	** **	** **	** **	2 1%	2 1%	- -%
2	(2.0)	1 *%	1 *%	** **	1 1%	- -%	1 1%	- -%	** **	** **	** **	1 1%	1 *%	- -%
3	(3.0)	7 1%	7 2%	** **	2 1%	5 1%	1 1%	6 2%	** **	** **	** **	1 1%	6 2%	1 *%
4	(4.0)	8 2%	7 1%	** **	4 2%	3 1%	4 2%	4 1%	** **	** **	** **	4 2%	7 2%	2 1%
5	(5.0)	39 7%	35 8%	** **	11 6%	28 8%	10 6%	29 8%	** **	** **	** **	10 6%	29 7%	9 6%
6	(6.0)	57 10%	47 10%	** **	19 11%	33 9%	17 11%	34 9%	** **	** **	** **	17 11%	46 12%	11 8%
7	(7.0)	95 17%	84 18%	** **	33 19%	60 17%	31 19%	62 17%	** **	** **	** **	31 19%	61 16%	34 23%
8	(8.0)	142 26%	121 26%	** **	53 30%	88 25%	51 32%	90 24%	** **	** **	** **	51 32%	103 27%	39 27%
9	(9.0)	86 16%	74 16%	** **	24 14%	59 17%	19 12%	65 18%	** **	** **	** **	19 12%	65 17%	17 11%
10 - Extremely satisfied	(10.0)	106 20%	89 19%	** **	26 15%	78 22%	25 16%	79 21%	** **	** **	** **	25 16%	68 17%	34 23%
DISSATISFIED (1-4)		19 3%	17 4%	** **	10 6%	8 2%	8 5%	10 3%	** **	** **	** **	8 5%	17 4%	2 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 156

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	505	429	76	154	341	139	356	56	57	62	139	343	153
Effective Weighted Sample	410	350	60	126	276	114	289	46	49	50	114	276	132
Total	543	467	76	176	355	162	368	62	71	73	162	389	145
NEUTRAL (5-6)	95	82	**	30	61	27	63	**	**	**	27	75	20
	18%	18%	**	17%	17%	17%	17%	**	**	**	17%	19%	14%
SATISFIED (7-10)	429	368	**	136	286	127	295	**	**	**	127	297	123
	79%	79%	**	78%	81%	78%	80%	**	**	**	78%	77%	84%
Answered	543	467	**	176	355	162	368	**	**	**	162	389	145
Mean score	7.8	7.7	**	7.6	7.9	7.6	7.9	**	**	**	7.6	7.7	7.9
Standard deviation	1.73	1.75	**	1.80	1.68	1.77	1.70	**	**	**	1.77	1.78	1.56
Standard error	.08	.08	**	.15	.09	.15	.09	**	**	**	.15	.10	.13

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		505	490	421	84	15	505	487	467	430	505	505	-	31	86	388
Effective Weighted Sample		410	397	340	71	13	410	394	379	348	410	410	-	25	73	311
Total		543	524	457	86	19	543	522	504	458	543	543	-	34	95	415
1 - Extremely dissatisfied	(1.0)	2 *%	2 *%	2 1%	** **	** **	2 *%	2 *%	2 *%	2 1%	2 *%	2 *%	** **	** **	** **	2 *%
2	(2.0)	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	** **	** **	** **	- -%
3	(3.0)	7 1%	7 1%	7 2%	** **	** **	7 1%	7 1%	7 1%	6 1%	7 1%	7 1%	** **	** **	** **	3 1%
4	(4.0)	8 2%	8 2%	8 2%	** **	** **	8 2%	8 1%	8 2%	8 2%	8 2%	8 2%	** **	** **	** **	2 1%
5	(5.0)	39 7%	36 7%	34 7%	** **	** **	39 7%	35 7%	36 7%	33 7%	39 7%	39 7%	** **	** **	** **	13 3%
6	(6.0)	57 10%	56 11%	47 10%	** **	** **	57 10%	54 10%	50 10%	40 9%	57 10%	57 10%	** **	** **	** **	34 8%
7	(7.0)	95 17%	93 18%	75 16%	** **	** **	95 17%	93 18%	85 17%	84 18%	95 17%	95 17%	** **	** **	** **	71 17%
8	(8.0)	142 26%	138 26%	127 28%	** **	** **	142 26%	137 26%	131 26%	127 28%	142 26%	142 26%	** **	** **	** **	118 28%
9	(9.0)	86 16%	79 15%	70 15%	** **	** **	86 16%	80 15%	84 17%	75 16%	86 16%	86 16%	** **	** **	** **	76 18%
10 - Extremely satisfied	(10.0)	106 20%	103 20%	86 19%	** **	** **	106 20%	104 20%	99 20%	81 18%	106 20%	106 20%	** **	** **	** **	97 23%
DISSATISFIED (1-4)		19 3%	19 4%	19 4%	** **	** **	19 3%	18 4%	18 4%	18 4%	19 3%	19 3%	** **	** **	** **	7 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with BBC Sounds?

Base : Those who have used BBC Sounds in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	505	490	421	84	15	505	487	467	430	505	505	-	31	86	388
Effective Weighted Sample	410	397	340	71	13	410	394	379	348	410	410	-	25	73	311
Total	543	524	457	86	19	543	522	504	458	543	543	-	34	95	415
NEUTRAL (5-6)	95 18%	92 18%	81 18%	** **	** **	95 18%	89 17%	87 17%	73 16%	95 18%	95 18%	** **	** **	** **	47 11%
SATISFIED (7-10)	429 79%	413 79%	358 78%	** **	** **	429 79%	414 79%	400 79%	367 80%	429 79%	429 79%	** **	** **	** **	361 87%
Answered	543	524	457	**	**	543	522	504	458	543	543	**	**	**	415
Mean score	7.8	7.8	7.7	**	**	7.8	7.8	7.8	7.8	7.8	7.8	**	**	**	8.1
Standard deviation	1.73	1.74	1.76	**	**	1.73	1.73	1.73	1.72	1.73	1.73	**	**	**	1.54
Standard error	.08	.08	.09	**	**	.08	.08	.08	.08	.08	.08	**	**	**	.08

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		385	191	193	104	113	99	33	36	116	125	81	63	277	49	36	23
Effective Weighted Sample		321	165	156	89	95	85	29	30	99	106	70	52	262	47	34	22
Total		433	213	219	103	140	96	50	44	150	143	77	62	382	29	16	6
2	(2.0)	*	-	*	*	-	**	**	**	-	*	**	**	-	**	**	**
		*%	-%	*%	*%	-%	**	**	**	-%	*%	**	**	-%	**	**	**
3	(3.0)	3	3	-	1	-	**	**	**	-	-	**	**	3	**	**	**
		1%	1%	-%	1%	-%	**	**	**	-%	-%	**	**	1%	**	**	**
4	(4.0)	9	3	6	1	5	**	**	**	4	3	**	**	9	**	**	**
		2%	1%	3%	1%	4%	**	**	**	2%	2%	**	**	2%	**	**	**
5	(5.0)	19	12	7	6	4	**	**	**	5	7	**	**	16	**	**	**
		4%	6%	3%	6%	3%	**	**	**	3%	5%	**	**	4%	**	**	**
6	(6.0)	24	13	11	3	9	**	**	**	11	6	**	**	21	**	**	**
		6%	6%	5%	3%	7%	**	**	**	7%	4%	**	**	5%	**	**	**
7	(7.0)	59	32	27	11	25	**	**	**	19	18	**	**	53	**	**	**
		14%	15%	12%	11%	17%	**	**	**	13%	12%	**	**	14%	**	**	**
8	(8.0)	113	64	48	26	30	**	**	**	39	47	**	**	99	**	**	**
		26%	30%	22%	26%	21%	**	**	**	26%	33%	**	**	26%	**	**	**
9	(9.0)	69	40	30	18	22	**	**	**	25	27	**	**	61	**	**	**
		16%	19%	14%	17%	16%	**	**	**	17%	19%	**	**	16%	**	**	**
10 - Extremely satisfied	(10.0)	137	47	90	36	44	**	**	**	47	36	**	**	120	**	**	**
		32%	22%	41%	35%	31%	**	**	**	31%	25%	**	**	31%	**	**	**
				a													
DISSATISFIED (1-4)		12	5	7	2	5	**	**	**	4	3	**	**	12	**	**	**
		3%	3%	3%	2%	4%	**	**	**	2%	2%	**	**	3%	**	**	**
NEUTRAL (5-6)		43	25	17	9	14	**	**	**	16	12	**	**	37	**	**	**
		10%	12%	8%	9%	10%	**	**	**	11%	9%	**	**	10%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	~c	~d	~e	a	b	~c	~d	a	~b	~c	~d	
Unweighted total	385	191	193	104	113	99	33	36	116	125	81	63	277	49	36	23	
Effective Weighted Sample	321	165	156	89	95	85	29	30	99	106	70	52	262	47	34	22	
Total	433	213	219	103	140	96	50	44	150	143	77	62	382	29	16	6	
SATISFIED (7-10)	378	182	195	91	121	**	**	**	131	128	**	**	333	**	**	**	
	87%	86%	89%	89%	86%	**	**	**	87%	89%	**	**	87%	**	**	**	
Answered	433	213	219	103	140	**	**	**	150	143	**	**	382	**	**	**	
Mean score	8.3	8.1	8.5	8.4	8.2	**	**	**	8.3	8.3	**	**	8.3	**	**	**	
Standard deviation	1.61	1.58	1.62	1.63	1.65	**	**	**	1.56	1.50	**	**	1.62	**	**	**	
Standard error	.08	.11	.12	.16	.16	**	**	**	.14	.13	**	**	.10	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 157

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%														
Unweighted total		385	346	39	153	225	131	247	64	63	44	131	311	69
Effective Weighted Sample		321	288	33	129	187	111	205	54	55	37	111	262	58
Total		433	386	47	170	256	151	275	71	74	52	151	366	62
2	(2.0)	* *%	* *%	** **	- -%	* *%	- -%	* *%	** **	** **	** **	- -%	- -%	** **
3	(3.0)	3 1%	1 *%	** **	2 1%	1 *%	2 1%	1 *%	** **	** **	** **	2 1%	2 *%	** **
4	(4.0)	9 2%	6 2%	** **	6 4%	3 1%	6 4%	3 1%	** **	** **	** **	6 4%	7 2%	** **
5	(5.0)	19 4%	18 5%	** **	6 4%	12 5%	6 4%	13 5%	** **	** **	** **	6 4%	16 4%	** **
6	(6.0)	24 6%	22 6%	** **	7 4%	16 6%	7 5%	16 6%	** **	** **	** **	7 5%	19 5%	** **
7	(7.0)	59 14%	55 14%	** **	30 18%	29 12%	27 18%	32 12%	** **	** **	** **	27 18%	53 15%	** **
8	(8.0)	113 26%	103 27%	** **	43 25%	66 26%	40 26%	69 25%	** **	** **	** **	40 26%	96 26%	** **
9	(9.0)	69 16%	61 16%	** **	22 13%	48 19%	22 14%	48 17%	** **	** **	** **	22 14%	58 16%	** **
10 - Extremely satisfied	(10.0)	137 32%	120 31%	** **	54 32%	79 31%	41 27%	92 33%	** **	** **	** **	41 27%	114 31%	** **
DISSATISFIED (1-4)		12 3%	8 2%	** **	8 5%	4 2%	8 5%	4 2%	** **	** **	** **	8 5%	9 2%	** **
NEUTRAL (5-6)		43 10%	40 10%	** **	14 8%	29 11%	13 9%	30 11%	** **	** **	** **	13 9%	36 10%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Unweighted total	385	346	39	153	225	131	247	64	63	44	131	311	69
Effective Weighted Sample	321	288	33	129	187	111	205	54	55	37	111	262	58
Total	433	386	47	170	256	151	275	71	74	52	151	366	62
SATISFIED (7-10)	378	338	**	148	223	130	241	**	**	**	130	321	**
	87%	88%	**	87%	87%	86%	88%	**	**	**	86%	88%	**
Answered	433	386	**	170	256	151	275	**	**	**	151	366	**
Mean score	8.3	8.3	**	8.2	8.3	8.1	8.4	**	**	**	8.1	8.3	**
Standard deviation	1.61	1.57	**	1.70	1.56	1.70	1.57	**	**	**	1.70	1.58	**
Standard error	.08	.08	**	.14	.10	.15	.10	**	**	**	.15	.09	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c	
Significance Level: 99%																
Unweighted total		385	379	375	10	6	385	336	274	271	76	352	33	39	95	251
Effective Weighted Sample		321	315	312	9	6	321	280	230	227	63	293	28	32	81	208
Total		433	426	422	11	7	433	381	316	310	94	399	34	40	104	289
2	(2.0)	*	*	*	**	**	*	*	*	*	**	*	**	**	**	*
		*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	**	**	**	*%
3	(3.0)	3	3	3	**	**	3	3	3	3	**	3	**	**	**	2
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
4	(4.0)	9	8	8	**	**	9	7	7	7	**	7	**	**	**	4
		2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	1%
5	(5.0)	19	19	19	**	**	19	16	13	15	**	18	**	**	**	3
		4%	4%	4%	**	**	4%	4%	4%	5%	**	5%	**	**	**	1%
6	(6.0)	24	24	22	**	**	24	21	23	21	**	23	**	**	**	16
		6%	6%	5%	**	**	6%	6%	7%	7%	**	6%	**	**	**	6%
7	(7.0)	59	58	58	**	**	59	56	48	43	**	56	**	**	**	31
		14%	14%	14%	**	**	14%	15%	15%	14%	**	14%	**	**	**	11%
8	(8.0)	113	113	111	**	**	113	103	86	84	**	108	**	**	**	79
		26%	26%	26%	**	**	26%	27%	27%	27%	**	27%	**	**	**	27%
9	(9.0)	69	69	69	**	**	69	60	49	50	**	63	**	**	**	51
		16%	16%	16%	**	**	16%	16%	15%	16%	**	16%	**	**	**	18%
10 - Extremely satisfied	(10.0)	137	132	131	**	**	137	113	87	88	**	120	**	**	**	104
		32%	31%	31%	**	**	32%	30%	28%	28%	**	30%	**	**	**	36%
DISSATISFIED (1-4)		12	11	11	**	**	12	10	10	10	**	10	**	**	**	6
		3%	3%	3%	**	**	3%	3%	3%	3%	**	3%	**	**	**	2%
NEUTRAL (5-6)		43	43	41	**	**	43	37	36	35	**	41	**	**	**	19
		10%	10%	10%	**	**	10%	10%	11%	11%	**	10%	**	**	**	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Apple Music or Apple Podcasts?

Base : Those who have used Apple Music or Apple Podcasts in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	385	379	375	10	6	385	336	274	271	76	352	33	39	95	251
Effective Weighted Sample	321	315	312	9	6	321	280	230	227	63	293	28	32	81	208
Total	433	426	422	11	7	433	381	316	310	94	399	34	40	104	289
SATISFIED (7-10)	378	372	370	**	**	378	333	270	264	**	347	**	**	**	264
	87%	87%	88%	**	**	87%	87%	85%	85%	**	87%	**	**	**	91%
Answered	433	426	422	**	**	433	381	316	310	**	399	**	**	**	289
Mean score	8.3	8.3	8.3	**	**	8.3	8.2	8.2	8.2	**	8.3	**	**	**	8.6
Standard deviation	1.61	1.60	1.60	**	**	1.61	1.60	1.63	1.65	**	1.60	**	**	**	1.46
Standard error	.08	.08	.08	**	**	.08	.09	.10	.10	**	.09	**	**	**	.09

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		138	79	59	30	32	39	22	15	39	35	37	27	96	18	12	12
Effective Weighted Sample		111	69	43	26	27	32	18	12	33	30	31	20	90	17	12	12
Total		149	91	58	31	41	32	30	15	50	42	32	25	130	11	5	3
1 - Extremely dissatisfied	(1.0)	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
2	(2.0)	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
3	(3.0)	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
4	(4.0)	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
5	(5.0)	17 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
6	(6.0)	20 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
7	(7.0)	21 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
8	(8.0)	40 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
9	(9.0)	19 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	22 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
DISSATISFIED (1-4)		9 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	138	79	59	30	32	39	22	15	39	35	37	27	96	18	12	12	
Effective Weighted Sample	111	69	43	26	27	32	18	12	33	30	31	20	90	17	12	12	
Total	149	91	58	31	41	32	30	15	50	42	32	25	130	11	5	3	
NEUTRAL (5-6)	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	103	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	149	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.94	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 158

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	138	128	10	63	73	56	80	28	27	20	56	114	22
Effective Weighted Sample	111	104	8	51	59	45	65	23	22	17	45	93	18
Total	149	140	9	71	75	64	82	28	31	26	64	128	19
1 - Extremely dissatisfied	(1.0)	2	2	**	**	**	**	**	**	**	**	2	**
		2%	2%	**	**	**	**	**	**	**	**	1%	**
2	(2.0)	1	1	**	**	**	**	**	**	**	**	1	**
		1%	1%	**	**	**	**	**	**	**	**	1%	**
3	(3.0)	1	1	**	**	**	**	**	**	**	**	1	**
		1%	1%	**	**	**	**	**	**	**	**	1%	**
4	(4.0)	4	4	**	**	**	**	**	**	**	**	4	**
		3%	3%	**	**	**	**	**	**	**	**	3%	**
5	(5.0)	17	16	**	**	**	**	**	**	**	**	15	**
		12%	11%	**	**	**	**	**	**	**	**	12%	**
6	(6.0)	20	18	**	**	**	**	**	**	**	**	17	**
		13%	13%	**	**	**	**	**	**	**	**	13%	**
7	(7.0)	21	21	**	**	**	**	**	**	**	**	17	**
		14%	15%	**	**	**	**	**	**	**	**	14%	**
8	(8.0)	40	36	**	**	**	**	**	**	**	**	35	**
		27%	26%	**	**	**	**	**	**	**	**	27%	**
9	(9.0)	19	19	**	**	**	**	**	**	**	**	17	**
		13%	14%	**	**	**	**	**	**	**	**	13%	**
10 - Extremely satisfied	(10.0)	22	21	**	**	**	**	**	**	**	**	19	**
		15%	15%	**	**	**	**	**	**	**	**	15%	**
DISSATISFIED (1-4)		9	9	**	**	**	**	**	**	**	**	8	**
		6%	6%	**	**	**	**	**	**	**	**	6%	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	138	128	10	63	73	56	80	28	27	20	56	114	22
Effective Weighted Sample	111	104	8	51	59	45	65	23	22	17	45	93	18
Total	149	140	9	71	75	64	82	28	31	26	64	128	19
NEUTRAL (5-6)	37	34	**	**	**	**	**	**	**	**	**	32	**
	25%	24%	**	**	**	**	**	**	**	**	**	25%	**
SATISFIED (7-10)	103	97	**	**	**	**	**	**	**	**	**	88	**
	69%	69%	**	**	**	**	**	**	**	**	**	69%	**
Answered	149	140	**	**	**	**	**	**	**	**	**	128	**
Mean score	7.4	7.4	**	**	**	**	**	**	**	**	**	7.4	**
Standard deviation	1.94	1.96	**	**	**	**	**	**	**	**	**	1.92	**
Standard error	.16	.17	**	**	**	**	**	**	**	**	**	.18	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		138	137	133	5	1	138	132	120	119	48	136	2	20	32	86
Effective Weighted Sample		111	111	108	4	1	111	107	99	97	40	110	2	17	25	69
Total		149	148	145	4	*	149	143	134	130	59	146	3	23	33	93
1 - Extremely dissatisfied	(1.0)	2 2%	2 2%	2 2%	** **	** **	2 2%	2 2%	2 1%	2 1%	** **	2 2%	** **	** **	** **	** **
2	(2.0)	1 1%	1 1%	1 1%	** **	** **	1 1%	1 1%	1 1%	1 1%	** **	1 1%	** **	** **	** **	** **
3	(3.0)	1 1%	1 1%	1 1%	** **	** **	1 1%	1 1%	1 1%	- -%	** **	1 1%	** **	** **	** **	** **
4	(4.0)	4 3%	4 3%	4 3%	** **	** **	4 3%	4 3%	4 3%	3 3%	** **	4 3%	** **	** **	** **	** **
5	(5.0)	17 12%	17 12%	17 12%	** **	** **	17 12%	17 12%	17 13%	15 11%	** **	17 12%	** **	** **	** **	** **
6	(6.0)	20 13%	20 14%	20 14%	** **	** **	20 13%	20 14%	18 14%	18 14%	** **	20 14%	** **	** **	** **	** **
7	(7.0)	21 14%	21 14%	20 14%	** **	** **	21 14%	21 15%	21 16%	21 16%	** **	21 14%	** **	** **	** **	** **
8	(8.0)	40 27%	40 27%	39 27%	** **	** **	40 27%	37 26%	34 25%	35 27%	** **	38 26%	** **	** **	** **	** **
9	(9.0)	19 13%	19 13%	18 12%	** **	** **	19 13%	17 12%	16 12%	16 12%	** **	19 13%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	22 15%	22 15%	22 15%	** **	** **	22 15%	21 15%	20 15%	20 16%	** **	21 14%	** **	** **	** **	** **
DISSATISFIED (1-4)		9 6%	9 6%	9 6%	** **	** **	9 6%	9 6%	8 6%	6 5%	** **	9 6%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Google Play Music or Google Podcasts?

Base : Those who have used Google Play Music or Google Podcasts in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	138	137	133	5	1	138	132	120	119	48	136	2	20	32	86
Effective Weighted Sample	111	111	108	4	1	111	107	99	97	40	110	2	17	25	69
Total	149	148	145	4	*	149	143	134	130	59	146	3	23	33	93
NEUTRAL (5-6)	37	37	37	**	**	37	37	35	33	**	37	**	**	**	**
	25%	25%	26%	**	**	25%	26%	26%	25%	**	26%	**	**	**	**
SATISFIED (7-10)	103	102	98	**	**	103	97	90	91	**	99	**	**	**	**
	69%	69%	68%	**	**	69%	68%	68%	70%	**	68%	**	**	**	**
Answered	149	148	145	**	**	149	143	134	130	**	146	**	**	**	**
Mean score	7.4	7.4	7.3	**	**	7.4	7.3	7.3	7.4	**	7.3	**	**	**	**
Standard deviation	1.94	1.94	1.95	**	**	1.94	1.95	1.91	1.86	**	1.94	**	**	**	**
Standard error	.16	.17	.17	**	**	.16	.17	.17	.17	**	.17	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	120	74	46	18	21	31	20	30	33	32	30	25	86	13	8	13	
Effective Weighted Sample	99	62	37	14	18	25	17	27	28	25	25	21	81	12	8	13	
Total	131	79	52	17	28	24	26	35	43	34	28	26	116	8	4	4	
1 - Extremely dissatisfied	(1.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	120	74	46	18	21	31	20	30	33	32	30	25	86	13	8	13	
Effective Weighted Sample	99	62	37	14	18	25	17	27	28	25	25	21	81	12	8	13	
Total	131	79	52	17	28	24	26	35	43	34	28	26	116	8	4	4	
SATISFIED (7-10)	93	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	131	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.95	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	120	107	13	42	74	40	75	18	19	21	40	85	32
Effective Weighted Sample	99	87	12	34	61	32	62	14	15	17	32	69	28
Total	131	117	14	45	81	43	82	17	20	24	43	96	31
1 - Extremely dissatisfied	(1.0)	2	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	4	**	**	**	**	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	5	**	**	**	**	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	14	**	**	**	**	**	**	**	**	**	**	**
	11%	10%	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	13	**	**	**	**	**	**	**	**	**	**	**
	10%	11%	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	22	**	**	**	**	**	**	**	**	**	**	**
	17%	15%	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	35	**	**	**	**	**	**	**	**	**	**	**
	27%	25%	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	17	**	**	**	**	**	**	**	**	**	**	**
	13%	14%	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	19	**	**	**	**	**	**	**	**	**	**	**
	15%	16%	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)	11	11	**	**	**	**	**	**	**	**	**	**	**
	8%	9%	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)	28	24	**	**	**	**	**	**	**	**	**	**	**
	21%	21%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	120	107	13	42	74	40	75	18	19	21	40	85	32
Effective Weighted Sample	99	87	12	34	61	32	62	14	15	17	32	69	28
Total	131	117	14	45	81	43	82	17	20	24	43	96	31
SATISFIED (7-10)	93	82	**	**	**	**	**	**	**	**	**	**	**
	71%	70%	**	**	**	**	**	**	**	**	**	**	**
Answered	131	117	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.3	7.4	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.95	2.01	**	**	**	**	**	**	**	**	**	**	**
Standard error	.18	.19	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		120	116	102	18	4	120	111	100	103	53	117	3	13	28	79
Effective Weighted Sample		99	95	83	16	4	99	90	83	84	43	96	3	12	23	65
Total		131	127	113	18	4	131	119	110	109	58	126	4	18	28	86
1 - Extremely dissatisfied	(1.0)	2 1%	2 1%	2 1%	** **	** **	2 1%	2 1%	2 1%	2 1%	** **	2 1%	** **	** **	** **	** **
3	(3.0)	4 3%	4 3%	4 3%	** **	** **	4 3%	4 3%	4 2%	2 2%	** **	4 3%	** **	** **	** **	** **
4	(4.0)	5 4%	5 4%	3 2%	** **	** **	5 4%	4 3%	4 4%	3 2%	** **	5 4%	** **	** **	** **	** **
5	(5.0)	14 11%	13 10%	11 10%	** **	** **	14 11%	13 11%	10 9%	12 11%	** **	13 10%	** **	** **	** **	** **
6	(6.0)	13 10%	11 9%	9 8%	** **	** **	13 10%	11 10%	13 12%	13 12%	** **	13 11%	** **	** **	** **	** **
7	(7.0)	22 17%	21 16%	21 18%	** **	** **	22 17%	22 18%	18 16%	18 16%	** **	22 17%	** **	** **	** **	** **
8	(8.0)	35 27%	35 28%	31 28%	** **	** **	35 27%	33 28%	26 24%	30 28%	** **	34 27%	** **	** **	** **	** **
9	(9.0)	17 13%	17 13%	16 14%	** **	** **	17 13%	15 13%	15 14%	15 14%	** **	15 12%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	19 15%	19 15%	17 15%	** **	** **	19 15%	16 13%	18 16%	14 13%	** **	19 15%	** **	** **	** **	** **
DISSATISFIED (1-4)		11 8%	11 8%	8 7%	** **	** **	11 8%	9 8%	9 8%	6 6%	** **	11 8%	** **	** **	** **	** **
NEUTRAL (5-6)		28 21%	24 19%	21 18%	** **	** **	28 21%	24 21%	24 22%	26 23%	** **	26 21%	** **	** **	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with GlobalPlayer?

Base : Those who have used GlobalPlayer in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	120	116	102	18	4	120	111	100	103	53	117	3	13	28	79
Effective Weighted Sample	99	95	83	16	4	99	90	83	84	43	96	3	12	23	65
Total	131	127	113	18	4	131	119	110	109	58	126	4	18	28	86
SATISFIED (7-10)	93	92	85	**	**	93	85	77	78	**	90	**	**	**	**
	71%	72%	75%	**	**	71%	72%	70%	71%	**	71%	**	**	**	**
Answered	131	127	113	**	**	131	119	110	109	**	126	**	**	**	**
Mean score	7.3	7.4	7.4	**	**	7.3	7.3	7.4	7.4	**	7.3	**	**	**	**
Standard deviation	1.95	1.96	1.93	**	**	1.95	1.93	2.01	1.87	**	1.96	**	**	**	**
Standard error	.18	.18	.19	**	**	.18	.18	.20	.18	**	.18	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	103	64	39	20	30	19	12	22	26	29	35	13	74	12	9	8	
Effective Weighted Sample	85	54	31	16	27	16	11	18	22	25	28	12	69	11	9	8	
Total	115	70	45	19	40	16	16	23	34	35	31	16	101	8	4	2	
4	(4.0)	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
5	(5.0)	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
6	(6.0)	14 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
7	(7.0)	26 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
8	(8.0)	25 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
9	(9.0)	28 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	16 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
DISSATISFIED (1-4)		2 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
NEUTRAL (5-6)		18 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
SATISFIED (7-10)		95 82%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Answered	115	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	7.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			~a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Significance Level: 99%														
Unweighted total		103	87	16	45	55	39	60	17	17	18	39	83	18
Effective Weighted Sample		85	71	14	38	45	33	49	14	14	16	33	69	15
Total		115	95	20	50	60	45	64	19	19	21	45	95	18
4	(4.0)	2	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	4	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	14	**	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	26	**	**	**	**	**	**	**	**	**	**	**	**
		23%	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	25	**	**	**	**	**	**	**	**	**	**	**	**
		22%	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	28	**	**	**	**	**	**	**	**	**	**	**	**
		24%	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	16	**	**	**	**	**	**	**	**	**	**	**	**
		14%	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		2	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		18	**	**	**	**	**	**	**	**	**	**	**	**
		16%	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		95	**	**	**	**	**	**	**	**	**	**	**	**
		82%	**	**	**	**	**	**	**	**	**	**	**	**
Answered		115	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		7.9	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		1.46	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		.14	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with RadioPlayer?

Base : Those who have used RadioPlayer in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	~b	~c	~d	e	a	~b	~c	~d	e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		103	102	97	6	1	103	100	92	89	51	101	2	8	21	74
Effective Weighted Sample		85	84	80	5	1	85	83	76	74	43	83	2	7	16	62
Total		115	114	109	6	2	115	112	103	102	59	113	2	9	21	85
4	(4.0)	2 2%	2 2%	** **	** **	** **	2 2%	2 2%	** **	** **	** **	2 2%	** **	** **	** **	** **
5	(5.0)	4 3%	4 3%	** **	** **	** **	4 3%	4 4%	** **	** **	** **	4 4%	** **	** **	** **	** **
6	(6.0)	14 12%	14 12%	** **	** **	** **	14 12%	12 10%	** **	** **	** **	12 10%	** **	** **	** **	** **
7	(7.0)	26 23%	25 22%	** **	** **	** **	26 23%	26 24%	** **	** **	** **	26 23%	** **	** **	** **	** **
8	(8.0)	25 22%	25 22%	** **	** **	** **	25 22%	25 22%	** **	** **	** **	25 22%	** **	** **	** **	** **
9	(9.0)	28 24%	28 24%	** **	** **	** **	28 24%	28 25%	** **	** **	** **	28 24%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	16 14%	16 14%	** **	** **	** **	16 14%	16 14%	** **	** **	** **	16 14%	** **	** **	** **	** **
DISSATISFIED (1-4)		2 2%	2 2%	** **	** **	** **	2 2%	2 2%	** **	** **	** **	2 2%	** **	** **	** **	** **
NEUTRAL (5-6)		18 16%	18 16%	** **	** **	** **	18 16%	16 14%	** **	** **	** **	16 14%	** **	** **	** **	** **
SATISFIED (7-10)		95 82%	93 82%	** **	** **	** **	95 82%	94 84%	** **	** **	** **	95 84%	** **	** **	** **	** **
Answered		115	114	**	**	**	115	112	**	**	**	113	**	**	**	**
Mean score		7.9	7.9	**	**	**	7.9	7.9	**	**	**	7.9	**	**	**	**
Standard deviation		1.46	1.47	**	**	**	1.46	1.45	**	**	**	1.45	**	**	**	**
Standard error		.14	.15	**	**	**	.14	.15	**	**	**	.14	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 161

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		1224	610	604	301	321	272	135	195	315	412	263	233	789	183	138	114
Effective Weighted Sample		978	516	454	253	257	223	111	154	258	325	219	188	742	175	132	110
Total		1252	648	592	289	363	233	175	193	373	424	232	222	1056	108	55	33
1 - Extremely dissatisfied	(1.0)	* *%	* *%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	* 1%
2	(2.0)	2 *%	- -%	2 *%	- -%	- -%	* *%	- -%	1 1%	- -%	* *%	- -%	1 1%	1 *%	- -%	* 1%	- -%
3	(3.0)	5 *%	* *%	5 1%	- -%	5 1%	* *%	- -%	- -%	2 1%	2 *%	1 *%	* *%	4 *%	2 1%	- -%	- -%
4	(4.0)	13 1%	7 1%	5 1%	3 1%	4 1%	1 1%	- -%	5 3%	5 1%	5 1%	2 1%	1 *%	13 1%	1 *%	- -%	- -%
5	(5.0)	41 3%	27 4%	14 2%	15 5%	11 3%	6 3%	1 *%	9 5%	8 2%	10 2%	10 4%	12 6%	37 4%	3 3%	1 1%	- -%
6	(6.0)	69 5%	39 6%	29 5%	13 5%	15 4%	16 7%	11 6%	13 7%	31 8%	12 3%	15 7%	11 5%	62 6%	2 2%	3 5%	2 6%
7	(7.0)	151 12%	81 12%	70 12%	27 9%	49 13%	32 14%	18 10%	26 13%	37 10%	53 13%	29 12%	31 14%	124 12%	16 15%	6 11%	4 13%
8	(8.0)	291 23%	166 26%	124 21%	54 19%	79 22%	61 26%	51 29%	46 24%	103 28%	105 25%	37 16%	45 20%	246 23%	22 21%	15 28%	8 23%
9	(9.0)	227 18%	124 19%	101 17%	51 18%	57 16%	49 21%	27 15%	43 22%	77 21%	87 21%	32 14%	30 14%	189 18%	27 25%	8 15%	3 10%
10 - Extremely satisfied	(10.0)	454 36%	203 31%	243 41%	125 43%	145 40%	67 29%	68 39%	49 25%	110 29%	148 35%	105 45%	90 41%	381 36%	35 33%	22 40%	15 47%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	N d
Unweighted total	1224	610	604	301	321	272	135	195	315	412	263	233	789	183	138	114
Effective Weighted Sample	978	516	454	253	257	223	111	154	258	325	219	188	742	175	132	110
Total	1252	648	592	289	363	233	175	193	373	424	232	222	1056	108	55	33
DISSATISFIED (1-4)	20 2%	8 1%	11 2%	3 1%	8 2%	3 1%	- -%	6 3%	7 2%	8 2%	3 1%	2 1%	17 2%	2 2%	* 1%	* 1%
NEUTRAL (5-6)	110 9%	66 10%	43 7%	28 10%	26 7%	22 9%	12 7%	22 12%	39 10%	22 5%	25 11%	23 11%	99 9%	6 5%	3 6%	2 6%
SATISFIED (7-10)	1122 90%	574 89%	538 91%	257 89%	330 91%	208 90%	163 93%	164 85%	328 88%	394 93%	203 88%	196 88%	940 89%	100 93%	51 93%	31 94%
Answered	1252	648	592	289	363	233	175	193	373	424	232	222	1056	108	55	33
Mean score	8.5	8.4	8.6	8.7 e	8.5	8.4	8.7 e	8.2	8.4	8.6	8.6	8.5	8.5	8.5	8.7	8.7
Standard deviation	1.53	1.50	1.55	1.55	1.58	1.46	1.28	1.64	1.49	1.45	1.63	1.63	1.54	1.50	1.43	1.50
Standard error	.04	.06	.06	.09	.09	.09	.11	.12	.08	.07	.10	.11	.05	.11	.12	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 161

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		1224	1066	158	482	718	396	803	183	206	153	396	882	330
Effective Weighted Sample		978	858	121	380	580	313	646	145	168	119	313	714	268
Total		1252	1108	144	478	748	405	822	183	217	154	405	968	274
1 - Extremely dissatisfied	(1.0)	*	*	-	-	*	-	*	-	-	-	-	*	-
		%	%	%	%	%	%	%	%	%	%	%	%	%
2	(2.0)	2	2	-	*	1	*	1	*	-	-	*	2	-
		%	%	%	%	%	%	%	%	%	%	%	%	%
3	(3.0)	5	5	1	1	4	1	4	1	-	-	1	5	*
		%	%	%	%	1%	%	1%	1%	%	%	%	%	%
4	(4.0)	13	13	-	3	10	3	10	-	1	3	3	6	7
		1%	1%	%	1%	1%	1%	1%	%	1%	2%	1%	1%	3%
5	(5.0)	41	33	8	11	29	9	31	2	7	1	9	30	11
		3%	3%	5%	2%	4%	2%	4%	1%	3%	1%	2%	3%	4%
6	(6.0)	69	57	11	32	35	29	38	17	12	11	29	56	13
		5%	5%	8%	7%	5%	7%	5%	10%	6%	7%	7%	6%	5%
7	(7.0)	151	136	15	68	80	58	90	26	24	26	58	112	35
		12%	12%	10%	14%	11%	14%	11%	14%	11%	17%	14%	12%	13%
8	(8.0)	291	261	30	118	166	101	184	45	51	40	101	229	59
		23%	24%	21%	25%	22%	25%	22%	24%	24%	26%	25%	24%	21%
9	(9.0)	227	196	31	85	137	69	152	31	38	26	69	184	43
		18%	18%	22%	18%	18%	17%	19%	17%	18%	17%	17%	19%	16%
10 - Extremely satisfied	(10.0)	454	405	48	159	285	134	311	60	83	47	134	344	106
		36%	37%	33%	33%	38%	33%	38%	33%	38%	31%	33%	36%	39%
DISSATISFIED (1-4)		20	20	1	4	16	4	16	2	1	3	4	13	7
		2%	2%	%	1%	2%	1%	2%	1%	1%	2%	1%	1%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1224	1066	158	482	718	396	803	183	206	153	396	882	330
Effective Weighted Sample	978	858	121	380	580	313	646	145	168	119	313	714	268
Total	1252	1108	144	478	748	405	822	183	217	154	405	968	274
NEUTRAL (5-6)	110	91	19	44	64	38	69	19	19	12	38	86	23
	9%	8%	13%	9%	8%	9%	8%	11%	9%	8%	9%	9%	9%
SATISFIED (7-10)	1122	998	125	430	669	363	737	162	196	139	363	869	243
	90%	90%	86%	90%	89%	90%	90%	89%	91%	90%	90%	90%	89%
Answered	1252	1108	144	478	748	405	822	183	217	154	405	968	274
Mean score	8.5	8.5	8.4	8.5	8.5	8.4	8.5	8.4	8.6	8.4	8.4	8.5	8.5
Standard deviation	1.53	1.53	1.55	1.46	1.58	1.47	1.56	1.48	1.44	1.45	1.47	1.51	1.61
Standard error	.04	.05	.12	.07	.06	.07	.06	.11	.10	.12	.07	.05	.09

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 161

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		1224	1186	1131	93	38	1224	1036	715	745	194	1101	123	199	303	722
Effective Weighted Sample		978	948	905	74	30	978	825	578	598	156	878	100	159	244	576
Total		1252	1217	1164	88	35	1252	1060	739	772	211	1126	126	197	305	751
1 - Extremely dissatisfied	(1.0)	*	*	*	**	**	*	*	*	*	-	*	-	*	-	-
		*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	-%	*%	-%	-%
2	(2.0)	2	2	2	**	**	2	2	2	1	1	2	-	-	*	1
		*%	*%	*%	**	**	*%	*%	*%	*%	1%	*%	-%	-%	*%	*%
3	(3.0)	5	5	5	**	**	5	3	1	3	-	3	2	*	2	2
		*%	*%	*%	**	**	*%	*%	*%	*%	-%	*%	1%	*%	1%	*%
4	(4.0)	13	12	10	**	**	13	12	6	7	1	12	1	5	2	6
		1%	1%	1%	**	**	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%
5	(5.0)	41	41	40	**	**	41	36	30	24	7	39	2	6	21	14
		3%	3%	3%	**	**	3%	3%	4%	3%	4%	3%	2%	3%	7%	2%
														c		
6	(6.0)	69	63	57	**	**	69	58	41	41	10	63	6	13	30	26
		5%	5%	5%	**	**	5%	5%	6%	5%	5%	6%	5%	7%	10%	3%
														c		
7	(7.0)	151	146	136	**	**	151	132	94	98	22	139	12	24	39	88
		12%	12%	12%	**	**	12%	13%	13%	13%	10%	12%	9%	12%	13%	12%
8	(8.0)	291	283	269	**	**	291	245	176	191	51	265	25	47	74	170
		23%	23%	23%	**	**	23%	23%	24%	25%	24%	24%	20%	24%	24%	23%
9	(9.0)	227	222	217	**	**	227	192	144	150	45	204	23	29	50	148
		18%	18%	19%	**	**	18%	18%	19%	19%	21%	18%	18%	15%	16%	20%
10 - Extremely satisfied	(10.0)	454	442	428	**	**	454	378	246	255	74	398	56	72	86	295
		36%	36%	37%	**	**	36%	36%	33%	33%	35%	35%	44%	37%	28%	39%
														b		
DISSATISFIED (1-4)		20	19	17	**	**	20	18	9	12	2	18	3	5	5	10
		2%	2%	1%	**	**	2%	2%	1%	2%	1%	2%	2%	3%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Spotify?

Base : Those who have used Spotify in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1224	1186	1131	93	38	1224	1036	715	745	194	1101	123	199	303	722
Effective Weighted Sample	978	948	905	74	30	978	825	578	598	156	878	100	159	244	576
Total	1252	1217	1164	88	35	1252	1060	739	772	211	1126	126	197	305	751
NEUTRAL (5-6)	110	104	96	**	**	110	94	71	66	18	101	8	19	51	40
	9%	9%	8%	**	**	9%	9%	10%	8%	8%	9%	7%	10%	17%	5%
														c	
SATISFIED (7-10)	1122	1094	1050	**	**	1122	948	659	695	191	1007	116	172	249	701
	90%	90%	90%	**	**	90%	89%	89%	90%	91%	89%	91%	88%	82%	93%
															b
Answered	1252	1217	1164	**	**	1252	1060	739	772	211	1126	126	197	305	751
Mean score	8.5	8.5	8.5	**	**	8.5	8.5	8.4	8.5	8.6	8.5	8.7	8.4	8.1	8.7
															b
Standard deviation	1.53	1.53	1.52	**	**	1.53	1.54	1.52	1.50	1.48	1.53	1.53	1.62	1.68	1.41
Standard error	.04	.04	.05	**	**	.04	.05	.06	.05	.11	.05	.14	.12	.10	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		130	73	57	29	32	40	16	13	30	42	28	30	75	10	5	40
Effective Weighted Sample		97	58	38	23	25	30	11	10	25	28	21	25	71	10	5	38
Total		116	69	47	27	36	30	12	12	34	35	18	29	96	6	2	12
1 - Extremely dissatisfied	(1.0)	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	(2.0)	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN ~a	WOMAN ~b	16-24 ~a	25-34 ~b	35-44 ~c	45-54 ~d	55+ ~e	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	130	73	57	29	32	40	16	13	30	42	28	30	75	10	5	40	
Effective Weighted Sample	97	58	38	23	25	30	11	10	25	28	21	25	71	10	5	38	
Total	116	69	47	27	36	30	12	12	34	35	18	29	96	6	2	12	
NEUTRAL (5-6)	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	90	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	116	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	8.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.84	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	130	115	15	56	69	48	77	23	22	24	48	98	31
Effective Weighted Sample	97	87	11	42	51	36	57	17	17	18	36	71	25
Total	116	108	8	51	58	44	66	21	21	21	44	88	27
1 - Extremely dissatisfied	(1.0)	*	**	**	**	**	**	**	**	**	**	**	**
		*%	**	**	**	**	**	**	**	**	**	**	**
2	(2.0)	*	**	**	**	**	**	**	**	**	**	**	**
		*%	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	1	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	1	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	11	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	12	**	**	**	**	**	**	**	**	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	10	**	**	**	**	**	**	**	**	**	**	**
		9%	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	29	**	**	**	**	**	**	**	**	**	**	**
		25%	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	14	**	**	**	**	**	**	**	**	**	**	**
		12%	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	38	**	**	**	**	**	**	**	**	**	**	**
		32%	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		3	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	130	115	15	56	69	48	77	23	22	24	48	98	31
Effective Weighted Sample	97	87	11	42	51	36	57	17	17	18	36	71	25
Total	116	108	8	51	58	44	66	21	21	21	44	88	27
NEUTRAL (5-6)	23	23	**	**	**	**	**	**	**	**	**	**	**
	20%	21%	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)	90	82	**	**	**	**	**	**	**	**	**	**	**
	78%	76%	**	**	**	**	**	**	**	**	**	**	**
Answered	116	108	**	**	**	**	**	**	**	**	**	**	**
Mean score	8.1	8.0	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.84	1.87	**	**	**	**	**	**	**	**	**	**	**
Standard error	.16	.17	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	~b	~c	~d	e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		130	128	126	4	2	130	109	90	89	27	117	13	24	24	82
Effective Weighted Sample		97	95	93	4	2	97	85	73	72	21	90	7	18	19	60
Total		116	114	111	5	2	116	103	92	89	29	109	7	19	21	76
1 - Extremely dissatisfied	(1.0)	*	*	*	**	**	*	*	**	**	**	*	**	**	**	**
		*%	*%	*%	**	**	*%	*%	**	**	**	*%	**	**	**	**
2	(2.0)	*	*	*	**	**	*	*	**	**	**	*	**	**	**	**
		*%	*%	*%	**	**	*%	*%	**	**	**	*%	**	**	**	**
3	(3.0)	1	1	1	**	**	1	1	**	**	**	1	**	**	**	**
		1%	1%	1%	**	**	1%	1%	**	**	**	1%	**	**	**	**
4	(4.0)	1	1	1	**	**	1	1	**	**	**	1	**	**	**	**
		1%	1%	1%	**	**	1%	1%	**	**	**	1%	**	**	**	**
5	(5.0)	11	11	11	**	**	11	8	**	**	**	11	**	**	**	**
		9%	10%	10%	**	**	9%	7%	**	**	**	10%	**	**	**	**
6	(6.0)	12	12	12	**	**	12	11	**	**	**	12	**	**	**	**
		10%	10%	11%	**	**	10%	10%	**	**	**	11%	**	**	**	**
7	(7.0)	10	10	10	**	**	10	10	**	**	**	10	**	**	**	**
		9%	9%	9%	**	**	9%	10%	**	**	**	9%	**	**	**	**
8	(8.0)	29	28	28	**	**	29	26	**	**	**	26	**	**	**	**
		25%	25%	25%	**	**	25%	25%	**	**	**	24%	**	**	**	**
9	(9.0)	14	14	13	**	**	14	14	**	**	**	14	**	**	**	**
		12%	12%	11%	**	**	12%	13%	**	**	**	12%	**	**	**	**
10 - Extremely satisfied	(10.0)	38	36	35	**	**	38	32	**	**	**	34	**	**	**	**
		32%	32%	31%	**	**	32%	31%	**	**	**	31%	**	**	**	**
DISSATISFIED (1-4)		3	3	3	**	**	3	3	**	**	**	3	**	**	**	**
		3%	3%	3%	**	**	3%	3%	**	**	**	3%	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Deezer?

Base : Those who have used Deezer in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	130	128	126	4	2	130	109	90	89	27	117	13	24	24	82
Effective Weighted Sample	97	95	93	4	2	97	85	73	72	21	90	7	18	19	60
Total	116	114	111	5	2	116	103	92	89	29	109	7	19	21	76
NEUTRAL (5-6)	23	23	23	**	**	23	18	**	**	**	22	**	**	**	**
	20%	20%	21%	**	**	20%	18%	**	**	**	21%	**	**	**	**
SATISFIED (7-10)	90	88	85	**	**	90	82	**	**	**	84	**	**	**	**
	78%	77%	77%	**	**	78%	79%	**	**	**	77%	**	**	**	**
Answered	116	114	111	**	**	116	103	**	**	**	109	**	**	**	**
Mean score	8.1	8.1	8.0	**	**	8.1	8.1	**	**	**	8.0	**	**	**	**
Standard deviation	1.84	1.85	1.85	**	**	1.84	1.81	**	**	**	1.86	**	**	**	**
Standard error	.16	.16	.17	**	**	.16	.17	**	**	**	.17	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	~a	b	c	d	e	a	b	c	d	a	~b	c	~d	
Significance Level: 99%																	
Unweighted total		673	334	336	89	123	178	107	176	168	215	157	133	405	94	104	70
Effective Weighted Sample		528	275	250	70	97	144	80	145	135	167	124	107	379	89	100	68
Total		641	329	309	77	134	148	113	169	180	206	127	128	521	57	43	20
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	* *%	** **	* *%	- -	1 1%	- -	* *%	- -	- -	1 *%	- -	** **	1 1%	** **
2	(2.0)	1 *%	- -%	1 *%	** **	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	1 1%	1 *%	** **	- -%	** **
3	(3.0)	3 *%	- -%	3 1%	** **	2 2%	- -%	* *%	- -%	* *%	- -%	2 2%	- -%	2 *%	** **	- -%	** **
4	(4.0)	11 2%	7 2%	3 1%	** **	3 3%	2 2%	2 1%	1 1%	4 2%	4 2%	- -%	3 2%	10 2%	** **	- -%	** **
5	(5.0)	23 4%	9 3%	14 4%	** **	6 4%	4 3%	2 2%	7 4%	7 4%	4 2%	10 8%	3 2%	20 4%	** **	1 2%	** **
6	(6.0)	53 8%	36 11%	16 5%	** **	12 9%	11 8%	9 8%	17 10%	17 9%	8 4%	16 13% b	12 9%	43 8%	** **	2 5%	** **
7	(7.0)	105 16%	59 18%	44 14%	** **	22 16%	28 19%	13 11%	30 18%	37 21%	28 14%	21 16%	19 15%	88 17%	** **	8 19%	** **
8	(8.0)	156 24%	89 27%	66 21%	** **	28 21%	32 22%	32 28%	47 28%	47 26%	56 27%	24 19%	27 21%	131 25%	** **	9 21%	** **
9	(9.0)	116 18%	54 16%	63 20%	** **	28 21%	30 20%	25 22%	19 11%	34 19%	44 21%	18 14%	21 17%	91 17%	** **	9 21%	** **
10 - Extremely satisfied	(10.0)	172 27%	74 22%	98 32%	** **	33 24%	39 26%	30 27%	46 27%	34 19%	62 30%	36 28%	40 32%	134 26%	** **	13 30%	** **
DISSATISFIED (1-4)		16 2%	7 2%	7 2%	** **	6 5%	2 2%	3 2%	3 2%	5 3%	4 2%	2 2%	4 3%	14 3%	** **	1 1%	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	~b	c	~d	
Unweighted total	673	334	336	89	123	178	107	176	168	215	157	133	405	94	104	70	
Effective Weighted Sample	528	275	250	70	97	144	80	145	135	167	124	107	379	89	100	68	
Total	641	329	309	77	134	148	113	169	180	206	127	128	521	57	43	20	
NEUTRAL (5-6)	76	46	30	**	18	16	11	24	23	11	26	15	63	**	3	**	
	12%	14%	10%	**	13%	11%	10%	14%	13%	6%	21%	12%	12%	**	7%	**	
SATISFIED (7-10)	549	276	272	**	110	129	100	142	152	190	99	108	444	**	39	**	
	86%	84%	88%	**	82%	88%	88%	84%	84%	92%	78%	85%	85%	**	92%	**	
Answered	641	329	309	**	134	148	113	169	180	206	127	128	521	**	43	**	
Mean score	8.2	8.0	8.3	**	8.0	8.2	8.3	8.1	7.9	8.5	8.0	8.2	8.1	**	8.4	**	
Standard deviation	1.60	1.54	1.64	**	1.75	1.49	1.53	1.60	1.54	1.41	1.77	1.73	1.59	**	1.59	**	
Standard error	.06	.08	.09	**	.16	.11	.15	.12	.12	.10	.14	.15	.08	**	.16	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	~b	a	b	a	b	~a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		673	577	96	266	399	237	427	95	128	109	237	458	196
Effective Weighted Sample		528	454	74	204	318	185	336	76	101	83	185	358	161
Total		641	555	86	251	382	230	401	96	124	103	230	462	164
1 - Extremely dissatisfied	(1.0)	1	1	**	-	1	-	1	**	-	-	-	1	-
		*%	*%	**	-%	*%	-%	*%	**	-%	-%	-%	*%	-%
2	(2.0)	1	1	**	-	1	-	1	**	-	-	-	1	-
		*%	*%	**	-%	*%	-%	*%	**	-%	-%	-%	*%	-%
3	(3.0)	3	3	**	1	1	1	1	**	1	-	1	2	1
		*%	*%	**	1%	*%	1%	*%	**	1%	-%	1%	*%	1%
4	(4.0)	11	10	**	4	7	3	8	**	3	3	3	9	2
		2%	2%	**	2%	2%	1%	2%	**	3%	3%	1%	2%	1%
5	(5.0)	23	22	**	12	11	12	11	**	1	5	12	15	7
		4%	4%	**	5%	3%	5%	3%	**	1%	4%	5%	3%	4%
6	(6.0)	53	45	**	15	37	12	39	**	5	6	12	39	11
		8%	8%	**	6%	10%	5%	10%	**	4%	6%	5%	8%	7%
7	(7.0)	105	95	**	48	56	44	60	**	21	22	44	79	25
		16%	17%	**	19%	15%	19%	15%	**	17%	21%	19%	17%	15%
8	(8.0)	156	130	**	53	102	49	106	**	29	25	49	106	48
		24%	23%	**	21%	27%	21%	26%	**	23%	24%	21%	23%	30%
9	(9.0)	116	97	**	49	67	43	72	**	26	17	43	94	20
		18%	17%	**	19%	17%	19%	18%	**	21%	16%	19%	20%	12%
10 - Extremely satisfied	(10.0)	172	153	**	68	98	65	102	**	37	26	65	117	48
		27%	27%	**	27%	26%	28%	25%	**	30%	25%	28%	25%	30%
DISSATISFIED (1-4)		16	15	**	5	10	5	11	**	5	3	5	13	3
		2%	3%	**	2%	3%	2%	3%	**	4%	3%	2%	3%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 163

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	673	577	96	266	399	237	427	95	128	109	237	458	196
Effective Weighted Sample	528	454	74	204	318	185	336	76	101	83	185	358	161
Total	641	555	86	251	382	230	401	96	124	103	230	462	164
NEUTRAL (5-6)	76	67	**	27	49	24	51	**	6	10	24	54	18
	12%	12%	**	11%	13%	10%	13%	**	5%	10%	10%	12%	11%
SATISFIED (7-10)	549	474	**	218	323	202	339	**	113	89	202	396	142
	86%	85%	**	87%	85%	88%	85%	**	92%	87%	88%	86%	87%
Answered	641	555	**	251	382	230	401	**	124	103	230	462	164
Mean score	8.2	8.2	**	8.2	8.1	8.2	8.1	**	8.4	8.1	8.2	8.1	8.2
Standard deviation	1.60	1.64	**	1.59	1.61	1.58	1.61	**	1.54	1.59	1.58	1.60	1.57
Standard error	.06	.07	**	.10	.08	.10	.08	**	.14	.15	.10	.07	.11

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 163

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c	
Significance Level: 99%																
Unweighted total		673	661	644	29	12	673	596	443	466	135	627	46	107	133	433
Effective Weighted Sample		528	518	504	24	10	528	467	352	367	109	493	35	88	105	336
Total		641	629	615	26	12	641	571	436	450	134	599	42	105	121	414
1 - Extremely dissatisfied	(1.0)	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	** **	* *%	- -%	1 *%
2	(2.0)	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	1 *%	1 1%	1 *%	1 *%	** **	- -%	- -%	1 *%
3	(3.0)	3 *%	3 *%	3 *%	** **	** **	3 *%	1 *%	1 *%	1 *%	- -%	3 *%	** **	2 2%	- -%	* *%
4	(4.0)	11 2%	11 2%	11 2%	** **	** **	11 2%	9 2%	7 2%	5 1%	2 2%	11 2%	** **	4 4%	4 3%	3 1%
5	(5.0)	23 4%	20 3%	20 3%	** **	** **	23 4%	19 3%	18 4%	18 4%	3 2%	23 4%	** **	2 2%	7 5%	14 3%
6	(6.0)	53 8%	49 8%	47 8%	** **	** **	53 8%	47 8%	46 10%	38 9%	18 13%	50 8%	** **	11 11%	19 16% c	22 5%
7	(7.0)	105 16%	104 17%	103 17%	** **	** **	105 16%	96 17%	70 16%	79 18%	22 17%	99 17%	** **	21 20%	24 20%	60 15%
8	(8.0)	156 24%	155 25%	151 25%	** **	** **	156 24%	146 26%	107 25%	115 25%	28 21%	149 25%	** **	20 19%	30 25%	106 26%
9	(9.0)	116 18%	116 19%	113 18%	** **	** **	116 18%	102 18%	78 18%	83 18%	29 22%	106 18%	** **	16 15%	10 9%	90 22% b
10 - Extremely satisfied	(10.0)	172 27%	168 27%	165 27%	** **	** **	172 27%	149 26%	107 25%	109 24%	30 22%	155 26%	** **	28 26%	28 23%	116 28%
DISSATISFIED (1-4)		16 2%	16 3%	16 3%	** **	** **	16 2%	12 2%	10 2%	8 2%	4 3%	16 3%	** **	7 6% c	4 3%	6 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Amazon Music?

Base : Those who have used Amazon Music in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	673	661	644	29	12	673	596	443	466	135	627	46	107	133	433
Effective Weighted Sample	528	518	504	24	10	528	467	352	367	109	493	35	88	105	336
Total	641	629	615	26	12	641	571	436	450	134	599	42	105	121	414
NEUTRAL (5-6)	76 12%	70 11%	67 11%	** **	** **	76 12%	66 11%	64 15%	56 12%	21 16%	73 12%	** **	14 13%	26 21% c	36 9%
SATISFIED (7-10)	549 86%	543 86%	532 87%	** **	** **	549 86%	493 86%	362 83%	386 86%	109 81%	510 85%	** **	85 81%	92 76%	372 90% b
Answered	641	629	615	**	**	641	571	436	450	134	599	**	105	121	414
Mean score	8.2	8.2	8.2	**	**	8.2	8.2	8.1	8.1	8.0	8.1	**	7.9	7.7	8.4 b
Standard deviation	1.60	1.59	1.59	**	**	1.60	1.56	1.63	1.57	1.68	1.61	**	1.85	1.65	1.49
Standard error	.06	.06	.06	**	**	.06	.06	.08	.07	.14	.06	**	.18	.14	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tuneln?

Base : Those who have used Tuneln in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%	Total	82	26	9	13	23	13	24	27	19	18	18	61	10	6	5	
	Unweighted total	56	26	9	13	23	13	24	27	19	18	18	61	10	6	5	
	Effective Weighted Sample	70	22	8	12	19	12	21	23	16	15	16	57	10	6	5	
	Total	93	32	10	19	21	18	25	34	20	18	21	82	6	3	2	
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tuneln?

Base : Those who have used Tuneln in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	82	72	10	25	54	24	55	12	13	10	24	53	28
Effective Weighted Sample	70	62	8	22	45	22	46	11	12	9	22	45	25
Total	93	85	8	30	58	30	58	15	15	12	30	63	29
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Tuneln?

Base : Those who have used Tuneln in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	82	78	73	9	4	82	69	69	71	37	77	5	15	18	49
Effective Weighted Sample	70	66	62	8	4	70	59	59	60	31	65	4	13	16	41
Total	93	88	84	9	5	93	80	77	80	42	87	6	18	21	54
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?

Base : Those who have used Audible in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	
Significance Level: 99%	Total																
Unweighted total	121	50	71	22	30	27	22	20	42	33	24	22	83	15	10	13	
Effective Weighted Sample	98	42	56	18	25	22	19	17	34	28	19	18	78	15	10	13	
Total	134	52	81	21	35	24	31	22	53	40	20	22	116	9	4	4	
4	(4.0)	3 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
5	(5.0)	6 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
6	(6.0)	13 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
7	(7.0)	15 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
8	(8.0)	29 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
9	(9.0)	27 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	41 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
DISSATISFIED (1-4)		3 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
NEUTRAL (5-6)		19 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
SATISFIED (7-10)		112 84%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Answered	134	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	8.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.61	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?

Base : Those who have used Audible in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	~b	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b
Significance Level: 99%														
Unweighted total		121	104	17	45	72	41	76	24	21	16	41	95	25
Effective Weighted Sample		98	84	14	36	58	33	62	19	18	13	33	76	21
Total		134	119	15	49	79	45	84	26	24	18	45	109	24
4	(4.0)	3 2%	3 2%	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	6 4%	4 4%	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	13 10%	13 11%	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	15 11%	13 11%	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	29 22%	26 22%	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	27 20%	24 20%	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	41 30%	36 30%	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		3 2%	3 2%	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		19 14%	17 15%	**	**	**	**	**	**	**	**	**	**	**
SATISFIED (7-10)		112 84%	99 83%	**	**	**	**	**	**	**	**	**	**	**
Answered		134	119	**	**	**	**	**	**	**	**	**	**	**
Mean score		8.3	8.3	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		1.61	1.62	**	**	**	**	**	**	**	**	**	**	**
Standard error		.15	.16	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with Audible?

Base : Those who have used Audible in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	~b	~c	~d	e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		121	119	116	5	2	121	108	94	88	40	111	10	19	22	80
Effective Weighted Sample		98	96	94	4	2	98	87	77	72	31	89	9	17	17	64
Total		134	132	130	4	2	134	119	104	99	43	121	12	24	23	87
4	(4.0)	3 2%	3 2%	3 2%	** **	** **	3 2%	3 2%	** **	** **	** **	3 2%	** **	** **	** **	** **
5	(5.0)	6 4%	6 5%	6 5%	** **	** **	6 4%	6 5%	** **	** **	** **	6 5%	** **	** **	** **	** **
6	(6.0)	13 10%	13 10%	12 10%	** **	** **	13 10%	11 10%	** **	** **	** **	11 9%	** **	** **	** **	** **
7	(7.0)	15 11%	15 12%	14 11%	** **	** **	15 11%	13 11%	** **	** **	** **	13 11%	** **	** **	** **	** **
8	(8.0)	29 22%	29 22%	29 22%	** **	** **	29 22%	28 23%	** **	** **	** **	28 23%	** **	** **	** **	** **
9	(9.0)	27 20%	27 20%	27 21%	** **	** **	27 20%	22 19%	** **	** **	** **	23 19%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	41 30%	39 29%	39 30%	** **	** **	41 30%	36 30%	** **	** **	** **	37 30%	** **	** **	** **	** **
DISSATISFIED (1-4)		3 2%	3 2%	3 2%	** **	** **	3 2%	3 2%	** **	** **	** **	3 2%	** **	** **	** **	** **
NEUTRAL (5-6)		19 14%	19 14%	18 14%	** **	** **	19 14%	17 15%	** **	** **	** **	17 14%	** **	** **	** **	** **
SATISFIED (7-10)		112 84%	110 83%	108 84%	** **	** **	112 84%	99 83%	** **	** **	** **	101 83%	** **	** **	** **	** **
Answered		134	132	130	**	**	134	119	**	**	**	121	**	**	**	**
Mean score		8.3	8.3	8.3	**	**	8.3	8.2	**	**	**	8.3	**	**	**	**
Standard deviation		1.61	1.61	1.61	**	**	1.61	1.63	**	**	**	1.63	**	**	**	**
Standard error		.15	.15	.15	**	**	.15	.16	**	**	**	.15	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	~d	e	a	b	c	d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		715	386	327	166	171	159	91	128	154	214	162	185	487	89	77	62
Effective Weighted Sample		582	329	252	140	138	133	75	106	130	174	136	149	458	85	73	60
Total		735	402	331	159	194	139	115	128	186	228	147	174	634	52	32	18
1 - Extremely dissatisfied	(1.0)	*	*	-	-	-	-	**	-	-	*	-	-	-	**	**	**
		*%	*%	-%	-%	-%	-%	**	-%	-%	*%	-%	-%	-%	**	**	**
2	(2.0)	1	1	-	-	-	-	**	-	-	-	-	1	-	**	**	**
		*%	*%	-%	-%	-%	-%	**	-%	-%	-%	-%	*%	-%	**	**	**
3	(3.0)	2	-	2	-	1	-	**	1	1	1	-	-	-	**	**	**
		*%	-%	1%	-%	1%	-%	**	*%	*%	*%	-%	-%	-%	**	**	**
4	(4.0)	2	2	-	2	-	-	**	1	2	-	1	-	1	**	**	**
		*%	1%	-%	1%	-%	-%	**	*%	1%	-%	*%	-%	*%	**	**	**
5	(5.0)	33	23	9	11	10	6	**	4	8	5	5	15	28	**	**	**
		4%	6%	3%	7%	5%	4%	**	3%	4%	2%	4%	b	4%	**	**	**
6	(6.0)	91	42	49	17	21	17	**	19	28	27	21	15	83	**	**	**
		12%	11%	15%	11%	11%	13%	**	15%	15%	12%	14%	9%	13%	**	**	**
7	(7.0)	117	72	45	27	31	20	**	22	35	45	13	24	101	**	**	**
		16%	18%	14%	17%	16%	15%	**	17%	19%	20%	9%	14%	16%	**	**	**
8	(8.0)	162	89	73	31	36	32	**	31	43	53	33	33	143	**	**	**
		22%	22%	22%	20%	19%	23%	**	24%	23%	23%	22%	19%	23%	**	**	**
9	(9.0)	134	65	70	35	31	25	**	25	26	52	29	28	113	**	**	**
		18%	16%	21%	22%	16%	18%	**	20%	14%	23%	20%	16%	18%	**	**	**
10 - Extremely satisfied	(10.0)	193	107	84	36	65	38	**	25	43	45	46	58	165	**	**	**
		26%	27%	25%	23%	33%	27%	**	19%	23%	20%	31%	33%	26%	**	**	**
DISSATISFIED (1-4)		5	3	2	2	1	-	**	1	2	1	1	1	1	**	**	**
		1%	1%	1%	1%	1%	-%	**	1%	1%	1%	*%	*%	*%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 ~d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND ~b	WALES ~c	IRELAND ~d	
Significance Level: 99%																	
Unweighted total	715	386	327	166	171	159	91	128	154	214	162	185	487	89	77	62	
Effective Weighted Sample	582	329	252	140	138	133	75	106	130	174	136	149	458	85	73	60	
Total	735	402	331	159	194	139	115	128	186	228	147	174	634	52	32	18	
NEUTRAL (5-6)	124 17%	65 16%	58 17%	28 18%	30 16%	24 17%	** **	24 18%	36 19%	32 14%	26 18%	30 17%	111 17%	** **	** **	** **	
SATISFIED (7-10)	606 82%	333 83%	271 82%	129 81%	163 84%	115 83%	** **	104 81%	147 79%	195 85%	120 82%	144 82%	522 82%	** **	** **	** **	
Answered	735	402	331	159	194	139	**	128	186	228	147	174	634	**	**	**	
Mean score	8.1	8.1	8.2	8.0	8.3	8.2	**	8.0	7.9	8.1	8.3	8.2	8.1	**	**	**	
Standard deviation	1.56	1.59	1.52	1.59	1.62	1.52	**	1.50	1.58	1.44	1.55	1.69	1.52	**	**	**	
Standard error	.06	.08	.08	.12	.12	.12	**	.13	.13	.10	.12	.12	.07	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 166

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	~b	a	b	a	b	a	b	~c	d	a	b
Significance Level: 99%														
Unweighted total		715	618	97	270	433	222	481	114	104	88	222	460	239
Effective Weighted Sample		582	508	75	219	354	179	394	90	87	72	179	381	198
Total		735	645	90	268	454	222	500	110	110	90	222	519	202
1 - Extremely dissatisfied	(1.0)	*	-	**	-	*	-	*	-	-	**	-	-	*
		%	-%	**	-%	%	-%	%	-%	-%	**	-%	-%	%
2	(2.0)	1	1	**	-	1	-	1	-	-	**	-	1	-
		%	%	**	-%	%	-%	%	-%	-%	**	-%	%	-%
3	(3.0)	2	2	**	1	1	1	1	1	-	**	1	2	-
		%	%	**	%	%	%	%	1%	-%	**	%	%	-%
4	(4.0)	2	1	**	*	2	*	2	*	-	**	*	2	1
		%	%	**	%	%	%	%	%	-%	**	%	%	%
5	(5.0)	33	26	**	12	20	10	22	5	8	**	10	19	13
		4%	4%	**	5%	4%	5%	4%	4%	7%	**	5%	4%	7%
6	(6.0)	91	84	**	32	57	28	61	15	10	**	28	69	22
		12%	13%	**	12%	13%	13%	12%	13%	9%	**	13%	13%	11%
7	(7.0)	117	103	**	49	66	41	75	14	17	**	41	77	35
		16%	16%	**	18%	15%	18%	15%	12%	15%	**	18%	15%	17%
8	(8.0)	162	138	**	55	104	46	112	24	21	**	46	111	50
		22%	21%	**	20%	23%	21%	22%	21%	19%	**	21%	21%	25%
9	(9.0)	134	113	**	35	99	29	104	14	17	**	29	99	34
		18%	18%	**	13%	22%	13%	21%	13%	16%	**	13%	19%	17%
						a								
10 - Extremely satisfied	(10.0)	193	177	**	84	103	66	121	38	37	**	66	140	47
		26%	27%	**	32%	23%	30%	24%	34%	34%	**	30%	27%	23%
DISSATISFIED (1-4)		5	3	**	1	4	1	4	1	-	**	1	4	1
		1%	%	**	%	1%	%	1%	1%	-%	**	%	1%	%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	715	618	97	270	433	222	481	114	104	88	222	460	239
Effective Weighted Sample	582	508	75	219	354	179	394	90	87	72	179	381	198
Total	735	645	90	268	454	222	500	110	110	90	222	519	202
NEUTRAL (5-6)	124	111	**	44	77	38	83	20	18	**	38	88	35
	17%	17%	**	16%	17%	17%	17%	18%	16%	**	17%	17%	17%
SATISFIED (7-10)	606	531	**	223	372	182	413	89	92	**	182	426	166
	82%	82%	**	83%	82%	82%	83%	81%	84%	**	82%	82%	82%
Answered	735	645	**	268	454	222	500	110	110	**	222	519	202
Mean score	8.1	8.2	**	8.2	8.1	8.1	8.1	8.3	8.3	**	8.1	8.2	8.0
Standard deviation	1.56	1.56	**	1.58	1.55	1.58	1.55	1.64	1.61	**	1.58	1.56	1.56
Standard error	.06	.06	**	.10	.07	.11	.07	.15	.16	**	.11	.07	.10

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c	
Significance Level: 99%																
Unweighted total		715	670	616	99	45	715	593	430	411	111	643	72	119	187	409
Effective Weighted Sample		582	546	500	82	36	582	480	354	337	91	521	62	99	153	331
Total		735	689	632	104	47	735	612	450	432	117	662	73	123	186	426
1 - Extremely dissatisfied	(1.0)	* *%	- -%	- -%	** **	** **	* *%	* *%	* *%	- -%	- -%	* *%	** **	* *%	- -%	- -%
2	(2.0)	1 *%	1 *%	1 *%	** **	** **	1 *%	1 *%	1 *%	1 *%	1 *%	** **	- -%	- -%	1 *%	
3	(3.0)	2 *%	2 *%	2 *%	** **	** **	2 *%	2 *%	1 *%	1 *%	1 *%	2 *%	** **	1 *%	1 *%	1 *%
4	(4.0)	2 *%	2 *%	2 *%	** **	** **	2 *%	2 *%	1 *%	1 *%	1 1%	2 *%	** **	- -%	1 *%	1 *%
5	(5.0)	33 4%	30 4%	29 5%	** **	** **	33 4%	27 4%	23 5%	21 5%	3 2%	31 5%	** **	6 5%	16 9%	11 2%
6	(6.0)	91 12%	81 12%	72 11%	** **	** **	91 12%	84 14%	53 12%	61 14%	12 10%	89 13%	** **	16 13%	30 16%	46 11%
7	(7.0)	117 16%	110 16%	102 16%	** **	** **	117 16%	96 16%	73 16%	66 15%	26 22%	104 16%	** **	14 11%	35 19%	69 16%
8	(8.0)	162 22%	156 23%	137 22%	** **	** **	162 22%	137 22%	103 23%	104 24%	25 22%	152 23%	** **	25 20%	37 20%	99 23%
9	(9.0)	134 18%	121 18%	111 18%	** **	** **	134 18%	110 18%	78 17%	72 17%	19 17%	114 17%	** **	23 19%	33 18%	79 18%
10 - Extremely satisfied	(10.0)	193 26%	186 27%	177 28%	** **	** **	193 26%	155 25%	117 26%	104 24%	30 26%	167 25%	** **	39 32%	33 18%	120 28%
DISSATISFIED (1-4)		5 1%	5 1%	5 1%	** **	** **	5 1%	4 1%	3 1%	3 1%	2 2%	5 1%	** **	1 1%	1 1%	3 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3K. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with YouTube Music?

Base : Those who have used YouTube Music in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	715	670	616	99	45	715	593	430	411	111	643	72	119	187	409
Effective Weighted Sample	582	546	500	82	36	582	480	354	337	91	521	62	99	153	331
Total	735	689	632	104	47	735	612	450	432	117	662	73	123	186	426
NEUTRAL (5-6)	124 17%	111 16%	100 16%	** **	** **	124 17%	110 18%	76 17%	82 19%	14 12%	120 18%	** **	22 18%	46 25% c	56 13%
SATISFIED (7-10)	606 82%	573 83%	526 83%	** **	** **	606 82%	497 81%	371 82%	347 80%	101 86%	537 81%	** **	101 82%	138 74%	367 86% b
Answered	735	689	632	**	**	735	612	450	432	117	662	**	123	186	426
Mean score	8.1	8.2	8.2	**	**	8.1	8.1	8.1	8.0	8.1	8.1	**	8.3	7.7	8.3 b
Standard deviation	1.56	1.55	1.57	**	**	1.56	1.57	1.58	1.57	1.56	1.57	**	1.65	1.61	1.48
Standard error	.06	.06	.06	**	**	.06	.06	.08	.08	.15	.06	**	.15	.12	.07

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Significance Level: 99%																	
Unweighted total		155	97	57	49	39	32	17	18	37	53	37	28	105	26	11	13
Effective Weighted Sample		127	83	43	43	33	26	15	14	32	44	31	22	99	25	11	13
Total		167	108	58	47	51	28	23	18	47	59	33	27	143	15	5	4
4	(4.0)	9	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
5	(5.0)	12	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**
		7%	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
6	(6.0)	16	**	**	**	**	**	**	**	**	**	**	**	16	**	**	**
		10%	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
7	(7.0)	29	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**
		17%	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
8	(8.0)	35	**	**	**	**	**	**	**	**	**	**	**	29	**	**	**
		21%	**	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
9	(9.0)	25	**	**	**	**	**	**	**	**	**	**	**	20	**	**	**
		15%	**	**	**	**	**	**	**	**	**	**	**	14%	**	**	**
10 - Extremely satisfied	(10.0)	40	**	**	**	**	**	**	**	**	**	**	**	35	**	**	**
		24%	**	**	**	**	**	**	**	**	**	**	**	25%	**	**	**
DISSATISFIED (1-4)		9	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
NEUTRAL (5-6)		28	**	**	**	**	**	**	**	**	**	**	**	26	**	**	**
		17%	**	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
SATISFIED (7-10)		130	**	**	**	**	**	**	**	**	**	**	**	108	**	**	**
		78%	**	**	**	**	**	**	**	**	**	**	**	76%	**	**	**
Answered		167	**	**	**	**	**	**	**	**	**	**	**	143	**	**	**
Mean score		7.8	**	**	**	**	**	**	**	**	**	**	**	7.8	**	**	**
Standard deviation		1.78	**	**	**	**	**	**	**	**	**	**	**	1.83	**	**	**
Standard error		.14	**	**	**	**	**	**	**	**	**	**	**	.18	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	~b	~a	~b	~a	b	~a	~b	~c	~d	a	~b
Significance Level: 99%														
Unweighted total		155	141	14	58	94	46	106	26	22	19	46	117	38
Effective Weighted Sample		127	115	12	47	77	38	87	21	18	16	38	97	31
Total		167	150	16	63	99	54	109	30	26	23	54	134	33
4	(4.0)	9 5%	6 4%	**	**	**	**	6 6%	**	**	**	**	6 5%	**
5	(5.0)	12 7%	11 7%	**	**	**	**	10 9%	**	**	**	**	9 7%	**
6	(6.0)	16 10%	16 11%	**	**	**	**	11 10%	**	**	**	**	14 11%	**
7	(7.0)	29 17%	24 16%	**	**	**	**	16 14%	**	**	**	**	26 20%	**
8	(8.0)	35 21%	34 23%	**	**	**	**	23 21%	**	**	**	**	28 21%	**
9	(9.0)	25 15%	22 15%	**	**	**	**	18 17%	**	**	**	**	18 13%	**
10 - Extremely satisfied	(10.0)	40 24%	37 24%	**	**	**	**	25 23%	**	**	**	**	33 25%	**
DISSATISFIED (1-4)		9 5%	6 4%	**	**	**	**	6 6%	**	**	**	**	6 5%	**
NEUTRAL (5-6)		28 17%	27 18%	**	**	**	**	21 19%	**	**	**	**	23 17%	**
SATISFIED (7-10)		130 78%	118 78%	**	**	**	**	82 75%	**	**	**	**	105 78%	**
Answered		167	150	**	**	**	**	109	**	**	**	**	134	**
Mean score		7.8	7.9	**	**	**	**	7.8	**	**	**	**	7.8	**
Standard deviation		1.78	1.73	**	**	**	**	1.83	**	**	**	**	1.75	**
Standard error		.14	.15	**	**	**	**	.18	**	**	**	**	.16	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B3L. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with SoundCloud?

Base : Those who have used SoundCloud in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	~c	
Significance Level: 99%																
Unweighted total		155	150	143	12	5	155	134	102	111	47	146	9	27	33	95
Effective Weighted Sample		127	122	116	10	4	127	108	84	92	39	119	8	24	29	75
Total		167	161	154	13	6	167	141	112	123	56	156	10	34	33	100
4	(4.0)	9 5%	9 5%	9 6%	** **	** **	9 5%	6 4%	3 3%	6 5%	** **	7 5%	** **	** **	** **	** **
5	(5.0)	12 7%	11 7%	10 7%	** **	** **	12 7%	10 7%	7 7%	6 5%	** **	10 7%	** **	** **	** **	** **
6	(6.0)	16 10%	16 10%	16 11%	** **	** **	16 10%	14 10%	8 7%	8 7%	** **	14 9%	** **	** **	** **	** **
7	(7.0)	29 17%	29 18%	28 18%	** **	** **	29 17%	24 17%	22 20%	25 20%	** **	25 16%	** **	** **	** **	** **
8	(8.0)	35 21%	33 20%	31 20%	** **	** **	35 21%	29 21%	23 20%	30 25%	** **	34 21%	** **	** **	** **	** **
9	(9.0)	25 15%	25 16%	23 15%	** **	** **	25 15%	22 15%	16 14%	18 15%	** **	25 16%	** **	** **	** **	** **
10 - Extremely satisfied	(10.0)	40 24%	38 24%	36 24%	** **	** **	40 24%	35 25%	33 29%	29 24%	** **	40 26%	** **	** **	** **	** **
DISSATISFIED (1-4)		9 5%	9 5%	9 6%	** **	** **	9 5%	6 4%	3 3%	6 5%	** **	7 5%	** **	** **	** **	** **
NEUTRAL (5-6)		28 17%	27 17%	26 17%	** **	** **	28 17%	24 17%	15 14%	14 12%	** **	25 16%	** **	** **	** **	** **
SATISFIED (7-10)		130 78%	125 78%	119 77%	** **	** **	130 78%	111 78%	94 84%	103 83%	** **	124 79%	** **	** **	** **	** **
Answered		167	161	154	**	**	167	141	112	123	**	156	**	**	**	**
Mean score		7.8	7.8	7.8	**	**	7.8	7.9	8.1	7.9	**	7.9	**	**	**	**
Standard deviation		1.78	1.78	1.78	**	**	1.78	1.75	1.68	1.69	**	1.76	**	**	**	**
Standard error		.14	.15	.15	**	**	.14	.15	.17	.16	**	.15	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 168

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		2271	1091	1170	270	391	458	334	818	640	749	424	458	1492	312	295	172	
Effective Weighted Sample		1832	916	910	228	321	371	264	677	529	591	355	376	1401	297	282	168	
Total		2359	1137	1211	263	458	397	408	834	750	782	374	454	1998	187	122	52	
1 - Extremely dissatisfied	(1.0)	19 1%	12 1%	7 1%	1 1%	3 1%	5 1%	3 1%	6 1%	2 *%	6 1%	4 1%	7 2%	18 1%	- -%	* *%	* 1%	
2	(2.0)	13 1%	8 1%	5 *%	2 1%	4 1%	2 *%	- -%	6 1%	2 *%	5 1%	5 1%	2 *%	12 1%	- -%	1 1%	* *%	
3	(3.0)	26 1%	14 1%	13 1%	1 *%	10 2%	7 2%	2 *%	7 1%	8 1%	8 1%	7 2%	3 1%	23 1%	2 1%	1 1%	- -%	
4	(4.0)	42 2%	21 2%	18 2%	9 3%	8 2%	9 2%	10 2%	7 1%	12 2%	8 1%	6 2%	15 3%	36 2%	4 2%	2 1%	1 2%	
5	(5.0)	148 6%	76 7%	72 6%	18 7%	34 7%	18 5%	26 6%	52 6%	44 6%	44 6%	27 7%	33 7%	127 6%	10 5%	8 7%	2 4%	
6	(6.0)	202 9%	103 9%	97 8%	26 10%	45 10%	44 11%	32 8%	55 7%	55 7%	67 9%	37 10%	43 9%	176 9%	9 5%	13 10%	3 6%	
7	(7.0)	444 19%	226 20%	217 18%	58 22%	81 18%	81 20%	86 21%	138 17%	158 21%	142 18%	76 20%	68 15%	392 20%	25 14%	19 16%	8 15%	
8	(8.0)	619 26%	295 26%	324 27%	75 29%	104 23%	121 31%	90 22%	228 27%	206 27%	217 28%	84 22%	112 25%	517 26%	58 31%	31 25%	13 26%	
9	(9.0)	381 16%	191 17%	188 16%	23 9%	72 16%	58 15%	74 18%	153 18%	146 20%	138 18%	42 11%	54 12%	319 16%	31 17%	22 18%	9 18%	
10 - Extremely satisfied	(10.0)	466 20%	192 17%	270 22%	48 18%	98 21%	52 13%	86 21%	182 22%	117 16%	147 19%	86 23%	115 25%	378 19%	48 26%	25 20%	15 28%	
Columns Tested:				a		c		c		cd	c	a	a				a	

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 168

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	2271	1091	1170	270	391	458	334	818	640	749	424	458	1492	312	295	172	
Effective Weighted Sample	1832	916	910	228	321	371	264	677	529	591	355	376	1401	297	282	168	
Total	2359	1137	1211	263	458	397	408	834	750	782	374	454	1998	187	122	52	
DISSATISFIED (1-4)	101 4%	54 5%	44 4%	14 5%	25 5%	22 6%	14 4%	26 3%	24 3%	27 3%	22 6%	28 6%	89 4%	5 3%	5 4%	1 3%	
NEUTRAL (5-6)	349 15%	179 16%	169 14%	44 17%	78 17%	63 16%	58 14%	106 13%	99 13%	111 14%	64 17%	76 17%	304 15%	19 10%	21 17%	5 10%	
SATISFIED (7-10)	1910 81%	904 79%	998 82%	205 78%	355 78%	312 79%	336 82%	702 84%	627 84%	644 82%	288 77%	350 77%	1606 80%	162 87%	97 79%	45 87%	
Answered	2359	1137	1211	263	458	397	408	834	750	782	374	454	1998	187	122	52	
Mean score	7.8	7.7	7.9	7.6	7.7	7.6	7.9	8.0	7.8	7.8	7.6	7.8	7.7	8.2	7.8	8.2	
Standard deviation	1.78	1.80	1.74	1.76	1.90	1.76	1.72	1.73	1.60	1.72	1.97	1.98	1.79	1.60	1.78	1.66	
Standard error	.04	.05	.05	.11	.10	.08	.09	.06	.06	.06	.10	.09	.05	.09	.10	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 168

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		2271	1924	347	684	1561	603	1642	240	298	274	603	1436	802
Effective Weighted Sample		1832	1563	269	543	1270	479	1334	191	244	213	479	1157	672
Total		2359	2025	334	708	1622	636	1694	248	324	285	636	1598	728
1 - Extremely dissatisfied	(1.0)	19 1%	16 1%	2 1%	7 1%	12 1%	7 1%	12 1%	5 2%	4 1%	1 *%	7 1%	16 1%	3 *%
2	(2.0)	13 1%	11 1%	2 1%	3 *%	10 1%	2 *%	12 1%	- -%	2 1%	- -%	2 *%	8 *%	5 1%
3	(3.0)	26 1%	25 1%	1 *%	10 1%	17 1%	10 2%	17 1%	5 2%	7 2%	5 2%	10 2%	18 1%	7 1%
4	(4.0)	42 2%	36 2%	6 2%	23 3% b	19 1%	20 3% b	22 1%	6 2%	12 4%	5 2%	20 3%	26 2%	14 2%
5	(5.0)	148 6%	129 6%	18 6%	29 4%	114 7%	27 4%	117 7%	11 5%	10 3%	10 4%	27 4%	100 6%	41 6%
6	(6.0)	202 9%	174 9%	28 8%	67 9%	135 8%	57 9%	145 9%	21 8%	25 8%	34 12%	57 9%	142 9%	59 8%
7	(7.0)	444 19%	382 19%	62 19%	140 20%	300 19%	125 20%	315 19%	51 20%	54 17%	58 20%	125 20%	316 20%	125 17%
8	(8.0)	619 26%	532 26%	87 26%	197 28%	412 25%	173 27%	435 26%	57 23%	103 32%	83 29%	173 27%	403 25%	212 29%
9	(9.0)	381 16%	314 16%	66 20%	111 16%	264 16%	104 16%	271 16%	45 18%	56 17%	41 14%	104 16%	268 17%	108 15%
10 - Extremely satisfied	(10.0)	466 20%	405 20%	60 18%	122 17%	338 21%	112 18%	349 21%	48 19%	51 16%	48 17%	112 18%	302 19%	154 21%
DISSATISFIED (1-4)		101 4%	88 4%	12 4%	42 6%	58 4%	39 6%	62 4%	15 6%	25 8%	11 4%	39 6%	68 4%	29 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2271	1924	347	684	1561	603	1642	240	298	274	603	1436	802
Effective Weighted Sample	1832	1563	269	543	1270	479	1334	191	244	213	479	1157	672
Total	2359	2025	334	708	1622	636	1694	248	324	285	636	1598	728
NEUTRAL (5-6)	349	303	46	96	249	83	262	32	35	44	83	242	100
	15%	15%	14%	14%	15%	13%	15%	13%	11%	15%	13%	15%	14%
SATISFIED (7-10)	1910	1634	276	570	1315	514	1371	200	264	229	514	1288	599
	81%	81%	82%	80%	81%	81%	81%	81%	82%	81%	81%	81%	82%
Answered	2359	2025	334	708	1622	636	1694	248	324	285	636	1598	728
Mean score	7.8	7.8	7.9	7.7	7.8	7.7	7.8	7.7	7.7	7.7	7.7	7.8	7.9
Standard deviation	1.78	1.79	1.71	1.79	1.78	1.81	1.77	1.90	1.84	1.64	1.81	1.79	1.73
Standard error	.04	.04	.09	.07	.04	.07	.04	.12	.11	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Significance Level: 99%																
Unweighted total		2271	2271	1908	363	-	2271	2271	1414	1487	428	2271	-	223	440	1608
Effective Weighted Sample		1832	1832	1529	304	-	1832	1832	1156	1199	346	1832	-	186	361	1286
Total		2359	2359	1981	379	-	2359	2359	1500	1549	453	2359	-	229	464	1667
1 - Extremely dissatisfied	(1.0)	19 1%	19 1%	16 1%	3 1%	** **	19 1%	19 1%	9 1%	5 *%	- -%	19 1%	** **	19 8% bc	- -%	- -%
2	(2.0)	13 1%	13 1%	12 1%	2 *%	** **	13 1%	13 1%	9 1%	9 1%	2 *%	13 1%	** **	11 5% bc	1 *%	1 *%
3	(3.0)	26 1%	26 1%	21 1%	5 1%	** **	26 1%	26 1%	14 1%	18 1%	4 1%	26 1%	** **	11 5% c	8 2% c	7 *%
4	(4.0)	42 2%	42 2%	39 2%	3 1%	** **	42 2%	42 2%	25 2%	22 1%	8 2%	42 2%	** **	19 8% c	19 4% c	4 *%
5	(5.0)	148 6%	148 6%	115 6%	32 9%	** **	148 6%	148 6%	73 5%	78 5%	22 5%	148 6%	** **	42 19% c	73 16% c	32 2%
6	(6.0)	202 9%	202 9%	168 8%	33 9%	** **	202 9%	202 9%	110 7%	121 8%	23 5%	202 9%	** **	24 11% c	98 21% ac	80 5%
7	(7.0)	444 19%	444 19% c	398 20% c	46 12%	** **	444 19% c	444 19%	289 19%	284 18%	70 15%	444 19%	** **	53 23%	109 24% c	282 17%
8	(8.0)	619 26%	619 26%	517 26%	102 27%	** **	619 26%	619 26%	402 27%	416 27%	111 25%	619 26%	** **	32 14%	90 19%	497 30% ab
9	(9.0)	381 16%	381 16%	314 16%	67 18%	** **	381 16%	381 16%	261 17%	276 18%	98 22%	381 16%	** **	7 3%	36 8%	338 20% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 168

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4A. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using BBC iPlayer? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used BBC iPlayer in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2271	2271	1908	363	-	2271	2271	1414	1487	428	2271	-	223	440	1608
Effective Weighted Sample	1832	1832	1529	304	-	1832	1832	1156	1199	346	1832	-	186	361	1286
Total	2359	2359	1981	379	-	2359	2359	1500	1549	453	2359	-	229	464	1667
10 - Extremely satisfied (10.0)	466 20%	466 20%	381 19%	85 22%	** **	466 20%	466 20%	307 20%	320 21%	114 25%	466 20%	** **	10 5%	29 6%	426 26% ab
DISSATISFIED (1-4)	101 4%	101 4%	88 4%	12 3%	** **	101 4%	101 4%	57 4%	54 3%	14 3%	101 4%	** **	60 26% bc	28 6% c	12 1%
NEUTRAL (5-6)	349 15%	349 15%	284 14%	66 17%	** **	349 15%	349 15%	183 12%	199 13%	46 10%	349 15%	** **	67 29% c	171 37% c	112 7%
SATISFIED (7-10)	1910 81%	1910 81%	1609 81%	301 79%	** **	1910 81%	1910 81%	1260 84%	1296 84%	393 87% ae	1910 81%	** **	102 45%	264 57% a	1543 93% ab
Answered	2359	2359	1981	379	**	2359	2359	1500	1549	453	2359	**	229	464	1667
Mean score	7.8	7.8	7.8	7.9	**	7.8	7.8	7.9	7.9	8.2 abe	7.8	**	5.7	6.8 a	8.4 ab
Standard deviation	1.78	1.78	1.77	1.81	**	1.78	1.78	1.71	1.68	1.63	1.78	**	2.35	1.61	1.34
Standard error	.04	.04	.04	.10	**	.04	.04	.05	.04	.08	.04	**	.16	.08	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 169

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

		GENDER			AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Significance Level: 99%																	
Unweighted total		1422	634	783	163	249	275	196	539	362	444	279	337	1008	120	183	111
Effective Weighted Sample		1161	540	618	139	212	223	156	452	306	357	233	277	947	115	175	107
Total		1509	674	829	164	317	234	238	557	446	478	251	334	1334	69	74	32
1 - Extremely dissatisfied	(1.0)	2 *%	2 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	* *%	* 1%
2	(2.0)	2 *%	2 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	2 *%	- -%	- -%	2 *%	- -%	- -%	- -%
3	(3.0)	21 1%	10 1%	11 1%	3 2%	2 1%	4 2%	8 3%	5 1%	6 1%	5 1%	5 2%	6 2%	17 1%	1 2%	2 3%	1 2%
4	(4.0)	33 2%	15 2%	18 2%	2 1%	13 4%	7 3%	3 1%	7 1%	8 2%	13 3%	5 2%	8 2%	28 2%	2 3%	3 3%	- -%
5	(5.0)	124 8%	60 9%	64 8%	15 9%	31 10%	16 7%	18 7%	44 8%	45 10%	42 9%	16 6%	22 7%	111 8%	8 11%	5 7%	1 2%
6	(6.0)	171 11%	94 14%	76 9%	21 13%	35 11%	31 13%	19 8%	65 12%	58 13%	52 11%	23 9%	38 11%	155 12%	7 10%	7 9%	3 9%
7	(7.0)	305 20%	152 23%	151 18%	44 27%	51 16%	49 21%	44 19%	117 21%	96 22%	95 20%	52 21%	62 18%	275 21%	14 20%	10 14%	6 19%
8	(8.0)	386 26%	165 24%	221 27%	38 23%	89 28%	59 25%	67 28%	134 24%	109 24%	132 28%	54 21%	92 27%	341 26%	18 26%	17 23%	10 30%
9	(9.0)	191 13%	84 12%	108 13%	16 10%	31 10%	34 14%	36 15%	74 13%	70 16%	54 11%	37 15%	31 9%	164 12%	10 15%	15 20%	3 9%
10 - Extremely satisfied	(10.0)	274 18%	91 13%	181 22% a	26 16%	65 20%	32 14%	43 18%	109 20%	55 12%	83 17%	61 24% a	75 23% a	240 18%	9 13%	16 21%	9 29% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 169

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1422	634	783	163	249	275	196	539	362	444	279	337	1008	120	183	111	
Effective Weighted Sample	1161	540	618	139	212	223	156	452	306	357	233	277	947	115	175	107	
Total	1509	674	829	164	317	234	238	557	446	478	251	334	1334	69	74	32	
DISSATISFIED (1-4)	58 4%	29 4%	29 3%	5 3%	15 5%	13 5%	11 5%	14 2%	14 3%	20 4%	9 4%	14 4%	49 4%	3 4%	5 6%	1 3%	
NEUTRAL (5-6)	295 20%	154 23%	140 17%	36 22%	66 21%	47 20%	37 16%	109 20%	103 23%	94 20%	38 15%	60 18%	265 20%	15 22%	12 16%	3 11%	
SATISFIED (7-10)	1156 77%	491 73%	660 80%	123 75%	236 74%	173 74%	190 80%	433 78%	329 74%	364 76%	203 81%	260 78%	1020 76%	51 74%	58 78%	28 87%	
Answered	1509	674	829	164	317	234	238	557	446	478	251	334	1334	69	74	32	
Mean score	7.6	7.4	7.8 a	7.5	7.6	7.5	7.7	7.7	7.5	7.6	7.9 a	7.7	7.6	7.5	7.8	8.1 ab	
Standard deviation	1.71	1.70	1.70	1.64	1.76	1.75	1.74	1.67	1.63	1.72	1.74	1.76	1.70	1.71	1.89	1.72	
Standard error	.05	.07	.06	.13	.11	.11	.12	.07	.09	.08	.10	.10	.05	.16	.14	.16	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 169

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		1422	1197	225	449	964	403	1010	166	199	182	403	859	533
Effective Weighted Sample		1161	985	176	357	797	320	833	133	158	143	320	703	449
Total		1509	1286	223	468	1030	425	1073	177	206	190	425	987	492
1 - Extremely dissatisfied	(1.0)	2 *%	2 *%	- -%	- -%	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	1 *%	* *%
2	(2.0)	2 *%	2 *%	- -%	1 *%	1 *%	1 *%	1 *%	1 1%	1 1%	- -%	1 *%	1 *%	1 *%
3	(3.0)	21 1%	18 1%	3 1%	9 2%	12 1%	9 2%	12 1%	4 3%	4 2%	3 2%	9 2%	11 1%	7 1%
4	(4.0)	33 2%	27 2%	6 3%	11 2%	21 2%	11 3%	21 2%	5 3%	7 3%	3 2%	11 3%	23 2%	8 2%
5	(5.0)	124 8%	103 8%	21 10%	32 7%	93 9%	28 7%	96 9%	15 8%	10 5%	15 8%	28 7%	74 7%	44 9%
6	(6.0)	171 11%	146 11%	25 11%	48 10%	123 12%	41 10%	130 12%	13 7%	24 12%	26 13%	41 10%	107 11%	62 13%
7	(7.0)	305 20%	250 19%	55 24%	88 19%	214 21%	78 18%	224 21%	34 19%	37 18%	34 18%	78 18%	204 21%	96 20%
8	(8.0)	386 26%	340 26%	45 20%	128 27%	255 25%	119 28%	264 25%	50 28%	53 25%	51 27%	119 28%	256 26%	127 26%
9	(9.0)	191 13%	159 12%	32 14%	69 15%	122 12%	63 15%	127 12%	22 12%	36 17%	30 16%	63 15%	134 14%	56 11%
10 - Extremely satisfied	(10.0)	274 18%	239 19%	36 16%	82 18%	187 18%	75 18%	194 18%	33 19%	35 17%	27 14%	75 18%	176 18%	91 18%
DISSATISFIED (1-4)		58 4%	49 4%	9 4%	21 4%	37 4%	21 5%	37 3%	10 6%	12 6%	7 4%	21 5%	37 4%	16 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1422	1197	225	449	964	403	1010	166	199	182	403	859	533
Effective Weighted Sample	1161	985	176	357	797	320	833	133	158	143	320	703	449
Total	1509	1286	223	468	1030	425	1073	177	206	190	425	987	492
NEUTRAL (5-6)	295 20%	249 19%	46 21%	80 17%	216 21%	69 16%	226 21%	28 16%	34 17%	40 21%	69 16%	181 18%	106 22%
SATISFIED (7-10)	1156 77%	988 77%	168 75%	367 78%	777 75%	334 79%	810 76%	139 78%	161 78%	143 75%	334 79%	770 78%	370 75%
Answered	1509	1286	223	468	1030	425	1073	177	206	190	425	987	492
Mean score	7.6	7.7	7.5	7.7	7.6	7.7	7.6	7.6	7.7	7.6	7.7	7.7	7.6
Standard deviation	1.71	1.71	1.70	1.70	1.71	1.72	1.71	1.81	1.74	1.65	1.72	1.68	1.71
Standard error	.05	.05	.11	.08	.06	.09	.05	.14	.12	.12	.09	.06	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 169

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Significance Level: 99%																
Unweighted total		1422	1422	1208	214	-	1422	1314	873	880	256	1348	74	197	264	961
Effective Weighted Sample		1161	1161	978	183	-	1161	1073	718	717	209	1103	58	163	218	780
Total		1509	1509	1283	226	-	1509	1397	941	941	280	1436	73	203	275	1031
1 - Extremely dissatisfied	(1.0)	2 *%	2 *%	1 *%	* *%	** **	2 *%	2 *%	1 *%	1 *%	- -%	2 *%	** **	1 1%	* *%	- -%
2	(2.0)	2 *%	2 *%	1 *%	1 1%	** **	2 *%	2 *%	2 *%	2 *%	- -%	2 *%	** **	1 1%	1 *%	- -%
3	(3.0)	21 1%	21 1%	18 1%	3 1%	** **	21 1%	20 1%	13 1%	10 1%	4 1%	20 1%	** **	9 4% c	5 2%	7 1%
4	(4.0)	33 2%	33 2%	29 2%	3 1%	** **	33 2%	32 2%	22 2%	18 2%	7 3%	32 2%	** **	7 3% c	12 4% c	13 1%
5	(5.0)	124 8%	124 8%	101 8%	24 11%	** **	124 8%	119 9%	71 8%	77 8%	26 9%	123 9%	** **	28 14% c	48 18% c	48 5%
6	(6.0)	171 11%	171 11%	146 11%	25 11%	** **	171 11%	159 11%	106 11%	119 13%	34 12%	164 11%	** **	33 16% c	57 21% c	81 8%
7	(7.0)	305 20%	305 20%	265 21%	39 17%	** **	305 20%	282 20%	189 20%	187 20%	69 25%	286 20%	** **	36 18%	59 21%	209 20%
8	(8.0)	386 26%	386 26%	334 26%	52 23%	** **	386 26%	357 26%	236 25%	246 26%	60 22%	369 26%	** **	41 20%	52 19%	292 28% b
9	(9.0)	191 13%	191 13%	164 13%	27 12%	** **	191 13%	178 13%	131 14%	133 14%	36 13%	181 13%	** **	13 6%	21 8%	158 15% ab
10 - Extremely satisfied	(10.0)	274 18%	274 18%	224 17%	50 22%	** **	274 18%	246 18%	169 18%	147 16%	44 16%	258 18%	** **	33 16% b	18 6%	223 22% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 169

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4B. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using ITVX or ITVX Premium (was ITV Hub or ITV Hub+)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used ITVX or ITVX Premium (was ITV Hub or ITV Hub+) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1422	1422	1208	214	-	1422	1314	873	880	256	1348	74	197	264	961
Effective Weighted Sample	1161	1161	978	183	-	1161	1073	718	717	209	1103	58	163	218	780
Total	1509	1509	1283	226	-	1509	1397	941	941	280	1436	73	203	275	1031
DISSATISFIED (1-4)	58 4%	58 4%	50 4%	8 3%	** **	58 4%	56 4%	38 4%	31 3%	11 4%	56 4%	** **	18 9% c	19 7% c	20 2%
NEUTRAL (5-6)	295 20%	295 20%	246 19%	49 22%	** **	295 20%	278 20%	177 19%	197 21%	60 21%	287 20%	** **	61 30% c	106 38% c	129 12%
SATISFIED (7-10)	1156 77%	1156 77%	987 77%	169 75%	** **	1156 77%	1062 76%	726 77%	713 76%	209 75%	1093 76%	** **	124 61%	151 55%	882 86% ab
Answered	1509	1509	1283	226	**	1509	1397	941	941	280	1436	**	203	275	1031
Mean score	7.6	7.6	7.6	7.7	**	7.6	7.6	7.7	7.6	7.5	7.6	**	7.0	6.7	8.0 ab
Standard deviation	1.71	1.71	1.69	1.82	**	1.71	1.72	1.72	1.67	1.68	1.72	**	2.01	1.67	1.53
Standard error	.05	.05	.05	.12	**	.05	.05	.06	.06	.11	.05	**	.14	.10	.05

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

		GENDER			AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
			a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	~a	b	~c	~d
Significance Level: 99%																	
Unweighted total		263	122	141	22	46	51	40	104	72	80	54	57	69	177	9	8
Effective Weighted Sample		210	104	108	18	35	43	33	88	57	65	45	45	65	167	8	8
Total		202	108	94	20	42	30	34	77	63	59	42	38	89	107	4	2
2	(2.0)	3	2	*	**	**	**	**	-	**	**	**	**	**	*	**	**
		1%	2%	*%	**	**	**	**	-%	**	**	**	**	**	*%	**	**
3	(3.0)	3	3	-	**	**	**	**	-	**	**	**	**	**	-	**	**
		1%	2%	-%	**	**	**	**	-%	**	**	**	**	**	-%	**	**
4	(4.0)	10	7	3	**	**	**	**	3	**	**	**	**	**	4	**	**
		5%	7%	3%	**	**	**	**	3%	**	**	**	**	**	4%	**	**
5	(5.0)	20	11	9	**	**	**	**	9	**	**	**	**	**	5	**	**
		10%	10%	10%	**	**	**	**	11%	**	**	**	**	**	5%	**	**
6	(6.0)	23	16	7	**	**	**	**	9	**	**	**	**	**	9	**	**
		11%	14%	8%	**	**	**	**	11%	**	**	**	**	**	8%	**	**
7	(7.0)	33	18	16	**	**	**	**	13	**	**	**	**	**	19	**	**
		17%	17%	17%	**	**	**	**	17%	**	**	**	**	**	17%	**	**
8	(8.0)	48	26	23	**	**	**	**	22	**	**	**	**	**	34	**	**
		24%	24%	24%	**	**	**	**	29%	**	**	**	**	**	32%	**	**
9	(9.0)	34	16	18	**	**	**	**	14	**	**	**	**	**	23	**	**
		17%	15%	19%	**	**	**	**	18%	**	**	**	**	**	22%	**	**
10 - Extremely satisfied	(10.0)	28	9	19	**	**	**	**	8	**	**	**	**	**	13	**	**
		14%	9%	20%	**	**	**	**	11%	**	**	**	**	**	12%	**	**
DISSATISFIED (1-4)		15	12	3	**	**	**	**	3	**	**	**	**	**	4	**	**
		8%	11%	3%	**	**	**	**	3%	**	**	**	**	**	4%	**	**
NEUTRAL (5-6)		43	27	16	**	**	**	**	17	**	**	**	**	**	14	**	**
		21%	25%	17%	**	**	**	**	22%	**	**	**	**	**	13%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted total	263	122	141	22	46	51	40	104	72	80	54	57	69	177	9	8
Effective Weighted Sample	210	104	108	18	35	43	33	88	57	65	45	45	65	167	8	8
Total	202	108	94	20	42	30	34	77	63	59	42	38	89	107	4	2
SATISFIED (7-10)	144	69	74	**	**	**	**	57	**	**	**	**	**	88	**	**
	71%	64%	79%	**	**	**	**	74%	**	**	**	**	**	83%	**	**
Answered	202	108	94	**	**	**	**	77	**	**	**	**	**	107	**	**
Mean score	7.4	7.0	7.8	**	**	**	**	7.5	**	**	**	**	**	7.8	**	**
			a													
Standard deviation	1.87	1.93	1.72	**	**	**	**	1.61	**	**	**	**	**	1.53	**	**
Standard error	.12	.17	.15	**	**	**	**	.16	**	**	**	**	**	.12	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 170

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	263	231	32	73	186	64	195	27	31	27	64	168	90
Effective Weighted Sample	210	182	28	57	154	49	161	21	24	21	49	133	76
Total	202	175	27	63	134	54	143	24	27	22	54	137	62
2	(2.0)	3 1%	3 2%	** **	** **	1 1%	** **	2 2%	** **	** **	** **	3 2%	** **
3	(3.0)	3 1%	3 1%	** **	** **	- -%	** **	1 1%	** **	** **	** **	3 2%	** **
4	(4.0)	10 5%	9 5%	** **	** **	6 5%	** **	6 4%	** **	** **	** **	7 5%	** **
5	(5.0)	20 10%	14 8%	** **	** **	11 8%	** **	12 9%	** **	** **	** **	13 10%	** **
6	(6.0)	23 11%	18 10%	** **	** **	16 12%	** **	17 12%	** **	** **	** **	14 10%	** **
7	(7.0)	33 17%	28 16%	** **	** **	25 18%	** **	25 18%	** **	** **	** **	21 15%	** **
8	(8.0)	48 24%	46 26%	** **	** **	33 25%	** **	34 24%	** **	** **	** **	27 20%	** **
9	(9.0)	34 17%	30 17%	** **	** **	25 18%	** **	27 19%	** **	** **	** **	25 18%	** **
10 - Extremely satisfied	(10.0)	28 14%	26 15%	** **	** **	17 12%	** **	18 13%	** **	** **	** **	24 17%	** **
DISSATISFIED (1-4)	15 8%	14 8%	** **	** **	8 6%	** **	9 7%	** **	** **	** **	** **	13 9%	** **
NEUTRAL (5-6)	43 21%	32 18%	** **	** **	28 21%	** **	29 21%	** **	** **	** **	** **	27 20%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	263	231	32	73	186	64	195	27	31	27	64	168	90
Effective Weighted Sample	210	182	28	57	154	49	161	21	24	21	49	133	76
Total	202	175	27	63	134	54	143	24	27	22	54	137	62
SATISFIED (7-10)	144	129	**	**	99	**	104	**	**	**	**	97	**
	71%	74%	**	**	74%	**	73%	**	**	**	**	71%	**
Answered	202	175	**	**	134	**	143	**	**	**	**	137	**
Mean score	7.4	7.5	**	**	7.5	**	7.5	**	**	**	**	7.5	**
Standard deviation	1.87	1.89	**	**	1.73	**	1.82	**	**	**	**	2.02	**
Standard error	.12	.12	**	**	.13	**	.13	**	**	**	**	.16	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 170

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	263	263	220	43	-	263	246	174	179	67	250	13	25	46	192
Effective Weighted Sample	210	210	174	38	-	210	196	139	141	53	199	12	21	37	153
Total	202	202	173	29	-	202	190	148	148	66	192	10	21	36	145
2	(2.0)	3 1%	3 1%	3 2%	** **	3 1%	3 1%	3 2%	3 2%	** **	3 1%	** **	** **	** **	3 2%
3	(3.0)	3 1%	3 1%	3 2%	** **	3 1%	3 1%	3 2%	3 2%	** **	3 1%	** **	** **	** **	- -%
4	(4.0)	10 5%	10 5%	9 5%	** **	10 5%	9 5%	9 6%	9 6%	** **	10 5%	** **	** **	** **	2 1%
5	(5.0)	20 10%	20 10%	17 10%	** **	20 10%	16 8%	13 9%	12 8%	** **	17 9%	** **	** **	** **	6 4%
6	(6.0)	23 11%	23 11%	18 10%	** **	23 11%	22 12%	15 10%	17 12%	** **	22 11%	** **	** **	** **	17 11%
7	(7.0)	33 17%	33 17%	29 17%	** **	33 17%	31 16%	25 17%	23 15%	** **	31 16%	** **	** **	** **	21 14%
8	(8.0)	48 24%	48 24%	40 23%	** **	48 24%	46 24%	33 22%	36 24%	** **	46 24%	** **	** **	** **	40 28%
9	(9.0)	34 17%	34 17%	28 16%	** **	34 17%	33 17%	25 17%	24 16%	** **	33 17%	** **	** **	** **	30 21%
10 - Extremely satisfied	(10.0)	28 14%	28 14%	27 15%	** **	28 14%	28 15%	23 16%	22 15%	** **	28 15%	** **	** **	** **	26 18%
DISSATISFIED (1-4)		15 8%	15 8%	14 8%	** **	15 8%	15 8%	14 10%	15 10%	** **	15 8%	** **	** **	** **	5 3%
NEUTRAL (5-6)		43 21%	43 21%	35 20%	** **	43 21%	38 20%	28 19%	29 20%	** **	39 20%	** **	** **	** **	23 16%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4C. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using STV Player/ STV Player VIP (Scotland)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used STV Player/ STV Player VIP (Scotland) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	263	263	220	43	-	263	246	174	179	67	250	13	25	46	192
Effective Weighted Sample	210	210	174	38	-	210	196	139	141	53	199	12	21	37	153
Total	202	202	173	29	-	202	190	148	148	66	192	10	21	36	145
SATISFIED (7-10)	144	144	124	**	**	144	137	106	104	**	138	**	**	**	118
	71%	71%	72%	**	**	71%	72%	71%	70%	**	72%	**	**	**	81%
Answered	202	202	173	**	**	202	190	148	148	**	192	**	**	**	145
Mean score	7.4	7.4	7.4	**	**	7.4	7.5	7.4	7.4	**	7.5	**	**	**	7.9
Standard deviation	1.87	1.87	1.92	**	**	1.87	1.88	1.97	1.96	**	1.89	**	**	**	1.69
Standard error	.12	.12	.13	**	**	.12	.12	.15	.15	**	.12	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d	~d
Significance Level: 99%																		
Unweighted total		67	39	28	12	24	17	4	10	22	17	14	14	41	8	15	3	
Effective Weighted Sample		53	34	19	9	21	15	4	8	17	14	11	12	39	8	14	3	
Total		68	42	25	12	30	14	2	9	23	18	11	16	56	5	7	1	
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	67	39	28	12	24	17	4	10	22	17	14	14	41	8	15	3
Effective Weighted Sample	53	34	19	9	21	15	4	8	17	14	11	12	39	8	14	3
Total	68	42	25	12	30	14	2	9	23	18	11	16	56	5	7	1
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	67	61	6	38	27	31	33	16	18	11	31	50	16
Effective Weighted Sample	53	49	5	32	20	25	25	14	15	9	25	41	12
Total	68	64	4	41	23	33	30	18	19	13	33	55	12
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN ~a	RURAL ~b	YES ~a	NO ~b	YES ~a	NO ~b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING ~a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	67	61	6	38	27	31	33	16	18	11	31	50	16
Effective Weighted Sample	53	49	5	32	20	25	25	14	15	9	25	41	12
Total	68	64	4	41	23	33	30	18	19	13	33	55	12
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	67	67	62	5	-	67	66	63	61	23	67	-	8	17	42
Effective Weighted Sample	53	53	49	4	-	53	52	51	48	19	53	-	7	13	33
Total	68	68	63	5	-	68	66	65	62	27	68	-	9	17	42
2	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	(6.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	(7.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	(8.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	(9.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10 - Extremely satisfied	(10.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISSATISFIED (1-4)		**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEUTRAL (5-6)		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4D. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using S4C Clic (Welsh language)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used S4C Clic (Welsh language) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY ~a	SVOD ~b	NOT SVOD ~c	NONE ~d	TOTAL ~e	TV ~a	RADIO ~b	APPS/ SITES ~c	SOUNDS ~d	ANY ~e	NONE ~f	1-4 ~a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	67	67	62	5	-	67	66	63	61	23	67	-	8	17	42
Effective Weighted Sample	53	53	49	4	-	53	52	51	48	19	53	-	7	13	33
Total	68	68	63	5	-	68	66	65	62	27	68	-	9	17	42
SATISFIED (7-10)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 172

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using All4/ All4+ (previously 4OD)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used All4/ All4+ (previously 4OD) in the past 3 months

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Significance Level: 99%																		
Unweighted total		817	374	439	90	178	164	125	260	216	282	143	176	530	119	103	65	
Effective Weighted Sample		658	317	338	74	147	134	95	218	176	223	122	142	498	113	99	64	
Total		834	388	440	87	208	140	140	258	245	291	133	165	703	70	42	19	
1 - Extremely dissatisfied	(1.0)	3 *%	3 1%	- -%	** **	2 1%	1 1%	- -%	- -%	- -%	2 1%	- -%	1 1%	3 *%	- -%	- -%	** **	
2	(2.0)	7 1%	5 1%	2 1%	** **	3 1%	2 1%	- -%	2 1%	2 1%	2 2%	2 2%	1 1%	6 1%	1 1%	* 1%	** **	
3	(3.0)	2 *%	2 1%	- -%	** **	2 1%	- -%	- -%	1 *%	2 1%	1 *%	- -%	- -%	2 *%	- -%	- -%	** **	
4	(4.0)	21 3%	11 3%	9 2%	** **	7 3%	3 2%	4 3%	6 2%	7 3%	5 2%	3 2%	6 4%	20 3%	1 1%	* 1%	** **	
5	(5.0)	54 6%	26 7%	28 6%	** **	16 8%	2 1%	11 8%	20 8%	18 8%	23 8%	7 5%	5 3%	49 7%	3 4%	2 4%	** **	
6	(6.0)	89 11%	41 10%	48 11%	** **	21 10%	12 9%	13 9%	25 10%	22 9%	36 12%	20 15%	12 7%	73 10%	8 11%	5 12%	** **	
7	(7.0)	188 23%	98 25%	89 20%	** **	46 22%	32 23%	29 20%	64 25%	64 26%	63 22%	24 18%	37 23%	158 22%	17 24%	10 24%	** **	
8	(8.0)	228 27%	103 26%	126 29%	** **	48 23%	45 32%	44 31%	73 28%	73 30%	82 28%	32 24%	41 25%	188 27%	22 31%	12 27%	** **	
9	(9.0)	99 12%	44 11%	55 12%	** **	24 11%	24 17%	15 11%	22 9%	26 10%	37 13%	13 10%	23 14%	82 12%	9 13%	7 16%	** **	
10 - Extremely satisfied	(10.0)	142 17%	56 14%	84 19%	** **	41 20%	19 14%	24 17%	45 17%	32 13%	40 14%	32 24%	38 23%	122 17%	11 16%	6 15%	** **	
DISSATISFIED (1-4)		33 4%	21 5%	11 3%	** **	13 6%	6 4%	4 3%	9 3%	11 4%	9 3%	5 4%	8 5%	31 4%	1 2%	1 2%	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using All4/ All4+ (previously 4OD)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used All4/ All4+ (previously 4OD) in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	817	374	439	90	178	164	125	260	216	282	143	176	530	119	103	65	
Effective Weighted Sample	658	317	338	74	147	134	95	218	176	223	122	142	498	113	99	64	
Total	834	388	440	87	208	140	140	258	245	291	133	165	703	70	42	19	
NEUTRAL (5-6)	143	67	75	**	37	14	25	45	40	59	27	17	122	10	7	**	
	17%	17%	17%	**	18%	10%	18%	17%	16%	20%	20%	11%	17%	15%	16%	**	
SATISFIED (7-10)	657	301	354	**	158	120	112	205	195	222	101	140	550	58	34	**	
	79%	77%	80%	**	76%	86%	80%	79%	79%	76%	76%	85%	78%	83%	82%	**	
Answered	834	388	440	**	208	140	140	258	245	291	133	165	703	70	42	**	
Mean score	7.6	7.5	7.8	**	7.5	7.8	7.7	7.6	7.5	7.5	7.8	7.9	7.6	7.8	7.8	**	
Standard deviation	1.69	1.76	1.60	**	1.91	1.61	1.57	1.65	1.62	1.66	1.79	1.73	1.72	1.49	1.51	**	
Standard error	.06	.09	.08	**	.14	.13	.14	.10	.11	.10	.15	.13	.07	.14	.15	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 172

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using All4/ All4+ (previously 4OD)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used All4/ All4+ (previously 4OD) in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		817	708	109	256	551	228	579	107	112	90	228	512	289
Effective Weighted Sample		658	575	84	207	443	184	467	84	94	73	184	410	245
Total		834	737	97	266	556	239	583	107	124	95	239	560	260
1 - Extremely dissatisfied	(1.0)	3 *%	3 *%	- -%	- -%	3 *%	- -%	3 *%	- -%	- -%	** **	- -%	3 *%	- -%
2	(2.0)	7 1%	6 1%	1 1%	2 1%	5 1%	2 1%	5 1%	1 1%	2 1%	** **	2 1%	5 1%	2 1%
3	(3.0)	2 *%	2 *%	- -%	2 1%	1 *%	2 1%	1 *%	- -%	- -%	** **	2 1%	2 *%	1 *%
4	(4.0)	21 3%	21 3%	- -%	7 3%	14 3%	5 2%	16 3%	3 2%	3 2%	** **	5 2%	12 2%	8 3%
5	(5.0)	54 6%	42 6%	12 12%	18 7%	36 6%	18 8%	36 6%	12 12%	6 5%	** **	18 8%	35 6%	19 7%
6	(6.0)	89 11%	78 11%	11 11%	24 9%	63 11%	18 7%	69 12%	6 6%	12 10%	** **	18 7%	60 11%	26 10%
7	(7.0)	188 23%	171 23%	17 17%	52 20%	136 24%	48 20%	140 24%	25 24%	28 23%	** **	48 20%	132 24%	54 21%
8	(8.0)	228 27%	201 27%	27 28%	74 28%	150 27%	68 28%	157 27%	27 26%	34 28%	** **	68 28%	155 28%	71 27%
9	(9.0)	99 12%	87 12%	12 13%	39 15%	59 11%	33 14%	64 11%	10 10%	17 14%	** **	33 14%	71 13%	26 10%
10 - Extremely satisfied	(10.0)	142 17%	124 17%	18 18%	49 19%	89 16%	46 19%	92 16%	22 21%	22 18%	** **	46 19%	86 15%	53 20%
DISSATISFIED (1-4)		33 4%	32 4%	1 1%	10 4%	23 4%	9 4%	25 4%	3 3%	4 3%	** **	9 4%	21 4%	11 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using All4/ All4+ (previously 4OD)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used All4/ All4+ (previously 4OD) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	817	708	109	256	551	228	579	107	112	90	228	512	289
Effective Weighted Sample	658	575	84	207	443	184	467	84	94	73	184	410	245
Total	834	737	97	266	556	239	583	107	124	95	239	560	260
NEUTRAL (5-6)	143 17%	121 16%	23 23%	42 16%	99 18%	36 15%	105 18%	18 17%	18 14%	** **	36 15%	95 17%	45 17%
SATISFIED (7-10)	657 79%	584 79%	74 76%	214 80%	434 78%	195 82%	453 78%	85 80%	102 82%	** **	195 82%	445 79%	204 78%
Answered	834	737	97	266	556	239	583	107	124	**	239	560	260
Mean score	7.6	7.6	7.7	7.8	7.6	7.8	7.6	7.7	7.8	**	7.8	7.6	7.7
Standard deviation	1.69	1.69	1.69	1.67	1.69	1.68	1.69	1.72	1.64	**	1.68	1.67	1.72
Standard error	.06	.06	.16	.10	.07	.11	.07	.17	.15	**	.11	.07	.10

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 172

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using All4/ All4+ (previously 4OD)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used All4/ All4+ (previously 4OD) in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	~d	e	a	b	c	d	e	~f	a	b	c
Significance Level: 99%																
Unweighted total		817	817	714	103	-	817	741	528	553	193	778	39	112	138	567
Effective Weighted Sample		658	658	571	88	-	658	597	430	443	153	627	31	91	111	456
Total		834	834	731	103	-	834	759	555	563	198	795	39	111	138	585
1 - Extremely dissatisfied	(1.0)	3	3	3	-	**	3	3	3	3	2	3	**	1	2	-
		*%	*%	*%	-%	**	*%	*%	*%	*%	1%	*%	**	1%	1%	-%
2	(2.0)	7	7	7	-	**	7	7	4	7	*	7	**	2	1	4
		1%	1%	1%	-%	**	1%	1%	1%	1%	*%	1%	**	2%	1%	1%
3	(3.0)	2	2	2	1	**	2	2	2	2	1	2	**	2	1	-
		*%	*%	*%	1%	**	*%	*%	*%	*%	*%	*%	**	1%	1%	-%
														c		
4	(4.0)	21	21	20	1	**	21	19	13	13	2	20	**	7	9	6
		3%	3%	3%	1%	**	3%	3%	2%	2%	1%	3%	**	6%	6%	1%
														c	c	
5	(5.0)	54	54	47	7	**	54	47	35	31	10	52	**	11	20	23
		6%	6%	6%	7%	**	6%	6%	6%	5%	5%	6%	**	9%	14%	4%
														c		
6	(6.0)	89	89	78	11	**	89	85	60	67	16	87	**	15	20	55
		11%	11%	11%	11%	**	11%	11%	11%	12%	8%	11%	**	13%	14%	9%
7	(7.0)	188	188	166	22	**	188	174	127	118	43	181	**	23	35	131
		23%	23%	23%	21%	**	23%	23%	23%	21%	22%	23%	**	20%	25%	22%
8	(8.0)	228	228	201	28	**	228	204	147	167	55	214	**	27	27	174
		27%	27%	27%	27%	**	27%	27%	26%	30%	28%	27%	**	24%	20%	30%
9	(9.0)	99	99	86	13	**	99	93	69	69	28	97	**	7	12	80
		12%	12%	12%	13%	**	12%	12%	13%	12%	14%	12%	**	6%	9%	14%
10 - Extremely satisfied	(10.0)	142	142	122	19	**	142	123	96	87	41	132	**	18	12	112
		17%	17%	17%	19%	**	17%	16%	17%	15%	21%	17%	**	16%	9%	19%
																b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 172

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4E. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using All4/ All4+ (previously 4OD)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used All4/ All4+ (previously 4OD) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	817	817	714	103	-	817	741	528	553	193	778	39	112	138	567
Effective Weighted Sample	658	658	571	88	-	658	597	430	443	153	627	31	91	111	456
Total	834	834	731	103	-	834	759	555	563	198	795	39	111	138	585
DISSATISFIED (1-4)	33 4%	33 4%	31 4%	2 2%	** **	33 4%	31 4%	22 4%	25 4%	5 2%	32 4%	** **	11 c 10%	12 c 9%	9 2%
NEUTRAL (5-6)	143 17%	143 17%	124 17%	19 18%	** **	143 17%	133 17%	94 17%	98 17%	27 14%	138 17%	** **	25 c 23%	40 c 29%	78 13%
SATISFIED (7-10)	657 79%	657 79%	575 79%	82 80%	** **	657 79%	595 78%	439 79%	441 78%	166 84%	625 79%	** **	75 67%	86 62%	497 85% ab
Answered	834	834	731	103	**	834	759	555	563	198	795	**	111	138	585
Mean score	7.6	7.6	7.6	7.8	**	7.6	7.6	7.6	7.6	7.9	7.6	**	7.1	6.9	7.9 ab
Standard deviation	1.69	1.69	1.70	1.59	**	1.69	1.69	1.70	1.71	1.64	1.69	**	2.02	1.83	1.50
Standard error	.06	.06	.06	.16	**	.06	.06	.07	.07	.12	.06	**	.19	.16	.06

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

		GENDER			AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	b	~a	~b	c	d	e	a	b	c	d	a	~b	~c	~d		
Significance Level: 99%																		
Unweighted total		623	348	51	84	124	102	262	158	178	133	154	428	83	66	46		
Effective Weighted Sample		505	269	42	71	100	81	218	132	142	113	122	398	78	63	45		
Total		649	357	49	101	103	126	270	187	189	124	149	560	50	26	13		
3	(3.0)	11 2%	6 2%	** **	** **	1 1%	6 4%	2 1%	1 *%	7 4%	- -%	3 2%	10 2%	** **	** **	** **		
4	(4.0)	14 2%	7 2%	** **	** **	1 *%	5 4%	6 2%	3 2%	5 3%	3 3%	2 2%	12 2%	** **	** **	** **		
5	(5.0)	62 9%	29 8%	** **	** **	6 6%	9 7%	31 11%	26 14%	8 4%	9 8%	18 12%	51 9%	** **	** **	** **		
6	(6.0)	98 15%	63 18%	** **	** **	18 17%	15 12%	48 18%	34 18%	26 14%	14 12%	23 15%	93 17%	** **	** **	** **		
7	(7.0)	153 24%	83 23%	** **	** **	27 26%	30 24%	67 25%	44 24%	57 30%	28 23%	24 16%	132 24%	** **	** **	** **		
8	(8.0)	112 17%	64 18%	** **	** **	19 18%	25 20%	51 19%	33 18%	34 18%	20 16%	25 17%	91 16%	** **	** **	** **		
9	(9.0)	93 14%	45 13%	** **	** **	15 15%	13 10%	27 10%	24 13%	20 11%	20 16%	28 19%	83 15%	** **	** **	** **		
10 - Extremely satisfied	(10.0)	106 16%	60 17%	** **	** **	16 16%	24 19%	38 14%	21 11%	32 17%	30 24%	24 16%	87 16%	** **	** **	** **		
DISSATISFIED (1-4)		25 4%	14 4%	** **	** **	2 2%	10 8%	9 3%	4 2%	12 6%	3 3%	6 4%	22 4%	** **	** **	** **		
NEUTRAL (5-6)		160 25%	92 26%	** **	** **	24 23%	24 19%	79 29%	60 32%	34 18%	24 19%	41 28%	144 26%	** **	** **	** **		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	~a	~b	c	d	e	a	b	c	d	a	~b	~c	~d
Unweighted total	623	274	348	51	84	124	102	262	158	178	133	154	428	83	66	46
Effective Weighted Sample	505	236	269	42	71	100	81	218	132	142	113	122	398	78	63	45
Total	649	292	357	49	101	103	126	270	187	189	124	149	560	50	26	13
SATISFIED (7-10)	464	213	251	**	**	77	91	183	123	143	97	102	393	**	**	**
	72%	73%	70%	**	**	75%	73%	68%	66%	76%	78%	68%	70%	**	**	**
Answered	649	292	357	**	**	103	126	270	187	189	124	149	560	**	**	**
Mean score	7.5	7.5	7.5	**	**	7.6	7.4	7.3	7.2	7.5	7.8	7.5	7.4	**	**	**
Standard deviation	1.73	1.75	1.72	**	**	1.59	1.91	1.66	1.62	1.75	1.71	1.82	1.73	**	**	**
Standard error	.07	.11	.09	**	**	.14	.19	.10	.13	.13	.15	.15	.08	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 173

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b	
Significance Level: 99%														
Unweighted total	623	530	93	194	426	175	445	67	81	76	175	347	261	
Effective Weighted Sample	505	432	73	153	349	139	364	52	68	60	139	283	219	
Total	649	562	87	198	446	182	462	63	89	84	182	399	235	
3	(3.0)	11 2%	10 2%	** **	2 1%	9 2%	2 1%	9 2%	** **	** **	** **	2 1%	5 1%	2 1%
4	(4.0)	14 2%	13 2%	** **	2 1%	12 3%	2 1%	12 3%	** **	** **	** **	2 1%	9 2%	5 2%
5	(5.0)	62 9%	56 10%	** **	18 9%	44 10%	14 7%	48 10%	** **	** **	** **	14 7%	32 8%	28 12%
6	(6.0)	98 15%	90 16%	** **	25 13%	71 16%	23 13%	73 16%	** **	** **	** **	23 13%	56 14%	39 16%
7	(7.0)	153 24%	127 23%	** **	45 23%	108 24%	43 24%	110 24%	** **	** **	** **	43 24%	97 24%	53 23%
8	(8.0)	112 17%	92 16%	** **	37 18%	76 17%	33 18%	79 17%	** **	** **	** **	33 18%	71 18%	42 18%
9	(9.0)	93 14%	81 14%	** **	33 17%	58 13%	28 16%	63 14%	** **	** **	** **	28 16%	66 17%	25 11%
10 - Extremely satisfied	(10.0)	106 16%	93 17%	** **	36 18%	68 15%	36 20%	68 15%	** **	** **	** **	36 20%	63 16%	42 18%
DISSATISFIED (1-4)		25 4%	23 4%	** **	4 2%	21 5%	4 2%	21 5%	** **	** **	** **	4 2%	15 4%	7 3%
NEUTRAL (5-6)		160 25%	146 26%	** **	43 22%	115 26%	37 20%	121 26%	** **	** **	** **	37 20%	88 22%	66 28%
SATISFIED (7-10)		464 72%	393 70%	** **	151 76%	310 70%	141 78%	320 69%	** **	** **	** **	141 78%	297 74%	162 69%
Answered		649	562	**	198	446	182	462	**	**	**	182	399	235

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	623	530	93	194	426	175	445	67	81	76	175	347	261
Effective Weighted Sample	505	432	73	153	349	139	364	52	68	60	139	283	219
Total	649	562	87	198	446	182	462	63	89	84	182	399	235
Mean score	7.5	7.5	**	7.7	7.4	7.7	7.4	**	**	**	7.7	7.6	7.4
Standard deviation	1.73	1.75	**	1.67	1.75	1.66	1.74	**	**	**	1.66	1.68	1.74
Standard error	.07	.08	**	.12	.08	.13	.08	**	**	**	.13	.09	.11

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 173

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c	
Significance Level: 99%																
Unweighted total	623	623	532	91	-	623	565	411	419	131	586	37	93	99	431	
Effective Weighted Sample	505	505	426	79	-	505	459	339	342	110	476	29	78	79	347	
Total	649	649	551	98	-	649	591	441	441	146	611	37	97	102	450	
3	(3.0)	11 2%	11 2%	8 1%	** **	** **	11 2%	11 2%	8 2%	6 1%	1 *%	11 2%	** **	** **	** **	5 1%
4	(4.0)	14 2%	14 2%	12 2%	** **	** **	14 2%	13 2%	10 2%	12 3%	3 2%	13 2%	** **	** **	** **	4 1%
5	(5.0)	62 9%	62 9%	49 9%	** **	** **	62 9%	55 9%	39 9%	37 8%	13 9%	58 10%	** **	** **	** **	29 6%
6	(6.0)	98 15%	98 15%	84 15%	** **	** **	98 15%	91 15%	71 16%	76 17%	23 16%	96 16%	** **	** **	** **	56 12%
7	(7.0)	153 24%	153 24%	134 24%	** **	** **	153 24%	141 24%	100 23%	100 23%	34 23%	144 23%	** **	** **	** **	104 23%
8	(8.0)	112 17%	112 17%	96 17%	** **	** **	112 17%	103 17%	80 18%	74 17%	22 15%	106 17%	** **	** **	** **	87 19%
9	(9.0)	93 14%	93 14%	77 14%	** **	** **	93 14%	85 14%	67 15%	76 17%	24 16%	89 15%	** **	** **	** **	78 17%
10 - Extremely satisfied	(10.0)	106 16%	106 16%	90 16%	** **	** **	106 16%	93 16%	66 15%	60 14%	26 18%	95 16%	** **	** **	** **	89 20%
DISSATISFIED (1-4)		25 4%	25 4%	20 4%	** **	** **	25 4%	24 4%	18 4%	18 4%	4 2%	24 4%	** **	** **	** **	8 2%
NEUTRAL (5-6)		160 25%	160 25%	133 24%	** **	** **	160 25%	146 25%	110 25%	113 26%	37 25%	154 25%	** **	** **	** **	84 19%
SATISFIED (7-10)		464 72%	464 72%	398 72%	** **	** **	464 72%	421 71%	313 71%	310 70%	106 72%	434 71%	** **	** **	** **	357 79%
Answered	649	649	551	**	**	649	591	441	441	146	611	**	**	**	450	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4F. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using My5 (previously Demand 5)? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used My5 (previously Demand 5) in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	623	623	532	91	-	623	565	411	419	131	586	37	93	99	431
Effective Weighted Sample	505	505	426	79	-	505	459	339	342	110	476	29	78	79	347
Total	649	649	551	98	-	649	591	441	441	146	611	37	97	102	450
Mean score	7.5	7.5	7.5	**	**	7.5	7.4	7.5	7.4	7.6	7.4	**	**	**	7.8
Standard deviation	1.73	1.73	1.71	**	**	1.73	1.73	1.71	1.69	1.69	1.73	**	**	**	1.62
Standard error	.07	.07	.07	**	**	.07	.07	.08	.08	.15	.07	**	**	**	.08

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 174

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Significance Level: 99%																		
Unweighted total		682	369	309	84	139	175	104	180	175	221	158	128	393	103	117	69	
Effective Weighted Sample		528	294	231	66	112	139	80	139	142	172	125	95	369	98	112	66	
Total		656	359	293	76	157	144	116	162	200	216	131	109	525	63	48	20	
1 - Extremely dissatisfied	(1.0)	* *%	* *%	- -%	** **	- -%	- -%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **
2	(2.0)	3 *%	2 1%	* *%	** **	- -%	1 1%	- -%	- -%	1 1%	- -%	- -%	1 1%	2 *%	- -%	- -%	- -%	** **
3	(3.0)	3 *%	1 *%	2 1%	** **	1 *%	* *%	- -%	2 1%	1 *%	1 1%	- -%	1 1%	1 *%	1 2%	* 1%	* 1%	** **
4	(4.0)	8 1%	6 2%	1 *%	** **	1 1%	2 1%	2 2%	1 1%	2 1%	3 1%	1 1%	2 2%	5 1%	1 2%	1 2%	1 2%	** **
5	(5.0)	38 6%	19 5%	18 6%	** **	10 6%	8 5%	7 6%	5 3%	12 6%	10 5%	7 5%	9 8%	34 6%	2 3%	1 2%	1 2%	** **
6	(6.0)	41 6%	23 6%	17 6%	** **	15 9%	6 4%	6 5%	11 7%	13 6%	10 5%	11 8%	7 6%	32 6%	3 5%	4 9%	4 9%	** **
7	(7.0)	117 18%	73 20%	42 14%	** **	32 20%	26 18%	14 12%	35 21%	40 20%	40 18%	23 17%	14 13%	101 19%	7 11%	6 12%	6 12%	** **
8	(8.0)	179 27%	103 29%	75 26%	** **	36 23%	40 28%	39 33%	47 29%	51 26%	68 31%	37 28%	22 20%	146 28%	19 31%	9 19%	9 19%	** **
9	(9.0)	134 20%	66 18%	68 23%	** **	22 14%	37 25%	26 22%	31 19%	42 21%	44 20%	19 14%	29 27%	101 19%	18 29%	12 25%	12 25%	** **
10 - Extremely satisfied	(10.0)	134 20%	64 18%	69 24%	** **	41 26%	25 17%	22 19%	32 20%	37 18%	40 18%	34 26%	24 22%	104 20%	11 17%	14 29%	14 29%	** **
DISSATISFIED (1-4)		13 2%	10 3%	3 1%	** **	2 1%	4 2%	2 2%	3 2%	4 2%	4 2%	1 1%	4 3%	8 2%	3 4%	1 3%	1 3%	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

	GENDER			AGE					SEG				NATION				N
	Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	b	c	d	e	a	b	c	d	a	b	c	~d	
Unweighted total	682	369	309	84	139	175	104	180	175	221	158	128	393	103	117	69	
Effective Weighted Sample	528	294	231	66	112	139	80	139	142	172	125	95	369	98	112	66	
Total	656	359	293	76	157	144	116	162	200	216	131	109	525	63	48	20	
NEUTRAL (5-6)	78	42	35	**	25	13	13	15	25	20	17	16	66	5	6	**	
	12%	12%	12%	**	16%	9%	11%	9%	13%	9%	13%	14%	13%	9%	12%	**	
SATISFIED (7-10)	564	306	255	**	131	128	100	144	171	191	113	89	451	55	41	**	
	86%	85%	87%	**	83%	88%	87%	89%	85%	89%	86%	82%	86%	87%	85%	**	
Answered	656	359	293	**	157	144	116	162	200	216	131	109	525	63	48	**	
Mean score	8.0	7.9	8.2	**	8.0	8.1	8.1	8.1	8.0	8.1	8.1	8.0	8.0	8.1	8.3	**	
Standard deviation	1.56	1.57	1.52	**	1.60	1.54	1.47	1.49	1.59	1.45	1.51	1.77	1.54	1.56	1.62	**	
Standard error	.06	.08	.09	**	.14	.12	.14	.11	.12	.10	.12	.16	.08	.15	.15	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 174

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	~a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		682	565	117	273	401	244	429	99	112	116	244	478	192
Effective Weighted Sample		528	441	88	210	312	190	332	79	89	89	190	377	149
Total		656	555	100	261	385	239	406	100	113	108	239	497	151
1 - Extremely dissatisfied	(1.0)	* *%	* *%	- -%	- -%	* *%	- -%	* *%	** **	- -%	- -%	- -%	* *%	- -%
2	(2.0)	3 *%	3 *%	- -%	1 *%	1 *%	1 1%	1 *%	** **	1 1%	1 1%	1 1%	2 *%	1 1%
3	(3.0)	3 *%	3 1%	- -%	2 1%	1 *%	2 1%	1 *%	** **	- -%	1 1%	2 1%	2 *%	1 1%
4	(4.0)	8 1%	8 1%	- -%	2 1%	5 1%	2 1%	5 1%	** **	1 1%	2 2%	2 1%	7 1%	* *%
5	(5.0)	38 6%	29 5%	9 9%	17 7%	21 5%	12 5%	26 6%	** **	7 7%	7 7%	12 5%	27 6%	10 7%
6	(6.0)	41 6%	36 6%	5 5%	17 6%	24 6%	16 7%	24 6%	** **	4 4%	10 9%	16 7%	26 5%	14 9%
7	(7.0)	117 18%	104 19%	12 12%	36 14%	81 21%	33 14%	84 21%	** **	19 16%	11 10%	33 14%	88 18%	28 19%
8	(8.0)	179 27%	147 26%	31 31%	69 26%	107 28%	64 27%	112 28%	** **	28 25%	30 28%	64 27%	138 28%	40 27%
9	(9.0)	134 20%	110 20%	24 24%	61 23%	69 18%	55 23%	75 18%	** **	25 22%	27 25%	55 23%	103 21%	28 18%
10 - Extremely satisfied	(10.0)	134 20%	116 21%	18 18%	56 21%	75 20%	54 23%	77 19%	** **	28 25%	19 17%	54 23%	104 21%	28 19%
DISSATISFIED (1-4)		13 2%	13 2%	- -%	5 2%	8 2%	5 2%	8 2%	** **	2 2%	4 4%	5 2%	11 2%	2 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	682	565	117	273	401	244	429	99	112	116	244	478	192
Effective Weighted Sample	528	441	88	210	312	190	332	79	89	89	190	377	149
Total	656	555	100	261	385	239	406	100	113	108	239	497	151
NEUTRAL (5-6)	78 12%	65 12%	14 14%	34 13%	45 12%	28 12%	50 12%	** **	12 10%	17 16%	28 12%	53 11%	24 16%
SATISFIED (7-10)	564 86%	477 86%	86 86%	222 85%	332 86%	206 86%	348 86%	** **	100 88%	87 80%	206 86%	433 87%	124 83%
Answered	656	555	100	261	385	239	406	**	113	108	239	497	151
Mean score	8.0	8.0	8.1	8.1	8.0	8.2	8.0	**	8.2	7.9	8.2	8.1	7.9
Standard deviation	1.56	1.58	1.45	1.60	1.54	1.58	1.55	**	1.61	1.71	1.58	1.55	1.59
Standard error	.06	.07	.13	.10	.08	.10	.07	**	.15	.16	.10	.07	.11

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 174

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	~c	~d	e	a	b	c	d	e	~f	~a	b	c
Significance Level: 99%																
Unweighted total		682	682	642	40	-	682	633	459	466	142	653	29	99	136	447
Effective Weighted Sample		528	528	497	32	-	528	494	359	361	113	507	22	78	104	347
Total		656	656	621	35	-	656	615	452	452	151	631	24	92	121	442
1 - Extremely dissatisfied	(1.0)	*	*	*	**	**	*	*	*	-	-	*	**	**	-	-
		%	%	%	**	**	%	%	%	-%	-%	%	**	**	-%	-%
2	(2.0)	3	3	3	**	**	3	3	1	1	-	3	**	**	-	1
		%	%	%	**	**	%	%	%	%	-%	%	**	**	-%	%
3	(3.0)	3	3	3	**	**	3	3	3	2	2	3	**	**	2	1
		%	%	%	**	**	%	%	1%	%	1%	%	**	**	1%	%
4	(4.0)	8	8	7	**	**	8	8	8	4	1	8	**	**	1	2
		1%	1%	1%	**	**	1%	1%	2%	1%	1%	1%	**	**	1%	%
5	(5.0)	38	38	35	**	**	38	34	22	24	11	37	**	**	16	14
		6%	6%	6%	**	**	6%	6%	5%	5%	8%	6%	**	**	14%	3%
															c	
6	(6.0)	41	41	37	**	**	41	38	28	27	9	39	**	**	12	20
		6%	6%	6%	**	**	6%	6%	6%	6%	6%	6%	**	**	10%	4%
7	(7.0)	117	117	106	**	**	117	115	80	83	25	116	**	**	31	66
		18%	18%	17%	**	**	18%	19%	18%	18%	17%	18%	**	**	25%	15%
8	(8.0)	179	179	169	**	**	179	166	123	131	40	168	**	**	28	131
		27%	27%	27%	**	**	27%	27%	27%	29%	27%	27%	**	**	23%	30%
9	(9.0)	134	134	131	**	**	134	123	101	96	36	127	**	**	16	104
		20%	20%	21%	**	**	20%	20%	22%	21%	24%	20%	**	**	13%	24%
10 - Extremely satisfied	(10.0)	134	134	131	**	**	134	126	85	83	25	130	**	**	16	104
		20%	20%	21%	**	**	20%	21%	19%	18%	17%	21%	**	**	13%	24%
DISSATISFIED (1-4)		13	13	13	**	**	13	13	12	8	3	13	**	**	3	4
		2%	2%	2%	**	**	2%	2%	3%	2%	2%	2%	**	**	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4G. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Sky On Demand or Sky Go? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Sky On Demand or Sky Go in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	682	682	642	40	-	682	633	459	466	142	653	29	99	136	447
Effective Weighted Sample	528	528	497	32	-	528	494	359	361	113	507	22	78	104	347
Total	656	656	621	35	-	656	615	452	452	151	631	24	92	121	442
NEUTRAL (5-6)	78	78	72	**	**	78	72	50	51	20	76	**	**	28	33
	12%	12%	12%	**	**	12%	12%	11%	11%	14%	12%	**	**	23% c	8%
SATISFIED (7-10)	564	564	536	**	**	564	530	390	393	127	542	**	**	90	405
	86%	86%	86%	**	**	86%	86%	86%	87%	84%	86%	**	**	75%	92% b
Answered	656	656	621	**	**	656	615	452	452	151	631	**	**	121	442
Mean score	8.0	8.0	8.1	**	**	8.0	8.0	8.0	8.0	8.0	8.0	**	**	7.4	8.3 b
Standard deviation	1.56	1.56	1.56	**	**	1.56	1.57	1.55	1.49	1.58	1.57	**	**	1.64	1.37
Standard error	.06	.06	.06	**	**	.06	.06	.07	.07	.13	.06	**	**	.14	.06

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d	
Significance Level: 99%																		
Unweighted total		250	142	108	25	40	48	34	103	52	79	55	64	177	25	31	17	
Effective Weighted Sample		204	121	84	21	34	40	28	85	45	63	45	54	165	24	30	16	
Total		259	148	111	26	49	38	41	104	68	78	48	65	227	14	13	5	
2	(2.0)	2 1%	- -%	2 2%	** **	** **	** **	** **	- -%	** **	** **	** **	** **	2 1%	** **	** **	** **	
3	(3.0)	5 2%	3 2%	3 2%	** **	** **	** **	** **	3 3%	** **	** **	** **	** **	5 2%	** **	** **	** **	
4	(4.0)	9 3%	5 3%	4 3%	** **	** **	** **	** **	3 3%	** **	** **	** **	** **	9 4%	** **	** **	** **	
5	(5.0)	24 9%	12 8%	11 10%	** **	** **	** **	** **	4 3%	** **	** **	** **	** **	23 10%	** **	** **	** **	
6	(6.0)	34 13%	18 12%	16 14%	** **	** **	** **	** **	16 16%	** **	** **	** **	** **	31 14%	** **	** **	** **	
7	(7.0)	48 19%	28 19%	21 19%	** **	** **	** **	** **	23 22%	** **	** **	** **	** **	41 18%	** **	** **	** **	
8	(8.0)	64 25%	43 29%	21 19%	** **	** **	** **	** **	27 26%	** **	** **	** **	** **	53 23%	** **	** **	** **	
9	(9.0)	33 13%	21 14%	11 10%	** **	** **	** **	** **	12 12%	** **	** **	** **	** **	29 13%	** **	** **	** **	
10 - Extremely satisfied	(10.0)	40 15%	18 12%	22 20%	** **	** **	** **	** **	16 16%	** **	** **	** **	** **	34 15%	** **	** **	** **	
DISSATISFIED (1-4)		16 6%	8 5%	8 7%	** **	** **	** **	** **	6 6%	** **	** **	** **	** **	16 7%	** **	** **	** **	
NEUTRAL (5-6)		58 22%	30 21%	27 25%	** **	** **	** **	** **	20 19%	** **	** **	** **	** **	54 24%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	250	142	108	25	40	48	34	103	52	79	55	64	177	25	31	17
Effective Weighted Sample	204	121	84	21	34	40	28	85	45	63	45	54	165	24	30	16
Total	259	148	111	26	49	38	41	104	68	78	48	65	227	14	13	5
SATISFIED (7-10)	185	110	75	**	**	**	**	78	**	**	**	**	157	**	**	**
	71%	74%	68%	**	**	**	**	75%	**	**	**	**	69%	**	**	**
Answered	259	148	111	**	**	**	**	104	**	**	**	**	227	**	**	**
Mean score	7.4	7.5	7.4	**	**	**	**	7.5	**	**	**	**	7.3	**	**	**
Standard deviation	1.81	1.68	1.99	**	**	**	**	1.72	**	**	**	**	1.86	**	**	**
Standard error	.11	.14	.19	**	**	**	**	.17	**	**	**	**	.14	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 175

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	250	220	30	66	179	62	183	26	30	28	62	141	100
Effective Weighted Sample	204	180	24	54	146	50	150	21	24	23	50	114	85
Total	259	228	31	66	188	60	193	24	27	28	60	155	94
2	(2.0)	2 1%	** **	** **	2 1%	** **	2 1%	** **	** **	** **	** **	2 1%	- -%
3	(3.0)	5 2%	** **	** **	4 2%	** **	4 2%	** **	** **	** **	** **	2 1%	3 4%
4	(4.0)	9 3%	** **	** **	4 2%	** **	4 2%	** **	** **	** **	** **	3 2%	5 6%
5	(5.0)	24 9%	** 10%	** **	15 8%	** **	16 8%	** **	** **	** **	** **	19 12%	5 6%
6	(6.0)	34 13%	** 13%	** **	29 16%	** **	29 15%	** **	** **	** **	** **	16 10%	15 16%
7	(7.0)	48 19%	** 20%	** **	38 20%	** **	39 20%	** **	** **	** **	** **	23 15%	22 24%
8	(8.0)	64 25%	** 25%	** **	45 24%	** **	45 23%	** **	** **	** **	** **	40 26%	23 25%
9	(9.0)	33 13%	** 9%	** **	26 14%	** **	27 14%	** **	** **	** **	** **	25 16%	6 7%
10 - Extremely satisfied	(10.0)	40 15%	** 16%	** **	26 14%	** **	28 15%	** **	** **	** **	** **	26 16%	13 13%
DISSATISFIED (1-4)	16 6%	14 6%	** **	** **	9 5%	** **	9 5%	** **	** **	** **	** **	7 5%	9 9%
NEUTRAL (5-6)	58 22%	52 23%	** **	** **	44 24%	** **	45 23%	** **	** **	** **	** **	34 22%	20 22%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	250	220	30	66	179	62	183	26	30	28	62	141	100
Effective Weighted Sample	204	180	24	54	146	50	150	21	24	23	50	114	85
Total	259	228	31	66	188	60	193	24	27	28	60	155	94
SATISFIED (7-10)	185	162	**	**	134	**	139	**	**	**	**	114	64
	71%	71%	**	**	71%	**	72%	**	**	**	**	73%	69%
Answered	259	228	**	**	188	**	193	**	**	**	**	155	94
Mean score	7.4	7.4	**	**	7.4	**	7.4	**	**	**	**	7.6	7.2
Standard deviation	1.81	1.82	**	**	1.76	**	1.77	**	**	**	**	1.84	1.79
Standard error	.11	.12	**	**	.13	**	.13	**	**	**	**	.15	.18

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 175

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%																
Unweighted total		250	250	219	31	-	250	234	190	193	69	241	9	43	35	172
Effective Weighted Sample		204	204	178	27	-	204	190	154	153	57	196	8	38	30	136
Total		259	259	229	30	-	259	239	194	191	74	247	11	50	38	171
2	(2.0)	2	2	2	**	**	2	2	-	2	**	2	**	**	**	2
		1%	1%	1%	**	**	1%	1%	-%	1%	**	1%	**	**	**	1%
3	(3.0)	5	5	5	**	**	5	5	5	3	**	5	**	**	**	-
		2%	2%	2%	**	**	2%	2%	2%	2%	**	2%	**	**	**	-%
4	(4.0)	9	9	9	**	**	9	9	7	6	**	9	**	**	**	1
		3%	3%	4%	**	**	3%	4%	4%	3%	**	4%	**	**	**	1%
5	(5.0)	24	24	22	**	**	24	20	19	14	**	24	**	**	**	7
		9%	9%	10%	**	**	9%	8%	10%	8%	**	10%	**	**	**	4%
6	(6.0)	34	34	29	**	**	34	33	22	27	**	33	**	**	**	23
		13%	13%	13%	**	**	13%	14%	11%	14%	**	13%	**	**	**	14%
7	(7.0)	48	48	42	**	**	48	46	34	38	**	46	**	**	**	31
		19%	19%	19%	**	**	19%	19%	18%	20%	**	19%	**	**	**	18%
8	(8.0)	64	64	59	**	**	64	59	51	46	**	62	**	**	**	48
		25%	25%	26%	**	**	25%	25%	26%	24%	**	25%	**	**	**	28%
9	(9.0)	33	33	28	**	**	33	25	22	22	**	26	**	**	**	22
		13%	13%	12%	**	**	13%	11%	11%	12%	**	11%	**	**	**	13%
10 - Extremely satisfied	(10.0)	40	40	31	**	**	40	40	35	32	**	40	**	**	**	35
		15%	15%	14%	**	**	15%	17%	18%	17%	**	16%	**	**	**	21%
DISSATISFIED (1-4)		16	16	16	**	**	16	16	12	11	**	16	**	**	**	3
		6%	6%	7%	**	**	6%	7%	6%	6%	**	6%	**	**	**	2%
NEUTRAL (5-6)		58	58	52	**	**	58	53	41	41	**	57	**	**	**	31
		22%	22%	23%	**	**	22%	22%	21%	22%	**	23%	**	**	**	18%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4H. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using UKTV Play? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used UKTV Play in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	250	250	219	31	-	250	234	190	193	69	241	9	43	35	172
Effective Weighted Sample	204	204	178	27	-	204	190	154	153	57	196	8	38	30	136
Total	259	259	229	30	-	259	239	194	191	74	247	11	50	38	171
SATISFIED (7-10)	185	185	161	**	**	185	170	142	139	**	174	**	**	**	137
	71%	71%	70%	**	**	71%	71%	73%	73%	**	71%	**	**	**	80%
Answered	259	259	229	**	**	259	239	194	191	**	247	**	**	**	171
Mean score	7.4	7.4	7.3	**	**	7.4	7.4	7.5	7.5	**	7.4	**	**	**	7.9
Standard deviation	1.81	1.81	1.82	**	**	1.81	1.84	1.81	1.80	**	1.84	**	**	**	1.61
Standard error	.11	.11	.12	**	**	.11	.12	.13	.13	**	.12	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Significance Level: 99%																		
Unweighted total		311	173	137	54	64	78	46	69	85	87	66	73	212	51	23	25	
Effective Weighted Sample		256	150	106	46	57	63	40	56	68	73	55	62	200	48	22	24	
Total		333	188	145	55	85	64	61	70	94	101	59	80	286	31	10	7	
1 - Extremely dissatisfied	(1.0)	4 1%	3 2%	* *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	** **	** **	** **	
2	(2.0)	1 *%	1 1%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **	** **	** **	
3	(3.0)	7 2%	3 2%	4 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 2%	** **	** **	** **	
4	(4.0)	7 2%	7 4%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 2%	** **	** **	** **	
5	(5.0)	31 9%	16 9%	15 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	28 10%	** **	** **	** **	
6	(6.0)	28 8%	15 8%	12 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	24 8%	** **	** **	** **	
7	(7.0)	51 15%	23 13%	28 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	45 16%	** **	** **	** **	
8	(8.0)	79 24%	42 22%	38 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	65 23%	** **	** **	** **	
9	(9.0)	55 17%	36 19%	20 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	46 16%	** **	** **	** **	
10 - Extremely satisfied	(10.0)	70 21%	42 22%	29 20%	** **	** **	** **	** **	** **	** **	** **	** **	** **	63 22%	** **	** **	** **	
DISSATISFIED (1-4)		18 5%	14 7%	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	15 5%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	311	173	137	54	64	78	46	69	85	87	66	73	212	51	23	25
Effective Weighted Sample	256	150	106	46	57	63	40	56	68	73	55	62	200	48	22	24
Total	333	188	145	55	85	64	61	70	94	101	59	80	286	31	10	7
NEUTRAL (5-6)	59	31	27	**	**	**	**	**	**	**	**	**	52	**	**	**
	18%	17%	19%	**	**	**	**	**	**	**	**	**	18%	**	**	**
SATISFIED (7-10)	257	143	114	**	**	**	**	**	**	**	**	**	219	**	**	**
	77%	76%	79%	**	**	**	**	**	**	**	**	**	77%	**	**	**
Answered	333	188	145	**	**	**	**	**	**	**	**	**	286	**	**	**
Mean score	7.7	7.7	7.7	**	**	**	**	**	**	**	**	**	7.7	**	**	**
Standard deviation	1.93	2.07	1.74	**	**	**	**	**	**	**	**	**	1.95	**	**	**
Standard error	.11	.16	.15	**	**	**	**	**	**	**	**	**	.13	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 176

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	~b	a	b	a	b	~a	~b	~c	d	a	~b
Significance Level: 99%														
Unweighted total		311	272	39	129	176	116	188	46	53	50	116	226	79
Effective Weighted Sample		256	224	32	106	146	95	156	36	45	41	95	190	65
Total		333	294	40	142	184	128	197	49	60	56	128	260	70
1 - Extremely dissatisfied	(1.0)	4 1%	1 *%	** **	* *%	3 2%	* *%	3 2%	** **	** **	** **	* *%	1 *%	** **
2	(2.0)	1 *%	- -%	** **	- -%	1 1%	- -%	1 1%	** **	** **	** **	- -%	1 *%	** **
3	(3.0)	7 2%	5 2%	** **	2 1%	5 3%	1 1%	6 3%	** **	** **	** **	1 1%	4 2%	** **
4	(4.0)	7 2%	7 2%	** **	4 3%	3 2%	4 3%	3 1%	** **	** **	** **	4 3%	6 2%	** **
5	(5.0)	31 9%	29 10%	** **	18 12%	14 7%	13 10%	17 8%	** **	** **	** **	13 10%	24 9%	** **
6	(6.0)	28 8%	22 8%	** **	14 10%	13 7%	13 10%	15 7%	** **	** **	** **	13 10%	18 7%	** **
7	(7.0)	51 15%	47 16%	** **	22 15%	29 16%	21 16%	31 16%	** **	** **	** **	21 16%	43 16%	** **
8	(8.0)	79 24%	70 24%	** **	28 20%	49 27%	24 19%	53 27%	** **	** **	** **	24 19%	59 22%	** **
9	(9.0)	55 17%	48 16%	** **	19 13%	35 19%	19 15%	35 18%	** **	** **	** **	19 15%	46 18%	** **
10 - Extremely satisfied	(10.0)	70 21%	64 22%	** **	36 25%	31 17%	33 26%	34 17%	** **	** **	** **	33 26%	60 23%	** **
DISSATISFIED (1-4)		18 5%	13 4%	** **	6 4%	12 7%	5 4%	13 7%	** **	** **	** **	5 4%	12 5%	** **

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	311	272	39	129	176	116	188	46	53	50	116	226	79
Effective Weighted Sample	256	224	32	106	146	95	156	36	45	41	95	190	65
Total	333	294	40	142	184	128	197	49	60	56	128	260	70
NEUTRAL (5-6)	59	51	**	32	27	26	31	**	**	**	26	42	**
	18%	17%	**	23%	15%	21%	16%	**	**	**	21%	16%	**
SATISFIED (7-10)	257	230	**	105	145	97	152	**	**	**	97	207	**
	77%	78%	**	73%	79%	76%	77%	**	**	**	76%	79%	**
Answered	333	294	**	142	184	128	197	**	**	**	128	260	**
Mean score	7.7	7.8	**	7.7	7.6	7.8	7.6	**	**	**	7.8	7.8	**
Standard deviation	1.93	1.83	**	1.89	1.97	1.84	1.98	**	**	**	1.84	1.85	**
Standard error	.11	.11	**	.17	.15	.17	.14	**	**	**	.17	.12	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 176

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	~c	~d	e	a	b	c	~d	e	~f	~a	~b	c
Significance Level: 99%																
Unweighted total		311	311	311	-	-	311	271	219	220	64	290	21	46	63	202
Effective Weighted Sample		256	256	256	-	-	256	225	182	182	53	241	16	37	55	166
Total		333	333	333	-	-	333	297	238	239	72	316	17	44	64	225
1 - Extremely dissatisfied	(1.0)	4 1%	4 1%	4 1%	** **	** **	4 1%	4 1%	2 1%	2 1%	** **	4 1%	** **	** **	** **	- -%
2	(2.0)	1 *%	1 *%	1 *%	** **	** **	1 *%	- -%	- -%	1 *%	** **	1 *%	** **	** **	** **	- -%
3	(3.0)	7 2%	7 2%	7 2%	** **	** **	7 2%	7 2%	7 3%	6 2%	** **	7 2%	** **	** **	** **	4 2%
4	(4.0)	7 2%	7 2%	7 2%	** **	** **	7 2%	6 2%	5 2%	4 2%	** **	7 2%	** **	** **	** **	6 2%
5	(5.0)	31 9%	31 9%	31 9%	** **	** **	31 9%	27 9%	17 7%	22 9%	** **	29 9%	** **	** **	** **	19 9%
6	(6.0)	28 8%	28 8%	28 8%	** **	** **	28 8%	26 9%	18 8%	23 10%	** **	27 8%	** **	** **	** **	14 6%
7	(7.0)	51 15%	51 15%	51 15%	** **	** **	51 15%	41 14%	38 16%	29 12%	** **	49 15%	** **	** **	** **	31 14%
8	(8.0)	79 24%	79 24%	79 24%	** **	** **	79 24%	75 25%	62 26%	65 27%	** **	75 24%	** **	** **	** **	57 25%
9	(9.0)	55 17%	55 17%	55 17%	** **	** **	55 17%	51 17%	38 16%	42 17%	** **	52 17%	** **	** **	** **	38 17%
10 - Extremely satisfied	(10.0)	70 21%	70 21%	70 21%	** **	** **	70 21%	61 21%	52 22%	46 19%	** **	66 21%	** **	** **	** **	56 25%
DISSATISFIED (1-4)		18 5%	18 5%	18 5%	** **	** **	18 5%	16 5%	13 5%	13 6%	** **	18 6%	** **	** **	** **	10 4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4I. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Discovery+? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Discovery+ in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	311	311	311	-	-	311	271	219	220	64	290	21	46	63	202
Effective Weighted Sample	256	256	256	-	-	256	225	182	182	53	241	16	37	55	166
Total	333	333	333	-	-	333	297	238	239	72	316	17	44	64	225
NEUTRAL (5-6)	59 18%	59 18%	59 18%	** **	** **	59 18%	52 18%	35 15%	45 19%	** **	56 18%	** **	** **	** **	33 15%
SATISFIED (7-10)	257 77%	257 77%	257 77%	** **	** **	257 77%	229 77%	190 80%	181 76%	** **	243 77%	** **	** **	** **	182 81%
Answered	333	333	333	**	**	333	297	238	239	**	316	**	**	**	225
Mean score	7.7	7.7	7.7	**	**	7.7	7.7	7.8	7.7	**	7.7	**	**	**	8.0
Standard deviation	1.93	1.93	1.93	**	**	1.93	1.92	1.86	1.93	**	1.94	**	**	**	1.78
Standard error	.11	.11	.11	**	**	.11	.12	.13	.13	**	.11	**	**	**	.13

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV Catch-up or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Significance Level: 99%																		
Unweighted total		216	105	111	24	41	34	41	76	55	67	51	43	145	40	13	18	
Effective Weighted Sample		176	90	87	19	36	29	32	64	46	53	43	35	136	38	12	17	
Total		228	111	117	24	52	27	47	77	62	72	51	43	193	24	6	5	
2	(2.0)	2	-	2	**	**	**	**	**	**	**	**	**	2	**	**	**	**
		1%	-%	2%	**	**	**	**	**	**	**	**	**	1%	**	**	**	**
4	(4.0)	4	2	2	**	**	**	**	**	**	**	**	**	3	**	**	**	**
		2%	2%	1%	**	**	**	**	**	**	**	**	**	2%	**	**	**	**
5	(5.0)	11	6	6	**	**	**	**	**	**	**	**	**	10	**	**	**	**
		5%	5%	5%	**	**	**	**	**	**	**	**	**	5%	**	**	**	**
6	(6.0)	21	12	9	**	**	**	**	**	**	**	**	**	18	**	**	**	**
		9%	11%	8%	**	**	**	**	**	**	**	**	**	9%	**	**	**	**
7	(7.0)	31	17	14	**	**	**	**	**	**	**	**	**	27	**	**	**	**
		14%	16%	12%	**	**	**	**	**	**	**	**	**	14%	**	**	**	**
8	(8.0)	60	23	38	**	**	**	**	**	**	**	**	**	51	**	**	**	**
		27%	21%	32%	**	**	**	**	**	**	**	**	**	26%	**	**	**	**
9	(9.0)	47	23	25	**	**	**	**	**	**	**	**	**	41	**	**	**	**
		21%	20%	21%	**	**	**	**	**	**	**	**	**	21%	**	**	**	**
10 - Extremely satisfied	(10.0)	50	28	23	**	**	**	**	**	**	**	**	**	42	**	**	**	**
		22%	25%	20%	**	**	**	**	**	**	**	**	**	22%	**	**	**	**
DISSATISFIED (1-4)		6	2	3	**	**	**	**	**	**	**	**	**	5	**	**	**	**
		3%	2%	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**	**
NEUTRAL (5-6)		33	18	15	**	**	**	**	**	**	**	**	**	28	**	**	**	**
		14%	16%	13%	**	**	**	**	**	**	**	**	**	14%	**	**	**	**
SATISFIED (7-10)		189	90	99	**	**	**	**	**	**	**	**	**	160	**	**	**	**
		83%	82%	84%	**	**	**	**	**	**	**	**	**	83%	**	**	**	**
Answered		228	111	117	**	**	**	**	**	**	**	**	**	193	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV Catch-up or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	a	~b	~c	~d	
Unweighted total	216	105	111	24	41	34	41	76	55	67	51	43	145	40	13	18	
Effective Weighted Sample	176	90	87	19	36	29	32	64	46	53	43	35	136	38	12	17	
Total	228	111	117	24	52	27	47	77	62	72	51	43	193	24	6	5	
Mean score	8.1	8.1	8.0	**	**	**	**	**	**	**	**	**	8.0	**	**	**	
Standard deviation	1.62	1.62	1.63	**	**	**	**	**	**	**	**	**	1.64	**	**	**	
Standard error	.11	.16	.15	**	**	**	**	**	**	**	**	**	.14	**	**	**	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 177

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV Catch-up or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	216	209	7	66	147	60	153	30	37	20	60	140	72
Effective Weighted Sample	176	170	6	55	120	50	125	24	33	17	50	113	62
Total	228	219	9	76	148	68	156	31	44	23	68	156	68
2	(2.0)	2	**	**	-	**	2	**	**	**	**	2	**
		1%	**	**	-%	**	1%	**	**	**	**	1%	**
4	(4.0)	4	**	**	2	**	2	**	**	**	**	3	**
		2%	**	**	1%	**	1%	**	**	**	**	2%	**
5	(5.0)	11	**	**	5	**	5	**	**	**	**	6	**
		5%	**	**	3%	**	3%	**	**	**	**	4%	**
6	(6.0)	21	**	**	15	**	16	**	**	**	**	16	**
		9%	**	**	10%	**	10%	**	**	**	**	11%	**
7	(7.0)	31	**	**	17	**	19	**	**	**	**	22	**
		14%	**	**	12%	**	12%	**	**	**	**	14%	**
8	(8.0)	60	**	**	42	**	43	**	**	**	**	40	**
		27%	**	**	28%	**	28%	**	**	**	**	26%	**
9	(9.0)	47	**	**	35	**	35	**	**	**	**	29	**
		21%	**	**	24%	**	23%	**	**	**	**	19%	**
10 - Extremely satisfied	(10.0)	50	**	**	32	**	34	**	**	**	**	38	**
		22%	**	**	22%	**	22%	**	**	**	**	25%	**
DISSATISFIED (1-4)		6	**	**	2	**	4	**	**	**	**	4	**
		3%	**	**	1%	**	3%	**	**	**	**	3%	**
NEUTRAL (5-6)		33	**	**	19	**	21	**	**	**	**	22	**
		14%	**	**	13%	**	13%	**	**	**	**	14%	**
SATISFIED (7-10)		189	**	**	126	**	131	**	**	**	**	130	**
		83%	**	**	85%	**	84%	**	**	**	**	83%	**
Answered	228	219	**	**	148	**	156	**	**	**	**	156	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV Catch-up or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES ~a	NO b	YES ~a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL ~d	WORKING a	NOT WORKING ~b
Significance Level: 99%													
Unweighted total	216	209	7	66	147	60	153	30	37	20	60	140	72
Effective Weighted Sample	176	170	6	55	120	50	125	24	33	17	50	113	62
Total	228	219	9	76	148	68	156	31	44	23	68	156	68
Mean score	8.1	8.1	**	**	8.2	**	8.1	**	**	**	**	8.1	**
Standard deviation	1.62	1.59	**	**	1.45	**	1.59	**	**	**	**	1.65	**
Standard error	.11	.11	**	**	.12	**	.13	**	**	**	**	.14	**

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 177

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV Catch-up or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%																
Unweighted total		216	216	196	20	-	216	196	135	147	45	199	17	30	45	141
Effective Weighted Sample		176	176	160	17	-	176	161	111	120	37	163	14	25	36	116
Total		228	228	209	18	-	228	210	144	160	53	212	16	28	47	153
2	(2.0)	2	2	2	**	**	2	2	2	2	**	2	**	**	**	2
		1%	1%	1%	**	**	1%	1%	1%	1%	**	1%	**	**	**	1%
4	(4.0)	4	4	4	**	**	4	4	3	2	**	4	**	**	**	1
		2%	2%	2%	**	**	2%	2%	2%	1%	**	2%	**	**	**	*%
5	(5.0)	11	11	10	**	**	11	7	3	4	**	7	**	**	**	3
		5%	5%	5%	**	**	5%	4%	2%	3%	**	4%	**	**	**	2%
6	(6.0)	21	21	20	**	**	21	21	14	18	**	21	**	**	**	9
		9%	9%	10%	**	**	9%	10%	10%	11%	**	10%	**	**	**	6%
7	(7.0)	31	31	30	**	**	31	28	16	23	**	28	**	**	**	16
		14%	14%	14%	**	**	14%	14%	11%	15%	**	13%	**	**	**	10%
8	(8.0)	60	60	54	**	**	60	56	41	39	**	57	**	**	**	44
		27%	27%	26%	**	**	27%	27%	29%	24%	**	27%	**	**	**	29%
9	(9.0)	47	47	47	**	**	47	46	32	36	**	47	**	**	**	40
		21%	21%	22%	**	**	21%	22%	22%	23%	**	22%	**	**	**	26%
10 - Extremely satisfied	(10.0)	50	50	42	**	**	50	45	34	35	**	45	**	**	**	39
		22%	22%	20%	**	**	22%	22%	23%	22%	**	21%	**	**	**	25%
DISSATISFIED (1-4)		6	6	6	**	**	6	6	4	4	**	6	**	**	**	2
		3%	3%	3%	**	**	3%	3%	3%	2%	**	3%	**	**	**	2%
NEUTRAL (5-6)		33	33	30	**	**	33	28	17	22	**	29	**	**	**	12
		14%	14%	15%	**	**	14%	14%	12%	14%	**	14%	**	**	**	8%
SATISFIED (7-10)		189	189	173	**	**	189	175	123	134	**	177	**	**	**	139
		83%	83%	83%	**	**	83%	84%	85%	84%	**	84%	**	**	**	91%
Answered		228	228	209	**	**	228	210	144	160	**	212	**	**	**	153

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B4J. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using Virgin TV Catch-up or Virgin Media Anywhere? (Please think about your experience of using the service rather than what you have watched in the past 3 months)

Base : Those who have used Virgin TV Catch-up or Virgin Media Anywhere in the past 3 months

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD ~c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	216	216	196	20	-	216	196	135	147	45	199	17	30	45	141
Effective Weighted Sample	176	176	160	17	-	176	161	111	120	37	163	14	25	36	116
Total	228	228	209	18	-	228	210	144	160	53	212	16	28	47	153
Mean score	8.1	8.1	8.0	**	**	8.1	8.1	8.2	8.1	**	8.1	**	**	**	8.4
Standard deviation	1.62	1.62	1.62	**	**	1.62	1.60	1.59	1.60	**	1.59	**	**	**	1.45
Standard error	.11	.11	.12	**	**	.11	.11	.14	.13	**	.11	**	**	**	.12

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		2071	1103	960	267	371	449	305	679	597	659	403	412	1359	272	264	176
Effective Weighted Sample		1664	917	744	227	300	368	240	554	498	531	330	327	1273	258	253	171
Total		2149	1137	1004	266	430	400	372	681	717	703	345	384	1822	164	110	53
1 - Extremely dissatisfied	(1.0)	10 *%	9 1%	1 *%	1 *%	2 *%	2 1%	1 *%	4 1%	2 *%	4 1%	2 1%	3 1%	9 *%	- -%	1 1%	1 1%
2	(2.0)	4 *%	2 *%	2 *%	- -%	* *%	- -%	2 *%	2 *%	1 *%	2 *%	1 *%	* *%	3 *%	- -%	1 1%	* *%
3	(3.0)	16 1%	9 1%	6 1%	3 1%	6 1%	2 1%	1 *%	3 *%	1 *%	5 1%	6 2%	3 1%	14 1%	1 1%	1 1%	- -%
4	(4.0)	45 2%	26 2%	19 2%	11 4%	12 3%	9 2%	3 1%	10 2%	16 2%	12 2%	9 3%	9 2%	41 2%	2 1%	1 1%	* 1%
5	(5.0)	188 9%	113 10%	75 7%	24 9%	42 10%	38 10%	24 7%	60 9%	61 8%	61 9%	29 8%	38 10%	169 9% d	9 5%	8 8%	1 3%
6	(6.0)	216 10%	116 10%	98 10%	35 13%	38 9%	52 13% e	38 10%	52 8%	55 8%	62 9%	50 15% ab	49 13%	186 10%	15 9%	12 11%	3 6%
7	(7.0)	422 20%	226 20%	195 19%	63 24%	89 21%	73 18%	64 17%	132 19%	160 22%	133 19%	67 20%	62 16%	367 20%	30 18%	18 17%	7 13%
8	(8.0)	604 28%	312 27%	288 29%	63 24%	122 28%	117 29%	111 30%	192 28%	224 31% c	206 29% c	73 21%	102 26%	513 28%	44 27%	30 27%	17 32%
9	(9.0)	295 14%	152 13%	143 14%	30 11%	51 12%	57 14%	56 15%	101 15%	100 14%	108 15%	42 12%	45 12%	237 13%	33 20% a	19 17%	7 13%
10 - Extremely satisfied	(10.0)	348 16%	170 15%	177 18%	36 13%	68 16%	48 12%	72 19%	124 18%	98 14%	110 16%	67 19%	74 19%	282 15%	31 19%	19 17%	16 31% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	2071	1103	960	267	371	449	305	679	597	659	403	412	1359	272	264	176	
Effective Weighted Sample	1664	917	744	227	300	368	240	554	498	531	330	327	1273	258	253	171	
Total	2149	1137	1004	266	430	400	372	681	717	703	345	384	1822	164	110	53	
DISSATISFIED (1-4)	75 4%	46 4%	28 3%	15 6%	20 5%	14 3%	7 2%	19 3%	20 3%	23 3%	17 5%	15 4%	68 4%	3 2%	4 3%	1 2%	
NEUTRAL (5-6)	404 19%	230 20%	173 17%	59 22%	80 19%	91 23%	62 17%	112 16%	116 16%	123 17%	79 23%	87 23%	355 20% d	24 15%	20 18% d	5 9%	
SATISFIED (7-10)	1669 78%	860 76%	803 80%	192 72%	330 77%	295 74%	303 81%	550 81% a	581 81% c	557 79%	248 72%	283 74%	1399 77%	137 83%	86 78%	47 89% ac	
Answered	2149	1137	1004	266	430	400	372	681	717	703	345	384	1822	164	110	53	
Mean score	7.6	7.5	7.8 a	7.4	7.5	7.5	7.9 ac	7.8 a	7.7	7.7	7.5	7.6	7.6	8.0 a	7.7 ac	8.3 ac	
Standard deviation	1.69	1.75	1.62	1.72	1.73	1.65	1.62	1.70	1.56	1.69	1.84	1.79	1.70	1.54	1.72	1.66	
Standard error	.04	.05	.05	.11	.09	.08	.09	.07	.06	.07	.09	.09	.05	.09	.11	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 178

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		2071	1753	318	708	1339	622	1422	256	319	274	622	1359	679
Effective Weighted Sample		1664	1420	244	567	1077	499	1143	206	261	216	499	1089	569
Total		2149	1848	301	748	1373	667	1451	269	340	296	667	1503	615
1 - Extremely dissatisfied	(1.0)	10	10	-	2	9	2	9	1	2	1	2	8	3
		%	1%	-%	%	1%	%	1%	%	1%	%	%	1%	%
2	(2.0)	4	1	3	-	4	-	4	-	-	-	-	*	2
		%	%	1%	-%	%	-%	%	-%	-%	-%	-%	%	%
				a										
3	(3.0)	16	14	2	7	8	6	9	4	3	1	6	11	4
		1%	1%	1%	1%	1%	1%	1%	1%	1%	%	1%	1%	1%
4	(4.0)	45	37	8	19	24	17	26	8	9	7	17	32	12
		2%	2%	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	2%
5	(5.0)	188	167	21	60	127	50	137	19	27	24	50	130	55
		9%	9%	7%	8%	9%	8%	9%	7%	8%	8%	8%	9%	9%
6	(6.0)	216	197	19	94	122	81	134	27	34	47	81	158	56
		10%	11%	6%	13%	9%	12%	9%	10%	10%	16%	12%	11%	9%
7	(7.0)	422	367	55	145	268	126	287	57	64	48	126	302	116
		20%	20%	18%	19%	20%	19%	20%	21%	19%	16%	19%	20%	19%
8	(8.0)	604	507	97	209	387	186	409	71	103	86	186	424	174
		28%	27%	32%	28%	28%	28%	28%	26%	30%	29%	28%	28%	28%
9	(9.0)	295	252	43	104	188	95	197	36	52	37	95	209	82
		14%	14%	14%	14%	14%	14%	14%	13%	15%	13%	14%	14%	13%
10 - Extremely satisfied	(10.0)	348	295	53	109	236	104	241	46	47	45	104	230	111
		16%	16%	18%	15%	17%	16%	17%	17%	14%	15%	16%	15%	18%
DISSATISFIED (1-4)		75	62	13	28	45	24	47	13	13	9	24	51	20
		4%	3%	4%	4%	3%	4%	3%	5%	4%	3%	4%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	2071	1753	318	708	1339	622	1422	256	319	274	622	1359	679
Effective Weighted Sample	1664	1420	244	567	1077	499	1143	206	261	216	499	1089	569
Total	2149	1848	301	748	1373	667	1451	269	340	296	667	1503	615
NEUTRAL (5-6)	404	365	40	154	250	131	271	46	62	70	131	288	111
	19%	20%	13%	21%	18%	20%	19%	17%	18%	24%	20%	19%	18%
SATISFIED (7-10)	1669	1421	248	567	1079	512	1134	210	266	216	512	1164	484
	78%	77%	82%	76%	79%	77%	78%	78%	78%	73%	77%	77%	79%
Answered	2149	1848	301	748	1373	667	1451	269	340	296	667	1503	615
Mean score	7.6	7.6	7.8	7.6	7.7	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.7
Standard deviation	1.69	1.69	1.68	1.65	1.71	1.65	1.71	1.72	1.65	1.62	1.65	1.67	1.70
Standard error	.04	.04	.09	.06	.05	.07	.05	.11	.09	.10	.07	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 178

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Significance Level: 99%																
Unweighted total		2071	1923	1694	377	148	2071	1956	1427	2071	430	2071	-	193	427	1451
Effective Weighted Sample		1664	1547	1355	309	117	1664	1571	1160	1664	348	1664	-	160	350	1154
Total		2149	2004	1768	381	145	2149	2029	1502	2149	458	2149	-	197	449	1503
1 - Extremely dissatisfied	(1.0)	10 *%	9 *%	5 *%	5 1%	2 1%	10 *%	9 *%	4 *%	10 *%	1 *%	10 *%	** **	10 5% bc	- -%	* *%
2	(2.0)	4 *%	4 *%	3 *%	1 *%	* *%	4 *%	2 *%	2 *%	4 *%	- -%	4 *%	** **	4 2% bc	- -%	- -%
3	(3.0)	16 1%	16 1%	14 1%	1 *%	- -%	16 1%	16 1%	9 1%	16 1%	* *%	16 1%	** **	14 7% bc	2 *%	- -%
4	(4.0)	45 2%	43 2%	40 2%	5 1%	2 2%	45 2%	39 2%	28 2%	45 2%	4 1%	45 2%	** **	24 12% bc	13 3% c	8 1%
5	(5.0)	188 9%	170 8%	148 8%	40 11%	18 13%	188 9%	176 9%	122 8%	188 9%	30 7%	188 9%	** **	47 24% c	98 22% c	44 3%
6	(6.0)	216 10%	194 10%	176 10%	40 10%	22 15%	216 10%	207 10%	134 9%	216 10%	35 8%	216 10%	** **	30 15% c	107 24% c	79 5%
7	(7.0)	422 20%	395 20%	347 20%	75 20%	27 19%	422 20%	412 20%	288 19%	422 20%	81 18%	422 20%	** **	21 11%	108 24% a	293 19% a
8	(8.0)	604 28%	567 28%	503 28%	101 26%	37 26%	604 28%	562 28%	436 29%	604 28%	135 30%	604 28%	** **	34 17%	73 16%	497 33% ab
9	(9.0)	295 14%	274 14%	240 14%	55 14%	21 15%	295 14%	274 14%	222 15%	295 14%	75 16%	295 14%	** **	8 4%	27 6%	260 17% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

B5. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

Base : Those who have used any of the ten listed BBC websites or apps in the past 3 months

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	2071	1923	1694	377	148	2071	1956	1427	2071	430	2071	-	193	427	1451
Effective Weighted Sample	1664	1547	1355	309	117	1664	1571	1160	1664	348	1664	-	160	350	1154
Total	2149	2004	1768	381	145	2149	2029	1502	2149	458	2149	-	197	449	1503
10 - Extremely satisfied (10.0)	348 16%	334 17%	290 16%	58 15%	14 10%	348 16%	333 16%	257 17%	348 16%	95 21%	348 16%	** **	5 3%	21 5%	322 21% ab
DISSATISFIED (1-4)	75 4%	71 4%	63 4%	12 3%	4 3%	75 4%	65 3%	43 3%	75 4%	6 1%	75 4%	** **	52 26% bc	15 3% c	8 1%
NEUTRAL (5-6)	404 19%	364 18%	324 18%	80 21%	41 28% a	404 19%	383 19%	257 17%	404 19%	65 14%	404 19%	** **	77 39% c	205 46% c	123 8%
SATISFIED (7-10)	1669 78%	1570 78%	1381 78%	289 76%	100 69%	1669 78%	1581 78%	1202 80%	1669 78%	387 84% ace	1669 78%	** **	68 35%	230 51% a	1371 91% ab
Answered	2149	2004	1768	381	145	2149	2029	1502	2149	458	2149	**	197	449	1503
Mean score	7.6	7.7	7.7	7.5	7.3	7.6	7.6	7.7	7.6	8.0 ace	7.6	**	5.7	6.6 a	8.2 ab
Standard deviation	1.69	1.69	1.67	1.77	1.71	1.69	1.68	1.64	1.69	1.54	1.69	**	2.11	1.46	1.33
Standard error	.04	.04	.04	.09	.14	.04	.04	.04	.04	.07	.04	**	.15	.07	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 179

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

		GENDER			AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Significance Level: 99%																	
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Extremely unfavourable	(1.0)	273 6%	158 8% b	115 5%	20 4%	40 5%	40 6%	50 7%	124 8% a	31 3%	75 6% a	58 8% a	109 10% ab	235 7%	20 6%	11 5%	7 6%
2	(2.0)	85 2%	42 2%	42 2%	2 *%	11 1%	15 2% a	16 2% a	40 3% a	21 2%	24 2%	14 2%	26 2%	67 2%	12 4%	4 2%	2 1%
3	(3.0)	146 3%	74 4%	68 3%	18 3%	33 4%	16 2%	24 3%	54 3%	34 3%	35 3%	31 4%	45 4%	116 3%	15 4%	7 3%	7 5%
4	(4.0)	192 4%	112 5%	77 4%	23 4%	53 7% e	30 4%	32 5%	54 3%	53 5%	67 5%	41 5% d	31 3%	164 5%	14 4%	8 4%	6 4%
5	(5.0)	533 12%	270 13%	262 12%	97 19% bde	92 12%	103 15% e	82 12%	159 10%	127 12%	147 11%	106 14%	153 14%	448 12%	43 13%	29 13%	13 10%
6	(6.0)	489 11%	226 11%	261 12%	88 17% de	95 12%	90 13% e	68 10%	147 9%	100 9%	166 13%	91 12%	132 12%	425 12%	32 9%	20 9%	12 10%
7	(7.0)	708 16%	319 15%	388 18%	107 21%	120 15%	115 17%	118 17%	248 15%	205 19%	221 17%	118 15%	163 15%	617 17%	45 13%	29 14%	17 13%
8	(8.0)	844 20%	420 20%	423 19%	82 16%	156 20%	135 19%	147 21%	324 20%	263 24% cd	277 21% d	124 16%	180 16%	698 19%	78 23%	46 21%	22 17%
9	(9.0)	480 11%	242 12%	235 11%	36 7%	79 10%	81 12% a	75 11%	209 13% a	146 13% d	164 12%	71 9%	100 9%	389 11%	45 13%	31 14%	16 12%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 179

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
10 - Extremely favourable	(10.0)	545	239	305	49	102	68	82	244	125	143	111	167	448	40	30	26
		13%	11%	14%	9%	13%	10%	12%	15%	11%	11%	15%	15%	12%	12%	14%	20%
								ac				b				ab	
UNFAVOURABLE (1-4)	695	386	302	62	137	101	122	273	139	201	144	212	582	61	30	22	
	16%	18%	14%	12%	18%	15%	18%	17%	13%	15%	19%	19%	16%	18%	14%	17%	
		b								a	a						
NEUTRAL (5-6)	1022	496	523	185	187	194	151	307	228	312	197	285	872	75	49	26	
	24%	24%	24%	35%	24%	28%	22%	19%	21%	24%	26%	26%	24%	22%	23%	20%	
				bcde		e											
FAVOURABLE (7-10)	2578	1219	1351	274	457	400	421	1026	739	804	424	609	2153	207	136	81	
	60%	58%	62%	53%	59%	58%	61%	64%	67%	61%	55%	55%	60%	60%	63%	63%	
								ac	cd	d							
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean score	6.7	6.6	6.8	6.5	6.7	6.6	6.6	6.8	7.0	6.7	6.5	6.4	6.7	6.7	6.9	7.0	
			a						cd	d							
Standard deviation	2.46	2.52	2.38	2.09	2.40	2.35	2.51	2.61	2.18	2.36	2.57	2.70	2.45	2.51	2.42	2.60	
Standard error	.04	.05	.05	.09	.09	.08	.10	.06	.07	.07	.09	.08	.05	.11	.11	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 179

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Extremely unfavourable	(1.0)	273 6%	243 7%	30 5%	59 5%	212 7%	59 5%	212 7%	28 6%	29 5%	24 5%	59 5%	145 5%	119 8% a
2	(2.0)	85 2%	64 2%	21 3%	17 1%	68 2%	16 1%	68 2%	6 1%	10 2%	10 2%	16 1%	40 2%	40 3%
3	(3.0)	146 3%	121 3%	25 4%	42 3%	99 3%	35 3%	106 3%	17 4%	15 3%	17 3%	35 3%	79 3%	62 4%
4	(4.0)	192 4%	167 5%	25 4%	54 4%	133 4%	51 5%	136 4%	22 5%	26 5%	20 4%	51 5%	136 5%	53 3%
5	(5.0)	533 12%	461 12%	72 12%	153 12%	366 12%	128 12%	390 12%	54 12%	67 12%	58 12%	128 12%	324 12%	195 13%
6	(6.0)	489 11%	432 12%	57 10%	158 13%	324 11%	139 13%	343 11%	48 11%	72 13%	60 12%	139 13%	318 12%	158 10%
7	(7.0)	708 16%	614 17%	94 16%	231 19%	468 16%	203 18%	495 16%	71 16%	104 18%	94 19%	203 18%	461 17%	241 16%
8	(8.0)	844 20%	710 19%	134 23%	249 20%	584 19%	220 20%	613 20%	85 19%	105 19%	107 22%	220 20%	556 21%	281 18%
9	(9.0)	480 11%	412 11%	69 12%	126 10%	353 12%	117 11%	362 12%	41 9%	68 12%	49 10%	117 11%	304 11%	167 11%
10 - Extremely favourable	(10.0)	545 13%	476 13%	69 12%	142 12%	389 13%	134 12%	397 13%	64 15%	73 13%	54 11%	134 12%	299 11%	227 15% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 179

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
UNFAVOURABLE (1-4)	695 16%	595 16%	101 17%	172 14%	512 17%	161 15%	522 17%	73 17%	80 14%	72 15%	161 15%	400 15%	273 18%
NEUTRAL (5-6)	1022 24%	893 24%	129 22%	310 25%	690 23%	267 24%	733 23%	102 23%	139 24%	118 24%	267 24%	642 24%	354 23%
FAVOURABLE (7-10)	2578 60%	2212 60%	365 61%	748 61%	1794 60%	674 61%	1866 60%	262 60%	350 61%	304 62%	674 61%	1621 61%	917 59%
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean score	6.7	6.7	6.7	6.8	6.7	6.8	6.7	6.7	6.8	6.7	6.8	6.7	6.6
Standard deviation	2.46	2.46	2.44	2.29	2.52	2.34	2.50	2.48	2.34	2.31	2.34	2.34	2.60
Standard error	.04	.04	.10	.07	.05	.07	.04	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
Total		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Extremely unfavourable	(1.0)	273 6%	199 6%	177 6%	96 8% a	75 10% abe	273 6%	120 3% d	49 2%	43 2%	5 1%	144 4% bcd	130 32% abcde	273 39% bc	- -%	- -%
2	(2.0)	85 2%	70 2%	63 2%	22 2%	15 2%	85 2%	49 1%	26 1%	23 1%	6 1%	62 2%	22 6% abcde	85 12% bc	- -%	- -%
3	(3.0)	146 3%	120 3%	109 4%	36 3%	25 3%	146 3%	110 3%	54 2%	47 2%	9 2%	121 3%	25 6% abcde	146 21% bc	- -%	- -%
4	(4.0)	192 4%	178 5% cd	160 5% cd	32 3%	14 2%	192 4% d	149 4%	89 4%	83 4%	14 3%	164 4%	28 7% d	192 28% bc	- -%	- -%
5	(5.0)	533 12%	417 12%	367 12%	166 14%	117 16% ab	533 12%	382 10%	215 9%	197 9%	41 8%	423 11%	110 27% abcde	- -%	533 52% ac	- -%
6	(6.0)	489 11%	414 12%	366 12%	123 10%	75 10%	489 11%	431 12% b	215 9%	252 12%	53 10%	458 12% b	31 8%	- -%	489 48% ac	- -%
7	(7.0)	708 16%	606 17%	538 17%	170 14%	102 14%	708 16%	671 18% f	413 18% f	396 18% f	79 15% f	691 18% f	17 4%	- -%	- -%	708 27% ab
8	(8.0)	844 20%	715 20%	604 20%	240 20%	130 18%	844 20%	801 22% f	550 24% f	509 24% f	131 24% f	825 21% f	19 5%	- -%	- -%	844 33% ab
9	(9.0)	480 11%	402 11%	335 11%	145 12%	78 11%	480 11%	452 12% f	333 14% f	307 14% f	96 18% aef	471 12% f	10 2%	- -%	- -%	480 19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 179

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1. OVERALL IMPRESSION OF THE BBC. On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely favourable (10.0)	545 13%	441 12%	376 12%	169 14%	104 14%	545 13%	514 14%	372 16%	290 14%	108 20%	531 14%	14 4%	- -%	- -%	545 21%
UNFAVOURABLE (1-4)	695 16%	566 16%	509 16%	186 16%	129 18%	695 16%	427 12%	218 9%	197 9%	34 6%	491 13%	205 50%	695 100%	- -%	- -%
NEUTRAL (5-6)	1022 24%	831 23%	733 24%	289 24%	191 26%	1022 24%	813 22%	430 19%	449 21%	95 17%	881 23%	141 35%	- -%	1022 100%	- -%
FAVOURABLE (7-10)	2578 60%	2164 61%	1854 60%	723 60%	414 56%	2578 60%	2439 66%	1669 72%	1503 70%	415 76%	2517 65%	60 15%	- -%	- -%	2578 100%
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	6.7	6.7	6.7	6.7	6.5	6.7	7.1	7.3	7.2	7.7	7.0	3.9	2.4	5.5	8.3
Standard deviation	2.46	2.40	2.41	2.57	2.70	2.46	2.20	2.09	2.04	1.94	2.25	2.60	1.25	.50	1.09
Standard error	.04	.04	.04	.07	.10	.04	.04	.04	.04	.09	.04	.12	.05	.02	.02

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 180

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	b	c	d	a	~b	~c	~d	
Unweighted total	523	279	239	44	79	96	78	226	81	137	113	192	333	78	55	57	
Effective Weighted Sample	421	234	182	36	65	76	62	189	66	109	94	153	313	74	53	55	
Total	502	272	225	38	84	71	91	218	86	134	103	179	417	46	22	16	
BBC seen to have political/ social bias/ agenda-based/ woke	158 31%	99 36%	57 25%	** **	** **	** **	** **	100 46%	** **	50 37%	23 22%	44 24%	136 33%	** **	** **	** **	
Poor programming/ little of interest/ boring/ repetitive material (general)	122 24%	63 23%	58 26%	** **	** **	** **	** **	52 24%	** **	29 22%	26 25%	47 26%	100 24%	** **	** **	** **	
Negative view of TV licence (general)	106 21%	57 21%	49 22%	** **	** **	** **	** **	45 21%	** **	31 23%	24 24%	35 20%	87 21%	** **	** **	** **	
Poor image of BBC (disreputable staff, corruption, not trusted)	55 11%	28 10%	27 12%	** **	** **	** **	** **	22 10%	** **	10 8%	11 11%	22 12%	45 11%	** **	** **	** **	
Do not watch/ listen to BBC/ use the BBC only a little	53 11%	21 8%	32 14%	** **	** **	** **	** **	14 6%	** **	9 7%	10 9%	27 15%	44 10%	** **	** **	** **	
Repeats/ nothing new	44 9%	20 7%	25 11%	** **	** **	** **	** **	21 10%	** **	12 9%	10 9%	16 9%	36 9%	** **	** **	** **	
Poor news reporting/ mentions of fake news	40 8%	25 9%	14 6%	** **	** **	** **	** **	23 11%	** **	13 10%	9 9%	10 5%	34 8%	** **	** **	** **	
Poor value for money/ not worth the licence fee	25 5%	13 5%	12 5%	** **	** **	** **	** **	10 5%	** **	8 6%	6 6%	10 5%	19 5%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	b	c	d	a	~b	~c	~d	
Unweighted total	523	279	239	44	79	96	78	226	81	137	113	192	333	78	55	57	
Effective Weighted Sample	421	234	182	36	65	76	62	189	66	109	94	153	313	74	53	55	
Total	502	272	225	38	84	71	91	218	86	134	103	179	417	46	22	16	
Preference for other channels/ other providers seen as better	16 3%	6 2%	10 4%	** **	** **	** **	** **	3 1%	** **	6 5%	3 3%	4 2%	13 3%	** **	** **	** **	
Old fashioned/ outdated	15 3%	8 3%	7 3%	** **	** **	** **	** **	- -%	** **	4 3%	4 4%	6 3%	11 3%	** **	** **	** **	
BBC seen as not representative/ out of touch (general)	12 2%	4 1%	6 3%	** **	** **	** **	** **	8 4%	** **	2 1%	1 1%	4 2%	10 2%	** **	** **	** **	
Poor quality of broadcasting staff	11 2%	7 3%	4 2%	** **	** **	** **	** **	8 4%	** **	4 3%	- -%	4 2%	11 3%	** **	** **	** **	
Over-paid presenters/ unfair staff pay scales	10 2%	4 1%	6 3%	** **	** **	** **	** **	8 4%	** **	3 2%	1 1%	3 2%	9 2%	** **	** **	** **	
Poor quality programming	8 2%	5 2%	3 1%	** **	** **	** **	** **	5 2%	** **	1 1%	1 1%	1 1%	6 2%	** **	** **	** **	
Would rather have the option to pay to watch BBC/ opt out of paying the TV licence	7 1%	4 2%	3 1%	** **	** **	** **	** **	2 1%	** **	3 2%	- -%	- -%	6 1%	** **	** **	** **	
Dissatisfied with radio programming	7 1%	* *%	6 3%	** **	** **	** **	** **	6 3%	** **	4 3%	2 2%	- -%	6 2%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	~a	~b	~c	~d	e	~a	b	c	d	a	~b	~c	~d	
Unweighted total	523	279	239	44	79	96	78	226	81	137	113	192	333	78	55	57	
Effective Weighted Sample	421	234	182	36	65	76	62	189	66	109	94	153	313	74	53	55	
Total	502	272	225	38	84	71	91	218	86	134	103	179	417	46	22	16	
Poor view of the elderly being charged the TV licence fee	6 1%	4 1%	2 1%	** **	** **	** **	** **	4 2%	** **	3 2%	- -%	2 1%	5 1%	** **	** **	** **	
Poor representation of Scotland	3 1%	3 1%	* *%	** **	** **	** **	** **	2 1%	** **	- -%	* *%	2 1%	1 *%	** **	** **	** **	
Technical issues with iPlayer/ BBC apps	* *%	* *%	- -%	** **	** **	** **	** **	- -%	** **	- -%	* *%	- -%	- -%	** **	** **	** **	
Negative impressions (general)	48 10%	32 12%	16 7%	** **	** **	** **	** **	16 7%	** **	13 10%	10 9%	15 9%	40 10%	** **	** **	** **	
Other	23 5%	12 4%	11 5%	** **	** **	** **	** **	14 6%	** **	5 4%	7 7%	8 4%	20 5%	** **	** **	** **	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 180

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	523	434	89	126	390	118	397	52	59	56	118	259	243
Effective Weighted Sample	421	352	69	99	316	93	322	42	48	43	93	203	205
Total	502	427	76	118	377	110	384	50	54	51	110	265	219
BBC seen to have political/ social bias/ agenda-based/ woke	158 31%	130 31%	** **	27 23%	132 35%	27 24%	132 34%	** **	** **	** **	27 24%	78 29%	73 34%
Poor programming/ little of interest/ boring/ repetitive material (general)	122 24%	106 25%	** **	30 25%	92 25%	27 25%	95 25%	** **	** **	** **	27 25%	60 23%	55 25%
Negative view of TV licence (general)	106 21%	89 21%	** **	22 19%	80 21%	21 19%	81 21%	** **	** **	** **	21 19%	59 22%	45 21%
Poor image of BBC (disreputable staff, corruption, not trusted)	55 11%	48 11%	** **	20 17%	35 9%	20 18%	35 9%	** **	** **	** **	20 18%	29 11%	24 11%
Do not watch/ listen to BBC/ use the BBC only a little	53 11%	44 10%	** **	16 14%	37 10%	15 13%	38 10%	** **	** **	** **	15 13%	27 10%	26 12%
Repeats/ nothing new	44 9%	37 9%	** **	7 6%	37 10%	7 7%	37 10%	** **	** **	** **	7 7%	19 7%	22 10%
Poor news reporting/ mentions of fake news	40 8%	36 8%	** **	10 8%	30 8%	10 9%	30 8%	** **	** **	** **	10 9%	24 9%	16 7%
Poor value for money/ not worth the licence fee	25 5%	22 5%	** **	2 2%	23 6%	2 2%	23 6%	** **	** **	** **	2 2%	13 5%	12 6%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 180

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	523	434	89	126	390	118	397	52	59	56	118	259	243
Effective Weighted Sample	421	352	69	99	316	93	322	42	48	43	93	203	205
Total	502	427	76	118	377	110	384	50	54	51	110	265	219
Preference for other channels/ other providers seen as better	16 3%	13 3%	** **	3 3%	12 3%	3 3%	12 3%	** **	** **	** **	3 3%	10 4%	6 3%
Old fashioned/ outdated	15 3%	13 3%	** **	6 5%	9 2%	6 5%	9 2%	** **	** **	** **	6 5%	11 4%	3 1%
BBC seen as not representative/ out of touch (general)	12 2%	9 2%	** **	1 1%	10 3%	- -%	11 3%	** **	** **	** **	- -%	4 1%	7 3%
Poor quality of broadcasting staff	11 2%	6 1%	** **	1 1%	10 3%	1 1%	10 3%	** **	** **	** **	1 1%	6 2%	5 2%
Over-paid presenters/ unfair staff pay scales	10 2%	7 2%	** **	2 1%	9 2%	2 2%	9 2%	** **	** **	** **	2 2%	2 1%	8 4%
Poor quality programming	8 2%	6 1%	** **	4 3%	4 1%	4 3%	4 1%	** **	** **	** **	4 3%	6 2%	1 1%
Would rather have the option to pay to watch BBC/ opt out of paying the TV licence	7 1%	6 1%	** **	- -%	7 2%	- -%	7 2%	** **	** **	** **	- -%	6 2%	2 1%
Dissatisfied with radio programming	7 1%	5 1%	** **	1 1%	6 1%	1 1%	6 1%	** **	** **	** **	1 1%	* *%	6 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL ~b	YES a	NO b	YES a	NO b	0-4 ~a	5-10 ~b	11-15 ~c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	523	434	89	126	390	118	397	52	59	56	118	259	243
Effective Weighted Sample	421	352	69	99	316	93	322	42	48	43	93	203	205
Total	502	427	76	118	377	110	384	50	54	51	110	265	219
Poor view of the elderly being charged the TV licence fee	6 1%	6 1%	** **	2 1%	4 1%	2 2%	4 1%	** **	** **	** **	2 2%	2 1%	4 2%
Poor representation of Scotland	3 1%	2 *%	** **	- -%	3 1%	- -%	3 1%	** **	** **	** **	- -%	- -%	3 2%
Technical issues with iPlayer/ BBC apps	* *%	* *%	** **	- -%	* *%	- -%	* *%	** **	** **	** **	- -%	* *%	- -%
Negative impressions (general)	48 10%	41 10%	** **	9 8%	35 9%	8 7%	37 10%	** **	** **	** **	8 7%	29 11%	18 8%
Other	23 5%	18 4%	** **	4 4%	17 5%	2 2%	19 5%	** **	** **	** **	2 2%	11 4%	12 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE f	1-4 a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	523	410	369	154	113	523	282	133	115	17	333	190	523	-	-
Effective Weighted Sample	421	326	293	128	95	421	233	110	96	15	274	147	421	-	-
Total	502	388	348	154	115	502	276	128	113	19	326	177	502	-	-
BBC seen to have political/ social bias/ agenda-based/ woke	158 31%	122 32%	104 30%	54 35%	36 31%	158 31%	96 35%	50 39%	44 39%	** **	117 36%	41 23%	158 31%	** **	** **
Poor programming/ little of interest/ boring/ repetitive material (general)	122 24%	104 27%	93 27%	30 19%	18 16%	122 24%	82 30%	30 24%	26 23%	** **	89 27%	33 19%	122 24%	** **	** **
Negative view of TV licence (general)	106 21%	80 21%	73 21%	33 21%	26 23%	106 21%	54 19%	29 23%	24 21%	** **	69 21%	37 21%	106 21%	** **	** **
Poor image of BBC (disreputable staff, corruption, not trusted)	55 11%	41 11%	39 11%	16 10%	14 12%	55 11%	26 10%	11 8%	12 10%	** **	35 11%	20 11%	55 11%	** **	** **
Do not watch/ listen to BBC/ use the BBC only a little	53 11%	45 12%	41 12%	12 8%	9 7%	53 11%	10 4%	4 3%	8 7%	** **	18 5%	36 20%	53 11%	** **	** **
Repeats/ nothing new	44 9%	30 8%	25 7%	19 13%	14 12%	44 9%	38 14%	8 6%	6 5%	** **	38 12%	6 4%	44 9%	** **	** **
Poor news reporting/ mentions of fake news	40 8%	32 8%	29 8%	10 7%	8 7%	40 8%	27 10%	13 10%	10 9%	** **	30 9%	10 6%	40 8%	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE f	1-4 a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	523	410	369	154	113	523	282	133	115	17	333	190	523	-	-
Effective Weighted Sample	421	326	293	128	95	421	233	110	96	15	274	147	421	-	-
Total	502	388	348	154	115	502	276	128	113	19	326	177	502	-	-
Poor value for money/ not worth the licence fee	25 5%	19 5%	18 5%	7 5%	6 5%	25 5%	12 4%	4 3%	5 4%	** **	13 4%	12 7%	25 5%	** **	** **
Preference for other channels/ other providers seen as better	16 3%	14 4%	14 4%	1 1%	1 1%	16 3%	7 3%	2 2%	4 4%	** **	9 3%	7 4%	16 3%	** **	** **
Old fashioned/ outdated	15 3%	13 3%	13 4%	2 1%	1 1%	15 3%	6 2%	2 2%	2 1%	** **	7 2%	7 4%	15 3%	** **	** **
BBC seen as not representative/ out of touch (general)	12 2%	11 3%	8 2%	3 2%	1 1%	12 2%	11 4%	3 3%	4 3%	** **	11 3%	1 *%	12 2%	** **	** **
Poor quality of broadcasting staff	11 2%	8 2%	7 2%	4 3%	3 3%	11 2%	8 3%	8 6%	6 5%	** **	8 3%	3 2%	11 2%	** **	** **
Over-paid presenters/ unfair staff pay scales	10 2%	8 2%	7 2%	4 2%	2 2%	10 2%	8 3%	4 3%	4 3%	** **	8 3%	2 1%	10 2%	** **	** **
Poor quality programming	8 2%	6 2%	6 2%	2 1%	1 1%	8 2%	2 1%	2 1%	- -%	** **	3 1%	5 3%	8 2%	** **	** **
Would rather have the option to pay to watch BBC/ opt out of paying the TV licence	7 1%	7 2%	7 2%	- -%	- -%	7 1%	4 2%	3 3%	3 3%	** **	5 2%	2 1%	7 1%	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1A. Could you tell me why you gave that score (1-3 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 1-3 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS ~d	ANY e	NONE f	1-4 a	5-6 ~b	7-10 ~c
Significance Level: 99%															
Unweighted total	523	410	369	154	113	523	282	133	115	17	333	190	523	-	-
Effective Weighted Sample	421	326	293	128	95	421	233	110	96	15	274	147	421	-	-
Total	502	388	348	154	115	502	276	128	113	19	326	177	502	-	-
Dissatisfied with radio programming	7 1%	5 1%	2 1%	5 3%	2 2%	7 1%	4 2%	5 4%	2 2%	** **	7 2%	- -%	7 1%	** **	** **
Poor view of the elderly being charged the TV licence fee	6 1%	6 1%	3 1%	3 2%	- -%	6 1%	4 2%	3 2%	1 1%	** **	4 1%	1 1%	6 1%	** **	** **
Poor representation of Scotland	3 1%	2 *%	2 *%	2 1%	2 1%	3 1%	2 1%	1 1%	- -%	** **	2 1%	1 *%	3 1%	** **	** **
Technical issues with iPlayer/ BBC apps	* *%	* *%	* *%	- -%	- -%	* *%	* *%	* *%	* *%	** **	* *%	- -%	* *%	** **	** **
Negative impressions (general)	48 10%	34 9%	33 10%	15 10%	14 12%	48 10%	19 7%	11 9%	9 8%	** **	26 8%	23 13%	48 10%	** **	** **
Other	23 5%	18 5%	14 4%	9 6%	5 4%	23 5%	15 5%	11 9%	9 8%	** **	16 5%	7 4%	23 5%	** **	** **

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 181

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1860	890	965	183	291	334	255	797	454	561	365	480	1130	261	253	216	
Effective Weighted Sample	1458	721	734	149	233	263	197	639	368	436	291	383	1059	247	243	209	
Total	1822	879	937	164	326	270	295	767	519	571	297	434	1495	159	105	63	
Good quality content (general)	382	187	194	21	61	64	61	174	114	135	48	85	317	35	17	13	
	21%	21%	21%	13%	19%	24%	21%	23%	22%	24%	16%	20%	21%	22%	17%	20%	
						a		a									
Good range of programmes/ variety	364	150	214	35	60	62	63	144	118	119	49	78	302	36	18	8	
	20%	17%	23%	21%	18%	23%	22%	19%	23%	21%	16%	18%	20%	23%	18%	13%	
			a														
Good quality news coverage	215	111	103	14	22	34	38	107	60	64	34	56	161	21	22	9	
	12%	13%	11%	8%	7%	12%	13%	14%	12%	11%	12%	13%	11%	13%	21%	15%	
								b							a		
Impartial/ trustworthy content/ reliable	202	108	91	13	28	30	45	85	78	64	26	33	175	15	7	5	
	11%	12%	10%	8%	9%	11%	15%	11%	15%	11%	9%	8%	12%	10%	7%	7%	
									d								
Good quality non-factual/ drama/ entertainment/ music content	172	61	111	15	17	30	27	83	56	59	26	31	138	12	12	9	
	9%	7%	12%	9%	5%	11%	9%	11%	11%	10%	9%	7%	9%	8%	12%	15%	
			a														
Good quality factual/ informative/ educational content	133	66	67	9	15	16	21	72	41	41	23	29	108	12	7	6	
	7%	8%	7%	6%	5%	6%	7%	9%	8%	7%	8%	7%	7%	7%	7%	10%	
The BBC provides a good service (general)	131	88	43	12	26	19	22	51	46	32	19	34	106	9	10	5	
	7%	10%	5%	8%	8%	7%	7%	7%	9%	6%	6%	8%	7%	6%	10%	8%	
		b															

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 181

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1860	890	965	183	291	334	255	797	454	561	365	480	1130	261	253	216	
Effective Weighted Sample	1458	721	734	149	233	263	197	639	368	436	291	383	1059	247	243	209	
Total	1822	879	937	164	326	270	295	767	519	571	297	434	1495	159	105	63	
Accessible range of content/ services/ iPlayer/ apps	114 6%	59 7%	56 6%	20 12% e	34 11% e	16 6%	17 6%	28 4%	32 6%	39 7%	15 5%	28 7%	85 6%	13 8%	13 12% a	4 7%	
National institution/ global reputation/ source of national pride	105 6%	50 6%	54 6%	6 4%	18 6%	13 5%	17 6%	50 7%	30 6%	33 6%	20 7%	21 5%	88 6%	6 4%	8 8%	3 4%	
Programmes of interest	102 6%	40 5%	60 6%	2 1%	24 7% a	11 4%	15 5%	51 7%	17 3%	34 6%	15 5%	36 8% a	82 6%	12 8%	5 5%	3 5%	
No advertising	98 5%	35 4%	64 7%	8 5%	19 6%	10 4%	12 4%	48 6%	27 5%	31 5%	20 7%	21 5%	77 5%	11 7%	7 7%	2 3%	
Positive impressions but room for improvement/ prefer other channels	97 5%	45 5%	52 6%	13 8%	20 6%	10 4%	15 5%	39 5%	20 4%	31 5%	25 8%	22 5%	74 5%	12 8%	4 4%	7 11% ac	
Good quality radio/ enjoy listening	65 4%	30 3%	35 4%	4 3%	11 3%	8 3%	11 4%	32 4%	18 3%	18 3%	12 4%	17 4%	50 3%	4 3%	5 5%	6 9% ab	
Positive impressions but not enough variety	47 3%	15 2%	32 3%	6 3%	6 2%	8 3%	6 2%	21 3%	15 3%	13 2%	5 2%	14 3%	39 3%	5 3%	1 1%	1 2%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 181

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	1860	890	965	183	291	334	255	797	454	561	365	480	1130	261	253	216	
Effective Weighted Sample	1458	721	734	149	233	263	197	639	368	436	291	383	1059	247	243	209	
Total	1822	879	937	164	326	270	295	767	519	571	297	434	1495	159	105	63	
Mentions of having to pay licence fee/ cost (negative)	46	21	25	2	10	7	8	20	11	15	10	11	28	4	7	8	
	3%	2%	3%	1%	3%	2%	3%	3%	2%	3%	3%	3%	2%	2%	7%	12%	
															a	ab	
Positive impressions but mentions of bias	38	16	22	2	2	2	1	31	13	15	6	3	33	2	3	-	
	2%	2%	2%	1%	*%	1%	*%	4%	3%	3%	2%	1%	2%	1%	2%	-%	
								bd									
Good value for money/ satisfied with cost	29	17	10	3	6	3	4	13	10	12	3	4	25	*	3	*	
	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	*%	3%	*%	
Good sports coverage	27	21	5	3	6	2	2	13	5	7	3	11	21	1	2	3	
	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%	3%	1%	1%	2%	4%	
		b														a	
Good presenters/ broadcasters	25	10	15	-	-	2	5	19	10	3	6	6	20	2	1	1	
	1%	1%	2%	-%	-%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	
Good quantity of content/ volume	18	11	8	1	3	3	4	7	7	5	*	6	15	1	1	-	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	-%	
Positive impressions (general)	298	145	151	38	64	37	37	121	88	88	53	69	245	23	16	14	
	16%	17%	16%	23%	20%	14%	13%	16%	17%	15%	18%	16%	16%	15%	15%	22%	
				d													
Other	79	31	47	8	13	15	15	27	28	18	16	17	68	6	2	3	
	4%	4%	5%	5%	4%	5%	5%	4%	5%	3%	5%	4%	5%	4%	2%	4%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 181

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1860	1545	315	503	1335	446	1391	189	229	203	446	1054	768
Effective Weighted Sample	1458	1229	230	384	1057	344	1098	142	183	152	344	823	626
Total	1822	1554	268	495	1302	452	1344	181	238	202	452	1122	666
Good quality content (general)	382 21%	319 21%	63 23%	103 21%	278 21%	98 22%	283 21%	29 16%	60 25%	48 24%	98 22%	233 21%	142 21%
Good range of programmes/ variety	364 20%	302 19%	62 23%	92 19%	267 21%	85 19%	274 20%	38 21%	41 17%	34 17%	85 19%	224 20%	127 19%
Good quality news coverage	215 12%	178 11%	36 14%	48 10%	163 13%	45 10%	166 12%	15 8%	29 12%	23 12%	45 10%	127 11%	85 13%
Impartial/ trustworthy content/ reliable	202 11%	180 12%	22 8%	67 13%	135 10%	62 14%	139 10%	14 8%	37 16%	36 18% a	62 14%	128 11%	71 11%
Good quality non-factual/ drama/ entertainment/ music content	172 9%	142 9%	30 11%	34 7%	138 11%	32 7%	140 10%	16 9%	12 5%	12 6%	32 7%	99 9%	70 10%
Good quality factual/ informative/ educational content	133 7%	109 7%	25 9%	33 7%	97 7%	29 6%	101 7%	10 6%	10 4%	16 8%	29 6%	74 7%	53 8%
The BBC provides a good service (general)	131 7%	110 7%	20 8%	44 9%	86 7%	41 9%	89 7%	12 6%	16 7%	20 10%	41 9%	90 8%	39 6%
Accessible range of content/ services/ iPlayer/ apps	114 6%	103 7%	12 4%	36 7%	79 6%	34 7%	81 6%	20 11%	18 8%	12 6%	34 7%	81 7%	29 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 181

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1860	1545	315	503	1335	446	1391	189	229	203	446	1054	768
Effective Weighted Sample	1458	1229	230	384	1057	344	1098	142	183	152	344	823	626
Total	1822	1554	268	495	1302	452	1344	181	238	202	452	1122	666
National institution/ global reputation/ source of national pride	105 6%	93 6%	11 4%	33 7%	69 5%	30 7%	72 5%	17 9%	12 5%	13 6%	30 7%	59 5%	43 6%
Programmes of interest	102 6%	85 5%	17 7%	25 5%	74 6%	24 5%	75 6%	10 6%	15 6%	8 4%	24 5%	48 4%	53 8% a
No advertising	98 5%	86 6%	13 5%	28 6%	70 5%	28 6%	71 5%	14 8%	17 7%	10 5%	28 6%	47 4%	46 7%
Positive impressions but room for improvement/ prefer other channels	97 5%	76 5%	22 8%	22 4%	73 6%	15 3%	80 6%	5 3%	6 2%	7 3%	15 3%	61 5%	33 5%
Good quality radio/ enjoy listening	65 4%	56 4%	10 4%	14 3%	49 4%	12 3%	51 4%	4 2%	9 4%	6 3%	12 3%	34 3%	30 4%
Positive impressions but not enough variety	47 3%	37 2%	10 4%	9 2%	38 3%	7 2%	40 3%	3 2%	1 1%	3 1%	7 2%	28 3%	19 3%
Mentions of having to pay licence fee/ cost (negative)	46 3%	38 2%	8 3%	13 3%	34 3%	12 3%	34 3%	3 2%	7 3%	8 4%	12 3%	28 2%	18 3%
Positive impressions but mentions of bias	38 2%	32 2%	6 2%	2 *% a	35 3%	2 *% a	35 3%	- -% a	1 *% a	2 1%	2 *% a	19 2%	19 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 181

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1860	1545	315	503	1335	446	1391	189	229	203	446	1054	768
Effective Weighted Sample	1458	1229	230	384	1057	344	1098	142	183	152	344	823	626
Total	1822	1554	268	495	1302	452	1344	181	238	202	452	1122	666
Good value for money/ satisfied with cost	29 2%	26 2%	3 1%	7 1%	22 2%	7 2%	22 2%	2 1%	3 1%	5 2%	7 2%	21 2%	8 1%
Good sports coverage	27 1%	23 1%	4 1%	5 1%	22 2%	4 1%	22 2%	3 2%	2 1%	1 *%	4 1%	13 1%	12 2%
Good presenters/ broadcasters	25 1%	22 1%	3 1%	6 1%	19 1%	6 1%	19 1%	- -%	4 2%	4 2%	6 1%	14 1%	11 2%
Good quantity of content/ volume	18 1%	16 1%	2 1%	6 1%	13 1%	6 1%	13 1%	2 1%	1 1%	4 2%	6 1%	12 1%	6 1%
Positive impressions (general)	298 16%	260 17%	38 14%	84 17%	209 16%	77 17%	216 16%	34 19%	43 18%	27 14%	77 17%	179 16%	118 18%
Other	79 4%	65 4%	14 5%	24 5%	53 4%	18 4%	58 4%	8 4%	13 5%	5 2%	18 4%	51 5%	28 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 181

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	1860	1511	1282	578	349	1860	1768	1246	1063	306	1824	36	-	-	1860
Effective Weighted Sample	1458	1185	995	467	277	1458	1384	983	837	244	1429	29	-	-	1458
Total	1822	1514	1279	543	308	1822	1726	1235	1079	328	1785	37	-	-	1822
Good quality content (general)	382	327	281	101	55	382	363	257	238	80	374	**	**	**	382
	21%	22%	22%	19%	18%	21%	21%	21%	22%	24%	21%	**	**	**	21%
Good range of programmes/ variety	364	309	258	107	55	364	354	226	223	60	363	**	**	**	364
	20%	20%	20%	20%	18%	20%	21%	18%	21%	18%	20%	**	**	**	20%
Good quality news coverage	215	164	138	77	51	215	207	151	133	41	213	**	**	**	215
	12%	11%	11%	14%	16%	12%	12%	12%	12%	12%	12%	**	**	**	12%
Impartial/ trustworthy content/ reliable	202	169	148	54	34	202	192	150	151	50	199	**	**	**	202
	11%	11%	12%	10%	11%	11%	11%	12%	14%	15%	11%	**	**	**	11%
Good quality non-factual/ drama/ entertainment/ music content	172	152	132	41	20	172	168	114	109	38	171	**	**	**	172
	9%	10%	10%	7%	7%	9%	10%	9%	10%	11%	10%	**	**	**	9%
Good quality factual/ informative/ educational content	133	102	78	55	31	133	128	88	82	26	133	**	**	**	133
	7%	7%	6%	10%	10%	7%	7%	7%	8%	8%	7%	**	**	**	7%
				b											
The BBC provides a good service (general)	131	115	106	25	16	131	125	104	97	31	129	**	**	**	131
	7%	8%	8%	5%	5%	7%	7%	8%	9%	9%	7%	**	**	**	7%
Accessible range of content/ services/ iPlayer/ apps	114	107	97	17	8	114	110	74	85	28	112	**	**	**	114
	6%	7%	8%	3%	3%	6%	6%	6%	8%	9%	6%	**	**	**	6%
		cd	cd												

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 181

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	1860	1511	1282	578	349	1860	1768	1246	1063	306	1824	36	-	-	1860
Effective Weighted Sample	1458	1185	995	467	277	1458	1384	983	837	244	1429	29	-	-	1458
Total	1822	1514	1279	543	308	1822	1726	1235	1079	328	1785	37	-	-	1822
National institution/ global reputation/ source of national pride	105 6%	86 6%	71 6%	33 6%	19 6%	105 6%	100 6%	75 6%	73 7%	16 5%	103 6%	** **	** **	** **	105 6%
Programmes of interest	102 6%	71 5%	55 4%	48 9% ab	31 10% abe	102 6%	99 6%	70 6%	49 5%	17 5%	100 6%	** **	** **	** **	102 6%
No advertising	98 5%	84 6%	68 5%	31 6%	15 5%	98 5%	97 6%	61 5%	45 4%	9 3%	98 5%	** **	** **	** **	98 5%
Positive impressions but room for improvement/ prefer other channels	97 5%	89 6%	72 6%	25 5%	8 3%	97 5%	94 5%	67 5%	63 6%	19 6%	97 5%	** **	** **	** **	97 5%
Good quality radio/ enjoy listening	65 4%	42 3%	39 3%	27 5%	24 8% abe	65 4%	57 3%	64 5% c	30 3%	19 6%	64 4%	** **	** **	** **	65 4%
Positive impressions but not enough variety	47 3%	39 3%	34 3%	12 2%	7 2%	47 3%	47 3%	31 2%	21 2%	7 2%	47 3%	** **	** **	** **	47 3%
Mentions of having to pay licence fee/ cost (negative)	46 3%	35 2%	31 2%	15 3%	12 4%	46 3%	42 2%	31 3%	23 2%	4 1%	42 2%	** **	** **	** **	46 3%
Positive impressions but mentions of bias	38 2%	36 2%	22 2%	16 3%	2 1%	38 2%	38 2%	28 2%	27 2%	10 3%	38 2%	** **	** **	** **	38 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C1B. Could you tell me why you gave that score (8-10 OUT OF 10) for your overall impression of the BBC?

Base : Those awarding a score of 8-10 out of 10 for their overall impression of the BBC (who gave a reason for their score)

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE ~f	1-4 ~a	5-6 ~b	7-10 c
Significance Level: 99%															
Unweighted total	1860	1511	1282	578	349	1860	1768	1246	1063	306	1824	36	-	-	1860
Effective Weighted Sample	1458	1185	995	467	277	1458	1384	983	837	244	1429	29	-	-	1458
Total	1822	1514	1279	543	308	1822	1726	1235	1079	328	1785	37	-	-	1822
Good value for money/ satisfied with cost	29 2%	27 2%	23 2%	6 1%	2 1%	29 2%	29 2%	24 2%	21 2%	4 1%	29 2%	** **	** **	** **	29 2%
Good sports coverage	27 1%	20 1%	17 1%	9 2%	6 2%	27 1%	26 2%	16 1%	19 2%	4 1%	26 1%	** **	** **	** **	27 1%
Good presenters/ broadcasters	25 1%	20 1%	14 1%	12 2%	5 2%	25 1%	23 1%	24 2%	14 1%	8 2%	25 1%	** **	** **	** **	25 1%
Good quantity of content/ volume	18 1%	18 1%	16 1%	2 *%	- -%	18 1%	17 1%	10 1%	12 1%	5 2%	17 1%	** **	** **	** **	18 1%
Positive impressions (general)	298 16%	252 17%	218 17%	80 15%	46 15%	298 16%	279 16%	214 17%	177 16%	57 17%	291 16%	** **	** **	** **	298 16%
Other	79 4%	65 4%	54 4%	25 5%	14 5%	79 4%	64 4%	53 4%	35 3%	14 4%	71 4%	** **	** **	** **	79 4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	160	92	66	6	27	26	23	78	21	44	36	59	136	15	7	2
		4%	4%	3%	1%	3%	4%	3%	5%	2%	3%	5%	5%	4%	4%	3%	2%
							a		a			a	a				
2	(2.0)	54	25	29	6	5	6	12	25	14	16	10	14	48	4	1	1
		1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3.0)	89	50	38	9	14	12	12	42	25	23	19	23	74	8	6	2
		2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%
4	(4.0)	138	76	61	19	29	21	21	48	29	41	26	41	113	13	8	3
		3%	4%	3%	4%	4%	3%	3%	3%	3%	3%	3%	4%	3%	4%	4%	3%
5	(5.0)	350	187	160	67	80	63	39	100	93	88	82	86	286	33	23	8
		8%	9%	7%	13%	10%	9%	6%	6%	8%	7%	11%	8%	8%	10%	11%	6%
					de	de						b			d		
6	(6.0)	410	197	214	56	85	75	81	113	111	137	51	111	359	23	18	11
		10%	9%	10%	11%	11%	11%	12%	7%	10%	10%	7%	10%	10%	7%	9%	8%
					e	e	e	e			c						
7	(7.0)	599	300	297	87	99	129	94	190	153	186	109	150	517	35	31	16
		14%	14%	14%	17%	13%	19%	13%	12%	14%	14%	14%	14%	14%	10%	14%	12%
					e		be										
8	(8.0)	875	438	433	97	163	138	147	331	229	289	153	205	737	70	45	23
		20%	21%	20%	19%	21%	20%	21%	21%	21%	22%	20%	18%	20%	20%	21%	18%
9	(9.0)	657	302	353	73	107	100	108	268	185	224	110	137	542	67	32	17
		15%	14%	16%	14%	14%	14%	16%	17%	17%	17%	14%	12%	15%	19%	15%	13%
											d				d		
10 - Extremely well	(10.0)	829	379	446	81	142	98	133	374	229	238	145	215	681	69	39	41
		19%	18%	21%	16%	18%	14%	19%	23%	21%	18%	19%	19%	19%	20%	18%	32%
								ac									abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 182

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	134 3%	55 3%	79 4%	20 4%	30 4%	25 4%	23 3%	35 2%	16 1%	31 2%	23 3%	64 6% abc	115 3%	8 2%	5 2%	5 4%	
NEGATIVE VIEW (1-4)	441 10%	243 12%	194 9%	39 8%	74 10%	65 9%	68 10%	194 12% a	90 8%	124 9%	91 12%	136 12% a	371 10%	39 11%	22 10%	9 7%	
NEUTRAL (5-6)	760 18%	384 18%	373 17%	124 24% e	165 21% e	138 20% e	120 17%	213 13%	204 18%	225 17%	134 17%	197 18%	644 18%	56 16%	41 19%	18 14%	
POSITIVE VIEW (7-10)	2960 69%	1419 68%	1530 70%	338 65%	512 65%	465 67%	482 69%	1163 72% ab	796 72% d	937 71% d	518 68%	708 64%	2477 69%	240 70%	146 68%	96 75%	
MOST NEGATIVE (1-2)	214 5%	118 6%	95 4%	12 2%	32 4%	32 5%	35 5%	103 6% a	35 3%	60 5%	46 6% a	73 7% a	184 5%	19 5%	8 4%	3 2%	
MOST POSITIVE (9-10)	1486 35%	680 32%	799 37% a	154 30%	250 32%	198 29%	242 35%	643 40% abc	414 37%	462 35%	256 33%	353 32%	1223 34%	136 39%	70 33%	57 45% ac	
Answered	4161	2046	2097	501	751	669	671	1570	1090	1286	743	1041	3493	335	209	123	
Mean score	7.4	7.2	7.5 a	7.3	7.3	7.2	7.4	7.5	7.6 cd	7.5	7.2	7.2	7.4	7.4	7.3	7.9 abc	
Standard deviation	2.30	2.35	2.23	2.04	2.24	2.19	2.25	2.46	2.13	2.21	2.41	2.46	2.29	2.39	2.25	2.14	
Standard error	.04	.05	.05	.09	.09	.08	.09	.06	.07	.06	.08	.07	.04	.10	.10	.10	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 182

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	160 4%	136 4%	24 4%	34 3%	123 4%	34 3%	123 4%	16 4%	16 3%	13 3%	34 3%	82 3%	72 5%
2	(2.0)	54 1%	46 1%	9 1%	9 1%	45 2%	9 1%	45 1%	9 2%	5 1%	1 *%	9 1%	30 1%	23 1%
3	(3.0)	89 2%	73 2%	16 3%	22 2%	67 2%	19 2%	70 2%	8 2%	8 1%	11 2%	19 2%	51 2%	37 2%
4	(4.0)	138 3%	124 3%	14 2%	41 3%	94 3%	34 3%	100 3%	7 2%	21 4%	23 5%	34 3%	77 3%	60 4%
5	(5.0)	350 8%	301 8%	49 8%	109 9%	227 8%	95 9%	241 8%	44 10%	54 10%	36 7%	95 9%	212 8%	122 8%
6	(6.0)	410 10%	376 10%	35 6%	135 11%	266 9%	123 11%	276 9%	38 9%	60 11%	56 11%	123 11%	274 10%	127 8%
7	(7.0)	599 14%	543 15%	56 9%	202 16%	388 13%	177 16%	412 13%	69 16%	73 13%	82 17%	177 16%	410 15%	184 12%
8	(8.0)	875 20%	734 20%	141 24%	259 21%	607 20%	236 21%	629 20%	84 19%	125 22%	116 24%	236 21%	558 21%	307 20%
9	(9.0)	657 15%	552 15%	105 18%	182 15%	466 16%	163 15%	485 16%	61 14%	91 16%	74 15%	163 15%	419 16%	232 15%
10 - Extremely well	(10.0)	829 19%	700 19%	129 22%	202 16%	617 21%	181 16%	637 20%	84 19%	103 18%	70 14%	181 16%	477 18%	327 21%
Don't know		134 3%	117 3%	18 3%	37 3%	98 3%	31 3%	103 3%	15 3%	12 2%	13 3%	31 3%	74 3%	54 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 182

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	441	378	63	106	328	96	338	40	51	47	96	239	191
	10%	10%	11%	9%	11%	9%	11%	9%	9%	10%	9%	9%	12%
													a
NEUTRAL (5-6)	760	676	84	244	493	218	517	83	114	92	218	486	249
	18%	18%	14%	20%	16%	20%	17%	19%	20%	19%	20%	18%	16%
POSITIVE VIEW (7-10)	2960	2529	431	844	2078	757	2163	298	392	341	757	1864	1049
	69%	68%	72%	69%	69%	69%	69%	68%	69%	69%	69%	70%	68%
MOST NEGATIVE (1-2)	214	181	33	43	168	43	168	25	22	14	43	111	95
	5%	5%	5%	3%	6%	4%	5%	6%	4%	3%	4%	4%	6%
													a
MOST POSITIVE (9-10)	1486	1252	234	384	1083	344	1123	145	194	144	344	896	559
	35%	34%	39%	31%	36%	31%	36%	33%	34%	29%	31%	34%	36%
					a								
Answered	4161	3584	577	1194	2899	1071	3018	421	557	481	1071	2589	1490
Mean score	7.4	7.4	7.5	7.3	7.4	7.3	7.4	7.3	7.4	7.3	7.3	7.4	7.3
Standard deviation	2.30	2.28	2.37	2.13	2.36	2.15	2.35	2.32	2.19	2.07	2.15	2.19	2.45
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.09	.09	.07	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 182

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
	Significance Level: 99%	a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	160 4%	115 3%	100 3%	60 5%	45 6% abe	160 4%	72 2%	40 2%	25 1%	7 1%	88 2% c	71 18% abcde	139 20% bc	13 1% c	7 *%
2	(2.0)	54 1%	45 1%	42 1%	13 1%	10 1%	54 1%	32 1%	20 1%	14 1%	1 *%	37 1%	17 4% abcde	42 6% bc	7 1%	5 *%
3	(3.0)	89 2%	71 2%	65 2%	25 2%	18 2%	89 2%	70 2%	29 1%	36 2%	7 1%	73 2%	16 4% abce	62 9% bc	20 2% c	7 *%
4	(4.0)	138 3%	123 3%	112 4%	26 2%	15 2%	138 3%	103 3%	55 2%	57 3%	17 3%	117 3%	20 5% b	85 12% bc	34 3% c	19 1%
5	(5.0)	350 8%	278 8%	248 8%	102 9%	72 10%	350 8%	254 7%	150 6%	136 6%	31 6%	287 7%	63 15% abcde	109 16% c	191 19% c	50 2%
6	(6.0)	410 10%	344 10%	303 10%	108 9%	66 9%	410 10%	343 9%	173 7%	199 9%	46 8%	365 9%	46 11%	60 9% c	226 22% ac	124 5%
7	(7.0)	599 14%	498 14%	431 14%	168 14%	100 14%	599 14%	552 15% f	351 15% f	316 15% f	72 13% f	573 15% f	25 6%	58 8%	215 21% ac	326 13% a
8	(8.0)	875 20%	746 21%	644 21%	231 19%	129 18%	875 20%	802 22% f	510 22% f	483 22% f	121 22% f	839 22% f	36 9%	42 6%	162 16% a	671 26% ab
9	(9.0)	657 15%	564 16%	486 16%	171 14%	93 13%	657 15%	618 17% f	429 19% f	417 19% f	114 21% f	642 17% f	15 4%	19 3%	52 5%	586 23% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 182

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	829 19%	679 19%	581 19%	249 21%	150 20%	829 19%	785 21% f	538 23% f	450 21% f	122 23% f	810 21% f	19 5%	13 2%	53 5% a	763 30% ab
Don't know	134 3%	97 3%	87 3%	47 4%	37 5% ab	134 3%	48 1%	21 1%	15 1%	4 1%	58 1%	76 19% abcde	66 10% bc	49 5% c	19 1%
NEGATIVE VIEW (1-4)	441 10%	354 10%	318 10%	123 10%	87 12%	441 10%	277 8%	144 6%	133 6%	33 6%	316 8%	125 31% abcde	329 47% bc	75 7% c	37 1%
NEUTRAL (5-6)	760 18%	622 17%	551 18%	210 17%	138 19%	760 18%	597 16%	323 14%	335 16%	77 14%	652 17% b	109 27% abcde	168 24% c	418 41% ac	174 7%
POSITIVE VIEW (7-10)	2960 69%	2487 70% d	2141 69%	819 68%	472 64%	2960 69%	2757 75% f	1828 79% aef	1667 78% ef	429 79% f	2864 74% f	96 24%	132 19%	481 47% a	2347 91% ab
MOST NEGATIVE (1-2)	214 5%	159 4%	141 5%	72 6%	55 7% ab	214 5%	104 3%	60 3%	40 2%	8 1%	126 3% c	88 22% abcde	181 26% bc	21 2% c	12 **%
MOST POSITIVE (9-10)	1486 35%	1243 35%	1066 34%	420 35%	243 33%	1486 35%	1403 38% f	967 42% ef	867 40% f	236 44% f	1452 37% f	35 9%	32 5%	105 10% a	1350 52% ab
Answered	4161	3463	3010	1151	698	4161	3631	2296	2135	539	3831	330	629	973	2558
Mean score	7.4	7.4	7.4	7.4	7.2	7.4	7.7 f	7.8 aef	7.8 ef	7.9 ef	7.6 f	4.9	4.3	6.5 a	8.5 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2A. PERFORMANCE AGAINST PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.30	2.25	2.26	2.40	2.53	2.30	2.07	2.00	1.94	1.91	2.12	2.80	2.49	1.72	1.44
Standard error	.04	.04	.04	.07	.09	.04	.03	.04	.04	.09	.03	.15	.10	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	122 3%	78 4%	44 2%	4 1%	18 2%	19 3%	17 2%	63 4%	15 1%	30 2%	32 4%	45 4%	104 3%	12 3%	5 2%	1 1%	
			b					a			a	a	d	d				
2	(2.0)	54 1%	30 1%	23 1%	3 1%	8 1%	5 1%	13 2%	24 1%	11 1%	11 1%	10 1%	22 2%	45 1%	5 2%	1 1%	2 2%	
3	(3.0)	94 2%	42 2%	52 2%	8 2%	16 2%	15 2%	14 2%	41 3%	17 2%	30 2%	20 3%	27 2%	80 2%	7 2%	5 2%	2 2%	
4	(4.0)	120 3%	70 3%	48 2%	8 1%	25 3%	26 4%	25 4%	37 2%	29 3%	33 3%	23 3%	35 3%	94 3%	14 4%	10 4%	3 3%	
5	(5.0)	404 9%	223 11%	178 8%	61 12%	75 10%	63 9%	65 9%	139 9%	90 8%	100 8%	84 11%	131 12%	338 9%	28 8%	28 13%	9 7%	
												b			abd			
6	(6.0)	489 11%	228 11%	259 12%	59 11%	86 11%	95 14%	87 13%	163 10%	114 10%	169 13%	83 11%	123 11%	420 12%	35 10%	21 10%	14 11%	
7	(7.0)	768 18%	383 18%	379 17%	121 23%	156 20%	113 16%	121 17%	257 16%	232 21%	236 18%	126 16%	174 16%	652 18%	59 17%	41 19%	16 13%	
					ce					d				d		d		
8	(8.0)	891 21%	417 20%	472 22%	108 21%	151 19%	139 20%	144 21%	350 22%	252 23%	309 23%	139 18%	192 17%	751 21%	66 19%	51 24%	24 18%	
										d	cd							
9	(9.0)	539 13%	268 13%	271 12%	55 11%	84 11%	108 16%	91 13%	200 12%	177 16%	168 13%	89 12%	105 9%	450 12%	52 15%	19 9%	18 14%	
										d					c			
10 - Extremely well	(10.0)	502 12%	224 11%	276 13%	54 10%	106 14%	66 10%	71 10%	204 13%	125 11%	138 10%	102 13%	136 12%	411 11%	43 13%	19 9%	28 22%	
																	abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 183

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	312	139	173	40	54	44	46	128	43	93	59	117	264	23	14	12	
	7%	7%	8%	8%	7%	6%	7%	8%	4%	7%	8%	11%	7%	7%	7%	9%	
										a	a	ab					
NEGATIVE VIEW (1-4)	390	219	167	22	68	66	69	164	72	104	85	128	323	38	20	8	
	9%	10%	8%	4%	9%	10%	10%	10%	7%	8%	11%	12%	9%	11%	9%	6%	
		b			a	a	a	a			a	ab					
NEUTRAL (5-6)	893	451	437	120	161	158	152	302	204	269	166	253	758	63	50	23	
	21%	21%	20%	23%	21%	23%	22%	19%	18%	20%	22%	23%	21%	18%	23%	18%	
POSITIVE VIEW (7-10)	2700	1292	1399	338	498	426	426	1011	786	850	455	607	2263	220	131	86	
	63%	61%	64%	65%	64%	61%	61%	63%	71%	65%	59%	55%	63%	64%	61%	67%	
									bcd	d							
MOST NEGATIVE (1-2)	175	107	67	7	27	25	31	87	25	41	43	66	149	17	6	3	
	4%	5%	3%	1%	3%	4%	4%	5%	2%	3%	6%	6%	4%	5%	3%	2%	
		b					a	a			a	ab					
MOST POSITIVE (9-10)	1040	492	547	109	191	174	162	404	302	306	190	240	861	95	39	46	
	24%	23%	25%	21%	24%	25%	23%	25%	27%	23%	25%	22%	24%	28%	18%	35%	
									d				c	c		abc	
Answered	3983	1962	2003	480	727	650	648	1478	1063	1224	706	989	3344	321	201	117	
Mean score	7.1	7.0	7.2	7.2	7.2	7.1	7.0	7.1	7.4	7.2	7.0	6.8	7.1	7.1	6.9	7.7	
			a						cd	d						abc	
Standard deviation	2.12	2.20	2.04	1.77	2.09	2.08	2.12	2.26	1.88	2.00	2.31	2.33	2.12	2.25	2.00	2.05	
Standard error	.03	.05	.05	.08	.08	.07	.09	.06	.06	.06	.08	.07	.04	.10	.09	.10	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 183

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	122 3%	103 3%	19 3%	25 2%	94 3%	25 2%	94 3%	11 2%	11 2%	12 2%	25 2%	65 2%	51 3%
2	(2.0)	54 1%	48 1%	6 1%	10 1%	44 1%	9 1%	45 1%	8 2%	3 1%	1 *%	9 1%	28 1%	23 1%
3	(3.0)	94 2%	79 2%	15 3%	20 2%	73 2%	18 2%	75 2%	11 2%	8 1%	7 1%	18 2%	42 2%	51 3%
4	(4.0)	120 3%	101 3%	19 3%	42 3%	77 3%	40 4%	78 3%	16 4%	21 4%	20 4%	40 4%	79 3%	41 3%
5	(5.0)	404 9%	337 9%	67 11%	105 8%	284 9%	86 8%	301 10%	35 8%	44 8%	36 7%	86 8%	244 9%	143 9%
6	(6.0)	489 11%	438 12%	51 9%	137 11%	347 12%	129 12%	355 11%	40 9%	67 12%	68 14%	129 12%	323 12%	157 10%
7	(7.0)	768 18%	665 18%	103 17%	224 18%	532 18%	197 18%	557 18%	87 20%	96 17%	85 17%	197 18%	492 18%	266 17%
8	(8.0)	891 21%	761 21%	131 22%	283 23%	597 20%	256 23%	624 20%	95 22%	132 23%	116 23%	256 23%	570 21%	316 20%
9	(9.0)	539 13%	474 13%	64 11%	170 14%	365 12%	148 13%	386 12%	49 11%	75 13%	70 14%	148 13%	363 14%	167 11%
10 - Extremely well	(10.0)	502 12%	429 12%	73 12%	139 11%	351 12%	123 11%	366 12%	61 14%	77 14%	44 9%	123 11%	302 11%	183 12%
Don't know		312 7%	265 7%	47 8%	77 6%	234 8%	71 6%	240 8%	25 6%	36 6%	34 7%	71 6%	155 6%	146 9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	390	331	59	96	287	92	292	46	42	39	92	214	166
	9%	9%	10%	8%	10%	8%	9%	10%	7%	8%	8%	8%	11%
													a
NEUTRAL (5-6)	893	775	119	242	630	215	656	75	110	105	215	567	299
	21%	21%	20%	20%	21%	20%	21%	17%	19%	21%	20%	21%	19%
POSITIVE VIEW (7-10)	2700	2329	370	815	1844	725	1933	291	381	315	725	1726	932
	63%	63%	62%	66%	62%	66%	62%	67%	67%	64%	66%	65%	60%
												b	
MOST NEGATIVE (1-2)	175	151	24	35	138	34	139	18	14	13	34	93	74
	4%	4%	4%	3%	5%	3%	4%	4%	2%	3%	3%	3%	5%
MOST POSITIVE (9-10)	1040	903	137	309	715	272	752	109	152	115	272	665	351
	24%	24%	23%	25%	24%	25%	24%	25%	27%	23%	25%	25%	23%
Answered	3983	3435	548	1153	2762	1032	2880	411	533	459	1032	2508	1398
Mean score	7.1	7.1	7.1	7.3	7.1	7.2	7.1	7.2	7.4	7.2	7.2	7.2	7.0
Standard deviation	2.12	2.11	2.18	1.98	2.17	2.01	2.16	2.15	1.97	1.94	2.01	2.04	2.23
Standard error	.03	.04	.09	.06	.04	.06	.04	.11	.09	.09	.06	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 183

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
	Significance Level: 99%	a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	122 3%	82 2%	75 2%	46 4%	39 5% abe	122 3%	49 1%	28 1%	16 1%	4 1%	66 2% c	56 14% abcde	105 15% bc	9 1%	7 *%
2	(2.0)	54 1%	44 1%	38 1%	16 1%	10 1%	54 1%	32 1%	10 *%	11 1%	2 *%	34 1%	19 5% abcde	44 6% bc	5 1%	4 *%
3	(3.0)	94 2%	77 2%	69 2%	25 2%	17 2%	94 2%	68 2%	34 1%	34 2%	7 1%	72 2%	22 6% abcde	77 11% bc	12 1% c	6 *%
4	(4.0)	120 3%	99 3%	88 3%	32 3%	21 3%	120 3%	94 3%	40 2%	39 2%	9 2%	97 2%	23 6% abcde	79 11% bc	24 2% c	17 1%
5	(5.0)	404 9%	332 9%	290 9%	114 10%	72 10%	404 9%	324 9%	171 7%	164 8%	34 6%	350 9%	54 13% abcd	113 16% c	201 20% c	90 3%
6	(6.0)	489 11%	405 11%	357 12%	132 11%	84 11%	489 11%	422 11%	217 9%	239 11%	43 8%	446 11%	43 11%	66 10%	244 24% ac	178 7%
7	(7.0)	768 18%	658 18%	573 19%	195 16%	110 15%	768 18%	696 19% f	460 20% f	435 20% f	107 20% f	734 19% f	34 8%	55 8%	229 22% a	484 19% a
8	(8.0)	891 21%	758 21%	647 21%	244 20%	133 18%	891 21%	838 23% f	562 24% f	515 24% f	133 24% f	865 22% f	27 7%	26 4%	124 12% a	741 29% ab
9	(9.0)	539 13%	468 13%	406 13%	132 11%	71 10%	539 13%	508 14% f	363 16% f	334 16% f	90 17% f	523 13% f	16 4%	17 2%	42 4%	480 19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 183

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	502 12%	417 12%	362 12%	139 12%	85 12%	502 12%	471 13% f	343 15% f	286 13% f	100 18% acef	492 13% f	10 2%	8 1%	29 3%	465 18% ab
Don't know	312 7%	219 6%	189 6%	123 10% abe	93 13% abe	312 7%	177 5%	88 4%	75 4%	15 3%	210 5% c	102 25% abcde	105 15% bc	102 10% c	105 4%
NEGATIVE VIEW (1-4)	390 9%	303 9%	270 9%	119 10%	87 12% a	390 9%	243 7% c	113 5%	100 5%	21 4%	269 7% bc	121 30% abcde	304 44% bc	50 5% c	35 1%
NEUTRAL (5-6)	893 21%	737 21%	648 21%	246 20%	156 21%	893 21%	746 20% bd	388 17%	403 19%	76 14%	797 20% bd	97 24% bd	180 26% c	446 44% ac	268 10%
POSITIVE VIEW (7-10)	2700 63%	2301 65% cd	1989 64% cd	710 59%	399 54%	2700 63% d	2512 68% f	1728 75% aef	1571 73% aef	430 79% aef	2613 67% f	87 21%	106 15%	424 41% a	2170 84% ab
MOST NEGATIVE (1-2)	175 4%	126 4%	113 4%	62 5%	49 7% abe	175 4%	81 2%	39 2%	27 1%	6 1%	100 3% c	75 18% abcde	148 21% bc	15 1% c	12 **%
MOST POSITIVE (9-10)	1040 24%	885 25%	769 25%	271 23%	155 21%	1040 24%	979 27% f	706 30% aef	620 29% f	190 35% aef	1015 26% f	26 6%	24 4%	71 7% a	945 37% ab
Answered	3983	3341	2907	1075	642	3983	3501	2229	2074	528	3679	304	590	920	2473
Mean score	7.1	7.2 d	7.1 d	7.0	6.8	7.1 d	7.3 f	7.6 aef	7.5 aef	7.8 acef	7.3 f	4.9	4.3	6.4 a	8.0 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2B. PERFORMANCE AGAINST PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.12	2.06	2.08	2.23	2.39	2.12	1.92	1.83	1.77	1.75	1.96	2.63	2.31	1.53	1.46
Standard error	.03	.04	.04	.07	.09	.03	.03	.04	.04	.08	.03	.14	.09	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	146	94	52	5	21	21	21	78	19	37	33	57	124	14	6	2
		3%	4%	2%	1%	3%	3%	3%	5%	2%	3%	4%	5%	3%	4%	3%	2%
			b					a			a	ab					
2	(2.0)	67	31	35	3	6	8	17	34	19	15	17	16	53	7	4	2
		2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%
3	(3.0)	110	60	47	11	23	16	12	47	27	37	14	32	91	8	7	4
		3%	3%	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%	3%	2%	3%	3%
4	(4.0)	157	92	63	22	36	25	24	50	42	46	26	43	136	10	8	4
		4%	4%	3%	4%	5%	4%	3%	3%	4%	3%	3%	4%	4%	3%	4%	3%
5	(5.0)	366	175	190	61	62	69	64	110	89	85	85	107	301	33	24	8
		9%	8%	9%	12%	8%	10%	9%	7%	8%	6%	11%	10%	8%	10%	11%	6%
					e						b				d		
6	(6.0)	474	213	257	68	91	82	86	147	116	142	92	124	413	28	22	12
		11%	10%	12%	13%	12%	12%	12%	9%	11%	11%	12%	11%	11%	8%	10%	9%
7	(7.0)	746	365	381	93	147	132	121	251	209	241	135	162	640	51	35	20
		17%	17%	18%	18%	19%	19%	17%	16%	19%	18%	18%	15%	18%	15%	16%	16%
8	(8.0)	900	446	451	113	150	154	142	341	265	306	144	185	741	88	48	23
		21%	21%	21%	22%	19%	22%	20%	21%	24%	23%	19%	17%	21%	26%	22%	18%
									d	d				ad			
9	(9.0)	573	283	286	61	100	89	92	231	156	202	83	131	474	54	28	18
		13%	13%	13%	12%	13%	13%	13%	14%	14%	15%	11%	12%	13%	16%	13%	14%
										c							
10 - Extremely well	(10.0)	557	252	304	55	104	66	82	250	142	156	101	158	462	39	26	29
		13%	12%	14%	10%	13%	9%	12%	16%	13%	12%	13%	14%	13%	11%	12%	23%
								ac									abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	200 5%	90 4%	109 5%	28 5%	42 5%	32 5%	31 5%	67 4%	21 2%	50 4%	36 5%	93 8%	174 5%	12 4%	7 3%	7 5%	
NEGATIVE VIEW (1-4)	479 11%	277 13%	197 9%	41 8%	85 11%	70 10%	75 11%	209 13%	107 10%	135 10%	89 12%	148 13%	404 11%	38 11%	25 12%	12 9%	
NEUTRAL (5-6)	841 20%	389 19%	447 21%	130 25%	153 20%	151 22%	150 22%	257 16%	205 19%	227 17%	178 23%	231 21%	714 20%	61 18%	46 21%	20 15%	
POSITIVE VIEW (7-10)	2776 65%	1345 64%	1423 65%	322 62%	501 64%	441 64%	438 63%	1073 67%	772 70%	905 69%	462 60%	635 57%	2317 64%	232 68%	137 64%	90 70%	
MOST NEGATIVE (1-2)	213 5%	126 6%	87 4%	8 1%	27 3%	29 4%	38 5%	111 7%	38 3%	52 4%	49 6%	73 7%	177 5%	21 6%	10 5%	5 4%	
MOST POSITIVE (9-10)	1130 26%	535 25%	590 27%	116 22%	204 26%	155 22%	174 25%	481 30%	298 27%	358 27%	184 24%	288 26%	935 26%	93 27%	54 25%	47 37%	
Answered	4095	2011	2067	493	739	662	663	1539	1085	1267	729	1013	3434	332	208	122	
Mean score	7.1	7.0	7.2	7.1	7.1	7.0	7.0	7.1	7.2	7.2	6.9	6.9	7.1	7.1	7.0	7.5	
Standard deviation	2.22	2.31	2.12	1.90	2.14	2.10	2.20	2.41	2.05	2.11	2.30	2.44	2.22	2.27	2.22	2.23	
Standard error	.03	.05	.05	.08	.08	.07	.09	.06	.07	.06	.08	.07	.04	.10	.10	.11	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 184

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	146 3%	127 3%	20 3%	35 3%	109 4%	35 3%	109 3%	20 5%	12 2%	12 2%	35 3%	75 3%	66 4%
2	(2.0)	67 2%	56 2%	10 2%	13 1%	54 2%	13 1%	54 2%	5 1%	9 2%	4 1%	13 1%	37 1%	26 2%
3	(3.0)	110 3%	90 2%	20 3%	24 2%	86 3%	23 2%	87 3%	11 3%	11 2%	11 2%	23 2%	57 2%	49 3%
4	(4.0)	157 4%	128 3%	29 5%	45 4%	107 4%	39 4%	114 4%	14 3%	25 4%	18 4%	39 4%	94 4%	60 4%
5	(5.0)	366 9%	320 9%	46 8%	115 9%	240 8%	100 9%	254 8%	38 9%	43 8%	53 11%	100 9%	233 9%	122 8%
6	(6.0)	474 11%	419 11%	56 9%	143 12%	315 11%	127 11%	331 11%	40 9%	63 11%	62 13%	127 11%	296 11%	166 11%
7	(7.0)	746 17%	640 17%	106 18%	217 18%	519 17%	197 18%	539 17%	73 17%	112 20%	88 18%	197 18%	497 19%	236 15%
8	(8.0)	900 21%	777 21%	123 21%	286 23%	606 20%	254 23%	639 20%	92 21%	130 23%	114 23%	254 23%	593 22%	303 20%
9	(9.0)	573 13%	487 13%	86 15%	164 13%	399 13%	147 13%	415 13%	61 14%	69 12%	73 15%	147 13%	378 14%	188 12%
10 - Extremely well	(10.0)	557 13%	481 13%	76 13%	131 11%	419 14%	119 11%	432 14%	58 13%	71 12%	37 8%	119 11%	313 12%	226 15%
Don't know		200 5%	176 5%	23 4%	58 5%	142 5%	51 5%	149 5%	25 6%	24 4%	21 4%	51 5%	90 3%	102 7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 184

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	479 11%	401 11%	79 13%	116 9%	356 12%	109 10%	363 12%	50 12%	57 10%	45 9%	109 10%	263 10%	201 13%
NEUTRAL (5-6)	841 20%	739 20%	102 17%	258 21%	555 19%	226 21%	585 19%	78 18%	107 19%	115 23%	226 21%	529 20%	288 19%
POSITIVE VIEW (7-10)	2776 65%	2384 64%	391 66%	799 65%	1944 65%	716 65%	2024 65%	283 65%	382 67%	313 63%	716 65%	1781 67%	952 62%
MOST NEGATIVE (1-2)	213 5%	183 5%	30 5%	47 4%	163 5%	47 4%	163 5%	25 6%	21 4%	16 3%	47 4%	112 4%	92 6%
MOST POSITIVE (9-10)	1130 26%	968 26%	162 27%	296 24%	818 27%	266 24%	847 27%	119 27%	140 25%	110 22%	266 24%	691 26%	414 27%
Answered	4095	3524	572	1173	2855	1052	2972	412	545	472	1052	2573	1441
Mean score	7.1	7.1	7.1	7.1	7.1	7.1	7.1	7.1	7.2	7.0	7.1	7.1	7.0
Standard deviation	2.22	2.21	2.26	2.08	2.28	2.12	2.26	2.31	2.06	2.00	2.12	2.11	2.37
Standard error	.03	.04	.09	.06	.04	.07	.04	.11	.09	.09	.07	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%	Total															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567	
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037	
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578	
1 - Not at all well	(1.0)	146 3%	106 3%	97 3%	50 4%	40 5% ab	146 3%	68 2%	33 1%	23 1%	4 1%	83 2% c	63 15% abcde	135 19% bc	7 1%	4 **%
2	(2.0)	67 2%	55 2%	49 2%	17 1%	12 2%	67 2%	42 1%	21 1%	17 1%	7 1%	47 1%	20 5% abcde	58 8% bc	5 **%	4 **%
3	(3.0)	110 3%	86 2%	74 2%	35 3%	24 3%	110 3%	83 2%	36 2%	35 2%	5 1%	88 2%	22 5% abcde	82 12% bc	15 1% c	12 **%
4	(4.0)	157 4%	140 4%	124 4%	33 3%	17 2%	157 4%	125 3%	72 3%	72 3%	7 1%	139 4%	18 4% d	85 12% bc	47 5% c	26 1%
5	(5.0)	366 9%	295 8%	264 9%	103 9%	71 10%	366 9%	278 8%	150 6%	140 7%	32 6%	308 8%	59 14% abcde	103 15% c	199 19% c	65 3%
6	(6.0)	474 11%	396 11%	347 11%	127 11%	78 11%	474 11%	406 11%	220 9%	230 11%	46 8%	431 11%	43 11%	48 7%	254 25% ac	172 7%
7	(7.0)	746 17%	640 18%	552 18%	194 16%	106 14%	746 17%	686 19% f	417 18% f	412 19% f	92 17% f	710 18% f	36 9%	53 8%	226 22% a	468 18% a
8	(8.0)	900 21%	770 22%	659 21%	241 20%	130 18%	900 21%	839 23% f	567 24% f	514 24% f	134 25% f	875 22% f	25 6%	29 4%	133 13% a	738 29% ab
9	(9.0)	573 13%	483 14%	419 14%	154 13%	90 12%	573 13%	540 15% f	387 17% f	366 17% f	106 19% ef	557 14% f	16 4%	12 2%	42 4%	520 20% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	557 13%	455 13%	387 13%	170 14%	102 14%	557 13%	526 14%	366 16%	307 14%	101 19%	543 14%	14 4%	10 1%	21 2%	526 20%
Don't know	200 5%	134 4%	124 4%	76 6%	66 9%	200 5%	86 2%	46 2%	33 2%	8 1%	109 3%	91 22%	83 12%	75 7%	43 2%
NEGATIVE VIEW (1-4)	479 11%	387 11%	345 11%	135 11%	92 13%	479 11%	317 9%	163 7%	148 7%	24 4%	357 9%	122 30%	359 52%	74 7%	46 2%
NEUTRAL (5-6)	841 20%	691 19%	611 20%	230 19%	149 20%	841 20%	684 19%	370 16%	370 17%	78 14%	739 19%	102 25%	151 22%	452 44%	237 9%
POSITIVE VIEW (7-10)	2776 65%	2348 66%	2017 65%	759 63%	428 58%	2776 65%	2591 70%	1738 75%	1598 74%	433 80%	2684 69%	91 22%	103 15%	421 41%	2252 87%
MOST NEGATIVE (1-2)	213 5%	161 5%	146 5%	67 6%	51 7%	213 5%	110 3%	54 2%	40 2%	12 2%	130 3%	83 20%	193 28%	12 1%	8 *%
MOST POSITIVE (9-10)	1130 26%	938 26%	807 26%	323 27%	192 26%	1130 26%	1066 29%	753 33%	673 31%	207 38%	1099 28%	30 7%	22 3%	62 6%	1046 41%
Answered	4095	3426	2972	1123	669	4095	3593	2271	2116	535	3780	315	613	947	2535
Mean score	7.1	7.1	7.1	7.1	6.9	7.1	7.3	7.6	7.5	7.8	7.3	4.9	4.0	6.3	8.1

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2C. PERFORMANCE AGAINST PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.22	2.17	2.19	2.31	2.45	2.22	2.03	1.93	1.88	1.82	2.07	2.71	2.36	1.50	1.46
Standard error	.03	.04	.04	.07	.09	.03	.03	.04	.04	.08	.03	.15	.09	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 185

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	163 4%	109 5%	53 2%	3 1%	24 3%	24 3%	28 4%	84 5%	25 2%	38 3%	42 5%	58 5%	138 4%	16 5%	7 3%	2 2%	
			b			a	a	a	a			ab	ab					
2	(2.0)	72 2%	36 2%	37 2%	3 1%	9 1%	11 2%	14 2%	37 2%	25 2%	19 1%	14 2%	15 1%	57 2%	8 2%	5 2%	3 2%	
3	(3.0)	128 3%	66 3%	59 3%	11 2%	23 3%	25 4%	10 1%	59 4%	28 3%	38 3%	22 3%	40 4%	104 3%	12 4%	8 4%	3 3%	
4	(4.0)	144 3%	72 3%	69 3%	14 3%	35 4%	19 3%	27 4%	50 3%	37 3%	43 3%	27 4%	38 3%	118 3%	12 4%	10 5%	4 3%	
5	(5.0)	413 10%	199 9%	211 10%	72 14%	81 10%	67 10%	63 9%	129 8%	95 9%	108 8%	84 11%	126 11%	349 10%	28 8%	24 11%	11 9%	
					e													
6	(6.0)	517 12%	237 11%	279 13%	67 13%	77 10%	92 13%	94 14%	186 12%	146 13%	159 12%	94 12%	118 11%	448 12%	38 11%	22 10%	9 7%	
													d	d				
7	(7.0)	743 17%	373 18%	369 17%	93 18%	154 20%	133 19%	110 16%	253 16%	185 17%	260 20%	141 18%	158 14%	635 18%	50 15%	42 20%	16 13%	
											d		d	d				
8	(8.0)	883 21%	454 22%	429 20%	103 20%	146 19%	139 20%	149 21%	347 22%	271 25%	276 21%	138 18%	196 18%	735 20%	75 22%	46 21%	27 21%	
										cd								
9	(9.0)	499 12%	247 12%	250 11%	56 11%	91 12%	87 13%	75 11%	189 12%	141 13%	172 13%	72 9%	114 10%	408 11%	52 15%	21 10%	17 13%	
10 - Extremely well	(10.0)	455 11%	185 9%	268 12%	56 11%	92 12%	64 9%	81 12%	162 10%	110 10%	124 9%	88 11%	133 12%	376 10%	34 10%	19 9%	26 20%	
				a													abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 185

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	278	124	154	43	50	34	42	110	43	80	45	110	240	20	8	10	
	6%	6%	7%	8%	6%	5%	6%	7%	4%	6%	6%	10%	7%	6%	4%	8%	
												abc				c	
NEGATIVE VIEW (1-4)	508	283	218	31	90	78	79	229	115	138	104	151	417	48	31	12	
	12%	13%	10%	6%	12%	11%	11%	14%	10%	10%	14%	14%	12%	14%	14%	9%	
		b			a	a	a	a									
NEUTRAL (5-6)	930	435	490	139	158	160	158	316	241	267	177	244	797	66	46	20	
	22%	21%	23%	27%	20%	23%	23%	20%	22%	20%	23%	22%	22%	19%	22%	16%	
				e									d				
POSITIVE VIEW (7-10)	2580	1259	1315	307	484	423	415	951	707	832	439	600	2153	211	129	86	
	60%	60%	60%	59%	62%	61%	60%	59%	64%	63%	57%	54%	60%	61%	60%	67%	
									cd	d						a	
MOST NEGATIVE (1-2)	235	145	90	6	33	35	42	120	50	57	55	73	195	23	13	5	
	5%	7%	4%	1%	4%	5%	6%	7%	4%	4%	7%	7%	5%	7%	6%	4%	
		b			a	a	a	ab			b						
MOST POSITIVE (9-10)	953	432	517	111	183	151	156	351	251	296	160	247	784	86	41	43	
	22%	21%	24%	21%	23%	22%	23%	22%	23%	22%	21%	22%	22%	25%	19%	34%	
																abc	
Answered	4017	1977	2022	478	731	661	652	1496	1063	1237	720	996	3368	324	207	119	
Mean score	6.9	6.8	7.0	7.1	7.0	6.9	6.9	6.8	7.0	7.0	6.7	6.8	6.9	6.9	6.7	7.5	
			a						cd	c						abc	
Standard deviation	2.24	2.31	2.15	1.86	2.19	2.17	2.25	2.39	2.09	2.11	2.36	2.43	2.23	2.35	2.23	2.23	
Standard error	.04	.05	.05	.08	.09	.08	.10	.06	.07	.06	.08	.07	.04	.10	.10	.11	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 185

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	163 4%	140 4%	22 4%	41 3%	120 4%	41 4%	120 4%	22 5%	21 4%	13 3%	41 4%	81 3%	74 5% a
2	(2.0)	72 2%	52 1%	21 3% a	15 1%	57 2%	15 1%	58 2%	5 1%	5 1%	8 2%	15 1%	47 2%	22 1%
3	(3.0)	128 3%	106 3%	22 4%	37 3%	89 3%	36 3%	89 3%	19 4%	18 3%	16 3%	36 3%	61 2%	63 4% a
4	(4.0)	144 3%	120 3%	24 4%	34 3%	110 4%	31 3%	113 4%	12 3%	17 3%	16 3%	31 3%	89 3%	52 3%
5	(5.0)	413 10%	354 10%	59 10%	131 11%	269 9%	109 10%	290 9%	46 10%	53 9%	44 9%	109 10%	253 9%	147 10%
6	(6.0)	517 12%	460 12%	57 10%	137 11%	367 12%	125 11%	378 12%	38 9%	71 12%	71 14%	125 11%	324 12%	185 12%
7	(7.0)	743 17%	647 17%	97 16%	238 19%	494 16%	215 20%	517 17%	90 21%	102 18%	92 19%	215 20%	490 18%	245 16%
8	(8.0)	883 21%	762 21%	121 20%	236 19%	632 21%	206 19%	663 21%	77 18%	114 20%	84 17%	206 19%	571 21%	304 20%
9	(9.0)	499 12%	428 12%	71 12%	157 13%	333 11%	140 13%	349 11%	46 11%	72 13%	70 14%	140 13%	331 12%	160 10%
10 - Extremely well	(10.0)	455 11%	397 11%	57 10%	141 11%	310 10%	131 12%	320 10%	62 14%	72 13%	52 11%	131 12%	282 11%	157 10%
Don't know		278 6%	235 6%	44 7%	62 5%	215 7%	53 5%	224 7%	20 5%	25 4%	27 5%	53 5%	135 5%	134 9% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 185

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	508 12%	419 11%	89 15%	128 10%	376 13%	123 11%	380 12%	57 13%	61 11%	52 11%	123 11%	277 10%	212 14%
													a
NEUTRAL (5-6)	930 22%	813 22%	116 20%	268 22%	637 21%	235 21%	668 21%	84 19%	124 22%	116 23%	235 21%	577 22%	332 22%
POSITIVE VIEW (7-10)	2580 60%	2234 60%	346 58%	773 63%	1769 59%	692 63%	1848 59%	275 63%	360 63%	299 61%	692 63%	1674 63%	866 56%
													b
MOST NEGATIVE (1-2)	235 5%	192 5%	43 7%	57 5%	177 6%	56 5%	178 6%	27 6%	26 5%	21 4%	56 5%	127 5%	96 6%
MOST POSITIVE (9-10)	953 22%	825 22%	128 22%	298 24%	643 21%	271 25%	668 21%	108 25%	144 25%	122 25%	271 25%	613 23%	317 21%
Answered	4017	3466	551	1168	2781	1049	2896	416	544	466	1049	2528	1409
Mean score	6.9	6.9	6.8	7.0	6.9	7.0	6.9	6.9	7.0	7.0	7.0	7.0	6.8
													b
Standard deviation	2.24	2.22	2.36	2.18	2.27	2.23	2.25	2.38	2.21	2.14	2.23	2.14	2.34
Standard error	.04	.04	.10	.06	.04	.07	.04	.12	.10	.10	.07	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 185

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	163 4%	119 3%	106 3%	57 5%	43 6% ab	163 4%	85 2%	41 2%	36 2%	3 1%	105 3% d	58 14% abcde	146 21% bc	9 1%	8 *%
2	(2.0)	72 2%	64 2%	58 2%	14 1%	9 1%	72 2%	50 1%	27 1%	22 1%	6 1%	53 1%	19 5% abcde	54 8% bc	13 1% c	5 *%
3	(3.0)	128 3%	104 3%	92 3%	36 3%	24 3%	128 3%	96 3%	48 2%	46 2%	7 1%	103 3%	25 6% abcde	92 13% bc	25 2% c	11 *%
4	(4.0)	144 3%	121 3%	109 4%	35 3%	24 3%	144 3%	117 3%	66 3%	66 3%	18 3%	123 3%	21 5% c	53 8% c	55 5% c	37 1%
5	(5.0)	413 10%	327 9%	285 9%	128 11%	85 12%	413 10%	327 9%	190 8%	185 9%	35 7%	363 9%	49 12% d	100 14% c	213 21% ac	100 4%
6	(6.0)	517 12%	436 12%	375 12%	142 12%	80 11%	517 12%	462 13%	268 12%	267 12%	65 12%	479 12%	38 9%	70 10%	221 22% ac	226 9%
7	(7.0)	743 17%	642 18%	552 18%	191 16%	101 14%	743 17%	682 19% f	415 18% f	405 19% f	101 19% f	708 18% f	35 9%	37 5%	212 21% a	495 19% a
8	(8.0)	883 21%	754 21%	650 21%	233 19%	129 18%	883 21%	819 22% f	547 24% f	510 24% f	135 25% f	853 22% f	30 7%	24 3%	123 12% a	737 29% ab
9	(9.0)	499 12%	411 12%	362 12%	137 11%	88 12%	499 12%	468 13% f	347 15% f	302 14% f	79 15% f	486 12% f	13 3%	14 2%	34 3%	452 18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 185

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	455 11%	378 11%	334 11%	121 10%	76 10%	455 11%	430 12% f	299 13% f	251 12% f	76 14% f	441 11% f	14 3%	8 1%	25 2%	421 16% ab
Don't know	278 6%	204 6%	175 6%	104 9% ab	74 10% abe	278 6%	142 4%	71 3%	60 3%	18 3%	175 4% c	104 26% abcde	98 14% bc	93 9% c	87 3%
NEGATIVE VIEW (1-4)	508 12%	408 11%	365 12%	143 12%	100 14%	508 12%	348 9%	181 8%	169 8%	35 6%	385 10%	123 30% abcde	345 50% bc	102 10% c	61 2%
NEUTRAL (5-6)	930 22%	764 21%	659 21%	270 23%	166 23%	930 22%	790 21%	457 20%	452 21%	100 18%	842 22%	87 22%	170 24% c	434 42% ac	326 13%
POSITIVE VIEW (7-10)	2580 60%	2185 61% d	1898 61% d	682 57%	395 54%	2580 60% d	2399 65% f	1608 69% aef	1468 68% ef	390 72% aef	2487 64% f	92 23%	82 12%	393 38% a	2104 82% ab
MOST NEGATIVE (1-2)	235 5%	183 5%	164 5%	71 6%	52 7%	235 5%	135 4%	68 3%	57 3%	9 2%	158 4%	77 19% abcde	201 29% bc	22 2% c	12 **%
MOST POSITIVE (9-10)	953 22%	789 22%	696 22%	257 21%	164 22%	953 22%	898 24% f	646 28% aef	553 26% f	154 28% f	927 24% f	27 7%	22 3%	59 6%	873 34% ab
Answered	4017	3356	2922	1095	661	4017	3536	2246	2089	525	3714	303	597	929	2491
Mean score	6.9	6.9	6.9	6.8	6.7	6.9	7.1 f	7.3 aef	7.3 ef	7.5 aef	7.1 f	4.9	3.9	6.2 a	7.9 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C2D. PERFORMANCE AGAINST PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.24	2.20	2.21	2.30	2.44	2.24	2.07	1.99	1.96	1.84	2.11	2.71	2.37	1.63	1.53
Standard error	.04	.04	.04	.07	.09	.04	.03	.04	.04	.08	.03	.15	.10	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all important	(1.0)	108 3%	64 3%	45 2%	4 1%	17 2%	23 3%	18 3%	46 3%	14 1%	36 3%	24 3%	34 3%	86 2%	8 2%	5 2%	9 7%	
							a		a								abc	
2	(2.0)	36 1%	19 1%	17 1%	1 *	5 1%	5 1%	5 1%	19 1%	8 1%	12 1%	6 1%	10 1%	29 1%	4 1%	* *	2 2%	
3	(3.0)	67 2%	38 2%	28 1%	9 2%	13 2%	14 2%	9 1%	23 1%	15 1%	23 2%	15 2%	14 1%	60 2%	3 1%	3 1%	1 1%	
4	(4.0)	87 2%	48 2%	38 2%	11 2%	25 3%	13 2%	18 3%	21 1%	24 2%	19 1%	15 2%	28 3%	75 2%	6 2%	2 1%	3 2%	
						e												
5	(5.0)	288 7%	149 7%	139 6%	48 9%	61 8%	52 7%	54 8%	73 5%	61 6%	80 6%	64 8%	83 7%	240 7%	21 6%	18 9%	9 7%	
					e	e	e	e										
6	(6.0)	366 9%	178 8%	186 9%	56 11%	62 8%	76 11%	52 8%	119 7%	101 9%	107 8%	67 9%	91 8%	324 9%	20 6%	13 6%	9 7%	
							e											
7	(7.0)	549 13%	264 13%	283 13%	90 17%	92 12%	103 15%	93 13%	171 11%	138 12%	169 13%	109 14%	133 12%	473 13%	40 12%	23 11%	14 11%	
					e		e											
8	(8.0)	851 20%	433 21%	414 19%	100 19%	184 24%	124 18%	135 19%	307 19%	229 21%	267 20%	140 18%	214 19%	714 20%	63 18%	54 25%	19 15%	
															abd			
9	(9.0)	620 14%	312 15%	305 14%	73 14%	112 14%	98 14%	89 13%	247 15%	172 16%	220 17%	88 11%	140 13%	507 14%	62 18%	29 14%	22 17%	
											c							

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 186

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
10 - Extremely important (10.0)	1210 28%	539 26%	667 31%	108 21%	186 24%	165 24%	201 29%	550 34%	333 30%	353 27%	220 29%	303 27%	998 28%	111 32%	62 29%	39 30%	
Don't know	113 3%	58 3%	54 2%	21 4%	23 3%	20 3%	22 3%	28 2%	9 1%	30 2%	18 2%	57 5%	101 3%	6 2%	4 2%	2 2%	
NOT IMPORTANT (1-4)	298 7%	168 8%	127 6%	24 5%	60 8%	55 8%	49 7%	110 7%	61 6%	91 7%	60 8%	86 8%	251 7%	21 6%	11 5%	15 11%	
NEUTRAL (5-6)	654 15%	327 16%	325 15%	105 20%	123 16%	128 18%	106 15%	192 12%	163 15%	187 14%	131 17%	174 16%	565 16%	40 12%	31 15%	18 14%	
IMPORTANT (7-10)	3230 75%	1547 74%	1669 77%	371 71%	575 74%	491 71%	517 74%	1275 79%	873 79%	1009 77%	557 73%	789 71%	2692 75%	276 80%	168 78%	94 73%	
MOST NEGATIVE (1-2)	144 3%	83 4%	61 3%	5 1%	22 3%	29 4%	23 3%	65 4%	22 2%	48 4%	30 4%	43 4%	115 3%	12 4%	6 3%	11 8%	
MOST POSITIVE (9-10)	1830 43%	851 41%	972 45%	181 35%	299 38%	264 38%	290 42%	797 50%	506 46%	573 44%	307 40%	442 40%	1505 42%	173 50%	92 43%	61 47%	
Answered	4182	2043	2122	500	758	675	673	1577	1097	1287	748	1049	3507	338	210	126	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
Mean score	7.8	7.7	7.9	7.6	7.7	7.6	7.8	8.1	8.0	7.8	7.7	7.7	7.8	8.1	7.9	7.6
Standard deviation	2.16	2.23	2.10	1.90	2.12	2.24	2.19	2.20	1.99	2.16	2.27	2.25	2.15	2.13	2.07	2.62
Standard error	.03	.05	.05	.08	.08	.08	.09	.05	.07	.06	.08	.07	.04	.09	.09	.13

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 186

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all important	(1.0)	108 3%	94 3%	14 2%	31 2%	75 3%	29 3%	77 2%	13 3%	14 3%	11 2%	29 3%	64 2%	41 3%
2	(2.0)	36 1%	28 1%	8 1%	9 1%	27 1%	8 1%	28 1%	2 *	4 1%	6 1%	8 1%	22 1%	14 1%
3	(3.0)	67 2%	59 2%	8 1%	26 2%	42 1%	23 2%	45 1%	11 2%	12 2%	10 2%	23 2%	36 1%	29 2%
4	(4.0)	87 2%	81 2%	6 1%	34 3%	49 2%	31 3%	53 2%	9 2%	16 3%	16 3%	31 3%	60 2%	24 2%
5	(5.0)	288 7%	245 7%	43 7%	80 7%	193 6%	67 6%	205 7%	30 7%	30 5%	34 7%	67 6%	187 7%	89 6%
6	(6.0)	366 9%	334 9%	33 5%	119 10%	240 8%	108 10%	248 8%	31 7%	59 10%	47 9%	108 10%	246 9%	112 7%
7	(7.0)	549 13%	498 13%	51 9%	170 14%	374 12%	150 14%	394 13%	53 12%	65 11%	77 16%	150 14%	373 14%	172 11%
8	(8.0)	851 20%	735 20%	116 19%	255 21%	583 19%	224 20%	613 20%	99 23%	121 21%	90 18%	224 20%	534 20%	305 20%
9	(9.0)	620 14%	523 14%	96 16%	181 15%	431 14%	164 15%	448 14%	54 12%	86 15%	82 17%	164 15%	408 15%	206 13%
10 - Extremely important	(10.0)	1210 28%	1004 27%	207 35%	299 24%	899 30%	274 25%	923 30%	122 28%	152 27%	115 23%	274 25%	684 26%	493 32%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 186

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C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Don't know	113 3%	101 3%	13 2%	28 2%	83 3%	24 2%	87 3%	14 3%	10 2%	6 1%	24 2%	49 2%	59 4% a
NOT IMPORTANT (1-4)	298 7%	261 7%	36 6%	99 8%	193 6%	90 8%	202 6%	34 8%	47 8%	43 9%	90 8%	182 7%	107 7%
NEUTRAL (5-6)	654 15%	578 16%	76 13%	199 16%	433 14%	175 16%	454 15%	60 14%	89 16%	81 16%	175 16%	433 16% b	201 13%
IMPORTANT (7-10)	3230 75%	2760 75%	470 79%	904 74%	2287 76%	813 74%	2378 76%	328 75%	424 74%	364 74%	813 74%	2000 75%	1176 76%
MOST NEGATIVE (1-2)	144 3%	122 3%	22 4%	40 3%	102 3%	37 3%	105 3%	14 3%	18 3%	17 3%	37 3%	86 3%	54 4%
MOST POSITIVE (9-10)	1830 43%	1527 41%	303 51% a	480 39%	1330 44% a	438 40%	1371 44%	176 40%	238 42%	197 40%	438 40%	1093 41%	699 45%
Answered	4182	3599	582	1203	2913	1078	3034	423	559	488	1078	2614	1485
Mean score	7.8	7.8	8.1 a	7.7	7.9 a	7.7	7.9	7.8	7.8	7.6	7.7	7.8	7.9 a
Standard deviation	2.16	2.16	2.18	2.16	2.16	2.18	2.15	2.21	2.17	2.17	2.18	2.12	2.20
Standard error	.03	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 186

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C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all important	(1.0)	108 3%	77 2%	70 2%	38 3%	31 4% ab	108 3%	46 1%	28 1%	18 1%	6 1%	57 1%	51 13% abcde	92 13% bc	10 1%	7 **%
2	(2.0)	36 1%	30 1%	27 1%	9 1%	5 1%	36 1%	18 **%	11 **%	10 **%	* **%	21 1%	15 4% abcde	31 4% bc	2 **%	3 **%
3	(3.0)	67 2%	53 1%	51 2%	16 1%	14 2%	67 2%	47 1%	20 1%	15 1%	5 1%	51 1%	16 4% abcde	38 6% bc	18 2% c	11 **%
4	(4.0)	87 2%	80 2%	72 2%	14 1%	6 1%	87 2%	59 2%	39 2%	36 2%	13 2%	68 2%	18 5% abce	48 7% bc	29 3% c	10 **%
5	(5.0)	288 7%	233 7%	211 7%	78 6%	55 8%	288 7%	223 6%	130 6%	118 6%	24 4%	248 6%	41 10% abcd	91 13% c	145 14% c	52 2%
6	(6.0)	366 9%	311 9%	274 9%	92 8%	55 8%	366 9%	316 9%	175 8%	195 9%	34 6%	329 8%	37 9% c	53 8% c	195 19% ac	119 5%
7	(7.0)	549 13%	468 13%	406 13%	143 12%	81 11%	549 13%	497 14% f	275 12%	282 13% f	61 11%	520 13% f	29 7% f	66 9% f	189 19% ac	294 11%
8	(8.0)	851 20%	724 20%	620 20%	231 19%	127 17%	851 20%	778 21% f	482 21% f	434 20% f	105 19% f	811 21% f	39 10% f	95 14% f	166 16% f	589 23% ab
9	(9.0)	620 14%	517 15%	456 15%	164 14%	103 14%	620 14%	573 16% f	404 17% f	389 18% f	101 19% f	600 15% f	20 5% f	24 4% f	84 8% a	511 20% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 186

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely important (10.0)	1210 28%	991 28%	840 27%	370 31%	219 30%	1210 28%	1093 30%	739 32%	635 30%	191 35%	1143 29%	67 17%	101 14%	141 14%	969 38%
Don't know	113 3%	76 2%	69 2%	44 4%	37 5%	113 3%	28 1%	13 1%	17 1%	3 *%	41 1%	73 18%	56 8%	43 4%	15 1%
NOT IMPORTANT (1-4)	298 7%	240 7%	220 7%	78 6%	57 8%	298 7%	170 5%	98 4%	79 4%	25 5%	197 5%	100 25%	209 30%	59 6%	29 1%
NEUTRAL (5-6)	654 15%	544 15%	485 16%	170 14%	111 15%	654 15%	539 15%	305 13%	313 15%	58 11%	577 15%	78 19%	144 21%	340 33%	170 7%
IMPORTANT (7-10)	3230 75%	2700 76%	2322 75%	907 76%	529 72%	3230 75%	2942 80%	1901 82%	1741 81%	457 84%	3074 79%	156 38%	286 41%	580 57%	2363 92%
MOST NEGATIVE (1-2)	144 3%	107 3%	97 3%	47 4%	37 5%	144 3%	64 2%	39 2%	28 1%	6 1%	78 2%	66 16%	123 18%	12 1%	9 *%
MOST POSITIVE (9-10)	1830 43%	1508 42%	1296 42%	534 45%	322 44%	1830 43%	1666 45%	1143 49%	1024 48%	292 54%	1743 45%	87 21%	125 18%	225 22%	1480 57%
Answered	4182	3484	3027	1155	697	4182	3650	2304	2132	541	3848	334	639	979	2563

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3A. IMPORTANCE TO SOCIETY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	7.8	7.8	7.8	7.9	7.8	7.8	8.0 f	8.2 ef	8.1 f	8.3 aef	8.0 f	6.0	5.8	7.0 a	8.6 ab
Standard deviation	2.16	2.12	2.14	2.22	2.38	2.16	1.94	1.90	1.84	1.87	1.98	3.11	2.98	1.89	1.46
Standard error	.03	.04	.04	.06	.09	.03	.03	.04	.04	.08	.03	.16	.12	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 187

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all important	(1.0)	97 2%	53 3%	44 2%	1 *%	12 2%	19 3%	16 2%	48 3%	14 1%	28 2%	22 3%	33 3%	79 2%	5 1%	4 2%	9 7%	
						a	a	a									abc	
2	(2.0)	33 1%	19 1%	14 1%	1 *%	8 1%	2 *%	8 1%	14 1%	6 1%	9 1%	8 1%	11 1%	29 1%	3 1%	- -%	2 1%	
3	(3.0)	68 2%	30 1%	38 2%	4 1%	10 1%	13 2%	12 2%	29 2%	14 1%	21 2%	9 1%	23 2%	57 2%	6 2%	3 1%	2 1%	
4	(4.0)	111 3%	59 3%	49 2%	20 4%	26 3%	17 2%	18 3%	30 2%	28 2%	30 2%	22 3%	32 3%	93 3%	9 3%	6 3%	3 2%	
5	(5.0)	349 8%	198 9%	151 7%	56 11%	61 8%	54 8%	60 9%	118 7%	82 7%	96 7%	71 9%	99 9%	294 8%	25 7%	21 10%	9 7%	
			b															
6	(6.0)	442 10%	224 11%	214 10%	65 13%	67 9%	91 13%	80 12%	139 9%	124 11%	131 10%	78 10%	109 10%	385 11%	25 7%	22 10%	10 8%	
							e											
7	(7.0)	688 16%	328 16%	355 16%	93 18%	133 17%	116 17%	124 18%	222 14%	170 15%	229 17%	115 15%	174 16%	589 16%	53 15%	30 14%	16 13%	
8	(8.0)	942 22%	476 23%	463 21%	108 21%	171 22%	156 22%	119 17%	388 24%	264 24%	324 25%	167 22%	187 17%	789 22%	71 21%	52 24%	31 24%	
								d	d	d								
9	(9.0)	562 13%	261 12%	301 14%	54 10%	105 13%	92 13%	100 14%	212 13%	162 15%	160 12%	98 13%	142 13%	457 13%	57 17%	33 15%	15 12%	
10 - Extremely important	(10.0)	836 19%	378 18%	454 21%	91 17%	153 20%	109 16%	127 18%	355 22%	216 20%	247 19%	144 19%	227 20%	687 19%	80 23%	39 18%	29 23%	
								c										

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	167 4%	74 4%	91 4%	27 5%	34 4%	26 4%	30 4%	51 3%	24 2%	40 3%	32 4%	71 6% ab	149 4%	9 3%	5 3%	4 3%	
NOT IMPORTANT (1-4)	309 7%	161 8%	146 7%	26 5%	57 7%	51 7%	54 8%	121 8%	62 6%	89 7%	61 8%	98 9% a	258 7%	23 7%	13 6%	15 12% abc	
NEUTRAL (5-6)	791 18%	422 20%	366 17%	122 23% be	127 16%	145 21% e	140 20%	257 16%	207 19%	227 17%	149 20%	208 19%	679 19%	50 15%	43 20%	19 15%	
IMPORTANT (7-10)	3028 70%	1444 69%	1573 72%	346 66%	563 72%	472 68%	470 68%	1176 73% a	813 74% d	961 73% d	524 68%	729 66%	2522 70%	261 76% a	153 71%	91 71%	
MOST NEGATIVE (1-2)	130 3%	72 3%	59 3%	2 *% a	20 3% a	21 3% a	24 3% a	62 4% a	20 2%	38 3%	30 4%	43 4% a	108 3%	8 2%	4 2%	11 8% abc	
MOST POSITIVE (9-10)	1398 33%	639 30%	756 35% a	145 28%	258 33%	201 29%	227 33%	567 35% ac	379 34%	407 31%	242 32%	369 33%	1145 32%	137 40% a	72 33%	44 34%	
Answered	4128	2026	2085	494	747	668	664	1555	1081	1277	734	1035	3459	334	209	125	
Mean score	7.5	7.4	7.6 a	7.4	7.6	7.4	7.4	7.6	7.6	7.5	7.4	7.4	7.5	7.8 ad	7.6	7.3	
Standard deviation	2.08	2.11	2.05	1.83	2.04	2.06	2.13	2.17	1.92	2.02	2.16	2.25	2.07	2.04	2.00	2.54	
Standard error	.03	.05	.04	.08	.08	.07	.09	.05	.06	.06	.07	.07	.04	.09	.09	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 187

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all important	(1.0)	97 2%	82 2%	15 2%	22 2%	73 2%	22 2%	74 2%	8 2%	10 2%	10 2%	22 2%	57 2%	36 2%
2	(2.0)	33 1%	31 1%	3 *	11 1%	21 1%	11 1%	21 1%	8 2%	5 1%	3 1%	11 1%	20 1%	13 1%
3	(3.0)	68 2%	57 2%	12 2%	20 2%	48 2%	19 2%	50 2%	5 1%	8 1%	12 2%	19 2%	34 1%	34 2%
4	(4.0)	111 3%	94 3%	17 3%	34 3%	74 2%	30 3%	77 2%	7 2%	14 2%	14 3%	30 3%	68 3%	42 3%
5	(5.0)	349 8%	291 8%	58 10%	99 8%	238 8%	83 8%	253 8%	37 8%	41 7%	41 8%	83 8%	218 8%	118 8%
6	(6.0)	442 10%	402 11% b	40 7%	122 10%	311 10%	106 10%	327 10%	26 6%	62 11%	59 12% a	106 10%	285 11%	145 9%
7	(7.0)	688 16%	604 16%	84 14%	212 17%	468 16%	189 17%	491 16%	74 17%	87 15%	89 18%	189 17%	457 17%	220 14%
8	(8.0)	942 22%	796 22%	146 24%	273 22%	656 22%	249 23%	679 22%	92 21%	137 24%	108 22%	249 23%	600 23%	334 22%
9	(9.0)	562 13%	481 13%	81 14%	167 14%	387 13%	156 14%	398 13%	67 15%	80 14%	64 13%	156 14%	352 13%	199 13%
10 - Extremely important	(10.0)	836 19%	707 19%	128 22%	224 18%	602 20%	198 18%	627 20%	91 21%	107 19%	78 16%	198 18%	487 18%	326 21%
Don't know		167 4%	155 4%	12 2%	45 4%	120 4%	41 4%	125 4%	21 5%	18 3%	15 3%	41 4%	85 3%	78 5% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 187

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOT IMPORTANT (1-4)	309 7%	263 7%	46 8%	88 7%	216 7%	81 7%	221 7%	28 7%	37 7%	39 8%	81 7%	179 7%	124 8%
NEUTRAL (5-6)	791 18%	694 19%	97 16%	221 18%	549 18%	189 17%	580 19%	63 14%	103 18%	100 20%	189 17%	503 19%	263 17%
IMPORTANT (7-10)	3028 70%	2588 70%	439 74%	876 71%	2112 70%	792 72%	2195 70%	324 74%	411 72%	340 69%	792 72%	1896 71%	1078 70%
MOST NEGATIVE (1-2)	130 3%	113 3%	18 3%	34 3%	94 3%	33 3%	95 3%	16 4%	15 3%	13 3%	33 3%	77 3%	48 3%
MOST POSITIVE (9-10)	1398 33%	1188 32%	210 35%	391 32%	988 33%	354 32%	1025 33%	158 36%	187 33%	143 29%	354 32%	839 32%	524 34%
Answered	4128	3545	583	1185	2876	1062	2996	416	551	479	1062	2578	1466
Mean score	7.5	7.5	7.6	7.5	7.5	7.5	7.5	7.6	7.6	7.3	7.5	7.5	7.5
Standard deviation	2.08	2.08	2.13	2.03	2.10	2.05	2.09	2.10	2.01	2.04	2.05	2.03	2.15
Standard error	.03	.04	.08	.06	.04	.06	.04	.10	.09	.09	.06	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 187

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all important	(1.0)	97 2%	66 2%	60 2%	37 3%	31 4% abe	97 2%	35 1%	23 1%	12 1%	6 1%	46 1%	52 13% abcde	79 11% bc	8 1%	10 **
2	(2.0)	33 1%	27 1%	26 1%	8 1%	6 1%	33 1%	21 1%	9 **	10 **	- -%	24 1%	9 2% abcde	30 4% bc	- -%	3 **
3	(3.0)	68 2%	51 1%	48 2%	21 2%	17 2%	68 2%	48 1%	16 1%	15 1%	3 1%	49 1%	19 5% abcde	44 6% bc	12 1%	13 **
4	(4.0)	111 3%	96 3%	85 3%	25 2%	15 2%	111 3%	82 2%	54 2%	39 2%	10 2%	91 2%	20 5% abcde	50 7% c	42 4% c	19 1%
5	(5.0)	349 8%	280 8%	251 8%	99 8%	70 9%	349 8%	269 7%	152 7%	144 7%	23 4%	301 8%	48 12% abcde	107 15% c	156 15% c	86 3%
6	(6.0)	442 10%	378 11%	338 11%	103 9%	64 9%	442 10%	382 10%	207 9%	231 11%	57 10%	402 10%	40 10% c	71 10% c	211 21% ac	160 6%
7	(7.0)	688 16%	589 17%	510 16%	177 15%	99 13%	688 16%	628 17% f	364 16% f	363 17% f	75 14%	651 17% f	37 9% f	87 13% f	214 21% ac	386 15%
8	(8.0)	942 22%	783 22%	665 21%	278 23%	160 22%	942 22%	873 24% f	543 23% f	517 24% f	127 23% f	909 23% f	33 8% f	79 11% f	152 15% f	711 28% ab
9	(9.0)	562 13%	482 14%	414 13%	148 12%	80 11%	562 13%	511 14% f	370 16% f	333 15% f	88 16% f	537 14% f	25 6% f	29 4% f	71 7% f	462 18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 187

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely important (10.0)	836 19%	694 19%	594 19%	241 20%	142 19%	836 19%	762 21% f	541 23% f	448 21% f	140 26% f	794 20% f	42 10%	63 9%	93 9%	680 26% ab
Don't know	167 4%	116 3%	106 3%	61 5% a	52 7% abe	167 4%	68 2%	38 2%	37 2%	13 2%	86 2%	82 20% abcde	57 8% c	62 6% c	48 2%
NOT IMPORTANT (1-4)	309 7%	240 7%	219 7%	91 8%	69 9%	309 7%	185 5%	101 4%	77 4%	19 4%	209 5% c	100 25% abcde	203 29% bc	62 6% c	44 2%
NEUTRAL (5-6)	791 18%	657 18%	589 19%	202 17%	134 18%	791 18%	651 18%	359 16%	374 17%	80 15%	703 18%	88 22% b	178 26% c	367 36% ac	246 10%
IMPORTANT (7-10)	3028 70%	2547 72% d	2183 71%	844 70%	480 65%	3028 70%	2774 75% f	1818 78% ef	1661 77% f	431 79% f	2891 74% f	137 34%	258 37%	531 52% a	2240 87% ab
MOST NEGATIVE (1-2)	130 3%	93 3%	86 3%	45 4%	37 5% abe	130 3%	56 2%	32 1%	22 1%	6 1%	70 2%	61 15% abcde	109 16% bc	8 1%	13 **%
MOST POSITIVE (9-10)	1398 33%	1176 33%	1008 33%	390 33%	222 30%	1398 33%	1273 35% f	912 39% aef	781 36% f	229 42% aef	1331 34% f	67 16%	91 13%	165 16%	1142 44% ab
Answered	4128	3445	2991	1137	683	4128	3611	2279	2112	530	3803	325	639	960	2530

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3B. IMPORTANCE TO SOCIETY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	7.5	7.5	7.5	7.5	7.3	7.5	7.7 f	7.9 aef	7.8 ef	8.0 aef	7.7 f	5.7	5.6	6.8 a	8.3 ab
Standard deviation	2.08	2.03	2.05	2.17	2.33	2.08	1.88	1.85	1.77	1.79	1.92	2.93	2.72	1.75	1.54
Standard error	.03	.03	.04	.06	.09	.03	.03	.04	.04	.08	.03	.15	.11	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 188

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all important	(1.0)	95 2%	54 3%	41 2%	7 1%	13 2%	19 3%	10 2%	45 3%	10 1%	27 2%	25 3% a	32 3% a	76 2%	6 2%	3 2%	9 7% abc	
2	(2.0)	30 1%	18 1%	13 1%	2 *%	6 1%	4 1%	10 1%	8 1%	9 1%	9 1%	5 1%	8 1%	25 1%	2 1%	1 *%	2 2% a	
3	(3.0)	72 2%	42 2%	28 1%	8 2%	16 2%	11 2%	13 2%	24 1%	20 2%	23 2%	13 2%	15 1%	62 2%	5 1%	3 2%	2 1%	
4	(4.0)	101 2%	47 2%	53 2%	11 2%	25 3%	14 2%	17 2%	35 2%	25 2%	25 2%	15 2%	36 3%	88 2%	7 2%	4 2%	2 1%	
5	(5.0)	331 8%	167 8%	159 7%	63 12% e	63 8%	56 8%	64 9% e	85 5%	76 7%	75 6%	72 9% b	107 10% b	277 8%	27 8%	18 8%	9 7%	
6	(6.0)	370 9%	177 8%	192 9%	62 12% e	63 8%	77 11% e	57 8%	111 7%	94 9%	119 9%	73 10%	84 8%	328 9% b	19 5%	16 8%	7 6%	
7	(7.0)	655 15%	317 15%	338 16%	101 19% e	126 16%	108 16%	114 16%	207 13%	176 16%	208 16%	118 15%	154 14%	563 16%	46 14%	27 13%	19 15%	
8	(8.0)	926 22%	477 23%	443 20%	104 20%	171 22%	157 23%	134 19%	361 23%	250 23%	313 24%	152 20%	212 19%	773 21%	74 22%	52 24%	27 21%	
9	(9.0)	670 16%	321 15%	348 16%	64 12%	128 16%	103 15%	112 16%	263 16%	188 17%	217 16%	109 14%	156 14%	552 15%	63 18%	35 16%	20 15%	
10 - Extremely important	(10.0)	891 21%	405 19%	484 22%	79 15%	138 18%	121 17%	138 20%	415 26% abc	244 22%	265 20%	161 21%	220 20%	726 20%	84 25%	50 23%	30 24%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	154 4%	76 4%	77 4%	21 4%	32 4%	24 4%	27 4%	50 3%	13 1%	36 3%	23 3%	82 7%	138 4%	9 3%	4 2%	3 2%	
NOT IMPORTANT (1-4)	298 7%	160 8%	135 6%	27 5%	61 8%	48 7%	50 7%	112 7%	64 6%	84 6%	58 8%	91 8%	250 7%	20 6%	12 6%	15 11%	
NEUTRAL (5-6)	701 16%	344 16%	351 16%	124 24% be	126 16%	133 19% e	121 17% e	197 12%	170 15%	194 15%	145 19%	191 17%	605 17%	46 13%	34 16%	16 13%	
IMPORTANT (7-10)	3143 73%	1520 72%	1613 74%	349 67%	562 72%	489 71%	497 72%	1246 78% abcd	858 78% cd	1003 76% cd	539 70%	742 67%	2615 72%	268 78% a	165 77%	95 74%	
MOST NEGATIVE (1-2)	125 3%	71 3%	54 2%	8 2%	20 3%	22 3%	21 3%	54 3%	19 2%	36 3%	30 4%	40 4%	101 3%	8 2%	4 2%	11 9% abc	
MOST POSITIVE (9-10)	1561 36%	726 35%	832 38%	143 28%	266 34%	225 32%	250 36% a	678 42% abc	432 39%	482 37%	270 35%	376 34%	1279 35%	147 43% a	85 40%	50 39%	
Answered	4141	2025	2099	500	749	670	667	1555	1092	1281	742	1024	3470	334	211	126	
Mean score	7.6	7.5	7.7	7.3	7.5	7.5	7.6	7.9 abcd	7.8 cd	7.7	7.5	7.5	7.6	7.9 ad	7.8	7.4	
Standard deviation	2.08	2.12	2.03	1.92	2.05	2.08	2.09	2.12	1.93	2.01	2.20	2.21	2.07	2.04	2.00	2.56	
Standard error	.03	.05	.04	.08	.08	.07	.09	.05	.06	.06	.07	.07	.04	.09	.09	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 188

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all important	(1.0)	95 2%	82 2%	12 2%	29 2%	64 2%	27 2%	66 2%	14 3%	12 2%	10 2%	27 2%	55 2%	36 2%
2	(2.0)	30 1%	27 1%	4 1%	9 1%	21 1%	9 1%	21 1%	3 1%	6 1%	4 1%	9 1%	18 1%	12 1%
3	(3.0)	72 2%	62 2%	10 2%	27 2%	45 1%	20 2%	52 2%	6 1%	5 1%	13 3%	20 2%	41 2%	28 2%
4	(4.0)	101 2%	87 2%	14 2%	29 2%	71 2%	24 2%	76 2%	12 3%	12 2%	9 2%	24 2%	65 2%	34 2%
5	(5.0)	331 8%	293 8%	38 6%	109 9%	211 7%	95 9%	224 7%	37 8%	49 9%	52 11%	95 9%	216 8%	102 7%
6	(6.0)	370 9%	327 9%	42 7%	107 9%	251 8%	91 8%	266 9%	29 7%	52 9%	39 8%	91 8%	245 9%	117 8%
7	(7.0)	655 15%	592 16%	64 11%	207 17%	440 15%	186 17%	461 15%	71 16%	95 17%	83 17%	186 17%	440 17%	207 13%
8	(8.0)	926 22%	788 21%	138 23%	283 23%	624 21%	256 23%	652 21%	96 22%	120 21%	119 24%	256 23%	598 22%	321 21%
9	(9.0)	670 16%	576 16%	94 16%	176 14%	485 16%	159 14%	503 16%	64 15%	88 15%	76 15%	159 14%	423 16%	237 15%
10 - Extremely important	(10.0)	891 21%	727 20%	164 28%	215 17%	671 22%	199 18%	686 22%	87 20%	114 20%	74 15%	199 18%	496 19%	369 24%
Don't know		154 4%	140 4%	14 2%	38 3%	113 4%	36 3%	115 4%	18 4%	15 3%	14 3%	36 3%	66 2%	80 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 188

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOT IMPORTANT (1-4)	298 7%	258 7%	40 7%	94 8%	201 7%	80 7%	214 7%	35 8%	36 6%	37 8%	80 7%	179 7%	110 7%
NEUTRAL (5-6)	701 16%	620 17%	81 14%	216 18%	462 15%	186 17%	490 16%	66 15%	102 18%	91 18%	186 17%	461 17%	219 14%
IMPORTANT (7-10)	3143 73%	2683 73%	460 77%	882 72%	2221 74%	800 73%	2302 74%	317 73%	416 73%	351 71%	800 73%	1957 73%	1134 73%
MOST NEGATIVE (1-2)	125 3%	109 3%	16 3%	38 3%	85 3%	36 3%	87 3%	17 4%	18 3%	15 3%	36 3%	73 3%	48 3%
MOST POSITIVE (9-10)	1561 36%	1303 35%	258 43% a	391 32%	1156 39% a	358 32%	1188 38% a	150 34%	202 35%	150 30%	358 32%	919 35%	606 39% a
Answered	4141	3560	581	1192	2883	1066	3006	418	554	479	1066	2597	1463
Mean score	7.6	7.6	7.9 a	7.5	7.7 a	7.5	7.7	7.5	7.6	7.4	7.5	7.6	7.7
Standard deviation	2.08	2.07	2.09	2.09	2.08	2.09	2.08	2.18	2.05	2.07	2.09	2.03	2.13
Standard error	.03	.04	.08	.06	.04	.06	.04	.11	.09	.09	.06	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all important	(1.0)	95 2%	67 2%	63 2%	32 3%	28 4% ab	95 2%	33 1%	23 1%	10 *%	1 *%	44 1%	51 12% abcde	85 12% bc	5 *%	5 *%
2	(2.0)	30 1%	25 1%	23 1%	8 1%	5 1%	30 1%	16 *%	9 *%	12 1%	- -%	19 *%	11 3% abcde	24 3% bc	4 *%	2 *%
3	(3.0)	72 2%	59 2%	51 2%	21 2%	13 2%	72 2%	45 1%	25 1%	21 1%	2 *%	50 1%	22 5% abcde	53 8% bc	9 1%	9 *%
4	(4.0)	101 2%	90 3%	83 3%	18 1%	11 2%	101 2%	83 2%	39 2%	39 2%	9 2%	90 2%	11 3%	50 7% bc	38 4% c	13 1%
5	(5.0)	331 8%	265 7%	242 8%	89 7%	66 9%	331 8%	249 7%	139 6%	142 7%	34 6%	278 7%	53 13% abcde	100 14% c	171 17% c	60 2%
6	(6.0)	370 9%	323 9%	288 9%	82 7%	47 6%	370 9%	319 9%	163 7%	186 9%	30 6%	335 9%	34 8%	53 8%	186 18% ac	131 5%
7	(7.0)	655 15%	566 16%	491 16%	164 14%	90 12%	655 15%	591 16% f	341 15%	350 16% f	70 13%	617 16% f	39 10%	69 10%	221 22% ac	366 14% a
8	(8.0)	926 22%	760 21%	663 21%	263 22%	166 23%	926 22%	837 23% f	533 23% f	499 23% f	115 21% f	883 23% f	43 11%	98 14%	150 15%	679 26% ab
9	(9.0)	670 16%	572 16%	481 16%	189 16%	98 13%	670 16%	627 17% f	448 19% f	392 18% f	119 22% ef	650 17% f	20 5%	31 5%	82 8% a	557 22% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 188

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely important (10.0)	891 21%	731 21%	621 20%	270 23%	160 22%	891 21%	821 22%	571 25%	465 22%	156 29%	848 22%	43 11%	70 10%	98 10%	724 28%
Don't know	154 4%	103 3%	91 3%	63 5%	51 7%	154 4%	56 2%	28 1%	34 2%	7 1%	75 2%	79 19%	64 9%	58 6%	33 1%
NOT IMPORTANT (1-4)	298 7%	241 7%	220 7%	78 7%	57 8%	298 7%	178 5%	96 4%	82 4%	12 2%	203 5%	95 23%	212 30%	57 6%	29 1%
NEUTRAL (5-6)	701 16%	588 17%	530 17%	170 14%	113 15%	701 16%	567 15%	301 13%	328 15%	64 12%	613 16%	87 22%	153 22%	357 35%	191 7%
IMPORTANT (7-10)	3143 73%	2629 74%	2256 73%	887 74%	514 70%	3143 73%	2878 78%	1892 82%	1705 79%	460 85%	2998 77%	145 36%	268 38%	550 54%	2325 90%
MOST NEGATIVE (1-2)	125 3%	92 3%	85 3%	39 3%	33 5%	125 3%	49 1%	32 1%	22 1%	1 *%	63 2%	62 15%	109 16%	9 1%	7 *%
MOST POSITIVE (9-10)	1561 36%	1303 37%	1102 36%	459 38%	258 35%	1561 36%	1449 39%	1018 44%	856 40%	275 51%	1498 39%	63 15%	101 15%	180 18%	1280 50%
Answered	4141	3458	3006	1135	683	4141	3622	2289	2115	536	3814	327	632	964	2545

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3C. IMPORTANCE TO SOCIETY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	7.6	7.6	7.6	7.7	7.6	7.6	7.8	8.0	7.9	8.3	7.8	5.8	5.6	6.9	8.4
Standard deviation	2.08	2.04	2.06	2.12	2.27	2.08	1.86	1.83	1.78	1.64	1.91	2.93	2.83	1.76	1.43
Standard error	.03	.03	.04	.06	.08	.03	.03	.04	.04	.07	.03	.15	.11	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all important	(1.0)	101 2%	63 3%	38 2%	3 1%	11 1%	18 3%	19 3%	50 3%	15 1%	30 2%	19 3%	37 3%	80 2%	7 2%	4 2%	10 8%	
							a	a	a				a				abc	
2	(2.0)	41 1%	25 1%	16 1%	1 *	6 1%	7 1%	8 1%	20 1%	10 1%	10 1%	11 1%	10 1%	29 1%	6 2%	4 2%	2 2%	
3	(3.0)	81 2%	38 2%	40 2%	10 2%	20 3%	11 2%	17 2%	24 1%	16 1%	27 2%	17 2%	22 2%	71 2%	4 1%	3 2%	3 2%	
4	(4.0)	121 3%	57 3%	62 3%	14 3%	23 3%	17 2%	21 3%	46 3%	36 3%	32 2%	22 3%	32 3%	103 3%	9 3%	6 3%	3 2%	
5	(5.0)	378 9%	205 10%	172 8%	51 10%	74 9%	74 11%	65 9%	114 7%	90 8%	97 7%	74 10%	117 11%	325 9%	25 7%	18 9%	10 8%	
							e											
6	(6.0)	431 10%	212 10%	217 10%	76 15%	71 9%	66 9%	66 9%	153 10%	105 9%	146 11%	71 9%	108 10%	383 11%	22 6%	16 8%	10 8%	
					bce									b				
7	(7.0)	637 15%	327 16%	308 14%	87 17%	115 15%	111 16%	104 15%	220 14%	174 16%	207 16%	128 17%	129 12%	542 15%	49 14%	29 14%	17 13%	
											d	d						
8	(8.0)	876 20%	435 21%	438 20%	102 20%	155 20%	135 19%	130 19%	354 22%	228 21%	272 21%	153 20%	221 20%	726 20%	76 22%	50 23%	24 19%	
9	(9.0)	582 14%	284 14%	297 14%	64 12%	115 15%	108 16%	93 13%	202 13%	172 16%	180 14%	102 13%	128 12%	482 13%	49 14%	33 15%	18 14%	
10 - Extremely important	(10.0)	871 20%	373 18%	494 23%	83 16%	162 21%	122 18%	141 20%	362 23%	235 21%	277 21%	136 18%	223 20%	709 20%	87 25%	45 21%	30 23%	
				a				ac							a			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 189

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	175 4%	82 4%	92 4%	29 6%	30 4%	26 4%	30 4%	59 4%	26 2%	39 3%	32 4%	79 7% abc	158 4%	9 3%	5 2%	3 2%	
NOT IMPORTANT (1-4)	345 8%	183 9%	158 7%	28 5%	60 8%	52 8%	65 9%	140 9%	76 7%	99 7%	69 9%	101 9%	284 8%	27 8%	18 8%	17 13% ab	
NEUTRAL (5-6)	809 19%	417 20%	389 18%	126 24% e	145 19%	140 20%	131 19%	267 17%	195 18%	244 19%	145 19%	225 20%	708 20% b	46 13%	35 16%	20 15%	
IMPORTANT (7-10)	2966 69%	1419 68%	1537 71%	337 65%	547 70%	476 69%	468 67%	1139 71%	809 73% d	936 71% d	520 68%	701 63%	2458 68%	262 76% a	158 73%	89 69%	
MOST NEGATIVE (1-2)	142 3%	88 4% b	55 3%	4 1%	17 2%	25 4% a	27 4% a	70 4% a	25 2%	40 3%	30 4%	47 4%	109 3%	13 4%	8 4%	12 9% abc	
MOST POSITIVE (9-10)	1453 34%	657 31%	791 36% a	147 28%	277 35%	230 33%	234 34%	564 35% a	407 37%	457 35%	239 31%	351 32%	1190 33%	136 40% a	78 36%	48 37%	
Answered	4121	2019	2084	492	751	668	664	1546	1080	1278	734	1027	3450	335	210	126	
Mean score	7.5	7.3	7.6 a	7.4	7.5	7.4	7.4	7.5	7.6 cd	7.5	7.3	7.3	7.5	7.7 ad	7.6	7.3	
Standard deviation	2.15	2.20	2.10	1.87	2.09	2.14	2.25	2.23	2.02	2.11	2.19	2.30	2.13	2.16	2.15	2.64	
Standard error	.03	.05	.05	.08	.08	.08	.09	.06	.07	.06	.07	.07	.04	.09	.10	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all important	(1.0)	101 2%	86 2%	15 3%	27 2%	73 2%	26 2%	73 2%	9 2%	10 2%	15 3%	26 2%	58 2%	40 3%
2	(2.0)	41 1%	33 1%	8 1%	13 1%	29 1%	13 1%	29 1%	5 1%	7 1%	6 1%	13 1%	21 1%	18 1%
3	(3.0)	81 2%	70 2%	11 2%	25 2%	56 2%	22 2%	58 2%	11 3%	5 1%	13 3%	22 2%	50 2%	28 2%
4	(4.0)	121 3%	99 3%	23 4%	49 4%	71 2%	43 4%	77 2%	17 4%	19 3%	18 4%	43 4%	82 3%	38 2%
5	(5.0)	378 9%	325 9%	54 9%	107 9%	258 9%	96 9%	268 9%	36 8%	54 9%	42 8%	96 9%	246 9%	118 8%
6	(6.0)	431 10%	385 10%	46 8%	122 10%	296 10%	106 10%	311 10%	35 8%	46 8%	59 12%	106 10%	267 10%	158 10%
7	(7.0)	637 15%	557 15%	80 13%	179 15%	452 15%	157 14%	472 15%	57 13%	78 14%	74 15%	157 14%	421 16%	210 14%
8	(8.0)	876 20%	748 20%	128 21%	260 21%	600 20%	229 21%	631 20%	88 20%	123 22%	91 18%	229 21%	547 21%	321 21%
9	(9.0)	582 14%	503 14%	80 13%	199 16%	380 13%	180 16%	399 13%	70 16%	98 17%	89 18%	180 16%	392 15%	179 12%
10 - Extremely important	(10.0)	871 20%	739 20%	132 22%	208 17%	653 22%	191 17%	669 21%	90 21%	107 19%	72 15%	191 17%	508 19%	336 22%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 189

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Don't know	175 4%	156 4%	19 3%	42 3%	130 4%	39 4%	133 4%	18 4%	21 4%	16 3%	39 4%	72 3%	96 6%
NOT IMPORTANT (1-4)	345 8%	288 8%	57 10%	114 9%	228 8%	105 9%	237 8%	43 10%	42 7%	51 10%	105 9%	210 8%	125 8%
NEUTRAL (5-6)	809 19%	710 19%	100 17%	229 19%	553 18%	202 18%	579 19%	71 16%	100 18%	100 20%	202 18%	513 19%	276 18%
IMPORTANT (7-10)	2966 69%	2546 69%	420 71%	845 69%	2085 70%	757 69%	2171 70%	304 70%	407 71%	326 66%	757 69%	1868 70%	1047 68%
MOST NEGATIVE (1-2)	142 3%	119 3%	23 4%	40 3%	101 3%	39 4%	102 3%	14 3%	17 3%	20 4%	39 4%	79 3%	58 4%
MOST POSITIVE (9-10)	1453 34%	1242 34%	212 36%	407 33%	1033 34%	371 34%	1068 34%	160 37%	205 36%	161 33%	371 34%	900 34%	515 33%
Answered	4121	3544	576	1188	2866	1063	2988	418	548	478	1063	2591	1447
Mean score	7.5	7.5	7.5	7.4	7.5	7.4	7.5	7.5	7.6	7.3	7.4	7.5	7.5
Standard deviation	2.15	2.14	2.24	2.14	2.16	2.17	2.15	2.21	2.08	2.21	2.17	2.11	2.20
Standard error	.03	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.04	.05

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 189

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all important	(1.0)	101 2%	73 2%	65 2%	36 3%	28 4% a	101 2%	40 1%	23 1%	16 1%	7 1%	50 1%	51 13% abcde	84 12% bc	9 1%	9 *%
2	(2.0)	41 1%	31 1%	27 1%	15 1%	11 1%	41 1%	26 1%	16 1%	14 1%	* *%	29 1%	12 3% abcde	33 5% bc	3 *%	6 *%
3	(3.0)	81 2%	70 2%	62 2%	19 2%	12 2%	81 2%	60 2%	34 1%	26 1%	9 2%	63 2%	18 4% abce	53 8% bc	18 2% c	11 *%
4	(4.0)	121 3%	100 3%	92 3%	30 2%	21 3%	121 3%	94 3%	50 2%	57 3%	11 2%	103 3%	18 4%	50 7% c	45 4% c	27 1%
5	(5.0)	378 9%	308 9%	276 9%	102 9%	70 10%	378 9%	300 8%	177 8%	167 8%	38 7%	328 8%	50 12% abc	112 16% c	172 17% c	95 4%
6	(6.0)	431 10%	365 10%	315 10%	115 10%	66 9%	431 10%	376 10%	188 8%	221 10%	48 9%	390 10%	41 10%	54 8%	214 21% ac	163 6%
7	(7.0)	637 15%	541 15%	463 15%	174 15%	96 13%	637 15%	581 16% f	334 14% f	339 16% f	72 13%	601 15% f	36 9%	68 10%	185 18% a	384 15% a
8	(8.0)	876 20%	745 21%	642 21%	234 20%	131 18%	876 20%	803 22% f	513 22% f	465 22% f	118 22% f	836 22% f	40 10%	61 9%	138 14% a	677 26% ab
9	(9.0)	582 14%	497 14%	447 14%	135 11%	85 12%	582 14%	537 15% f	405 17% aef	355 16% f	94 17% f	564 14% f	19 5%	34 5%	75 7%	473 18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 189

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely important (10.0)	871 20%	709 20%	600 19%	271 23%	162 22%	871 20%	790 21% f	534 23% f	445 21% f	136 25% f	826 21% f	45 11%	81 12%	99 10%	691 27% ab
Don't know	175 4%	122 3%	108 3%	67 6% ab	53 7% abe	175 4%	73 2%	43 2%	44 2%	9 2%	99 3%	76 19% abcde	67 10% c	64 6% c	44 2%
NOT IMPORTANT (1-4)	345 8%	274 8%	245 8%	100 8%	72 10%	345 8%	220 6%	122 5%	113 5%	28 5%	246 6%	99 24% abcde	218 31% bc	75 7% c	52 2%
NEUTRAL (5-6)	809 19%	673 19%	591 19%	218 18%	136 19%	809 19%	676 18%	365 16%	388 18%	86 16%	718 18%	91 22% b	166 24% c	385 38% ac	257 10%
IMPORTANT (7-10)	2966 69%	2492 70% d	2152 69%	814 68%	474 65%	2966 69%	2710 74% f	1787 77% aef	1605 75% f	420 77% f	2826 73% f	140 34%	244 35%	498 49% a	2225 86% ab
MOST NEGATIVE (1-2)	142 3%	104 3%	92 3%	51 4%	39 5% ab	142 3%	66 2%	39 2%	30 1%	8 1%	79 2%	63 16% abcde	116 17% bc	12 1%	14 1%
MOST POSITIVE (9-10)	1453 34%	1206 34%	1048 34%	406 34%	248 34%	1453 34%	1326 36% f	940 41% aef	800 37% f	230 42% ef	1389 36% f	64 16%	115 17%	174 17%	1164 45% ab
Answered	4121	3439	2989	1132	682	4121	3606	2274	2105	534	3790	330	629	958	2534

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C3D. IMPORTANCE TO SOCIETY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	7.5	7.5	7.5	7.5	7.4	7.5	7.7 f	7.8 aef	7.7 f	7.9 f	7.6 f	5.7	5.5	6.7 a	8.2 ab
Standard deviation	2.15	2.11	2.12	2.25	2.37	2.15	1.97	1.93	1.89	1.94	2.00	2.92	2.87	1.84	1.58
Standard error	.03	.04	.04	.07	.09	.03	.03	.04	.04	.09	.03	.15	.11	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		GENDER			AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Significance Level: 99%																	
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all important	(1.0)	245 6%	137 7%	108 5%	17 3%	39 5%	42 6%	42 6%	106 7%	40 4%	70 5%	49 6%	86 8%	203 6%	16 5%	9 4%	17 13%
									a				a				abc
2	(2.0)	52 1%	26 1%	26 1%	7 1%	12 2%	9 1%	7 1%	18 1%	11 1%	15 1%	12 2%	14 1%	43 1%	5 1%	4 2%	1 1%
3	(3.0)	77 2%	32 2%	43 2%	17 3%	17 2%	14 2%	12 2%	17 1%	15 1%	31 2%	14 2%	17 2%	61 2%	7 2%	8 4%	2 2%
					e											a	
4	(4.0)	105 2%	58 3%	46 2%	18 3%	33 4%	10 2%	16 2%	28 2%	19 2%	18 1%	34 4%	34 3%	88 2%	9 3%	5 2%	2 2%
						ce						ab					
5	(5.0)	268 6%	142 7%	125 6%	49 9%	55 7%	54 8%	38 5%	72 5%	51 5%	79 6%	58 8%	81 7%	229 6%	18 5%	16 7%	6 5%
					e		e										
6	(6.0)	351 8%	164 8%	187 9%	64 12%	62 8%	72 10%	53 8%	101 6%	92 8%	101 8%	53 7%	105 9%	304 8%	23 7%	16 7%	8 6%
					e		e										
7	(7.0)	499 12%	264 13%	229 11%	74 14%	107 14%	93 13%	69 10%	157 10%	101 9%	179 14%	87 11%	132 12%	436 12%	27 8%	22 10%	15 11%
					e						a			b			
8	(8.0)	804 19%	395 19%	409 19%	94 18%	160 20%	144 21%	131 19%	276 17%	248 22%	245 19%	130 17%	179 16%	675 19%	64 18%	43 20%	22 17%
										cd							
9	(9.0)	613 14%	298 14%	315 14%	60 11%	96 12%	89 13%	115 17%	253 16%	174 16%	188 14%	106 14%	146 13%	506 14%	60 17%	29 13%	19 15%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
10 - Extremely important (10.0)	1180 27%	544 26%	630 29%	106 20%	175 22%	146 21%	196 28% ac	558 35% abcd	342 31% d	368 28%	209 27%	262 24%	975 27%	110 32%	60 28%	35 27%	
Don't know	99 2%	41 2%	58 3%	17 3% e	25 3% e	22 3% e	16 2%	19 1%	12 1%	24 2%	13 2%	51 5% abc	88 2%	6 2%	3 2%	1 1%	
NOT IMPORTANT (1-4)	480 11%	253 12%	223 10%	58 11%	101 13%	75 11%	77 11%	169 11%	85 8%	135 10%	110 14% ab	151 14% a	394 11%	37 11%	26 12%	23 18% ab	
NEUTRAL (5-6)	620 14%	305 15%	312 14%	112 22% bde	117 15%	126 18% e	91 13%	173 11%	143 13%	180 14%	111 15%	186 17%	533 15%	41 12%	32 15%	14 11%	
IMPORTANT (7-10)	3097 72%	1501 71%	1584 73%	334 64%	537 69%	471 68%	510 73% a	1244 77% abc	866 78% cd	979 74% d	532 69%	719 65%	2592 72%	260 76%	154 72%	90 70%	
MOST NEGATIVE (1-2)	298 7%	164 8%	134 6%	24 5%	51 6%	51 7%	49 7%	124 8%	51 5%	86 7%	61 8% a	100 9% a	245 7%	21 6%	13 6%	19 14% abc	
MOST POSITIVE (9-10)	1794 42%	842 40%	946 43%	166 32%	271 35%	235 34%	311 45% abc	811 51% abc	516 47% d	556 42%	315 41%	408 37%	1481 41%	170 49% ac	89 41%	54 42%	
Answered	4196	2060	2118	504	756	673	678	1586	1094	1293	752	1055	3520	338	211	127	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
Mean score	7.6	7.4	7.7	7.2	7.3	7.3	7.6	7.8	7.9	7.6	7.4	7.2	7.5	7.8	7.5	7.1
Standard deviation	2.51	2.55	2.45	2.32	2.47	2.47	2.52	2.56	2.24	2.46	2.64	2.67	2.49	2.47	2.50	3.01
Standard error	.04	.06	.05	.10	.10	.09	.11	.06	.07	.07	.09	.08	.05	.10	.11	.14

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 190

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all important	(1.0)	245 6%	207 6%	39 6%	63 5%	180 6%	59 5%	185 6%	25 6%	32 6%	24 5%	59 5%	145 5%	92 6%
2	(2.0)	52 1%	46 1%	6 1%	15 1%	38 1%	11 1%	42 1%	6 1%	8 1%	2 *%	11 1%	32 1%	20 1%
3	(3.0)	77 2%	70 2%	7 1%	33 3%	42 1%	30 3%	45 1%	14 3%	15 3%	13 3%	30 3%	50 2%	26 2%
4	(4.0)	105 2%	95 3%	9 2%	34 3%	71 2%	32 3%	73 2%	11 3%	15 3%	13 3%	32 3%	67 3%	38 2%
5	(5.0)	268 6%	230 6%	38 6%	87 7%	172 6%	77 7%	182 6%	33 8%	38 7%	33 7%	77 7%	167 6%	88 6%
6	(6.0)	351 8%	323 9%	29 5%	106 9%	236 8%	88 8%	252 8%	32 7%	46 8%	37 7%	88 8%	230 9%	114 7%
7	(7.0)	499 12%	440 12%	59 10%	148 12%	344 11%	136 12%	356 11%	49 11%	60 11%	70 14%	136 12%	338 13%	159 10%
8	(8.0)	804 19%	687 19%	116 20%	259 21%	529 18%	233 21%	554 18%	95 22%	122 21%	97 20%	233 21%	530 20%	265 17%
9	(9.0)	613 14%	524 14%	90 15%	178 14%	426 14%	159 14%	445 14%	47 11%	88 15%	84 17%	159 14%	405 15%	200 13%
10 - Extremely important	(10.0)	1180 27%	989 27%	191 32%	285 23%	884 30%	258 23%	910 29%	117 27%	137 24%	111 22%	258 23%	654 25%	494 32%
Don't know		99 2%	87 2%	12 2%	23 2%	75 3%	21 2%	77 2%	9 2%	8 1%	9 2%	21 2%	46 2%	49 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOT IMPORTANT (1-4)	480 11%	419 11%	61 10%	145 12%	331 11%	131 12%	345 11%	55 13%	70 12%	52 11%	131 12%	293 11%	175 11%
NEUTRAL (5-6)	620 14%	553 15%	66 11%	193 16%	407 14%	165 15%	433 14%	65 15%	85 15%	70 14%	165 15%	397 15%	202 13%
IMPORTANT (7-10)	3097 72%	2641 71%	456 77%	870 71%	2183 73%	786 71%	2266 73%	307 70%	406 71%	362 73%	786 71%	1927 72%	1118 72%
MOST NEGATIVE (1-2)	298 7%	253 7%	45 8%	78 6%	218 7%	69 6%	226 7%	31 7%	41 7%	26 5%	69 6%	177 7%	112 7%
MOST POSITIVE (9-10)	1794 42%	1513 41%	280 47%	463 38%	1310 44%	417 38%	1356 43%	164 37%	225 40%	195 39%	417 38%	1059 40%	694 45%
Answered	4196	3613	583	1207	2921	1081	3044	428	561	484	1081	2617	1495
Mean score	7.6	7.5	7.8	7.4	7.6	7.4	7.6	7.4	7.4	7.5	7.4	7.5	7.7
Standard deviation	2.51	2.50	2.55	2.45	2.53	2.46	2.53	2.56	2.51	2.37	2.46	2.45	2.57
Standard error	.04	.04	.10	.07	.05	.08	.05	.12	.11	.11	.08	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all important	(1.0)	245 6%	187 5%	169 5%	76 6%	59 8% a	245 6%	113 3%	63 3%	41 2%	12 2%	141 4% c	104 26% abcde	194 28% bc	30 3% c	21 1%
2	(2.0)	52 1%	42 1%	37 1%	16 1%	11 1%	52 1%	35 1%	17 1%	18 1%	6 1%	39 1%	13 3% abce	31 4% bc	16 2% c	5 **%
3	(3.0)	77 2%	67 2%	60 2%	17 1%	11 1%	77 2%	48 1%	24 1%	26 1%	4 1%	55 1%	22 5% abcde	42 6% bc	25 2% c	10 **%
4	(4.0)	105 2%	91 3%	88 3%	17 1%	14 2%	105 2%	81 2%	53 2%	38 2%	8 2%	92 2%	13 3%	33 5% c	50 5% c	22 1%
5	(5.0)	268 6%	228 6%	201 6%	68 6%	40 5%	268 6%	209 6%	114 5%	119 6%	28 5%	227 6%	41 10% abce	69 10% c	144 14% c	55 2%
6	(6.0)	351 8%	287 8%	258 8%	93 8%	65 9%	351 8%	302 8%	148 6%	170 8%	27 5%	315 8%	36 9%	50 7%	178 17% ac	123 5%
7	(7.0)	499 12%	417 12%	366 12%	133 11%	82 11%	499 12%	447 12%	249 11%	255 12%	50 9%	468 12%	31 8%	47 7%	166 16% ac	287 11% a
8	(8.0)	804 19%	687 19%	597 19%	207 17%	117 16%	804 19%	743 20% f	475 20% f	424 20% f	110 20% f	771 20% f	32 8%	74 11%	167 16% a	562 22% ab
9	(9.0)	613 14%	510 14%	436 14%	177 15%	103 14%	613 14%	567 15% f	395 17% f	369 17% f	102 19% f	595 15% f	18 4%	24 3%	75 7% a	515 20% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely important (10.0)	1180 27%	972 27%	818 26%	362 30%	208 28%	1180 27%	1098 30%	767 33%	674 31%	190 35%	1142 29%	39 10%	90 13%	131 13%	960 37%
Don't know	99 2%	73 2%	67 2%	32 3%	26 4%	99 2%	35 1%	12 1%	15 1%	6 1%	42 1%	57 14%	40 6%	41 4%	18 1%
NOT IMPORTANT (1-4)	480 11%	386 11%	353 11%	126 11%	94 13%	480 11%	277 8%	157 7%	124 6%	30 6%	328 8%	152 37%	300 43%	122 12%	58 2%
NEUTRAL (5-6)	620 14%	515 14%	459 15%	161 13%	105 14%	620 14%	511 14%	263 11%	288 13%	55 10%	543 14%	77 19%	120 17%	321 31%	179 7%
IMPORTANT (7-10)	3097 72%	2587 73%	2217 72%	879 73%	509 69%	3097 72%	2855 78%	1886 81%	1722 80%	452 83%	2976 77%	120 30%	235 34%	538 53%	2323 90%
MOST NEGATIVE (1-2)	298 7%	228 6%	206 7%	92 8%	69 9%	298 7%	148 4%	80 3%	59 3%	18 3%	180 5%	117 29%	225 32%	47 5%	26 1%
MOST POSITIVE (9-10)	1794 42%	1483 42%	1254 40%	540 45%	311 42%	1794 42%	1665 45%	1162 50%	1043 49%	291 54%	1737 45%	57 14%	114 16%	205 20%	1474 57%
Answered	4196	3488	3030	1166	708	4196	3643	2305	2134	537	3847	349	655	981	2560

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4A. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 1 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "News and information to help people understand what is going on in the UK and the world"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	7.6	7.6	7.5	7.7	7.4	7.6	7.9 f	8.1 aef	8.0 aef	8.2 aef	7.8 f	4.8	4.9	6.7 a	8.6 ab
Standard deviation	2.51	2.46	2.49	2.56	2.70	2.51	2.21	2.13	2.05	2.06	2.28	3.21	3.30	2.18	1.61
Standard error	.04	.04	.05	.07	.10	.04	.04	.04	.05	.09	.04	.16	.13	.07	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all important	(1.0)	258 6%	148 7%	110 5%	18 4%	33 4%	37 5%	45 6%	123 8% ab	42 4%	74 6%	52 7% a	90 8% a	211 6%	17 5%	11 5%	18 14% abc	
2	(2.0)	58 1%	36 2%	21 1%	10 2%	8 1%	10 1%	6 1%	24 1%	17 2%	15 1%	8 1%	18 2%	47 1%	4 1%	5 2%	2 1%	
3	(3.0)	93 2%	50 2%	42 2%	12 2%	16 2%	15 2%	14 2%	36 2%	19 2%	26 2%	25 3%	24 2%	69 2%	13 4% a	9 4% a	2 2%	
4	(4.0)	152 4%	70 3%	81 4%	22 4%	26 3%	19 3%	32 5%	52 3%	28 3%	49 4%	34 4%	41 4%	122 3%	15 4%	12 5%	3 2%	
5	(5.0)	362 8%	185 9%	177 8%	49 9%	68 9%	66 10%	59 8%	120 7%	92 8%	87 7%	80 11% b	103 9%	302 8%	27 8%	24 11%	9 7%	
6	(6.0)	476 11%	230 11%	244 11%	68 13%	90 12%	83 12%	70 10%	164 10%	136 12%	157 12%	66 9%	117 11%	418 12% b	24 7%	24 11%	10 8%	
7	(7.0)	623 15%	319 15%	299 14%	78 15%	108 14%	114 16%	100 14%	224 14%	153 14%	205 16%	116 15%	149 13%	525 15%	49 14%	33 15%	16 13%	
8	(8.0)	891 21%	442 21%	445 20%	99 19%	162 21%	152 22%	146 21%	332 21%	234 21%	300 23% d	162 21%	195 18%	751 21%	76 22%	40 19%	24 19%	
9	(9.0)	545 13%	259 12%	286 13%	71 14%	109 14%	76 11%	103 15%	186 12%	169 15%	166 13%	86 11%	122 11%	464 13%	43 12%	21 10%	17 13%	
10 - Extremely important	(10.0)	715 17%	309 15%	403 19% a	73 14%	131 17%	97 14%	99 14%	315 20% ac	198 18%	210 16%	122 16%	185 17%	593 16%	68 20%	31 15%	24 18%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 191

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	122 3%	53 3%	68 3%	20 4% e	29 4% e	24 3%	19 3%	28 2%	18 2%	29 2%	14 2%	61 6% abc	106 3%	7 2%	5 2%	3 2%	
NOT IMPORTANT (1-4)	561 13%	304 14%	254 12%	62 12%	83 11%	83 12%	97 14%	235 15%	106 10%	163 12%	119 16% a	173 16% a	449 12%	50 14%	37 17% a	25 19% a	
NEUTRAL (5-6)	838 20%	415 20%	420 19%	118 23%	158 20%	149 21%	129 19%	284 18%	228 21%	244 19%	146 19%	220 20%	720 20% b	52 15%	47 22% bd	19 15%	
IMPORTANT (7-10)	2775 65%	1328 63%	1434 66%	320 61%	510 65%	438 63%	449 65%	1058 66%	754 68% d	881 67% d	486 64%	652 59%	2333 65%	235 68% c	126 59%	82 63%	
MOST NEGATIVE (1-2)	315 7%	184 9% b	131 6%	28 5%	41 5%	48 7%	51 7%	147 9% ab	59 5%	89 7%	60 8%	108 10% a	258 7%	21 6%	16 8%	20 15% abc	
MOST POSITIVE (9-10)	1261 29%	567 27%	690 32% a	143 27%	240 31%	173 25%	203 29%	501 31% c	367 33%	376 29%	208 27%	308 28%	1057 29%	110 32% c	53 24%	41 32%	
Answered	4173	2048	2108	500	752	670	675	1577	1087	1288	751	1045	3502	336	210	126	
Mean score	7.1	6.9	7.2 a	7.0	7.2	7.0	7.0	7.1	7.3 cd	7.1 d	6.9	6.8	7.1 cd	7.2 c	6.7	6.7	
Standard deviation	2.45	2.51	2.38	2.28	2.31	2.35	2.45	2.60	2.26	2.37	2.52	2.64	2.42	2.47	2.48	2.96	
Standard error	.04	.06	.05	.10	.09	.08	.10	.06	.07	.07	.08	.08	.05	.11	.11	.14	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 191

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all important	(1.0)	258 6%	212 6%	46 8%	64 5%	191 6%	60 5%	195 6%	23 5%	33 6%	26 5%	60 5%	142 5%	108 7%
2	(2.0)	58 1%	50 1%	8 1%	13 1%	43 1%	12 1%	44 1%	7 2%	11 2%	4 1%	12 1%	30 1%	27 2%
3	(3.0)	93 2%	78 2%	15 3%	30 2%	61 2%	23 2%	68 2%	7 2%	10 2%	15 3%	23 2%	52 2%	39 3%
4	(4.0)	152 4%	127 3%	25 4%	45 4%	104 3%	38 3%	111 4%	13 3%	17 3%	20 4%	38 3%	94 4%	57 4%
5	(5.0)	362 8%	314 8%	48 8%	101 8%	250 8%	89 8%	263 8%	43 10%	53 9%	39 8%	89 8%	214 8%	133 9%
6	(6.0)	476 11%	419 11%	57 10%	146 12%	316 11%	133 12%	328 11%	53 12%	64 11%	53 11%	133 12%	311 12%	158 10%
7	(7.0)	623 15%	550 15%	73 12%	172 14%	445 15%	155 14%	462 15%	49 11%	63 11%	76 15%	155 14%	406 15%	207 13%
8	(8.0)	891 21%	766 21%	125 21%	279 23%	600 20%	256 23%	623 20%	92 21%	137 24%	123 25%	256 23%	582 22%	305 20%
9	(9.0)	545 13%	481 13%	65 11%	170 14%	365 12%	152 14%	382 12%	63 14%	72 13%	74 15%	152 14%	365 14%	169 11%
10 - Extremely important	(10.0)	715 17%	598 16%	118 20%	179 15%	530 18%	159 14%	549 18%	74 17%	98 17%	57 12%	159 14%	408 15%	285 18%
Don't know		122 3%	106 3%	15 3%	30 2%	91 3%	25 2%	94 3%	15 3%	12 2%	7 2%	25 2%	60 2%	56 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOT IMPORTANT (1-4)	561 13%	466 13%	95 16%	153 12%	400 13%	134 12%	419 13%	49 11%	71 12%	65 13%	134 12%	317 12%	231 15% a
NEUTRAL (5-6)	838 20%	733 20%	105 18%	248 20%	566 19%	222 20%	591 19%	96 22%	117 21%	92 19%	222 20%	525 20%	291 19%
IMPORTANT (7-10)	2775 65%	2395 65%	380 64%	800 65%	1940 65%	722 65%	2017 65%	277 63%	369 65%	329 67%	722 65%	1760 66%	966 63%
MOST NEGATIVE (1-2)	315 7%	261 7%	54 9%	78 6%	235 8%	73 7%	239 8%	30 7%	44 8%	30 6%	73 7%	171 6%	135 9%
MOST POSITIVE (9-10)	1261 29%	1078 29%	182 31%	349 28%	895 30%	311 28%	931 30%	136 31%	170 30%	131 27%	311 28%	773 29%	454 29%
Answered	4173	3594	580	1200	2906	1077	3026	421	557	486	1077	2603	1488
Mean score	7.1	7.1	7.0	7.1	7.1	7.1	7.1	7.1	7.1	7.0	7.1	7.1	7.0
Standard deviation	2.45	2.42	2.64	2.35	2.49	2.35	2.49	2.41	2.46	2.31	2.35	2.35	2.59
Standard error	.04	.04	.10	.07	.05	.07	.04	.12	.11	.11	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

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C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all important	(1.0)	258 6%	190 5%	170 6%	87 7%	67 9% abe	258 6%	130 4%	64 3%	48 2%	10 2%	157 4% c	101 25% abcde	186 27% bc	43 4% c	28 1%
2	(2.0)	58 1%	45 1%	41 1%	17 1%	13 2%	58 1%	41 1%	23 1%	20 1%	6 1%	48 1%	10 3%	27 4% c	19 2% c	12 *%
3	(3.0)	93 2%	82 2%	74 2%	19 2%	11 1%	93 2%	69 2%	36 2%	33 2%	6 1%	72 2%	21 5% abcde	44 6% bc	23 2%	27 1%
4	(4.0)	152 4%	127 4%	112 4%	40 3%	25 3%	152 4%	124 3%	63 3%	64 3%	6 1%	134 3% d	18 4% d	62 9% bc	43 4% c	47 2%
5	(5.0)	362 8%	290 8%	257 8%	105 9%	73 10%	362 8%	300 8%	168 7%	169 8%	37 7%	323 8%	39 10%	75 11% c	157 15% c	130 5%
6	(6.0)	476 11%	408 11%	360 12%	115 10%	68 9%	476 11%	419 11%	218 9%	251 12%	40 7%	441 11%	35 9%	55 8%	211 21% ac	210 8%
7	(7.0)	623 15%	516 15%	444 14%	179 15%	107 15%	623 15%	556 15%	366 16% f	317 15%	80 15%	582 15%	41 10%	58 8%	176 17% a	389 15% a
8	(8.0)	891 21%	750 21%	638 21%	253 21%	142 19%	891 21%	835 23% f	529 23% f	479 22% f	125 23% f	861 22% f	30 7%	67 10%	160 16% a	664 26% ab
9	(9.0)	545 13%	478 13% d	416 13% d	129 11%	68 9%	545 13%	500 14% f	365 16% f	346 16% f	100 18% aef	521 13% f	24 6%	26 4%	63 6%	456 18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Table 191

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely important (10.0)	715 17%	586 16%	504 16%	212 18%	130 18%	715 17%	660 18% f	464 20% f	393 18% f	126 23% aef	690 18% f	26 6% f	56 8% f	78 8% f	581 23% ab
Don't know	122 3%	88 2%	81 3%	41 3%	33 5% a	122 3%	45 1%	23 1%	29 1%	6 1%	60 2%	62 15% abcde	39 6% c	49 5% c	34 1%
NOT IMPORTANT (1-4)	561 13%	445 13%	397 13%	164 14%	116 16%	561 13%	364 10% d	186 8%	166 8%	28 5%	411 11% bcd	150 37% abcde	318 46% bc	128 13% c	114 4%
NEUTRAL (5-6)	838 20%	698 20%	617 20%	221 18%	140 19%	838 20%	718 20%	385 17%	420 20%	77 14%	764 20% bd	74 18%	130 19% c	368 36% ac	340 13%
IMPORTANT (7-10)	2775 65%	2329 65%	2002 65%	773 64%	446 61%	2775 65%	2551 69% f	1723 74% aef	1535 71% f	432 79% acef	2654 68% f	120 30%	208 30%	477 47% a	2090 81% ab
MOST NEGATIVE (1-2)	315 7%	236 7%	211 7%	105 9%	80 11% abe	315 7%	172 5%	87 4%	68 3%	16 3%	205 5% c	111 27% abcde	213 31% bc	63 6% c	40 2%
MOST POSITIVE (9-10)	1261 29%	1063 30%	920 30%	341 28%	197 27%	1261 29%	1160 32% f	828 36% aef	739 34% f	227 42% acef	1211 31% f	50 12%	82 12%	141 14%	1037 40% ab
Answered	4173	3472	3016	1158	701	4173	3633	2294	2120	537	3829	344	656	973	2544

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4B. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 2 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "Programmes and content that help people to learn about new things"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	7.1	7.1	7.1	7.0	6.8	7.1	7.3	7.6	7.5	7.9	7.3	4.8	4.7	6.4	7.9
Standard deviation	2.45	2.39	2.41	2.54	2.68	2.45	2.22	2.13	2.08	1.99	2.28	3.09	3.05	2.13	1.82
Standard error	.04	.04	.04	.07	.10	.04	.04	.04	.05	.09	.04	.16	.12	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all important	(1.0)	220 5%	123 6%	98 4%	17 3%	33 4%	37 5%	40 6%	93 6%	31 3%	56 4%	47 6% a	86 8% ab	179 5%	17 5%	7 3%	17 14% abc	
2	(2.0)	39 1%	25 1%	13 1%	4 1%	12 2%	4 1%	6 1%	12 1%	12 1%	7 1%	8 1%	11 1%	32 1%	2 1%	4 2%	1 1%	
3	(3.0)	88 2%	45 2%	43 2%	10 2%	15 2%	13 2%	11 2%	38 2%	18 2%	24 2%	21 3%	24 2%	68 2%	10 3%	8 4%	2 2%	
4	(4.0)	108 3%	54 3%	51 2%	23 4% e	25 3%	15 2%	17 2%	28 2%	15 1%	32 2%	27 3% a	35 3%	89 2%	10 3%	4 2%	4 3%	
5	(5.0)	319 7%	156 7%	158 7%	55 11% e	62 8%	59 9% e	59 9% e	83 5%	77 7%	91 7%	62 8%	88 8%	270 7%	22 6%	20 9%	7 6%	
6	(6.0)	370 9%	193 9%	176 8%	49 9%	78 10%	73 10%	55 8%	115 7%	106 10%	125 10%	58 8%	80 7%	322 9%	23 7%	15 7%	10 8%	
7	(7.0)	611 14%	310 15%	298 14%	93 18% e	119 15%	95 14%	96 14%	208 13%	146 13%	179 14%	114 15%	171 16%	525 15%	47 14%	24 11%	14 11%	
8	(8.0)	872 20%	424 20%	448 21%	108 21%	143 18%	172 25% be	134 19%	315 20%	239 22% d	297 23% d	152 20%	184 17%	737 20%	64 19%	48 22%	23 18%	
9	(9.0)	629 15%	314 15%	314 14%	60 12%	108 14%	98 14%	110 16%	252 16%	188 17%	196 15%	97 13%	148 13%	518 14%	64 19%	31 14%	17 13%	
10 - Extremely important	(10.0)	922 21%	406 19%	511 23% a	83 16%	163 21% c	102 15%	148 21% c	426 27% abc	261 24%	281 21%	162 21%	218 20%	763 21%	77 22%	50 23%	31 24%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	118	51	66	18	22	26	17	34	13	28	17	60	104	8	4	2	
	3%	2%	3%	4%	3%	4%	3%	2%	1%	2%	2%	5%	3%	2%	2%	2%	
												abc					
NOT IMPORTANT (1-4)	455	247	205	55	86	69	74	171	76	120	104	156	369	39	23	24	
	11%	12%	9%	10%	11%	10%	11%	11%	7%	9%	14%	14%	10%	11%	11%	19%	
											ab	ab				abc	
NEUTRAL (5-6)	688	349	334	104	140	132	115	198	183	216	120	168	592	45	35	17	
	16%	17%	15%	20%	18%	19%	17%	12%	17%	16%	16%	15%	16%	13%	16%	13%	
				e	e	e											
IMPORTANT (7-10)	3034	1453	1571	344	533	467	488	1201	834	953	525	722	2544	252	153	86	
	71%	69%	72%	66%	68%	67%	70%	75%	75%	72%	69%	65%	70%	73%	71%	66%	
								abc	cd	d							
MOST NEGATIVE (1-2)	259	148	111	21	46	41	46	105	43	64	56	97	211	19	10	18	
	6%	7%	5%	4%	6%	6%	7%	7%	4%	5%	7%	9%	6%	6%	5%	14%	
											a	ab				abc	
MOST POSITIVE (9-10)	1551	719	825	144	271	200	258	678	449	477	259	367	1281	141	81	48	
	36%	34%	38%	28%	35%	29%	37%	42%	41%	36%	34%	33%	36%	41%	38%	37%	
							ac	abc	cd								
Answered	4178	2050	2110	502	759	668	677	1571	1093	1289	749	1046	3504	336	211	127	
Mean score	7.4	7.3	7.5	7.2	7.3	7.2	7.4	7.6	7.7	7.5	7.2	7.1	7.4	7.5	7.5	7.0	
			a					ac	cd	cd			d	d	d		
Standard deviation	2.39	2.45	2.33	2.21	2.37	2.30	2.44	2.46	2.15	2.27	2.52	2.63	2.37	2.41	2.36	2.99	
Standard error	.04	.05	.05	.10	.09	.08	.10	.06	.07	.06	.09	.08	.05	.10	.10	.14	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all important	(1.0)	220 5%	180 5%	40 7%	62 5%	156 5%	57 5%	161 5%	22 5%	33 6%	25 5%	57 5%	126 5%	87 6%
2	(2.0)	39 1%	35 1%	4 1%	14 1%	25 1%	12 1%	27 1%	10 2%	9 1%	3 1%	12 1%	20 1%	17 1%
3	(3.0)	88 2%	79 2%	9 1%	23 2%	63 2%	20 2%	66 2%	8 2%	8 1%	10 2%	20 2%	57 2%	30 2%
4	(4.0)	108 3%	95 3%	13 2%	34 3%	73 2%	28 3%	79 3%	11 2%	12 2%	16 3%	28 3%	70 3%	38 2%
5	(5.0)	319 7%	276 7%	42 7%	81 7%	224 7%	72 7%	233 7%	34 8%	32 6%	31 6%	72 7%	197 7%	111 7%
6	(6.0)	370 9%	334 9%	35 6%	118 10%	244 8%	104 9%	257 8%	37 8%	57 10%	44 9%	104 9%	241 9%	118 8%
7	(7.0)	611 14%	541 15%	70 12%	199 16%	401 13%	175 16%	426 14%	61 14%	77 14%	85 17%	175 16%	387 15%	219 14%
8	(8.0)	872 20%	751 20%	121 20%	265 22%	594 20%	240 22%	618 20%	89 20%	139 24%	102 21%	240 22%	568 21%	294 19%
9	(9.0)	629 15%	534 14%	95 16%	199 16%	422 14%	185 17%	436 14%	72 17%	89 16%	90 18%	185 17%	400 15%	222 14%
10 - Extremely important	(10.0)	922 21%	769 21%	153 26%	205 17%	708 24%	182 17%	730 23%	79 18%	102 18%	75 15%	182 17%	543 20%	352 23%
Don't know		118 3%	106 3%	12 2%	30 2%	87 3%	28 3%	89 3%	13 3%	12 2%	12 2%	28 3%	54 2%	58 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 192

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOT IMPORTANT (1-4)	455 11%	389 11%	66 11%	133 11%	317 11%	117 11%	332 11%	51 12%	61 11%	54 11%	117 11%	273 10%	171 11%
NEUTRAL (5-6)	688 16%	611 17%	78 13%	199 16%	468 16%	176 16%	490 16%	70 16%	89 16%	75 15%	176 16%	438 16%	229 15%
IMPORTANT (7-10)	3034 71%	2594 70%	440 74%	869 71%	2125 71%	781 71%	2210 71%	302 69%	407 71%	352 71%	781 71%	1898 71%	1087 70%
MOST NEGATIVE (1-2)	259 6%	215 6%	44 7%	75 6%	182 6%	69 6%	188 6%	32 7%	41 7%	28 6%	69 6%	146 5%	103 7%
MOST POSITIVE (9-10)	1551 36%	1302 35%	249 42%	404 33%	1129 38%	367 33%	1166 37%	152 35%	191 34%	165 33%	367 33%	943 35%	574 37%
Answered	4178	3594	583	1201	2910	1075	3032	424	557	482	1075	2609	1486
Mean score	7.4	7.4	7.5	7.3	7.5	7.3	7.4	7.3	7.4	7.3	7.3	7.4	7.4
Standard deviation	2.39	2.37	2.53	2.33	2.42	2.33	2.42	2.43	2.38	2.30	2.33	2.34	2.46
Standard error	.04	.04	.10	.07	.04	.07	.04	.12	.10	.11	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all important	(1.0)	220 5%	161 5%	152 5%	68 6%	59 8% abe	220 5%	94 3%	53 2%	37 2%	7 1%	119 3% c	101 25% abcde	173 25% bc	32 3% c	15 1%
2	(2.0)	39 1%	37 1%	30 1%	9 1%	2 *%	39 1%	30 1%	18 1%	15 1%	4 1%	34 1%	5 1%	23 3% bc	9 1%	8 *%
3	(3.0)	88 2%	73 2%	66 2%	22 2%	15 2%	88 2%	62 2%	28 1%	26 1%	5 1%	65 2%	23 6% abcde	48 7% bc	25 2% c	15 1%
4	(4.0)	108 3%	90 3%	81 3%	27 2%	18 2%	108 3%	85 2%	47 2%	45 2%	2 *%	96 2% d	12 3% d	50 7% bc	35 3% c	23 1%
5	(5.0)	319 7%	260 7%	230 7%	88 7%	59 8%	319 7%	250 7%	132 6%	134 6%	38 7%	278 7%	40 10% b	80 11% c	166 16% c	73 3%
6	(6.0)	370 9%	314 9%	266 9%	103 9%	56 8%	370 9%	318 9%	189 8%	192 9%	28 5%	338 9%	31 8%	33 5%	184 18% ac	153 6%
7	(7.0)	611 14%	499 14%	440 14%	171 14%	112 15%	611 14%	553 15% f	305 13%	328 15% f	67 12%	576 15% f	35 9%	62 9%	209 20% ac	339 13% a
8	(8.0)	872 20%	749 21%	649 21%	223 19%	123 17%	872 20%	806 22% f	513 22% f	480 22% f	128 24% f	831 21% f	41 10%	70 10%	157 15% a	645 25% ab
9	(9.0)	629 15%	530 15%	452 15%	177 15%	100 14%	629 15%	585 16% f	406 18% f	376 17% f	89 16% f	611 16% f	19 5%	34 5%	66 6%	530 21% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely important (10.0)	922 21%	767 22%	654 21%	267 22%	155 21%	922 21%	854 23% f	610 26% ef	497 23% f	171 31% acef	888 23% f	34 8%	79 11%	91 9%	752 29% ab
Don't know	118 3%	82 2%	75 2%	42 4%	36 5% abe	118 3%	42 1%	17 1%	20 1%	4 1%	54 1%	64 16% abcde	44 6% c	48 5% c	25 1%
NOT IMPORTANT (1-4)	455 11%	361 10%	329 11%	126 11%	94 13%	455 11%	271 7% d	146 6%	123 6%	18 3%	313 8% cd	142 35% abcde	293 42% bc	101 10% c	61 2%
NEUTRAL (5-6)	688 16%	573 16%	497 16%	192 16%	115 16%	688 16%	568 15%	322 14%	326 15%	66 12%	617 16%	72 18%	113 16% c	349 34% ac	226 9%
IMPORTANT (7-10)	3034 71%	2545 71%	2196 71%	838 70%	490 67%	3034 71%	2798 76% f	1833 79% ef	1680 78% ef	455 84% aef	2905 75% f	129 32%	245 35%	524 51% a	2266 88% ab
MOST NEGATIVE (1-2)	259 6%	198 6%	182 6%	77 6%	61 8% a	259 6%	124 3%	71 3%	52 2%	11 2%	153 4% c	107 26% abcde	196 28% bc	40 4% c	23 1%
MOST POSITIVE (9-10)	1551 36%	1297 36%	1107 36%	444 37%	254 35%	1551 36%	1439 39% f	1015 44% aef	873 41% f	260 48% acef	1498 39% f	53 13%	113 16%	157 15%	1281 50% ab
Answered	4178	3479	3021	1156	699	4178	3637	2300	2129	540	3835	342	651	974	2552

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4C. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 3 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides: "High quality and creative content"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	7.4	7.4	7.4	7.4	7.2	7.4	7.7 f	7.9 aef	7.8 ef	8.2 acef	7.6 f	5.0	5.0	6.6 a	8.3 ab
Standard deviation	2.39	2.34	2.38	2.44	2.61	2.39	2.12	2.06	1.97	1.89	2.18	3.19	3.20	2.03	1.61
Standard error	.04	.04	.04	.07	.10	.04	.04	.04	.04	.08	.04	.16	.12	.07	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d		
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all important	(1.0)	259 6%	145 7%	114 5%	16 3%	37 5%	39 6%	46 7%	121 8%	41 4%	72 5%	53 7%	94 9%	211 6%	21 6%	10 5%	18 14%	
							a	a	a			ab					abc	
2	(2.0)	60 1%	38 2%	21 1%	6 1%	13 2%	9 1%	6 1%	26 2%	13 1%	16 1%	17 2%	14 1%	47 1%	5 2%	6 3%	2 1%	
3	(3.0)	102 2%	49 2%	52 2%	14 3%	16 2%	11 2%	14 2%	48 3%	20 2%	29 2%	19 2%	34 3%	84 2%	8 2%	7 3%	3 2%	
4	(4.0)	154 4%	78 4%	75 3%	30 6%	30 4%	20 3%	21 3%	53 3%	33 3%	52 4%	28 4%	42 4%	130 4%	12 3%	7 3%	6 4%	
5	(5.0)	404 9%	215 10%	186 9%	55 11%	63 8%	70 10%	74 11%	142 9%	102 9%	111 8%	82 11%	109 10%	345 10%	30 9%	21 10%	9 7%	
6	(6.0)	423 10%	195 9%	227 10%	54 10%	75 10%	75 11%	74 11%	144 9%	115 10%	127 10%	75 10%	105 10%	372 10%	22 6%	19 9%	9 7%	
													b					
7	(7.0)	646 15%	337 16%	307 14%	91 18%	118 15%	118 17%	87 13%	231 14%	166 15%	220 17%	108 14%	151 14%	553 15%	44 13%	33 15%	15 12%	
8	(8.0)	852 20%	402 19%	445 20%	86 17%	160 21%	143 21%	152 22%	310 19%	249 23%	259 20%	152 20%	192 17%	711 20%	69 20%	47 22%	25 19%	
									d									
9	(9.0)	502 12%	249 12%	253 12%	62 12%	99 13%	85 12%	73 10%	184 11%	144 13%	160 12%	86 11%	113 10%	410 11%	53 15%	26 12%	13 10%	
															a			
10 - Extremely important	(10.0)	768 18%	336 16%	429 20%	78 15%	144 18%	99 14%	131 19%	316 20%	210 19%	238 18%	127 17%	192 17%	635 18%	73 21%	33 15%	27 21%	
					a			c										

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 193

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	125 3%	56 3%	68 3%	28 5% e	25 3%	25 4%	17 2%	30 2%	12 1%	33 2%	20 3%	60 5% abc	111 3%	7 2%	5 2%	3 2%	
NOT IMPORTANT (1-4)	575 13%	311 15%	261 12%	66 13%	96 12%	79 11%	87 12%	248 15%	106 10%	169 13%	116 15% a	184 17% a	472 13%	46 13%	30 14%	28 22% abc	
NEUTRAL (5-6)	827 19%	410 20%	413 19%	109 21%	138 18%	146 21%	149 21%	286 18%	217 20%	238 18%	158 21%	214 19%	717 20% bd	52 15%	40 19%	18 14%	
IMPORTANT (7-10)	2768 64%	1324 63%	1434 66%	318 61%	522 67%	445 64%	442 64%	1041 65%	770 70% cd	877 67% d	472 62%	648 59%	2308 64%	239 70%	140 65%	81 63%	
MOST NEGATIVE (1-2)	319 7%	184 9% b	135 6%	22 4%	50 6%	48 7%	52 7%	148 9% a	54 5%	88 7%	70 9% a	108 10% a	258 7%	26 8%	16 7%	20 15% abc	
MOST POSITIVE (9-10)	1270 30%	585 28%	682 31%	140 27%	243 31%	184 26%	204 29%	499 31%	355 32%	397 30%	212 28%	304 28%	1044 29%	126 37% ac	60 28%	40 31%	
Answered	4170	2045	2108	493	756	670	678	1575	1093	1284	746	1046	3497	337	210	126	
Mean score	7.0	6.9	7.2	7.0	7.2	7.0	7.1	7.0	7.3	7.1	6.9	6.8	7.0	7.3	7.0	6.7	
Standard deviation	2.48	2.54	2.42	2.27	2.39	2.36	2.49	2.63	2.25	2.42	2.57	2.68	2.46	2.53	2.44	3.01	
Standard error	.04	.06	.05	.10	.09	.08	.10	.07	.07	.07	.09	.08	.05	.11	.11	.14	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 193

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all important	(1.0)	259 6%	214 6%	46 8%	63 5%	194 6%	59 5%	198 6%	22 5%	28 5%	28 6%	59 5%	145 5%	108 7%
2	(2.0)	60 1%	51 1%	8 1%	22 2%	38 1%	19 2%	40 1%	14 3%	11 2%	5 1%	19 2%	33 1%	25 2%
3	(3.0)	102 2%	88 2%	14 2%	20 2%	78 3%	19 2%	79 3%	9 2%	7 1%	7 2%	19 2%	56 2%	44 3%
4	(4.0)	154 4%	133 4%	21 3%	46 4%	106 4%	38 3%	114 4%	20 5%	12 2%	17 3%	38 3%	86 3%	67 4%
5	(5.0)	404 9%	342 9%	62 10%	97 8%	294 10%	89 8%	302 10%	37 9%	43 7%	43 9%	89 8%	247 9%	142 9%
6	(6.0)	423 10%	380 10%	43 7%	126 10%	286 10%	113 10%	299 10%	37 8%	61 11%	60 12%	113 10%	277 10%	136 9%
7	(7.0)	646 15%	552 15%	94 16%	194 16%	443 15%	169 15%	467 15%	62 14%	87 15%	68 14%	169 15%	422 16%	222 14%
8	(8.0)	852 20%	737 20%	115 19%	283 23% b	560 19%	255 23% b	588 19%	87 20%	131 23%	119 24%	255 23%	558 21%	281 18%
9	(9.0)	502 12%	433 12%	69 12%	156 13%	342 11%	141 13%	357 11%	60 14%	72 13%	61 12%	141 13%	321 12%	172 11%
10 - Extremely important	(10.0)	768 18%	658 18%	110 18%	191 15%	563 19%	174 16%	579 19%	80 18%	101 18%	75 15%	174 16%	459 17%	287 19%
Don't know		125 3%	112 3%	13 2%	32 3%	92 3%	26 2%	97 3%	9 2%	16 3%	9 2%	26 2%	60 2%	59 4% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOT IMPORTANT (1-4)	575 13%	486 13%	89 15%	151 12%	416 14%	135 12%	432 14%	64 15%	58 10%	58 12%	135 12%	319 12%	244 16% a
NEUTRAL (5-6)	827 19%	722 20%	105 18%	223 18%	580 19%	202 18%	601 19%	74 17%	103 18%	104 21%	202 18%	524 20%	278 18%
IMPORTANT (7-10)	2768 64%	2380 64%	389 65%	824 67%	1908 64%	740 67%	1991 64%	288 66%	392 69%	323 66%	740 67%	1760 66%	963 62%
MOST NEGATIVE (1-2)	319 7%	265 7%	54 9%	85 7%	232 8%	78 7%	239 8%	36 8%	39 7%	33 7%	78 7%	178 7%	133 9%
MOST POSITIVE (9-10)	1270 30%	1091 29%	179 30%	347 28%	904 30%	315 29%	936 30%	140 32%	174 31%	136 28%	315 29%	780 29%	459 30%
Answered	4170	3588	583	1199	2904	1077	3023	427	553	485	1077	2604	1485
Mean score	7.0	7.1	7.0	7.1	7.0	7.1	7.0	7.1	7.3	7.1	7.1	7.1	6.9
Standard deviation	2.48	2.46	2.60	2.36	2.53	2.38	2.52	2.51	2.34	2.35	2.38	2.39	2.61
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.11	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all important	(1.0)	259 6%	194 5%	174 6%	86 7%	65 9% abe	259 6%	128 3%	65 3%	56 3%	13 2%	155 4%	104 26% abcde	194 28% bc	43 4% c	23 1%
2	(2.0)	60 1%	52 1%	43 1%	17 1%	8 1%	60 1%	43 1%	32 1%	29 1%	4 1%	49 1%	11 3%	30 4% bc	13 1%	17 1%
3	(3.0)	102 2%	89 2%	79 3%	23 2%	13 2%	102 2%	77 2%	42 2%	38 2%	10 2%	84 2%	19 5% abce	49 7% bc	29 3% c	24 1%
4	(4.0)	154 4%	129 4%	120 4%	34 3%	25 3%	154 4%	128 3%	69 3%	73 3%	14 3%	137 4%	17 4%	48 7% c	61 6% c	45 2%
5	(5.0)	404 9%	312 9%	265 9%	140 12% ab	93 13% ab	404 9%	337 9%	201 9%	172 8%	39 7%	366 9%	38 9%	72 10% c	178 17% ac	155 6%
6	(6.0)	423 10%	368 10%	319 10%	103 9%	54 7%	423 10%	371 10%	213 9%	236 11%	49 9%	384 10%	38 9%	55 8%	161 16% ac	206 8%
7	(7.0)	646 15%	557 16%	471 15%	175 15%	89 12%	646 15%	588 16% f	361 16% f	363 17% f	84 15% f	611 16% f	35 9%	40 6%	196 19% a	410 16% a
8	(8.0)	852 20%	722 20%	633 20%	219 18%	130 18%	852 20%	790 21% f	493 21% f	461 21% f	109 20% f	820 21% f	33 8%	73 11%	135 13%	644 25% ab
9	(9.0)	502 12%	416 12%	369 12%	133 11%	86 12%	502 12%	460 13% f	322 14% f	290 14% f	96 18% aef	483 12% f	19 5%	28 4%	65 6%	409 16% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 193

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely important (10.0)	768 18%	634 18%	539 17%	229 19%	134 18%	768 18%	711 19%	501 22%	407 19%	123 23%	740 19%	28 7%	62 9%	83 8%	623 24%
Don't know	125 3%	88 2%	84 3%	41 3%	37 5%	125 3%	44 1%	17 1%	23 1%	3 1%	59 2%	66 16%	43 6%	59 6%	23 1%
NOT IMPORTANT (1-4)	575 13%	463 13%	416 13%	160 13%	112 15%	575 13%	376 10%	208 9%	196 9%	40 7%	425 11%	151 37%	322 46%	145 14%	108 4%
NEUTRAL (5-6)	827 19%	680 19%	584 19%	243 20%	147 20%	827 19%	709 19%	414 18%	409 19%	88 16%	751 19%	76 19%	127 18%	339 33%	360 14%
IMPORTANT (7-10)	2768 64%	2329 65%	2013 65%	755 63%	439 60%	2768 64%	2549 69%	1678 72%	1521 71%	412 76%	2655 68%	114 28%	204 29%	478 47%	2086 81%
MOST NEGATIVE (1-2)	319 7%	246 7%	217 7%	102 9%	73 10%	319 7%	171 5%	97 4%	85 4%	17 3%	204 5%	115 28%	224 32%	56 5%	39 2%
MOST POSITIVE (9-10)	1270 30%	1050 29%	908 29%	362 30%	219 30%	1270 30%	1171 32%	823 36%	697 32%	219 40%	1224 31%	46 11%	90 13%	147 14%	1032 40%
Answered	4170	3472	3013	1158	698	4170	3634	2300	2126	540	3830	341	653	963	2555

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C4D. IMPORTANCE TO YOU PERSONALLY OF PURPOSE 4 STATEMENT On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides: "Content that reflects the life and culture of communities throughout the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean score	7.0	7.1	7.1	7.0	6.9	7.0	7.3 f	7.5 ef	7.4 f	7.7 aef	7.3 f	4.7	4.6	6.4 a	7.9 ab
Standard deviation	2.48	2.43	2.44	2.57	2.70	2.48	2.26	2.21	2.16	2.11	2.31	3.11	3.14	2.16	1.83
Standard error	.04	.04	.04	.07	.10	.04	.04	.05	.05	.09	.04	.16	.12	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
Total		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	243	145	96	11	32	40	33	127	50	74	55	65	206	21	10	5	
		6%	7%	4%	2%	4%	6%	5%	8%	4%	6%	7%	6%	6%	6%	5%	4%	
			b			a		ab										
2	(2.0)	79	34	43	4	13	10	17	34	22	21	14	23	65	7	6	1	
		2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	
3	(3.0)	105	57	46	13	21	12	18	41	23	41	21	20	88	8	6	2	
		2%	3%	2%	2%	3%	2%	3%	3%	2%	3%	3%	2%	2%	2%	3%	2%	
4	(4.0)	180	84	94	26	43	24	26	62	49	63	32	37	149	16	8	7	
		4%	4%	4%	5%	5%	3%	4%	4%	4%	5%	4%	3%	4%	5%	4%	5%	
5	(5.0)	359	190	169	62	69	59	64	104	79	102	67	110	301	23	27	8	
		8%	9%	8%	12%	9%	9%	9%	7%	7%	8%	9%	10%	8%	7%	12%	6%	
					e										abd			
6	(6.0)	428	209	216	85	65	71	78	129	113	139	80	97	370	33	15	10	
		10%	10%	10%	16%	8%	10%	11%	8%	10%	11%	10%	9%	10%	10%	7%	8%	
					bce													
7	(7.0)	653	319	331	75	127	120	97	233	190	201	109	152	557	46	36	13	
		15%	15%	15%	14%	16%	17%	14%	15%	17%	15%	14%	14%	15%	13%	17%	10%	
														d	d			
8	(8.0)	859	423	434	100	161	140	132	326	244	264	149	202	717	72	47	23	
		20%	20%	20%	19%	21%	20%	19%	20%	22%	20%	19%	18%	20%	21%	22%	18%	
9	(9.0)	586	283	302	53	95	106	104	229	173	198	89	127	486	56	25	19	
		14%	13%	14%	10%	12%	15%	15%	14%	16%	15%	12%	11%	13%	16%	12%	15%	
10 - Extremely well	(10.0)	598	271	326	60	102	74	97	265	137	156	118	185	492	52	21	33	
		14%	13%	15%	11%	13%	11%	14%	17%	12%	12%	15%	17%	14%	15%	10%	25%	
								ac					b				abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	205	86	119	33	52	38	28	54	26	58	32	89	177	9	13	7	
	5%	4%	5%	6%	7%	5%	4%	3%	2%	4%	4%	8%	5%	3%	6%	5%	
				e	e							abc			b		
NEGATIVE VIEW (1-4)	607	321	280	53	109	86	94	263	143	199	121	144	509	52	30	15	
	14%	15%	13%	10%	14%	12%	14%	16%	13%	15%	16%	13%	14%	15%	14%	12%	
								a									
NEUTRAL (5-6)	787	399	385	147	134	130	142	234	192	241	147	207	670	56	42	18	
	18%	19%	18%	28%	17%	19%	20%	15%	17%	18%	19%	19%	19%	16%	20%	14%	
				bcde			e										
POSITIVE VIEW (7-10)	2696	1296	1393	287	485	440	430	1054	744	819	465	667	2252	227	130	88	
	63%	62%	64%	55%	62%	63%	62%	66%	67%	62%	61%	60%	62%	66%	60%	68%	
						a		a	cd						c		
MOST NEGATIVE (1-2)	322	179	139	15	46	50	50	161	71	95	68	87	271	28	16	6	
	7%	9%	6%	3%	6%	7%	7%	10%	6%	7%	9%	8%	8%	8%	7%	5%	
						a	a	ab									
MOST POSITIVE (9-10)	1184	553	628	112	197	180	201	494	310	354	207	312	978	108	46	52	
	28%	26%	29%	22%	25%	26%	29%	31%	28%	27%	27%	28%	27%	31%	22%	40%	
							a	a						c		abc	
Answered	4090	2015	2057	487	728	657	667	1551	1079	1259	733	1017	3431	335	202	122	
Mean score	7.0	6.8	7.1	6.9	7.0	7.0	7.0	7.0	7.1	6.9	6.9	7.0	7.0	7.1	6.8	7.6	
			a													abc	
Standard deviation	2.45	2.51	2.37	2.08	2.35	2.36	2.42	2.64	2.30	2.43	2.57	2.52	2.44	2.51	2.38	2.42	
Standard error	.04	.06	.05	.09	.09	.08	.10	.07	.08	.07	.09	.08	.05	.11	.11	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 194

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	243 6%	198 5%	45 8%	52 4%	187 6%	49 4%	190 6%	21 5%	25 4%	22 4%	49 4%	127 5%	105 7%
2	(2.0)	79 2%	67 2%	11 2%	22 2%	57 2%	20 2%	59 2%	9 2%	13 2%	9 2%	20 2%	36 1%	40 3%
3	(3.0)	105 2%	94 3%	11 2%	25 2%	79 3%	21 2%	84 3%	6 1%	12 2%	8 2%	21 2%	58 2%	44 3%
4	(4.0)	180 4%	146 4%	34 6%	59 5%	117 4%	52 5%	124 4%	24 5%	29 5%	21 4%	52 5%	125 5%	53 3%
5	(5.0)	359 8%	314 8%	45 8%	103 8%	247 8%	91 8%	257 8%	35 8%	48 9%	39 8%	91 8%	219 8%	127 8%
6	(6.0)	428 10%	376 10%	52 9%	120 10%	298 10%	100 9%	318 10%	27 6%	45 8%	56 11%	100 9%	279 10%	140 9%
7	(7.0)	653 15%	574 16%	79 13%	204 17%	438 15%	181 16%	461 15%	71 16%	86 15%	81 16%	181 16%	424 16%	225 15%
8	(8.0)	859 20%	723 20%	136 23%	260 21%	586 20%	233 21%	613 20%	95 22%	120 21%	105 21%	233 21%	547 21%	300 19%
9	(9.0)	586 14%	505 14%	81 14%	169 14%	410 14%	157 14%	422 14%	49 11%	91 16%	79 16%	157 14%	392 15%	186 12%
10 - Extremely well	(10.0)	598 14%	517 14%	81 14%	154 13%	433 14%	138 12%	449 14%	65 15%	68 12%	54 11%	138 12%	340 13%	239 15%
Don't know		205 5%	185 5%	20 3%	63 5%	142 5%	60 5%	145 5%	35 8%	31 5%	20 4%	60 5%	117 4%	84 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	607 14%	506 14%	100 17%	157 13%	441 15%	142 13%	456 15%	60 14%	79 14%	60 12%	142 13%	346 13%	242 16%
NEUTRAL (5-6)	787 18%	690 19%	97 16%	223 18%	546 18%	191 17%	575 18%	62 14%	93 16%	95 19%	191 17%	498 19%	267 17%
POSITIVE VIEW (7-10)	2696 63%	2319 63%	377 63%	787 64%	1868 62%	709 64%	1945 62%	279 64%	366 64%	319 65%	709 64%	1703 64%	950 62%
MOST NEGATIVE (1-2)	322 7%	265 7%	56 9%	73 6%	245 8%	69 6%	249 8%	31 7%	38 7%	31 6%	69 6%	163 6%	145 9%
MOST POSITIVE (9-10)	1184 28%	1022 28%	162 27%	323 26%	843 28%	295 27%	871 28%	114 26%	159 28%	133 27%	295 27%	732 27%	425 28%
Answered	4090	3515	575	1167	2854	1042	2976	402	538	474	1042	2547	1459
Mean score	7.0	7.0	6.9	7.0	6.9	7.0	6.9	7.0	7.0	7.0	7.0	7.0	6.9
Standard deviation	2.45	2.43	2.57	2.30	2.50	2.33	2.49	2.42	2.37	2.27	2.33	2.33	2.59
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
Total		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	243 6%	189 5%	164 5%	79 7%	55 7%	243 6%	141 4%	75 3%	62 3%	17 3%	168 4%	75 18% abcde	208 30% bc	24 2% c	11 *%
2	(2.0)	79 2%	66 2%	59 2%	20 2%	13 2%	79 2%	53 1%	39 2%	35 2%	8 1%	66 2%	13 3%	47 7% bc	19 2% c	13 *%
3	(3.0)	105 2%	84 2%	74 2%	31 3%	21 3%	105 2%	75 2%	30 1%	38 2%	7 1%	80 2%	25 6% abcde	63 9% bc	22 2% c	20 1%
4	(4.0)	180 4%	162 5%	142 5%	38 3%	18 2%	180 4%	146 4%	85 4%	93 4%	19 3%	161 4%	19 5%	50 7% c	74 7% c	56 2%
5	(5.0)	359 8%	304 9%	266 9%	92 8%	54 7%	359 8%	287 8%	170 7%	160 7%	46 8%	309 8%	50 12% abce	85 12% c	166 16% c	108 4%
6	(6.0)	428 10%	374 11%	324 10%	105 9%	54 7%	428 10%	373 10%	237 10%	239 11%	56 10%	390 10%	38 9%	43 6%	205 20% ac	181 7%
7	(7.0)	653 15%	538 15%	475 15%	178 15%	115 16%	653 15%	602 16% f	364 16% f	348 16% f	79 15% f	627 16% f	26 6%	40 6%	196 19% a	416 16% a
8	(8.0)	859 20%	731 21%	616 20%	244 20%	128 17%	859 20%	798 22% f	521 23% f	466 22% f	118 22% f	825 21% f	34 8%	42 6%	155 15% a	663 26% ab
9	(9.0)	586 14%	500 14%	439 14%	147 12%	86 12%	586 14%	547 15% f	370 16% f	358 17% f	96 18% f	570 15% f	16 4%	17 2%	50 5%	518 20% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	598 14%	466 13%	403 13%	195 16%	132 18% abe	598 14%	563 15% f	386 17% f	312 15% f	89 16% f	582 15% f	17 4%	22 3%	32 3%	544 21% ab
Don't know	205 5%	146 4%	135 4%	71 6%	59 8% abe	205 5%	94 3%	40 2%	37 2%	9 2%	112 3%	93 23% abcde	79 11% c	78 8% c	48 2%
NEGATIVE VIEW (1-4)	607 14%	501 14%	439 14%	167 14%	105 14%	607 14%	415 11%	228 10%	228 11%	51 9%	475 12%	132 32% abcde	368 53% bc	139 14% c	100 4%
NEUTRAL (5-6)	787 18%	679 19%	590 19%	197 16%	109 15%	787 18%	660 18%	407 18%	400 19%	102 19%	699 18%	88 22%	127 18% c	372 36% ac	288 11%
POSITIVE VIEW (7-10)	2696 63%	2235 63%	1933 62%	763 64%	461 63%	2696 63%	2510 68% f	1642 71% ef	1485 69% f	381 70% f	2603 67% f	93 23%	122 17%	434 42% a	2141 83% ab
MOST NEGATIVE (1-2)	322 7%	255 7%	223 7%	98 8%	67 9%	322 7%	195 5%	114 5%	97 4%	25 5%	234 6%	88 22% abcde	255 37% bc	43 4% c	24 1%
MOST POSITIVE (9-10)	1184 28%	966 27%	842 27%	342 29%	218 30%	1184 28%	1110 30% f	757 33% f	670 31% f	184 34% f	1152 30% f	33 8%	40 6%	83 8% a	1062 41% ab
Answered	4090	3415	2962	1128	675	4090	3585	2277	2112	534	3777	313	616	944	2530
Mean score	7.0	7.0	6.9	7.0	7.0	7.0	7.2 f	7.4 ef	7.3 f	7.4 f	7.1 f	4.8	3.8	6.2 a	8.0 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5A. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that represents a range of opinions"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.45	2.41	2.41	2.53	2.64	2.45	2.26	2.20	2.17	2.19	2.32	2.85	2.74	1.87	1.69
Standard error	.04	.04	.04	.07	.10	.04	.04	.05	.05	.10	.04	.16	.11	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

		GENDER			AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Significance Level: 99%																	
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	335 8%	195 9% b	140 6%	12 2%	49 6% a	48 7% a	53 8% a	174 11% abc	80 7%	100 8%	73 10%	83 7%	283 8%	32 9%	14 6%	7 5%
2	(2.0)	116 3%	61 3%	53 2%	7 1%	22 3%	18 3%	21 3%	48 3%	31 3%	42 3%	15 2%	29 3%	100 3%	6 2%	9 4% d	1 1%
3	(3.0)	133 3%	72 3%	60 3%	22 4%	18 2%	19 3%	27 4%	46 3%	32 3%	40 3%	22 3%	40 4%	110 3%	11 3%	9 4%	4 3%
4	(4.0)	220 5%	98 5%	114 5%	38 7%	44 6%	32 5%	32 5%	74 5%	65 6%	71 5%	29 4%	55 5%	184 5%	18 5%	12 6%	6 4%
5	(5.0)	402 9%	205 10%	197 9%	59 11%	75 10%	66 9%	65 9%	138 9%	80 7%	119 9%	80 10%	123 11% a	330 9%	28 8%	35 16% abd	10 8%
6	(6.0)	461 11%	209 10%	248 11%	65 12%	94 12%	77 11%	73 10%	152 9%	105 9%	152 12%	83 11%	120 11%	396 11%	35 10%	18 9%	11 9%
7	(7.0)	656 15%	322 15%	334 15%	95 18% e	124 16%	108 15%	119 17%	210 13%	184 17% d	223 17% d	115 15%	133 12%	566 16% d	49 14% d	30 14% d	10 8%
8	(8.0)	728 17%	360 17%	367 17%	75 14%	113 14%	129 19%	117 17%	294 18%	203 18%	221 17%	134 18%	170 15%	605 17%	67 19%	34 16%	22 17%
9	(9.0)	493 11%	244 12%	249 11%	52 10%	102 13%	97 14% e	80 12%	162 10%	168 15% cd	156 12%	76 10%	93 8%	409 11%	40 12%	21 10%	22 17% ac
10 - Extremely well	(10.0)	522 12%	242 12%	279 13%	47 9%	96 12%	57 8%	76 11%	246 15% ac	130 12%	130 10%	101 13%	159 14% b	428 12%	45 13%	21 10%	28 22% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	230	94	135	49	45	43	31	62	29	63	37	101	196	14	12	8	
	5%	4%	6%	9%	6%	6%	4%	4%	3%	5%	5%	9%	5%	4%	5%	6%	
				de								abc					
NEGATIVE VIEW (1-4)	804	426	367	78	133	117	133	342	207	252	139	206	677	67	44	17	
	19%	20%	17%	15%	17%	17%	19%	21%	19%	19%	18%	19%	19%	19%	20%	13%	
								a					d	d	d		
NEUTRAL (5-6)	863	414	445	124	169	143	138	290	185	272	163	243	726	63	53	22	
	20%	20%	20%	24%	22%	21%	20%	18%	17%	21%	21%	22%	20%	18%	25%	17%	
				e								a			d		
POSITIVE VIEW (7-10)	2398	1167	1228	270	434	391	392	912	684	731	427	555	2009	200	106	83	
	56%	56%	56%	52%	56%	56%	56%	57%	62%	55%	56%	50%	56%	58%	50%	64%	
									bd					c		ac	
MOST NEGATIVE (1-2)	451	256	193	18	71	66	74	222	111	141	88	112	383	38	23	8	
	11%	12%	9%	4%	9%	10%	11%	14%	10%	11%	11%	10%	11%	11%	11%	6%	
		b			a	a	a	abc					d	d	d		
MOST POSITIVE (9-10)	1015	485	528	99	197	154	156	408	298	286	177	252	838	85	42	50	
	24%	23%	24%	19%	25%	22%	22%	25%	27%	22%	23%	23%	23%	25%	20%	39%	
								a								abc	
Answered	4065	2007	2041	472	736	651	663	1543	1076	1254	729	1005	3412	330	203	121	
Mean score	6.6	6.5	6.7	6.6	6.7	6.6	6.5	6.5	6.7	6.5	6.5	6.5	6.6	6.6	6.3	7.4	
			a													abc	
Standard deviation	2.61	2.69	2.53	2.18	2.53	2.49	2.59	2.83	2.57	2.56	2.67	2.67	2.61	2.68	2.56	2.53	
Standard error	.04	.06	.06	.10	.10	.09	.11	.07	.09	.07	.09	.08	.05	.12	.12	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 195

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	335 8%	267 7%	68 11% a	69 6%	264 9% a	66 6%	267 9%	29 7%	36 6%	31 6%	66 6%	181 7%	139 9%
2	(2.0)	116 3%	102 3%	14 2%	27 2%	87 3%	24 2%	90 3%	11 3%	19 3%	10 2%	24 2%	59 2%	53 3%
3	(3.0)	133 3%	118 3%	15 3%	33 3%	99 3%	29 3%	102 3%	14 3%	14 2%	14 3%	29 3%	79 3%	54 3%
4	(4.0)	220 5%	195 5%	24 4%	67 5%	150 5%	56 5%	161 5%	24 5%	24 4%	24 5%	56 5%	132 5%	83 5%
5	(5.0)	402 9%	339 9%	64 11%	118 10%	278 9%	105 10%	289 9%	43 10%	54 9%	43 9%	105 10%	240 9%	146 9%
6	(6.0)	461 11%	398 11%	62 10%	140 11%	303 10%	123 11%	319 10%	47 11%	54 9%	57 12%	123 11%	299 11%	155 10%
7	(7.0)	656 15%	576 16%	80 13%	203 16%	444 15%	186 17%	460 15%	70 16%	100 18%	78 16%	186 17%	447 17% b	203 13%
8	(8.0)	728 17%	617 17%	112 19%	217 18%	501 17%	196 18%	523 17%	60 14%	88 15%	101 20%	196 18%	479 18%	241 16%
9	(9.0)	493 11%	431 12%	62 10%	167 14%	319 11%	150 14%	336 11%	60 14%	84 15%	73 15%	150 14%	337 13% b	149 10%
10 - Extremely well	(10.0)	522 12%	451 12%	70 12%	119 10%	395 13% a	106 10%	407 13% a	47 11%	64 11%	36 7%	106 10%	285 11%	222 14% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 195

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Don't know	230	206	24	71	158	62	167	32	32	27	62	127	98
	5%	6%	4%	6%	5%	6%	5%	7%	6%	5%	6%	5%	6%
NEGATIVE VIEW (1-4)	804	682	122	195	599	175	620	78	93	78	175	450	330
	19%	18%	20%	16%	20%	16%	20%	18%	16%	16%	16%	17%	21%
					a								a
NEUTRAL (5-6)	863	737	126	258	580	228	609	90	108	100	228	538	302
	20%	20%	21%	21%	19%	21%	20%	21%	19%	20%	21%	20%	20%
POSITIVE VIEW (7-10)	2398	2074	324	706	1659	637	1726	237	336	288	637	1548	814
	56%	56%	54%	57%	55%	58%	55%	54%	59%	58%	58%	58%	53%
												b	
MOST NEGATIVE (1-2)	451	369	82	96	351	90	357	40	55	41	90	240	193
	11%	10%	14%	8%	12%	8%	11%	9%	10%	8%	8%	9%	12%
					a		a						a
MOST POSITIVE (9-10)	1015	882	132	285	714	256	743	107	148	109	256	622	371
	24%	24%	22%	23%	24%	23%	24%	25%	26%	22%	23%	23%	24%
Answered	4065	3494	571	1159	2838	1040	2954	405	537	467	1040	2536	1446
Mean score	6.6	6.6	6.4	6.7	6.5	6.7	6.5	6.6	6.7	6.7	6.7	6.7	6.4
Standard deviation	2.61	2.59	2.76	2.41	2.70	2.43	2.68	2.55	2.53	2.40	2.43	2.50	2.77
Standard error	.04	.04	.11	.07	.05	.08	.05	.13	.11	.11	.08	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
Total		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	335 8%	266 7%	229 7%	107 9%	69 9%	335 8%	209 6%	113 5%	108 5%	30 5%	245 6%	90 22% abcde	256 37% bc	53 5% c	26 1%
2	(2.0)	116 3%	105 3%	97 3% c	18 2%	11 1%	116 3%	84 2%	50 2%	46 2%	9 2%	97 2%	19 5% abc	54 8% bc	35 3% c	26 1%
3	(3.0)	133 3%	115 3%	98 3%	35 3%	18 2%	133 3%	109 3%	54 2%	54 3%	11 2%	116 3%	17 4%	61 9% bc	42 4% c	30 1%
4	(4.0)	220 5%	193 5%	169 5%	51 4%	27 4%	220 5%	181 5%	93 4%	93 4%	14 3%	191 5%	29 7% d	58 8% c	87 9% c	75 3%
5	(5.0)	402 9%	323 9%	267 9%	136 11%	79 11%	402 9%	331 9%	210 9%	200 9%	45 8%	355 9%	47 12%	58 8%	179 17% ac	166 6%
6	(6.0)	461 11%	384 11%	341 11%	119 10%	76 10%	461 11%	411 11%	263 11%	240 11%	64 12%	429 11%	32 8%	48 7%	188 18% ac	225 9%
7	(7.0)	656 15%	566 16%	497 16%	159 13%	90 12%	656 15%	609 17% f	384 17% f	374 17% f	91 17% f	630 16% f	26 6%	34 5%	160 16% a	462 18% a
8	(8.0)	728 17%	604 17%	521 17%	207 17%	124 17%	728 17%	679 18% f	455 20% f	416 19% f	102 19% f	710 18% f	18 4%	29 4%	117 11% a	582 23% ab
9	(9.0)	493 11%	428 12%	377 12%	115 10%	64 9%	493 11%	463 13% f	315 14% f	299 14% f	90 16% f	478 12% f	15 4%	12 2%	39 4%	442 17% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 195

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	522 12%	421 12%	359 12%	163 14%	100 14%	522 12%	491 13% f	331 14% f	284 13% f	77 14% f	507 13% f	15 4%	9 1%	33 3%	480 19% ab
Don't know	230 5%	154 4%	140 5%	90 7% ab	76 10% abe	230 5%	112 3% c	49 2%	36 2%	10 2%	130 3% c	100 25% abcde	75 11% c	89 9% c	65 3%
NEGATIVE VIEW (1-4)	804 19%	679 19%	593 19%	211 18%	125 17%	804 19%	583 16%	310 13%	301 14%	64 12%	649 17% b	155 38% abcde	430 62% bc	217 21% c	157 6%
NEUTRAL (5-6)	863 20%	707 20%	608 20%	255 21%	156 21%	863 20%	742 20%	473 20%	440 20%	109 20%	784 20%	79 20%	106 15%	366 36% ac	391 15%
POSITIVE VIEW (7-10)	2398 56%	2020 57%	1755 57%	643 54%	379 52%	2398 56%	2242 61% f	1485 64% ef	1372 64% ef	360 66% f	2326 60% f	73 18%	84 12%	349 34% a	1965 76% ab
MOST NEGATIVE (1-2)	451 11%	371 10%	326 11%	125 10%	80 11%	451 11%	294 8%	163 7%	154 7%	39 7%	342 9%	109 27% abcde	311 45% bc	88 9% c	52 2%
MOST POSITIVE (9-10)	1015 24%	850 24%	737 24%	278 23%	165 22%	1015 24%	953 26% f	645 28% f	583 27% f	166 31% f	985 25% f	29 7%	21 3%	72 7% a	922 36% ab
Answered	4065	3406	2956	1109	659	4065	3567	2268	2113	533	3758	307	620	933	2512
Mean score	6.6	6.6	6.6	6.6	6.5	6.6	6.8 f	7.0 ef	6.9 f	7.1 ef	6.7 f	4.3	3.3	5.7 a	7.7 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5B. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage that is impartial - not favouring one side over another"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.61	2.60	2.59	2.67	2.71	2.61	2.46	2.38	2.38	2.37	2.51	2.84	2.51	2.13	1.91
Standard error	.04	.04	.05	.08	.10	.04	.04	.05	.05	.11	.04	.16	.10	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 196

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	158 4%	89 4%	69 3%	6 1%	18 2%	27 4%	28 4%	79 5%	29 3%	48 4%	35 5%	45 4%	134 4%	14 4%	7 3%	3 2%	
							a	a	a									
2	(2.0)	68 2%	42 2%	26 1%	4 1%	15 2%	11 2%	4 1%	34 2%	23 2%	18 1%	8 1%	18 2%	58 2%	7 2%	3 1%	1 1%	
3	(3.0)	103 2%	49 2%	54 2%	12 2%	26 3%	13 2%	13 2%	39 2%	21 2%	34 3%	19 3%	29 3%	87 2%	7 2%	6 3%	3 2%	
4	(4.0)	145 3%	73 3%	67 3%	26 5%	31 4%	19 3%	20 3%	49 3%	39 4%	34 3%	33 4%	39 4%	122 3%	12 3%	7 3%	4 3%	
5	(5.0)	316 7%	165 8%	150 7%	56 11%	70 9%	60 9%	52 8%	77 5%	76 7%	97 7%	63 8%	80 7%	264 7%	20 6%	22 10%	10 8%	
					e	e	e								b			
6	(6.0)	388 9%	190 9%	195 9%	67 13%	70 9%	73 11%	67 10%	111 7%	103 9%	120 9%	76 10%	89 8%	338 9%	24 7%	16 7%	10 8%	
					e		e											
7	(7.0)	602 14%	280 13%	321 15%	76 15%	108 14%	112 16%	107 15%	199 12%	164 15%	215 16%	98 13%	125 11%	509 14%	52 15%	27 13%	13 10%	
										d								
8	(8.0)	892 21%	453 22%	433 20%	95 18%	163 21%	157 23%	136 20%	341 21%	229 21%	277 21%	165 22%	221 20%	752 21%	70 20%	46 21%	25 19%	
9	(9.0)	656 15%	325 15%	330 15%	75 14%	117 15%	101 15%	99 14%	264 16%	185 17%	225 17%	95 12%	150 14%	534 15%	66 19%	34 16%	21 17%	
										c								
10 - Extremely well	(10.0)	791 18%	362 17%	428 20%	67 13%	126 16%	89 13%	141 20%	368 23%	213 19%	203 15%	146 19%	228 21%	658 18%	62 18%	38 18%	34 26%	
								ac	abc				b				abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 196

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	177	73	103	35	36	33	28	45	23	46	26	82	154	11	8	4	
	4%	3%	5%	7%	5%	5%	4%	3%	2%	3%	3%	7%	4%	3%	4%	3%	
				e								abc					
NEGATIVE VIEW (1-4)	474	253	216	48	90	70	65	201	113	134	96	131	400	40	23	11	
	11%	12%	10%	9%	12%	10%	9%	13%	10%	10%	13%	12%	11%	12%	11%	9%	
NEUTRAL (5-6)	704	355	344	123	140	133	119	188	179	217	139	170	602	44	38	20	
	16%	17%	16%	24%	18%	19%	17%	12%	16%	16%	18%	15%	17%	13%	18%	16%	
				e	e	e	e										
POSITIVE VIEW (7-10)	2941	1420	1513	313	515	459	483	1171	791	921	504	724	2453	250	146	93	
	68%	68%	70%	60%	66%	66%	70%	73%	72%	70%	66%	65%	68%	73%	68%	72%	
							a	abc	d								
MOST NEGATIVE (1-2)	226	131	95	10	34	38	31	113	52	66	44	63	191	21	10	4	
	5%	6%	4%	2%	4%	5%	5%	7%	5%	5%	6%	6%	5%	6%	4%	3%	
						a		a									
MOST POSITIVE (9-10)	1447	687	759	142	243	190	240	632	398	428	241	378	1192	128	72	55	
	34%	33%	35%	27%	31%	27%	35%	39%	36%	33%	32%	34%	33%	37%	34%	43%	
								abc								ac	
Answered	4118	2028	2073	485	745	661	667	1560	1082	1271	739	1024	3454	333	207	124	
Mean score	7.3	7.3	7.4	7.2	7.2	7.2	7.4	7.5	7.5	7.3	7.2	7.4	7.3	7.4	7.3	7.7	
								c								ac	
Standard deviation	2.32	2.37	2.26	2.05	2.26	2.22	2.27	2.47	2.23	2.25	2.40	2.43	2.32	2.35	2.30	2.24	
Standard error	.04	.05	.05	.09	.09	.08	.10	.06	.07	.06	.08	.07	.05	.10	.10	.11	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 196

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	158 4%	131 4%	27 4%	33 3%	123 4%	33 3%	123 4%	10 2%	20 4%	17 3%	33 3%	87 3%	62 4%
2	(2.0)	68 2%	61 2%	7 1%	18 1%	49 2%	16 1%	50 2%	7 2%	10 2%	8 2%	16 1%	33 1%	33 2%
3	(3.0)	103 2%	89 2%	14 2%	26 2%	76 3%	21 2%	81 3%	10 2%	5 1%	11 2%	21 2%	59 2%	42 3%
4	(4.0)	145 3%	133 4%	12 2%	48 4%	91 3%	41 4%	99 3%	17 4%	27 5%	15 3%	41 4%	85 3%	56 4%
5	(5.0)	316 7%	276 7%	40 7%	102 8%	205 7%	91 8%	215 7%	49 11%	45 8%	32 7%	91 8%	208 8%	98 6%
6	(6.0)	388 9%	343 9%	45 8%	131 11%	246 8%	109 10%	265 9%	32 7%	50 9%	71 14% a	109 10%	258 10%	124 8%
7	(7.0)	602 14%	527 14%	75 13%	191 16%	401 13%	171 16%	421 14%	53 12%	99 17%	76 15%	171 16%	392 15%	200 13%
8	(8.0)	892 21%	749 20%	143 24%	244 20%	638 21%	228 21%	653 21%	96 22%	113 20%	92 19%	228 21%	586 22%	297 19%
9	(9.0)	656 15%	559 15%	97 16%	193 16%	451 15%	172 16%	472 15%	66 15%	81 14%	85 17%	172 16%	422 16%	228 15%
10 - Extremely well	(10.0)	791 18%	675 18%	116 20%	197 16%	587 20%	176 16%	608 19%	79 18%	98 17%	71 14%	176 16%	435 16%	329 21% a
Don't know		177 4%	157 4%	20 3%	47 4%	128 4%	43 4%	133 4%	18 4%	21 4%	16 3%	43 4%	97 4%	75 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	474	413	60	125	340	111	353	43	62	50	111	264	192
	11%	11%	10%	10%	11%	10%	11%	10%	11%	10%	10%	10%	12%
NEUTRAL (5-6)	704	619	85	233	451	201	481	81	95	103	201	467	222
	16%	17%	14%	19%	15%	18%	15%	18%	17%	21%	18%	18%	14%
				b									
POSITIVE VIEW (7-10)	2941	2510	430	825	2077	748	2154	295	391	324	748	1835	1054
	68%	68%	72%	67%	69%	68%	69%	68%	69%	66%	68%	69%	68%
MOST NEGATIVE (1-2)	226	192	34	51	172	49	174	16	30	24	49	120	94
	5%	5%	6%	4%	6%	4%	6%	4%	5%	5%	4%	5%	6%
MOST POSITIVE (9-10)	1447	1234	213	390	1039	349	1080	145	179	156	349	857	557
	34%	33%	36%	32%	35%	32%	35%	33%	31%	32%	32%	32%	36%
Answered	4118	3543	575	1183	2868	1060	2988	418	548	478	1060	2566	1469
Mean score	7.3	7.3	7.5	7.3	7.4	7.3	7.4	7.4	7.3	7.2	7.3	7.3	7.4
Standard deviation	2.32	2.31	2.33	2.20	2.37	2.21	2.36	2.23	2.26	2.22	2.21	2.22	2.43
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	158 4%	115 3%	100 3%	58 5%	43 6% ab	158 4%	69 2%	43 2%	25 1%	4 1%	86 2% c	71 18% abcde	135 19% bc	14 1% c	9 *%
2	(2.0)	68 2%	63 2%	59 2%	9 1%	5 1%	68 2%	52 1%	40 2%	33 2%	12 2%	60 2%	8 2%	46 7% bc	13 1% c	9 *%
3	(3.0)	103 2%	88 2%	74 2%	29 2%	15 2%	103 2%	68 2%	33 1%	37 2%	10 2%	75 2%	27 7% abcde	67 10% bc	24 2% c	12 *%
4	(4.0)	145 3%	119 3%	108 3%	37 3%	26 4%	145 3%	113 3%	57 2%	60 3%	11 2%	123 3%	22 5% b	55 8% c	53 5% c	37 1%
5	(5.0)	316 7%	265 7%	232 8%	84 7%	51 7%	316 7%	246 7%	128 6%	138 6%	33 6%	270 7%	46 11% abce	81 12% c	155 15% c	80 3%
6	(6.0)	388 9%	328 9%	293 9%	95 8%	60 8%	388 9%	335 9%	207 9%	215 10%	46 8%	355 9%	33 8%	62 9% c	177 17% ac	149 6%
7	(7.0)	602 14%	515 14%	458 15%	143 12%	87 12%	602 14%	541 15% f	320 14%	329 15% f	78 14%	566 15% f	35 9%	53 8%	204 20% ac	344 13% a
8	(8.0)	892 21%	764 21%	642 21%	250 21%	128 17%	892 21%	829 23% f	532 23% f	474 22% f	129 24% f	860 22% f	32 8%	67 10%	174 17% a	651 25% ab
9	(9.0)	656 15%	552 16%	489 16%	167 14%	104 14%	656 15%	605 16% f	425 18% f	383 18% f	90 17% f	636 16% f	20 5%	33 5%	76 7%	546 21% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 196

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	791 18%	632 18%	532 17%	259 22% ab	159 22% b	791 18%	750 20% f	505 22% f	431 20% f	122 22% f	772 20% f	19 5%	19 3%	61 6% a	711 28% ab
Don't know	177 4%	120 3%	109 4%	68 6% ab	57 8% abe	177 4%	69 2%	27 1%	24 1%	6 1%	84 2% c	93 23% abcde	76 11% c	72 7% c	29 1%
NEGATIVE VIEW (1-4)	474 11%	385 11%	341 11%	133 11%	89 12%	474 11%	302 8%	172 7%	156 7%	38 7%	345 9%	129 32% abcde	303 44% bc	104 10% c	67 3%
NEUTRAL (5-6)	704 16%	593 17%	525 17%	179 15%	111 15%	704 16%	582 16%	335 14%	353 16%	79 15%	625 16%	78 19%	144 21% c	331 32% ac	229 9%
POSITIVE VIEW (7-10)	2941 68%	2463 69%	2122 69%	819 68%	478 65%	2941 68%	2725 74% f	1782 77% ef	1617 75% f	420 77% f	2835 73% f	106 26%	173 25%	515 50% a	2253 87% ab
MOST NEGATIVE (1-2)	226 5%	178 5%	159 5%	67 6%	48 7%	226 5%	121 3%	83 4%	58 3%	17 3%	146 4%	80 20% abcde	181 26% bc	27 3% c	18 1%
MOST POSITIVE (9-10)	1447 34%	1184 33%	1021 33%	426 36%	263 36%	1447 34%	1355 37% f	930 40% ef	815 38% f	212 39% f	1408 36% f	39 10%	53 8%	137 13% a	1258 49% ab
Answered	4118	3441	2987	1131	678	4118	3609	2290	2126	537	3805	313	620	950	2549
Mean score	7.3	7.3	7.3	7.4	7.3	7.3	7.6 f	7.7 ef	7.7 f	7.7 f	7.5 f	5.0	4.6	6.6 a	8.3 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5C. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the world"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.32	2.28	2.28	2.41	2.52	2.32	2.10	2.07	2.01	2.03	2.15	2.88	2.75	1.88	1.60
Standard error	.04	.04	.04	.07	.09	.04	.04	.04	.04	.09	.03	.16	.11	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 197

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d		
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	172	97	75	6	23	27	30	86	31	50	43	48	149	15	6	2	
		4%	5%	3%	1%	3%	4%	4%	5%	3%	4%	6%	4%	4%	4%	3%	2%	
						a	a	a			a							
2	(2.0)	70	42	28	*	13	11	6	39	23	20	7	20	58	8	1	2	
		2%	2%	1%	*%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	
						a	a	a										
3	(3.0)	77	47	30	6	11	7	13	39	17	27	8	25	64	4	6	2	
		2%	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	3%	2%	
4	(4.0)	111	46	62	23	21	18	14	35	27	29	25	29	88	11	9	3	
		3%	2%	3%	4%	3%	3%	2%	2%	2%	2%	3%	3%	2%	3%	4%	2%	
5	(5.0)	311	158	152	51	74	54	55	77	74	92	67	79	260	21	20	10	
		7%	8%	7%	10%	10%	8%	8%	5%	7%	7%	9%	7%	7%	6%	9%	8%	
					e	e	e											
6	(6.0)	386	197	186	65	74	63	83	101	107	119	59	102	340	20	18	8	
		9%	9%	9%	13%	10%	9%	12%	6%	10%	9%	8%	9%	9%	6%	9%	6%	
					e			e						b				
7	(7.0)	600	289	311	69	120	112	107	192	158	203	113	126	514	44	29	13	
		14%	14%	14%	13%	15%	16%	15%	12%	14%	15%	15%	11%	14%	13%	14%	10%	
							e				d							
8	(8.0)	908	439	464	107	158	149	139	355	250	311	145	202	762	75	45	27	
		21%	21%	21%	20%	20%	21%	20%	22%	23%	24%	19%	18%	21%	22%	21%	21%	
											d							
9	(9.0)	724	353	368	93	129	122	95	283	202	218	119	185	605	66	33	20	
		17%	17%	17%	18%	17%	18%	14%	18%	18%	17%	16%	17%	17%	19%	15%	16%	
10 - Extremely well	(10.0)	766	358	406	69	113	100	127	357	196	204	153	211	620	69	41	36	
		18%	17%	19%	13%	14%	14%	18%	22%	18%	16%	20%	19%	17%	20%	19%	28%	
								abc									abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	171 4%	76 4%	94 4%	32 6% e	43 6% e	31 4%	25 4%	40 2%	21 2%	44 3%	26 3%	80 7% abc	148 4%	10 3%	8 4%	5 4%	
NEGATIVE VIEW (1-4)	430 10%	232 11%	195 9%	35 7%	68 9%	63 9%	63 9%	200 12% a	98 9%	126 10%	84 11%	122 11%	359 10%	38 11%	22 10%	10 8%	
NEUTRAL (5-6)	697 16%	355 17%	338 16%	116 22% e	149 19% e	118 17% e	138 20% e	177 11%	181 16%	211 16%	125 16%	180 16%	600 17% b	41 12%	38 18% b	18 14%	
POSITIVE VIEW (7-10)	2998 70%	1439 68%	1549 71%	337 65%	521 67%	483 70%	469 68%	1188 74% abd	805 73% d	937 71% d	530 69%	724 65%	2501 69%	254 74%	147 68%	96 74%	
MOST NEGATIVE (1-2)	242 6%	139 7%	103 5%	6 1%	36 5% a	38 5% a	36 5% a	126 8% a	54 5%	70 5%	50 7%	68 6%	207 6%	23 7%	7 3%	5 4%	
MOST POSITIVE (9-10)	1489 35%	712 34%	774 36%	162 31%	243 31%	222 32%	222 32%	641 40% abcd	397 36%	422 32%	272 36%	396 36%	1225 34%	134 39%	73 34%	56 44% ac	
Answered	4125	2025	2082	489	737	663	670	1565	1085	1273	740	1026	3460	333	207	124	
Mean score	7.4	7.3	7.5 a	7.4	7.3	7.3	7.3	7.5	7.5	7.4	7.3	7.4	7.4	7.5	7.4	7.8 ac	
Standard deviation	2.30	2.38	2.23	1.93	2.19	2.22	2.27	2.50	2.19	2.23	2.42	2.42	2.30	2.38	2.23	2.22	
Standard error	.04	.05	.05	.08	.09	.08	.10	.06	.07	.06	.08	.07	.04	.10	.10	.11	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	172 4%	144 4%	28 5%	36 3%	134 4%	36 3%	134 4%	14 3%	22 4%	17 3%	36 3%	96 4%	67 4%
2	(2.0)	70 2%	53 1%	17 3%	11 1%	58 2%	11 1%	59 2%	5 1%	7 1%	4 1%	11 1%	35 1%	31 2%
3	(3.0)	77 2%	65 2%	12 2%	15 1%	61 2%	14 1%	63 2%	7 2%	10 2%	6 1%	14 1%	34 1%	43 3% a
4	(4.0)	111 3%	101 3%	10 2%	40 3%	68 2%	34 3%	74 2%	8 2%	22 4%	13 3%	34 3%	60 2%	47 3%
5	(5.0)	311 7%	274 7%	37 6%	88 7%	212 7%	76 7%	222 7%	39 9%	27 5%	32 6%	76 7%	207 8%	93 6%
6	(6.0)	386 9%	344 9%	42 7%	131 11%	243 8%	116 11%	256 8%	33 8%	59 10%	61 12%	116 11%	256 10%	123 8%
7	(7.0)	600 14%	527 14%	74 12%	212 17% b	380 13%	195 18% b	397 13%	76 17%	86 15%	85 17%	195 18%	403 15%	191 12%
8	(8.0)	908 21%	776 21%	132 22%	262 21%	635 21%	231 21%	665 21%	85 19%	122 21%	119 24%	231 21%	588 22%	312 20%
9	(9.0)	724 17%	615 17%	109 18%	198 16%	520 17%	181 16%	537 17%	74 17%	95 17%	76 15%	181 16%	463 17%	252 16%
10 - Extremely well	(10.0)	766 18%	647 17%	119 20%	188 15%	566 19%	164 15%	590 19% a	71 16%	98 17%	67 14%	164 15%	425 16%	316 20% a
Don't know		171 4%	155 4%	16 3%	48 4%	120 4%	44 4%	124 4%	24 6%	22 4%	14 3%	44 4%	97 4%	70 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 197

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	430	363	67	104	321	95	330	34	60	40	95	225	188
	10%	10%	11%	8%	11%	9%	11%	8%	11%	8%	9%	8%	12%
													a
NEUTRAL (5-6)	697	618	79	219	455	192	479	72	86	93	192	462	217
	16%	17%	13%	18%	15%	17%	15%	17%	15%	19%	17%	17%	14%
												b	
POSITIVE VIEW (7-10)	2998	2564	433	860	2100	772	2188	306	401	347	772	1879	1070
	70%	69%	73%	70%	70%	70%	70%	70%	70%	70%	70%	71%	69%
MOST NEGATIVE (1-2)	242	197	45	48	193	47	193	19	29	21	47	132	98
	6%	5%	7%	4%	6%	4%	6%	4%	5%	4%	4%	5%	6%
					a								
MOST POSITIVE (9-10)	1489	1262	228	386	1086	345	1126	146	193	143	345	887	567
	35%	34%	38%	31%	36%	31%	36%	33%	34%	29%	31%	33%	37%
					a								
Answered	4125	3545	579	1182	2877	1058	2997	412	547	480	1058	2567	1474
Mean score	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.3	7.4	7.4	7.4
Standard deviation	2.30	2.28	2.43	2.11	2.38	2.13	2.36	2.18	2.25	2.08	2.13	2.19	2.43
Standard error	.04	.04	.10	.06	.04	.07	.04	.11	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	172 4%	131 4%	112 4%	60 5%	41 6%	172 4%	83 2%	47 2%	30 1%	9 2%	101 3% c	71 17% abcde	145 21% bc	19 2% c	8 *%
2	(2.0)	70 2%	57 2%	52 2%	18 2%	13 2%	70 2%	52 1%	33 1%	29 1%	6 1%	58 1%	12 3%	49 7% bc	13 1% c	8 *%
3	(3.0)	77 2%	60 2%	53 2%	23 2%	16 2%	77 2%	47 1%	29 1%	27 1%	11 2%	54 1%	23 6% abcde	48 7% bc	19 2% c	9 *%
4	(4.0)	111 3%	100 3%	89 3%	22 2%	11 2%	111 3%	85 2%	46 2%	48 2%	8 2%	92 2%	19 5% abce	56 8% bc	34 3% c	22 1%
5	(5.0)	311 7%	253 7%	224 7%	87 7%	58 8%	311 7%	240 7%	124 5%	139 6%	27 5%	264 7%	47 12% abcde	88 13% c	154 15% c	69 3%
6	(6.0)	386 9%	313 9%	280 9%	107 9%	73 10%	386 9%	335 9%	189 8%	180 8%	41 8%	353 9%	33 8%	62 9% c	184 18% ac	140 5%
7	(7.0)	600 14%	524 15% cd	469 15% cd	131 11%	76 10%	600 14%	534 15%	328 14%	334 16%	81 15%	557 14%	43 11%	64 9%	207 20% ac	329 13%
8	(8.0)	908 21%	775 22%	654 21%	255 21%	133 18%	908 21%	833 23% f	547 24% f	509 24% f	140 26% f	875 23% f	33 8%	58 8%	189 19% a	661 26% ab
9	(9.0)	724 17%	605 17%	527 17%	196 16%	119 16%	724 17%	672 18% f	470 20% f	417 19% f	99 18% f	707 18% f	17 4%	28 4%	83 8% a	613 24% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 197

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	766 18%	624 18%	529 17%	237 20%	141 19%	766 18%	727 20%	477 21%	412 19%	114 21%	746 19%	20 5%	19 3%	57 6%	690 27%
Don't know	171 4%	118 3%	108 3%	63 5%	53 7%	171 4%	71 2%	28 1%	24 1%	7 1%	82 2%	89 22%	77 11%	63 6%	30 1%
NEGATIVE VIEW (1-4)	430 10%	348 10%	306 10%	123 10%	82 11%	430 10%	267 7%	154 7%	134 6%	34 6%	305 8%	125 31%	299 43%	85 8%	46 2%
NEUTRAL (5-6)	697 16%	566 16%	504 16%	194 16%	131 18%	697 16%	574 16%	313 13%	319 15%	68 12%	618 16%	80 20%	150 22%	338 33%	209 8%
POSITIVE VIEW (7-10)	2998 70%	2528 71%	2179 70%	819 68%	469 64%	2998 70%	2767 75%	1822 79%	1672 78%	434 80%	2885 74%	113 28%	170 24%	536 52%	2292 89%
MOST NEGATIVE (1-2)	242 6%	188 5%	164 5%	78 6%	54 7%	242 6%	135 4%	80 3%	59 3%	15 3%	160 4%	82 20%	195 28%	32 3%	16 1%
MOST POSITIVE (9-10)	1489 35%	1230 35%	1056 34%	433 36%	260 35%	1489 35%	1400 38%	947 41%	829 39%	213 39%	1453 37%	36 9%	47 7%	140 14%	1302 51%
Answered	4125	3443	2989	1136	682	4125	3608	2289	2125	536	3807	317	618	959	2547
Mean score	7.4	7.4	7.4	7.4	7.3	7.4	7.6	7.8	7.7	7.8	7.6	5.0	4.5	6.7	8.4

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5D. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.30	2.26	2.26	2.41	2.51	2.30	2.08	2.03	1.96	1.98	2.13	2.87	2.74	1.87	1.51
Standard error	.04	.04	.04	.07	.09	.04	.03	.04	.04	.09	.03	.16	.11	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
Total		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	256 6%	130 6%	125 6%	15 3%	43 6%	36 5%	38 5%	124 8% a	45 4%	80 6%	59 8% a	73 7%	204 6%	32 9% ad	16 7% d	4 3%	
2	(2.0)	147 3%	74 4%	72 3%	13 2%	23 3%	19 3%	33 5%	58 4%	38 3%	42 3%	19 3%	48 4%	112 3% d	21 6% ad	12 6% ad	1 1%	
3	(3.0)	198 5%	92 4%	103 5%	26 5%	33 4%	27 4%	22 3%	90 6%	46 4%	73 6%	33 4%	46 4%	159 4%	16 5%	17 8% a	6 4%	
4	(4.0)	236 6%	120 6%	115 5%	27 5%	54 7%	33 5%	34 5%	87 5%	62 6%	62 5%	46 6%	67 6%	192 5%	27 8% d	14 7% d	4 3%	
5	(5.0)	440 10%	209 10%	227 10%	75 14% e	85 11%	75 11%	68 10%	137 9%	111 10%	131 10%	81 11%	118 11%	364 10%	38 11%	29 13% d	10 7%	
6	(6.0)	520 12%	258 12%	261 12%	73 14%	102 13%	78 11%	92 13%	175 11%	153 14%	160 12%	90 12%	118 11%	451 12%	36 11%	19 9%	14 11%	
7	(7.0)	669 16%	339 16%	328 15%	82 16%	119 15%	133 19% e	105 15%	230 14%	188 17% d	218 17%	125 16%	138 13%	583 16% d	45 13%	28 13%	14 11%	
8	(8.0)	696 16%	345 16%	349 16%	67 13%	115 15%	123 18%	122 18%	268 17%	183 17%	235 18%	120 16%	158 14%	580 16%	60 17%	33 15%	23 18%	
9	(9.0)	417 10%	216 10%	201 9%	51 10%	79 10%	65 9%	63 9%	161 10%	135 12%	124 9%	64 8%	94 9%	353 10%	28 8%	17 8%	19 15% abc	
10 - Extremely well	(10.0)	455 11%	210 10%	244 11%	47 9%	76 10%	58 8%	76 11%	198 12% c	93 8%	126 10%	91 12%	143 13% a	379 10%	30 9%	18 8%	28 22% abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 198

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	262 6%	108 5%	150 7%	43 8% e	53 7%	47 7%	41 6%	78 5%	53 5%	68 5%	37 5%	103 9% abc	232 6% b	11 3%	12 5%	7 5%	
NEGATIVE VIEW (1-4)	837 19%	417 20%	415 19%	82 16%	153 20%	116 17%	127 18%	359 22% ac	190 17%	256 19%	157 21%	233 21%	667 18% d	96 28% ad	59 28% ad	14 11%	
NEUTRAL (5-6)	960 22%	467 22%	488 22%	148 29% e	187 24%	152 22%	160 23%	312 19%	263 24%	290 22%	171 22%	235 21%	815 23%	74 22%	48 22%	23 18%	
POSITIVE VIEW (7-10)	2237 52%	1110 53%	1122 52%	247 48%	388 50%	379 55%	366 53%	856 53%	599 54%	703 53%	400 52%	534 48%	1895 53% c	162 47%	96 45%	84 66% abc	
MOST NEGATIVE (1-2)	403 9%	204 10%	197 9%	28 5%	67 9%	55 8%	71 10% a	182 11% a	83 7%	121 9%	78 10%	121 11%	317 9% d	53 15% ad	28 13% ad	5 4%	
MOST POSITIVE (9-10)	872 20%	426 20%	445 20%	98 19%	154 20%	123 18%	139 20%	358 22%	228 21%	250 19%	155 20%	237 21%	732 20%	57 17%	35 16%	48 37% abc	
Answered	4034	1993	2025	477	728	647	653	1527	1052	1249	728	1002	3376	333	203	122	
Mean score	6.4	6.4	6.5	6.5	6.4	6.5	6.5	6.4	6.6	6.4	6.4	6.4	6.5 bc	5.9	5.9	7.4 abc	
Standard deviation	2.52	2.52	2.53	2.28	2.47	2.37	2.51	2.68	2.35	2.49	2.59	2.67	2.48	2.71	2.66	2.36	
Standard error	.04	.06	.06	.10	.10	.09	.11	.07	.08	.07	.09	.08	.05	.12	.12	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	256 6%	208 6%	48 8%	61 5%	192 6%	59 5%	195 6%	26 6%	32 6%	26 5%	59 5%	135 5%	111 7%
2	(2.0)	147 3%	125 3%	22 4%	35 3%	111 4%	32 3%	112 4%	17 4%	16 3%	10 2%	32 3%	77 3%	61 4%
3	(3.0)	198 5%	164 4%	34 6%	46 4%	148 5%	37 3%	156 5%	18 4%	16 3%	16 3%	37 3%	108 4%	86 6%
4	(4.0)	236 6%	205 6%	31 5%	67 5%	165 6%	54 5%	177 6%	21 5%	26 5%	26 5%	54 5%	148 6%	84 5%
5	(5.0)	440 10%	376 10%	64 11%	125 10%	306 10%	111 10%	319 10%	53 12%	68 12%	46 9%	111 10%	280 11%	148 10%
6	(6.0)	520 12%	441 12%	78 13%	163 13%	340 11%	149 13%	353 11%	57 13%	66 12%	68 14%	149 13%	336 13%	175 11%
7	(7.0)	669 16%	597 16%	73 12%	210 17%	449 15%	186 17%	473 15%	65 15%	94 16%	91 19%	186 17%	456 17% b	209 14%
8	(8.0)	696 16%	594 16%	102 17%	206 17%	481 16%	189 17%	499 16%	72 16%	99 17%	84 17%	189 17%	451 17%	234 15%
9	(9.0)	417 10%	367 10%	50 8%	136 11%	278 9%	124 11%	290 9%	38 9%	67 12%	62 12%	124 11%	264 10%	150 10%
10 - Extremely well	(10.0)	455 11%	394 11%	60 10%	115 9%	331 11%	102 9%	344 11%	44 10%	60 11%	39 8%	102 9%	258 10%	184 12%
Don't know		262 6%	229 6%	33 6%	67 5%	195 7%	60 5%	202 6%	26 6%	25 4%	25 5%	60 5%	151 6%	103 7%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 198

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	837	702	135	209	616	182	641	82	90	78	182	468	342
	19%	19%	23%	17%	21%	17%	21%	19%	16%	16%	17%	18%	22%
													a
NEUTRAL (5-6)	960	817	143	288	646	260	673	110	134	114	260	616	323
	22%	22%	24%	23%	22%	24%	22%	25%	24%	23%	24%	23%	21%
POSITIVE VIEW (7-10)	2237	1952	285	667	1540	601	1606	219	320	276	601	1429	777
	52%	53%	48%	54%	51%	55%	51%	50%	56%	56%	55%	54%	50%
MOST NEGATIVE (1-2)	403	333	70	96	303	91	307	43	48	36	91	211	172
	9%	9%	12%	8%	10%	8%	10%	10%	8%	7%	8%	8%	11%
													a
MOST POSITIVE (9-10)	872	761	110	251	609	226	634	83	127	101	226	522	334
	20%	21%	19%	20%	20%	20%	20%	19%	22%	20%	20%	20%	22%
Answered	4034	3472	562	1164	2801	1043	2919	410	544	468	1043	2512	1441
Mean score	6.4	6.5	6.2	6.6	6.4	6.6	6.4	6.4	6.6	6.6	6.6	6.5	6.3
Standard deviation	2.52	2.50	2.64	2.39	2.58	2.40	2.57	2.50	2.43	2.33	2.40	2.41	2.67
Standard error	.04	.04	.11	.07	.05	.08	.05	.12	.11	.11	.08	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 198

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
Total		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	256 6%	194 5%	177 6%	79 7%	62 8% a	256 6%	147 4%	73 3%	65 3%	10 2%	170 4%	86 21% abcde	190 27% bc	38 4% c	28 1%
2	(2.0)	147 3%	118 3%	103 3%	44 4%	29 4%	147 3%	108 3%	65 3%	50 2%	11 2%	122 3%	25 6% abcde	74 11% bc	32 3% c	40 2%
3	(3.0)	198 5%	155 4%	134 4%	63 5%	43 6%	198 5%	162 4%	82 4%	80 4%	18 3%	176 5%	21 5%	68 10% c	62 6% c	67 3%
4	(4.0)	236 6%	203 6%	177 6%	59 5%	34 5%	236 6%	197 5%	114 5%	109 5%	20 4%	211 5%	25 6%	68 10% bc	61 6%	107 4%
5	(5.0)	440 10%	375 11%	322 10%	118 10%	65 9%	440 10%	365 10%	219 9%	197 9%	55 10%	395 10%	45 11%	71 10% c	197 19% ac	173 7%
6	(6.0)	520 12%	441 12%	383 12%	137 11%	79 11%	520 12%	466 13%	274 12%	293 14%	62 11%	482 12%	37 9%	43 6%	208 20% ac	268 10% a
7	(7.0)	669 16%	587 16% d	511 16% d	158 13%	83 11%	669 16% d	628 17% f	398 17% f	382 18% f	99 18% f	646 17% f	23 6%	29 4%	173 17% a	467 18% a
8	(8.0)	696 16%	586 16%	515 17%	181 15%	110 15%	696 16%	637 17% f	437 19% f	403 19% f	108 20% f	664 17% f	32 8%	35 5%	88 9%	572 22% ab
9	(9.0)	417 10%	339 10%	292 9%	125 10%	78 11%	417 10%	396 11% f	290 13% f	260 12% f	73 13% f	410 11% f	7 2%	16 2%	35 3%	366 14% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 198

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	455 11%	363 10%	306 10%	149 12%	92 12%	455 11%	431 12%	294 13%	237 11%	69 13%	444 11%	10 3%	14 2%	37 4%	404 16%
Don't know	262 6%	200 6%	177 6%	84 7%	62 8%	262 6%	139 4%	71 3%	72 3%	19 3%	167 4%	95 23%	86 12%	91 9%	85 3%
NEGATIVE VIEW (1-4)	837 19%	669 19%	592 19%	245 20%	167 23%	837 19%	615 17%	334 14%	304 14%	59 11%	680 17%	157 39%	400 58%	194 19%	243 9%
NEUTRAL (5-6)	960 22%	817 23%	704 23%	256 21%	144 20%	960 22%	831 23%	493 21%	490 23%	116 21%	878 23%	82 20%	114 16%	405 40%	441 17%
POSITIVE VIEW (7-10)	2237 52%	1875 53%	1623 52%	614 51%	362 49%	2237 52%	2092 57%	1418 61%	1283 60%	349 64%	2164 56%	72 18%	95 14%	333 33%	1809 70%
MOST NEGATIVE (1-2)	403 9%	312 9%	280 9%	123 10%	91 12%	403 9%	256 7%	139 6%	115 5%	21 4%	293 8%	110 27%	265 38%	70 7%	68 3%
MOST POSITIVE (9-10)	872 20%	702 20%	598 19%	274 23%	169 23%	872 20%	827 22%	584 25%	497 23%	142 26%	854 22%	17 4%	30 4%	71 7%	770 30%
Answered	4034	3361	2919	1114	673	4034	3539	2246	2077	524	3722	312	610	931	2493
Mean score	6.4	6.5	6.4	6.4	6.3	6.4	6.7 f	6.9 aef	6.8 ef	7.1 aef	6.6 f	4.3	3.6	5.8 a	7.4 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C5E. PERFORMANCE AGAINST PURPOSE 1 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides: "News coverage of what is going on in my local area"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.52	2.46	2.47	2.64	2.79	2.52	2.38	2.31	2.24	2.14	2.42	2.74	2.55	2.03	2.04
Standard error	.04	.04	.05	.08	.10	.04	.04	.05	.05	.10	.04	.15	.10	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	163 4%	101 5% b	62 3%	7 1%	23 3%	24 3%	27 4%	82 5% a	31 3%	36 3%	37 5%	59 5% b	137 4%	16 5%	6 3%	4 3%	
2	(2.0)	58 1%	30 1%	28 1%	7 1%	9 1%	7 1%	8 1%	26 2%	9 1%	19 1%	18 2%	13 1%	47 1%	5 2%	5 2%	1 1%	
3	(3.0)	133 3%	58 3%	71 3%	14 3%	29 4%	23 3%	24 3%	44 3%	38 3%	46 4%	18 2%	31 3%	102 3%	18 5% a	10 5%	3 3%	
4	(4.0)	187 4%	98 5%	86 4%	24 5%	44 6%	28 4%	28 4%	63 4%	50 4%	56 4%	32 4%	50 4%	153 4%	15 4%	14 7%	5 4%	
5	(5.0)	498 12%	243 12%	253 12%	69 13%	87 11%	75 11%	95 14%	173 11%	113 10%	135 10%	103 14%	146 13%	415 12%	35 10%	37 17% abd	11 8%	
6	(6.0)	568 13%	285 14%	282 13%	80 15%	85 11%	104 15%	97 14%	202 13%	161 15%	176 13%	99 13%	132 12%	479 13%	48 14%	25 12%	16 12%	
7	(7.0)	711 17%	359 17%	350 16%	92 18%	129 16%	118 17%	102 15%	271 17%	184 17%	245 19%	116 15%	166 15%	596 17%	57 17%	42 19% d	16 12%	
8	(8.0)	769 18%	389 18%	378 17%	74 14%	145 19%	132 19%	119 17%	298 19%	232 21% cd	265 20% d	120 16%	152 14%	652 18%	63 18%	32 15%	21 16%	
9	(9.0)	422 10%	203 10%	219 10%	51 10%	89 11%	70 10%	71 10%	141 9%	132 12%	124 9%	70 9%	96 9%	357 10%	34 10%	17 8%	14 11%	
10 - Extremely well	(10.0)	369 9%	159 8%	208 10%	48 9%	80 10%	51 7%	54 8%	136 8%	91 8%	92 7%	74 10%	111 10%	307 8%	25 7%	13 6%	24 18% abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	416	176	239	54	61	63	69	170	65	124	79	149	363	27	13	14	
	10%	8%	11%	10%	8%	9%	10%	11%	6%	9%	10%	13%	10%	8%	6%	11%	
										a	a	ab	c				
NEGATIVE VIEW (1-4)	542	288	247	52	106	81	88	215	128	157	105	153	439	54	36	13	
	13%	14%	11%	10%	14%	12%	13%	13%	12%	12%	14%	14%	12%	16%	17%	10%	
														ad			
NEUTRAL (5-6)	1066	528	535	149	171	179	192	375	274	311	203	278	895	83	62	27	
	25%	25%	25%	29%	22%	26%	28%	23%	25%	24%	26%	25%	25%	24%	29%	21%	
															d		
POSITIVE VIEW (7-10)	2271	1109	1156	265	443	371	346	846	639	725	379	526	1912	179	104	75	
	53%	53%	53%	51%	57%	53%	50%	53%	58%	55%	50%	48%	53%	52%	48%	58%	
									cd	d					c		
MOST NEGATIVE (1-2)	221	131	90	14	33	31	35	108	40	54	54	72	183	22	11	5	
	5%	6%	4%	3%	4%	4%	5%	7%	4%	4%	7%	7%	5%	6%	5%	4%	
		b						a			ab	a					
MOST POSITIVE (9-10)	791	361	427	99	169	121	125	277	223	215	143	208	663	59	30	38	
	18%	17%	20%	19%	22%	17%	18%	17%	20%	16%	19%	19%	18%	17%	14%	29%	
															abc		
Answered	3879	1925	1937	467	720	631	626	1435	1041	1193	687	957	3245	317	202	115	
Mean score	6.7	6.6	6.8	6.8	6.8	6.7	6.6	6.6	6.9	6.7	6.6	6.5	6.7	6.5	6.3	7.2	
			a						cd				c			abc	
Standard deviation	2.22	2.25	2.18	2.03	2.22	2.13	2.22	2.31	2.10	2.09	2.35	2.39	2.21	2.30	2.16	2.31	
Standard error	.04	.05	.05	.09	.09	.08	.10	.06	.07	.06	.08	.07	.04	.10	.10	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	163 4%	137 4%	26 4%	40 3%	121 4%	38 3%	123 4%	17 4%	19 3%	16 3%	38 3%	90 3%	62 4%
2	(2.0)	58 1%	46 1%	12 2%	10 1%	48 2%	8 1%	49 2%	3 1%	3 *%	5 1%	8 1%	33 1%	23 1%
3	(3.0)	133 3%	119 3%	14 2%	38 3%	93 3%	33 3%	98 3%	17 4%	12 2%	14 3%	33 3%	89 3%	43 3%
4	(4.0)	187 4%	158 4%	29 5%	58 5%	126 4%	53 5%	131 4%	23 5%	33 6%	18 4%	53 5%	113 4%	70 5%
5	(5.0)	498 12%	422 11%	76 13%	127 10%	363 12%	112 10%	377 12%	43 10%	56 10%	59 12%	112 10%	304 11%	178 12%
6	(6.0)	568 13%	506 14%	63 11%	170 14%	379 13%	153 14%	396 13%	43 10%	66 12%	82 17% a	153 14%	368 14%	193 13%
7	(7.0)	711 17%	611 17%	100 17%	203 17%	498 17%	181 16%	520 17%	76 17%	96 17%	76 15%	181 16%	448 17%	251 16%
8	(8.0)	769 18%	658 18%	110 19%	226 18%	534 18%	206 19%	551 18%	74 17%	104 18%	91 18%	206 19%	500 19%	259 17%
9	(9.0)	422 10%	364 10%	58 10%	134 11%	284 9%	115 10%	303 10%	40 9%	65 11%	54 11%	115 10%	285 11%	128 8%
10 - Extremely well	(10.0)	369 9%	325 9%	44 7%	119 10%	242 8%	107 10%	253 8%	53 12%	63 11%	40 8%	107 10%	234 9%	130 8%
Don't know		416 10%	353 10%	63 11%	106 9%	309 10%	95 9%	320 10%	46 11%	52 9%	41 8%	95 9%	201 8%	206 13% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 199

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	542 13%	461 12%	81 14%	146 12%	388 13%	133 12%	401 13%	60 14%	67 12%	52 11%	133 12%	325 12%	198 13%
NEUTRAL (5-6)	1066 25%	928 25%	138 23%	297 24%	743 25%	265 24%	773 25%	87 20%	122 21%	140 28%	265 24%	671 25%	372 24%
POSITIVE VIEW (7-10)	2271 53%	1959 53%	312 52%	681 55%	1557 52%	609 55%	1627 52%	244 56%	329 58%	261 53%	609 55%	1467 55%	768 50%
MOST NEGATIVE (1-2)	221 5%	183 5%	38 6%	50 4%	169 6%	47 4%	172 5%	20 5%	21 4%	20 4%	47 4%	122 5%	84 5%
MOST POSITIVE (9-10)	791 18%	689 19%	102 17%	252 21%	526 18%	222 20%	556 18%	94 21%	128 22%	94 19%	222 20%	518 19%	258 17%
Answered	3879	3347	532	1124	2688	1007	2801	391	517	453	1007	2462	1338
Mean score	6.7	6.7	6.6	6.8	6.6	6.8	6.6	6.8	6.9	6.8	6.8	6.8	6.6
Standard deviation	2.22	2.21	2.27	2.17	2.24	2.18	2.23	2.32	2.18	2.11	2.18	2.18	2.25
Standard error	.04	.04	.09	.06	.04	.07	.04	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	163 4%	123 3%	111 4%	52 4%	40 5%	163 4%	82 2%	42 2%	31 1%	9 2%	102 3% c	61 15% abcde	140 20% bc	11 1%	12 **%
2	(2.0)	58 1%	48 1%	40 1%	18 2%	10 1%	58 1%	33 1%	22 1%	20 1%	1 **%	42 1%	17 4% abcde	40 6% bc	11 1% c	7 **%
3	(3.0)	133 3%	116 3%	106 3%	27 2%	18 2%	133 3%	108 3%	56 2%	62 3%	13 2%	115 3%	18 4%	81 12% bc	27 3% c	25 1%
4	(4.0)	187 4%	164 5%	153 5% c	34 3%	24 3%	187 4%	143 4%	74 3%	75 3%	12 2%	155 4%	32 8% abcde	77 11% bc	65 6% c	45 2%
5	(5.0)	498 12%	413 12%	361 12%	137 11%	85 12%	498 12%	420 11%	228 10%	210 10%	47 9%	445 11%	53 13%	112 16% c	211 21% c	174 7%
6	(6.0)	568 13%	472 13%	405 13%	163 14%	96 13%	568 13%	502 14%	286 12%	309 14%	64 12%	526 14%	43 10%	54 8%	239 23% ac	275 11%
7	(7.0)	711 17%	606 17%	517 17%	194 16%	105 14%	711 17%	667 18% f	420 18% f	414 19% f	92 17% f	687 18% f	25 6%	45 7%	169 16% a	497 19% a
8	(8.0)	769 18%	661 19%	564 18%	204 17%	108 15%	769 18%	719 20% f	484 21% f	445 21% f	128 24% f	749 19% f	20 5%	12 2%	107 10% a	650 25% ab
9	(9.0)	422 10%	361 10%	319 10%	103 9%	61 8%	422 10%	393 11% f	311 13% aef	263 12% f	75 14% f	408 10% f	14 3%	10 1%	26 3%	385 15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 199

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	369 9%	319 9%	276 9%	93 8%	50 7%	369 9%	344 9%	245 11%	210 10%	75 14%	355 9%	14 3%	10 1%	18 2%	341 13%
Don't know	416 10%	278 8%	245 8%	171 14%	139 19%	416 10%	266 7%	147 6%	110 5%	28 5%	306 8%	111 27%	114 16%	138 14%	164 6%
NEGATIVE VIEW (1-4)	542 13%	450 13%	410 13%	132 11%	92 12%	542 13%	367 10%	194 8%	188 9%	35 6%	414 11%	128 31%	337 49%	115 11%	90 3%
NEUTRAL (5-6)	1066 25%	885 25%	765 25%	301 25%	181 25%	1066 25%	923 25%	515 22%	519 24%	110 20%	971 25%	95 23%	167 24%	450 44%	450 17%
POSITIVE VIEW (7-10)	2271 53%	1948 55%	1676 54%	594 50%	323 44%	2271 53%	2123 58%	1461 63%	1332 62%	370 68%	2198 57%	73 18%	78 11%	319 31%	1874 73%
MOST NEGATIVE (1-2)	221 5%	171 5%	151 5%	70 6%	50 7%	221 5%	116 3%	63 3%	52 2%	10 2%	144 4%	77 19%	180 26%	22 2%	19 1%
MOST POSITIVE (9-10)	791 18%	680 19%	595 19%	196 16%	111 15%	791 18%	738 20%	557 24%	473 22%	149 28%	763 20%	28 7%	20 3%	44 4%	726 28%
Answered	3879	3283	2852	1027	596	3879	3412	2170	2039	515	3583	296	582	884	2414
Mean score	6.7	6.7	6.7	6.6	6.5	6.7	6.9	7.1	7.1	7.4	6.9	4.7	3.9	6.0	7.6

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6A. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Explores issues and ideas that people may not have come across before"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.22	2.20	2.21	2.23	2.34	2.22	2.05	2.00	1.96	1.94	2.10	2.67	2.29	1.61	1.67
Standard error	.04	.04	.04	.07	.09	.04	.04	.04	.04	.09	.04	.15	.09	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 200

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

		GENDER			AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Significance Level: 99%																	
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	179 4%	104 5%	75 3%	6 1%	27 4%	22 3%	32 5% a	91 6% a	32 3%	43 3%	45 6% ab	59 5%	149 4%	18 5%	7 3%	4 3%
2	(2.0)	92 2%	44 2%	48 2%	8 2%	12 1%	19 3%	20 3%	34 2%	17 2%	30 2%	15 2%	31 3%	72 2%	10 3%	7 3%	3 2%
3	(3.0)	171 4%	86 4%	80 4%	21 4%	28 4%	26 4%	33 5%	64 4%	48 4%	55 4%	26 3%	42 4%	145 4%	12 3%	10 5%	5 4%
4	(4.0)	212 5%	93 4%	119 5%	29 6%	37 5%	21 3%	40 6%	85 5%	40 4%	63 5%	46 6%	63 6%	170 5%	22 6%	14 7%	5 4%
5	(5.0)	535 12%	282 13%	252 12%	67 13%	101 13%	84 12%	96 14%	186 12%	150 14%	136 10%	98 13%	151 14%	444 12%	43 13%	35 16%	14 11%
6	(6.0)	580 14%	281 13%	296 14%	71 14%	99 13%	96 14%	83 12%	231 14%	150 14%	193 15%	100 13%	138 12%	491 14%	44 13%	31 14%	15 11%
7	(7.0)	722 17%	356 17%	360 17%	85 16%	137 18%	141 20% e	110 16%	249 16%	199 18% d	258 20% d	126 16%	138 13%	617 17%	50 15%	39 18%	16 13%
8	(8.0)	690 16%	347 17%	343 16%	81 16%	127 16%	103 15%	113 16%	267 17%	204 18%	208 16%	112 15%	165 15%	571 16%	65 19%	34 16%	21 16%
9	(9.0)	357 8%	188 9%	168 8%	51 10% e	72 9%	72 10% e	63 9%	100 6%	107 10%	108 8%	63 8%	78 7%	301 8%	29 8%	15 7%	12 9%
10 - Extremely well	(10.0)	341 8%	142 7%	198 9%	43 8%	71 9%	50 7%	44 6%	133 8%	88 8%	89 7%	59 8%	104 9%	288 8% c	23 7%	10 4%	20 15% abc
Don't know		416 10%	178 8%	237 11%	59 11%	69 9%	61 9%	61 9%	166 10%	70 6%	135 10% a	75 10%	136 12% a	361 10% c	27 8%	13 6%	15 12% c

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 200

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
NEGATIVE VIEW (1-4)	654 15%	327 16%	322 15%	64 12%	104 13%	88 13%	125 18%	274 17% c	137 12%	191 14%	132 17% a	194 18% a	536 15%	63 18%	39 18%	17 13%	
NEUTRAL (5-6)	1115 26%	563 27%	548 25%	138 27%	200 26%	181 26%	179 26%	417 26%	300 27%	329 25%	198 26%	289 26%	935 26%	87 25%	65 30% d	28 22%	
POSITIVE VIEW (7-10)	2109 49%	1033 49%	1069 49%	259 50%	407 52%	365 53%	329 47%	748 47%	598 54% cd	663 50% d	360 47%	487 44%	1777 49%	167 49%	97 45%	69 53%	
MOST NEGATIVE (1-2)	271 6%	148 7%	123 6%	14 3%	39 5%	41 6%	52 8% a	125 8% a	49 4%	73 6%	60 8% a	89 8% a	221 6%	29 8%	15 7%	7 5%	
MOST POSITIVE (9-10)	698 16%	330 16%	366 17%	93 18%	143 18%	122 18%	107 15%	232 14%	195 18%	197 15%	122 16%	183 17%	589 16% c	52 15%	25 12%	31 24% abc	
Answered	3879	1923	1939	461	712	633	633	1439	1036	1182	690	970	3247	317	201	114	
Mean score	6.5	6.4	6.5	6.7 de	6.6	6.6	6.3	6.3	6.7 cd	6.5	6.3	6.3	6.5 c	6.3	6.2	6.9 abc	
Standard deviation	2.28	2.30	2.26	2.07	2.22	2.19	2.34	2.37	2.15	2.18	2.38	2.45	2.27	2.37	2.16	2.41	
Standard error	.04	.05	.05	.09	.09	.08	.10	.06	.07	.06	.08	.08	.05	.10	.10	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 200

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	179 4%	150 4%	30 5%	44 4%	134 4%	43 4%	134 4%	22 5%	21 4%	17 3%	43 4%	101 4%	70 5%
2	(2.0)	92 2%	76 2%	16 3%	22 2%	68 2%	19 2%	72 2%	6 1%	13 2%	8 2%	19 2%	47 2%	43 3%
3	(3.0)	171 4%	139 4%	32 5%	39 3%	129 4%	37 3%	131 4%	14 3%	19 3%	19 4%	37 3%	102 4%	66 4%
4	(4.0)	212 5%	175 5%	37 6%	57 5%	151 5%	50 5%	157 5%	18 4%	24 4%	24 5%	50 5%	122 5%	80 5%
5	(5.0)	535 12%	475 13%	60 10%	141 11%	384 13%	128 12%	397 13%	56 13%	58 10%	57 12%	128 12%	326 12%	197 13%
6	(6.0)	580 14%	510 14%	70 12%	175 14%	396 13%	151 14%	417 13%	50 11%	71 12%	74 15%	151 14%	356 13%	213 14%
7	(7.0)	722 17%	636 17%	85 14%	228 19%	480 16%	204 19%	503 16%	86 20%	106 19%	91 19%	204 19%	490 18% b	218 14%
8	(8.0)	690 16%	573 15%	117 20%	198 16%	482 16%	179 16%	501 16%	62 14%	98 17%	79 16%	179 16%	441 17%	246 16%
9	(9.0)	357 8%	318 9%	38 6%	117 9%	232 8%	104 9%	245 8%	39 9%	50 9%	46 9%	104 9%	261 10% b	86 6%
10 - Extremely well	(10.0)	341 8%	300 8%	41 7%	103 8%	232 8%	90 8%	245 8%	44 10%	57 10%	33 7%	90 8%	213 8%	121 8%
Don't know		416 10%	348 9%	68 11%	106 9%	308 10%	95 9%	319 10%	40 9%	51 9%	44 9%	95 9%	204 8%	205 13% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 200

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	654 15%	540 15%	115 19% a	162 13%	482 16%	150 14%	494 16%	61 14%	78 14%	68 14%	150 14%	372 14%	258 17%
NEUTRAL (5-6)	1115 26%	985 27%	130 22%	316 26%	780 26%	280 25%	814 26%	105 24%	129 23%	131 27%	280 25%	682 26%	410 27%
POSITIVE VIEW (7-10)	2109 49%	1828 49%	282 47%	646 52%	1426 48%	578 52%	1494 48%	230 53%	312 55%	250 51%	578 52%	1405 53% b	671 43%
MOST NEGATIVE (1-2)	271 6%	226 6%	45 8%	66 5%	202 7%	62 6%	206 7%	29 7%	34 6%	25 5%	62 6%	148 6%	113 7%
MOST POSITIVE (9-10)	698 16%	618 17%	79 13%	220 18%	464 15%	194 18%	490 16%	82 19%	108 19%	79 16%	194 18%	474 18% b	207 13%
Answered	3879	3352	527	1124	2688	1007	2802	397	518	449	1007	2460	1339
Mean score	6.5	6.5	6.3	6.6 b	6.4	6.6	6.4	6.6	6.7	6.5	6.6	6.6 b	6.3
Standard deviation	2.28	2.26	2.39	2.20	2.31	2.23	2.30	2.34	2.27	2.16	2.23	2.23	2.34
Standard error	.04	.04	.10	.07	.04	.07	.04	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 200

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
			a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	179 4%	135 4%	121 4%	58 5%	44 6%	179 4%	100 3%	51 2%	43 2%	9 2%	117 3%	62 15% abcde	147 21% bc	14 1%	17 1%
2	(2.0)	92 2%	82 2%	67 2%	25 2%	10 1%	92 2%	75 2%	38 2%	36 2%	8 1%	81 2%	11 3%	52 8% bc	23 2% c	16 1%
3	(3.0)	171 4%	148 4%	135 4%	36 3%	23 3%	171 4%	125 3%	72 3%	61 3%	6 1%	140 4% d	31 8% abcde	95 14% bc	41 4% c	34 1%
4	(4.0)	212 5%	183 5%	163 5%	49 4%	29 4%	212 5%	178 5%	95 4%	78 4%	21 4%	187 5%	25 6%	77 11% c	76 7% c	59 2%
5	(5.0)	535 12%	417 12%	376 12%	159 13%	118 16% a	535 12%	450 12%	256 11%	241 11%	45 8%	479 12%	56 14%	88 13% c	223 22% ac	224 9%
6	(6.0)	580 14%	487 14%	392 13%	188 16%	93 13%	580 14%	520 14%	303 13%	311 14%	74 14%	539 14%	41 10%	47 7%	193 19% ac	340 13% a
7	(7.0)	722 17%	625 18% cd	556 18% cd	165 14%	97 13%	722 17%	677 18% f	450 19% f	432 20% f	109 20% f	698 18% f	23 6%	33 5%	171 17% a	517 20% a
8	(8.0)	690 16%	600 17% d	500 16%	190 16%	91 12%	690 16%	649 18% f	439 19% f	421 20% f	127 23% aef	669 17% f	21 5%	18 3%	80 8% a	592 23% ab
9	(9.0)	357 8%	304 9%	279 9%	78 7%	52 7%	357 8%	331 9% f	248 11% f	213 10% f	67 12% f	347 9% f	10 2%	9 1%	30 3%	317 12% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 200

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C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	341 8%	282 8%	243 8%	97 8%	59 8%	341 8%	312 8%	226 10%	189 9%	55 10%	325 8%	16 4%	12 2%	22 2%	307 12%
Don't know	416 10%	298 8%	263 8%	153 13%	118 16%	416 10%	261 7%	140 6%	123 6%	23 4%	308 8%	108 27%	115 17%	147 14%	154 6%
NEGATIVE VIEW (1-4)	654 15%	548 15%	486 16%	168 14%	107 15%	654 15%	478 13%	256 11%	218 10%	44 8%	524 13%	130 32%	372 53%	156 15%	127 5%
NEUTRAL (5-6)	1115 26%	904 25%	769 25%	347 29%	211 29%	1115 26%	970 26%	558 24%	553 26%	119 22%	1018 26%	97 24%	136 19%	416 41%	563 22%
POSITIVE VIEW (7-10)	2109 49%	1811 51%	1579 51%	530 44%	299 41%	2109 49%	1969 54%	1363 59%	1255 58%	357 66%	2038 52%	71 18%	73 10%	303 30%	1733 67%
MOST NEGATIVE (1-2)	271 6%	216 6%	188 6%	83 7%	55 7%	271 6%	175 5%	89 4%	79 4%	17 3%	198 5%	74 18%	200 29%	38 4%	34 1%
MOST POSITIVE (9-10)	698 16%	586 16%	522 17%	175 15%	111 15%	698 16%	644 17%	474 20%	402 19%	121 22%	671 17%	26 6%	21 3%	52 5%	624 24%
Answered	3879	3262	2834	1045	616	3879	3417	2177	2026	520	3581	298	581	875	2423
Mean score	6.5	6.5	6.5	6.4	6.3	6.5	6.7	6.9	6.9	7.2	6.6	4.7	3.7	5.8	7.4

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6B. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Inspires people to try new activities, hobbies or interests"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.28	2.26	2.27	2.31	2.40	2.28	2.15	2.09	2.03	1.93	2.18	2.66	2.32	1.76	1.78
Standard error	.04	.04	.04	.07	.09	.04	.04	.05	.05	.09	.04	.15	.10	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	128 3%	83 4% b	45 2%	6 1%	18 2%	21 3%	17 2%	65 4% a	21 2%	27 2%	33 4% ab	47 4% ab	107 3%	12 4%	5 2%	3 3%
2	(2.0)	46 1%	20 1%	27 1%	7 1%	6 1%	7 1%	9 1%	17 1%	11 1%	12 1%	8 1%	16 1%	39 1%	4 1%	2 1%	1 1%
3	(3.0)	99 2%	47 2%	48 2%	13 3%	16 2%	11 2%	21 3%	38 2%	19 2%	28 2%	23 3%	29 3%	85 2%	7 2%	5 3%	2 2%
4	(4.0)	156 4%	57 3%	97 4% a	27 5% e	40 5% e	21 3%	31 4%	36 2%	28 3%	47 4%	32 4%	49 4%	131 4%	16 5%	6 3%	3 2%
5	(5.0)	366 9%	183 9%	183 8%	57 11% e	65 8%	64 9%	66 10%	114 7%	100 9%	101 8%	79 10%	86 8%	299 8%	28 8%	29 13% ab	11 8%
6	(6.0)	437 10%	225 11%	212 10%	66 13% e	81 10%	86 12% e	76 11%	128 8%	114 10%	138 10%	86 11%	98 9%	379 11%	30 9%	16 8%	11 9%
7	(7.0)	622 14%	319 15%	298 14%	80 15% e	136 17% e	104 15%	110 16%	192 12%	180 16%	196 15%	108 14%	139 13%	525 15%	50 15%	31 15%	16 12%
8	(8.0)	762 18%	370 18%	387 18%	88 17%	137 18%	146 21%	121 17%	270 17%	229 21% d	242 18%	131 17%	160 14%	641 18%	57 17%	43 20%	20 15%
9	(9.0)	463 11%	210 10%	253 12%	53 10%	92 12%	86 12%	64 9%	168 10%	133 12%	153 12%	82 11%	94 9%	384 11%	42 12%	19 9%	18 14%
10 - Extremely well	(10.0)	489 11%	240 11%	248 11%	51 10%	108 14%	71 10%	90 13%	169 11%	121 11%	132 10%	82 11%	154 14% b	407 11%	36 10%	25 12%	21 16% ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	728	346	379	72	81	77	89	407	151	241	102	234	610	63	32	23	
	17%	16%	17%	14%	10%	11%	13%	25%	14%	18%	13%	21%	17%	18%	15%	18%	
								abcd		ac		ac					
NEGATIVE VIEW (1-4)	429	206	217	54	81	60	78	156	78	114	96	141	362	38	19	9	
	10%	10%	10%	10%	10%	9%	11%	10%	7%	9%	13%	13%	10%	11%	9%	7%	
											ab	ab					
NEUTRAL (5-6)	803	408	395	123	146	149	142	243	213	239	165	184	678	58	45	22	
	19%	19%	18%	24%	19%	22%	20%	15%	19%	18%	22%	17%	19%	17%	21%	17%	
				e		e	e										
POSITIVE VIEW (7-10)	2336	1140	1186	272	473	408	385	799	663	723	403	546	1957	185	119	75	
	54%	54%	54%	52%	61%	59%	55%	50%	60%	55%	53%	49%	54%	54%	55%	58%	
				ae	e	e			cd								
MOST NEGATIVE (1-2)	174	102	72	14	24	28	26	82	32	39	40	63	146	16	8	4	
	4%	5%	3%	3%	3%	4%	4%	5%	3%	3%	5%	6%	4%	5%	4%	3%	
												ab					
MOST POSITIVE (9-10)	952	450	501	104	200	157	154	337	254	285	164	248	791	78	44	39	
	22%	21%	23%	20%	26%	23%	22%	21%	23%	22%	21%	22%	22%	23%	21%	30%	
																abc	
Answered	3568	1755	1797	448	699	617	605	1198	955	1076	664	872	2998	281	183	106	
Mean score	7.0	7.0	7.1	6.9	7.2	7.1	7.0	7.0	7.2	7.1	6.8	6.9	7.0	7.0	7.0	7.4	
									cd	c						abc	
Standard deviation	2.23	2.27	2.17	2.07	2.15	2.12	2.22	2.38	2.02	2.09	2.33	2.48	2.22	2.29	2.18	2.23	
Standard error	.04	.05	.05	.10	.09	.08	.10	.07	.07	.07	.08	.08	.05	.11	.10	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	128 3%	111 3%	17 3%	31 3%	95 3%	31 3%	95 3%	16 4%	14 2%	13 3%	31 3%	67 3%	54 3%
2	(2.0)	46 1%	39 1%	7 1%	10 1%	35 1%	10 1%	35 1%	6 1%	6 1%	3 1%	10 1%	19 1%	27 2% a
3	(3.0)	99 2%	85 2%	14 2%	20 2%	76 3%	17 2%	79 3%	4 1%	10 2%	12 2%	17 2%	65 2%	33 2%
4	(4.0)	156 4%	137 4%	19 3%	48 4%	105 4%	41 4%	112 4%	26 6%	17 3%	15 3%	41 4%	98 4%	53 3%
5	(5.0)	366 9%	318 9%	48 8%	98 8%	257 9%	85 8%	269 9%	26 6%	35 6%	42 8%	85 8%	244 9%	113 7%
6	(6.0)	437 10%	391 11%	46 8%	134 11%	291 10%	119 11%	305 10%	41 9%	58 10%	61 12%	119 11%	317 12% b	111 7%
7	(7.0)	622 14%	548 15%	74 12%	204 17%	406 14%	184 17%	425 14%	65 15%	112 20%	77 16%	184 17%	416 16%	201 13%
8	(8.0)	762 18%	629 17%	133 22% a	254 21% b	494 16%	234 21% b	514 16%	81 19%	110 19%	120 24%	234 21%	492 18%	258 17%
9	(9.0)	463 11%	394 11%	69 12%	171 14% b	289 10%	153 14% b	308 10%	72 16%	93 16%	60 12%	153 14%	310 12%	142 9%
10 - Extremely well	(10.0)	489 11%	436 12%	53 9%	170 14% b	310 10%	151 14% b	329 11%	69 16%	81 14%	56 11%	151 14%	311 12%	166 11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Don't know	728 17%	611 17%	116 20%	88 7%	637 21% a	76 7%	650 21% a	31 7%	33 6%	35 7%	76 7%	323 12%	385 25% a
NEGATIVE VIEW (1-4)	429 10%	373 10%	57 10%	110 9%	311 10%	100 9%	321 10%	52 12%	48 8%	43 9%	100 9%	248 9%	167 11%
NEUTRAL (5-6)	803 19%	709 19%	94 16%	232 19%	548 18%	205 19%	574 18%	67 15%	93 16%	103 21%	205 19%	562 21% b	224 14%
POSITIVE VIEW (7-10)	2336 54%	2007 54%	328 55%	799 65% b	1500 50%	722 65% b	1576 51%	287 66%	396 70%	313 63%	722 65%	1530 57% b	767 50%
MOST NEGATIVE (1-2)	174 4%	150 4%	24 4%	42 3%	130 4%	42 4%	130 4%	22 5%	20 4%	17 3%	42 4%	86 3%	81 5% a
MOST POSITIVE (9-10)	952 22%	831 22%	121 20%	341 28% b	600 20%	304 28% b	637 20%	141 32% c	174 31%	116 24%	304 28%	621 23%	308 20%
Answered	3568	3089	479	1142	2359	1027	2471	405	536	458	1027	2340	1158
Mean score	7.0	7.0	7.1	7.3 b	6.9	7.3 b	7.0	7.3	7.4	7.2	7.3	7.1	7.0
Standard deviation	2.23	2.23	2.19	2.11	2.28	2.12	2.26	2.30	2.08	2.07	2.12	2.13	2.37
Standard error	.04	.04	.09	.06	.05	.07	.05	.11	.09	.10	.07	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	128 3%	94 3%	83 3%	45 4%	34 5% a	128 3%	66 2%	35 2%	24 1%	7 1%	79 2%	49 12% abcde	108 15% bc	9 1%	11 **%
2	(2.0)	46 1%	36 1%	33 1%	14 1%	10 1%	46 1%	33 1%	13 1%	10 **%	1 **%	34 1%	12 3% abcde	30 4% bc	12 1% c	5 **%
3	(3.0)	99 2%	87 2%	81 3%	18 1%	12 2%	99 2%	75 2%	37 2%	32 1%	6 1%	79 2%	20 5% abcde	53 8% bc	21 2%	26 1%
4	(4.0)	156 4%	137 4%	122 4%	34 3%	18 3%	156 4%	116 3%	57 2%	53 2%	7 1%	126 3%	30 7% abcde	67 10% bc	46 5% c	43 2%
5	(5.0)	366 9%	297 8%	262 8%	103 9%	68 9%	366 9%	295 8%	185 8%	159 7%	30 6%	320 8%	46 11% d	81 12% c	152 15% c	133 5%
6	(6.0)	437 10%	376 11%	328 11%	109 9%	60 8%	437 10%	376 10%	210 9%	225 10%	38 7%	393 10%	44 11%	61 9%	174 17% ac	202 8%
7	(7.0)	622 14%	538 15%	476 15%	146 12%	84 11%	622 14%	583 16% f	362 16% f	349 16% f	97 18% f	599 15% f	23 6%	51 7%	193 19% ac	378 15% a
8	(8.0)	762 18%	665 19% cd	585 19% cd	176 15%	97 13%	762 18% d	694 19% f	470 20% f	454 21% f	120 22% f	731 19% f	30 7%	48 7%	138 13% a	576 22% ab
9	(9.0)	463 11%	410 12% d	360 12% cd	103 9%	53 7%	463 11% d	442 12% f	330 14% f	304 14% f	85 16% f	457 12% f	6 1%	20 3%	51 5%	392 15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 201

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	489 11%	419 12%	368 12%	121 10%	70 10%	489 11%	457 12%	310 13%	293 14%	87 16%	475 12%	14 3%	26 4%	45 4%	418 16%
Don't know	728 17%	501 14%	397 13%	330 28%	226 31%	728 17%	542 15%	308 13%	247 11%	65 12%	595 15%	132 33%	151 22%	182 18%	395 15%
NEGATIVE VIEW (1-4)	429 10%	354 10%	319 10%	110 9%	75 10%	429 10%	290 8%	143 6%	119 6%	21 4%	318 8%	111 27%	257 37%	88 9%	84 3%
NEUTRAL (5-6)	803 19%	674 19%	591 19%	212 18%	129 18%	803 19%	671 18%	395 17%	384 18%	68 12%	713 18%	90 22%	143 20%	325 32%	335 13%
POSITIVE VIEW (7-10)	2336 54%	2031 57%	1790 58%	546 46%	305 41%	2336 54%	2175 59%	1471 63%	1400 65%	389 72%	2263 58%	73 18%	145 21%	428 42%	1763 68%
MOST NEGATIVE (1-2)	174 4%	130 4%	116 4%	58 5%	45 6%	174 4%	99 3%	49 2%	33 2%	7 1%	113 3%	61 15%	137 20%	21 2%	16 1%
MOST POSITIVE (9-10)	952 22%	829 23%	728 24%	224 19%	123 17%	952 22%	899 24%	640 28%	597 28%	172 32%	933 24%	19 5%	46 7%	97 9%	810 31%
Answered	3568	3059	2699	868	508	3568	3136	2009	1902	478	3294	274	544	841	2183
Mean score	7.0	7.1 d	7.1 d	6.9	6.7	7.0 d	7.2 f	7.4 aef	7.5 aef	7.8 abcef	7.2 f	4.9	4.7	6.5 a	7.8 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6C. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports younger children with their learning"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.23	2.18	2.19	2.33	2.46	2.23	2.07	1.98	1.89	1.80	2.10	2.59	2.67	1.79	1.72
Standard error	.04	.04	.04	.08	.11	.04	.04	.04	.04	.09	.04	.15	.11	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
	Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
	Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
	Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	151 4%	92 4% b	59 3%	9 2%	24 3%	22 3%	21 3%	75 5% a	19 2%	39 3%	40 5% a	54 5% a	126 3%	16 5%	6 3%	4 3%
2	(2.0)	63 1%	33 2%	29 1%	6 1%	11 1%	11 2%	16 2%	19 1%	19 2%	14 1%	11 1%	20 2%	49 1%	7 2%	6 3% ad	1 **%
3	(3.0)	127 3%	57 3%	70 3%	17 3%	15 2%	23 3%	25 4%	46 3%	34 3%	47 4%	23 3%	24 2%	112 3%	6 2%	7 3%	2 2%
4	(4.0)	172 4%	81 4%	88 4%	27 5%	33 4%	21 3%	32 5%	58 4%	37 3%	43 3%	32 4%	59 5%	134 4%	18 5%	14 7% a	6 5%
5	(5.0)	439 10%	224 11%	213 10%	67 13%	85 11%	74 11%	74 11%	140 9%	119 11%	118 9%	85 11%	115 10%	361 10%	35 10%	31 15% a	12 10%
6	(6.0)	490 11%	252 12%	233 11%	71 14%	99 13%	96 14%	68 10% e	156 10%	130 12%	152 12%	105 14% d	103 9%	429 12%	31 9%	17 8%	11 9%
7	(7.0)	575 13%	290 14%	284 13%	85 16% e	112 14%	99 14%	108 16% e	171 11%	157 14%	195 15%	89 12%	134 12%	481 13%	49 14%	32 15%	14 11%
8	(8.0)	640 15%	313 15%	325 15%	86 16%	134 17% e	117 17%	101 15%	203 13%	174 16%	198 15%	117 15%	152 14%	546 15%	44 13%	29 14%	20 16%
9	(9.0)	355 8%	174 8%	180 8%	33 6%	73 9%	76 11% ae	54 8%	120 7%	117 11% d	118 9%	53 7%	68 6%	292 8%	35 10%	13 6%	14 11% c

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

		GENDER		AGE					SEG				NATION				N
Total		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
10 - Extremely well	(10.0)	362	167	193	44	82	54	74	108	88	86	72	115	301	26	16	19
		8%	8%	9%	8%	10%	8%	11%	7%	8%	7%	9%	10%	8%	8%	7%	15%
						e		e				b					abc
Don't know	921	417	502	76	113	101	122	508	211	307	140	263	775	77	42	26	
		21%	20%	23%	15%	15%	15%	32%	19%	23%	18%	24%	21%	23%	20%	20%	
								abcd				c					
NEGATIVE VIEW (1-4)	513	264	245	60	83	78	95	199	110	143	105	156	422	46	33	13	
		12%	13%	11%	11%	11%	14%	12%	10%	11%	14%	14%	12%	13%	15%	10%	
												a			d		
NEUTRAL (5-6)	929	476	446	137	184	170	141	297	249	270	190	219	790	66	49	24	
		22%	23%	20%	26%	24%	24%	20%	23%	20%	25%	20%	22%	19%	23%	18%	
					e		e										
POSITIVE VIEW (7-10)	1932	944	983	247	401	346	336	602	536	598	331	468	1621	154	90	67	
		45%	45%	45%	48%	51%	50%	48%	48%	45%	43%	42%	45%	45%	42%	52%	
					e	e	e	e								ac	
MOST NEGATIVE (1-2)	214	125	87	15	34	33	37	94	38	53	50	73	175	23	12	4	
		5%	6%	4%	3%	4%	5%	6%	3%	4%	7%	7%	5%	7%	6%	3%	
			b								a	ab					
MOST POSITIVE (9-10)	717	341	373	77	155	130	128	228	205	204	125	183	594	61	29	33	
		17%	16%	17%	15%	20%	19%	14%	19%	16%	16%	17%	16%	18%	14%	26%	
					e	e										abc	
Answered	3375	1684	1674	444	668	593	572	1097	894	1010	626	843	2833	266	172	103	
Mean score	6.7	6.6	6.7	6.6	6.9	6.7	6.7	6.5	6.8	6.7	6.5	6.5	6.7	6.6	6.3	7.2	
					e				cd				c			abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION			
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d
Significance Level: 99%																
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
Standard deviation	2.29	2.33	2.25	2.06	2.21	2.21	2.34	2.44	2.13	2.19	2.40	2.48	2.28	2.40	2.29	2.30
Standard error	.04	.06	.05	.10	.09	.08	.11	.07	.08	.07	.09	.08	.05	.11	.11	.12

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	151 4%	131 4%	20 3%	33 3%	116 4%	31 3%	118 4%	13 3%	15 3%	16 3%	31 3%	79 3%	67 4%
2	(2.0)	63 1%	54 1%	8 1%	14 1%	49 2%	14 1%	49 2%	7 2%	8 1%	6 1%	14 1%	33 1%	27 2%
3	(3.0)	127 3%	106 3%	21 3%	26 2%	99 3%	25 2%	99 3%	12 3%	10 2%	11 2%	25 2%	95 4%	33 2%
4	(4.0)	172 4%	145 4%	27 5%	51 4%	118 4%	42 4%	127 4%	18 4%	23 4%	20 4%	42 4%	97 4%	69 4%
5	(5.0)	439 10%	384 10%	55 9%	125 10%	306 10%	113 10%	318 10%	34 8%	52 9%	65 13%	113 10%	297 11%	134 9%
6	(6.0)	490 11%	433 12%	57 10%	141 11%	336 11%	124 11%	351 11%	46 11%	64 11%	51 10%	124 11%	326 12%	154 10%
7	(7.0)	575 13%	498 13%	77 13%	206 17% b	357 12%	183 17% b	381 12%	71 16%	93 16%	83 17%	183 17%	392 15% b	178 12%
8	(8.0)	640 15%	555 15%	86 14%	219 18% b	411 14%	200 18% b	430 14%	73 17%	97 17%	99 20%	200 18%	424 16%	210 14%
9	(9.0)	355 8%	306 8%	49 8%	127 10% b	222 7%	107 10% b	241 8%	44 10%	58 10%	46 9%	107 10%	251 9% b	97 6%
10 - Extremely well	(10.0)	362 8%	316 9%	46 8%	147 12% b	208 7%	134 12% b	221 7%	57 13%	75 13%	56 11%	134 12%	239 9%	112 7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Don't know	921	772	149	141	775	129	786	60	75	41	129	433	463
	21%	21%	25%	11%	26%	12%	25%	14%	13%	8%	12%	16%	30%
					a		a						a
NEGATIVE VIEW (1-4)	513	437	77	124	382	112	393	51	56	53	112	303	196
	12%	12%	13%	10%	13%	10%	13%	12%	10%	11%	10%	11%	13%
NEUTRAL (5-6)	929	816	112	266	642	237	668	80	116	115	237	622	288
	22%	22%	19%	22%	21%	22%	21%	18%	20%	23%	22%	23%	19%
												b	
POSITIVE VIEW (7-10)	1932	1675	257	699	1198	624	1273	245	322	284	624	1306	597
	45%	45%	43%	57%	40%	57%	41%	56%	57%	58%	57%	49%	39%
				b		b						b	
MOST NEGATIVE (1-2)	214	185	29	47	165	45	167	20	23	22	45	111	94
	5%	5%	5%	4%	6%	4%	5%	5%	4%	5%	4%	4%	6%
MOST POSITIVE (9-10)	717	622	95	274	430	241	462	101	132	102	241	490	210
	17%	17%	16%	22%	14%	22%	15%	23%	23%	21%	22%	18%	14%
				b		b						b	
Answered	3375	2928	446	1090	2221	973	2334	376	494	452	973	2231	1081
Mean score	6.7	6.7	6.6	7.0	6.5	7.0	6.5	7.0	7.1	6.9	7.0	6.7	6.5
				b		b						b	
Standard deviation	2.29	2.29	2.33	2.17	2.34	2.19	2.33	2.28	2.19	2.20	2.19	2.22	2.41
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.10	.07	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%	Total															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567	
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037	
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578	
1 - Not at all well	(1.0)	151 4%	110 3%	98 3%	54 4%	41 6% ab	151 4%	76 2%	42 2%	28 1%	6 1%	93 2%	59 14% abcde	124 18% bc	15 1% c	12 **%
2	(2.0)	63 1%	53 1%	48 2%	15 1%	10 1%	63 1%	47 1%	31 1%	20 1%	3 1%	51 1%	12 3% c	31 4% bc	19 2% c	13 **%
3	(3.0)	127 3%	110 3%	103 3%	24 2%	17 2%	127 3%	97 3%	55 2%	40 2%	9 2%	108 3%	19 5% c	54 8% bc	33 3% c	40 2%
4	(4.0)	172 4%	155 4%	136 4%	36 3%	17 2%	172 4%	141 4%	65 3%	66 3%	14 3%	146 4%	26 6% bcd	65 9% bc	47 5% c	60 2%
5	(5.0)	439 10%	360 10%	323 10%	116 10%	79 11%	439 10%	354 10%	212 9%	192 9%	42 8%	376 10%	63 16% abcde	76 11% c	190 19% ac	174 7%
6	(6.0)	490 11%	421 12%	366 12%	123 10%	69 9%	490 11%	438 12%	264 11%	261 12%	53 10%	457 12%	33 8%	61 9%	173 17% ac	256 10%
7	(7.0)	575 13%	519 15% cd	461 15% cd	114 10%	56 8%	575 13% cd	541 15% f	349 15% f	350 16% f	88 16% f	551 14% f	24 6%	40 6%	134 13% a	401 16% a
8	(8.0)	640 15%	555 16%	477 15%	164 14%	85 12%	640 15%	591 16% f	392 17% f	394 18% f	104 19% f	621 16% f	19 5%	33 5%	106 10% a	500 19% ab
9	(9.0)	355 8%	305 9%	276 9%	79 7%	50 7%	355 8%	332 9% f	239 10% f	229 11% f	65 12% f	349 9% f	7 2%	7 1%	41 4% a	307 12% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 202

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Significance Level: 99%	Total														
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	362	317	288	73	45	362	339	243	216	73	349	13	18	26	318
	8%	9%	9%	6%	6%	8%	9%	10%	10%	13%	9%	3%	3%	3%	12%
		c	c				f	f	f	aef	f				ab
Don't know	921	656	520	401	264	921	723	425	352	87	788	132	187	237	497
	21%	18%	17%	33%	36%	21%	20%	18%	16%	16%	20%	33%	27%	23%	19%
				abe	abe	ab	c				c	abcde	c		
NEGATIVE VIEW (1-4)	513	428	385	128	86	513	361	193	155	32	398	116	274	114	125
	12%	12%	12%	11%	12%	12%	10%	8%	7%	6%	10%	28%	39%	11%	5%
							cd				cd	abcde	bc	c	
NEUTRAL (5-6)	929	781	690	239	148	929	792	476	453	95	833	96	137	363	430
	22%	22%	22%	20%	20%	22%	22%	21%	21%	17%	21%	24%	20%	35%	17%
														ac	
POSITIVE VIEW (7-10)	1932	1696	1502	430	237	1932	1802	1223	1189	329	1870	63	98	308	1527
	45%	48%	49%	36%	32%	45%	49%	53%	55%	61%	48%	15%	14%	30%	59%
		cd	cde			cd	f	ef	aef	abef	f			a	ab
MOST NEGATIVE (1-2)	214	163	146	68	51	214	123	73	48	9	143	71	155	34	24
	5%	5%	5%	6%	7%	5%	3%	3%	2%	2%	4%	17%	22%	3%	1%
											c	abcde	bc	c	
MOST POSITIVE (9-10)	717	622	565	152	95	717	670	482	445	138	697	20	24	67	625
	17%	17%	18%	13%	13%	17%	18%	21%	21%	25%	18%	5%	3%	7%	24%
		cd	cd			c	f	f	f	aef	f				ab
Answered	3375	2904	2577	798	470	3375	2955	1892	1797	456	3100	274	509	785	2081
Mean score	6.7	6.7	6.7	6.5	6.3	6.7	6.9	7.0	7.1	7.4	6.8	4.6	4.2	6.1	7.5
		cd	d			d	f	aef	aef	abcef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C6D. PERFORMANCE AGAINST PURPOSE 2 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Supports teenagers with their learning"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.29	2.25	2.26	2.38	2.53	2.29	2.14	2.11	1.98	1.95	2.18	2.59	2.55	1.86	1.83
Standard error	.04	.04	.04	.08	.11	.04	.04	.05	.05	.09	.04	.15	.11	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

		GENDER		AGE					SEG				NATION				
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
	Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
	Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
	Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	165 4%	107 5% b	58 3%	5 1%	24 3%	27 4% a	18 3%	91 6% ad	30 3%	40 3%	35 5%	59 5% a	141 4%	13 4%	7 3%	4 3%
2	(2.0)	59 1%	29 1%	30 1%	4 1%	12 2%	9 1%	9 1%	25 2%	15 1%	18 1%	13 2%	13 1%	49 1%	6 2%	3 1%	1 1%
3	(3.0)	116 3%	53 3%	60 3%	20 4%	25 3%	21 3%	21 3%	30 2%	29 3%	33 3%	24 3%	30 3%	99 3%	8 2%	6 3%	4 3%
4	(4.0)	155 4%	76 4%	76 3%	23 4%	29 4%	17 2%	26 4%	60 4%	35 3%	43 3%	26 3%	52 5%	120 3%	16 5%	13 6% a	5 4%
5	(5.0)	371 9%	191 9%	179 8%	58 11% e	77 10%	56 8%	71 10%	109 7%	87 8%	99 8%	84 11%	101 9%	300 8%	32 9%	24 11%	14 11%
6	(6.0)	478 11%	228 11%	248 11%	86 17% bde	73 9%	94 14% e	73 10%	152 9%	112 10%	155 12%	86 11%	126 11%	416 12%	33 10%	18 9%	11 9%
7	(7.0)	725 17%	373 18%	348 16%	90 17%	133 17%	128 18%	125 18%	248 15%	222 20% cd	242 18% d	112 15%	150 14%	616 17% d	60 17% d	35 16%	14 11%
8	(8.0)	919 21%	433 21%	484 22%	95 18%	166 21%	153 22%	135 19%	370 23%	257 23%	304 23%	153 20%	205 19%	772 21%	80 23%	45 21%	23 18%
9	(9.0)	533 12%	266 13%	266 12%	57 11%	93 12%	86 12%	89 13%	207 13%	151 14%	175 13%	84 11%	122 11%	437 12%	44 13%	30 14%	22 17% a
10 - Extremely well	(10.0)	579 13%	257 12%	321 15%	59 11%	106 14%	72 10%	92 13%	250 16% c	138 12%	165 12%	115 15%	160 14%	479 13%	43 12%	29 13%	28 22% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	195	88	106	23	42	31	35	62	30	43	33	89	179	9	4	3	
	5%	4%	5%	4%	5%	5%	5%	4%	3%	3%	4%	8%	5%	3%	2%	2%	
												abc	c				
NEGATIVE VIEW (1-4)	495	265	224	52	90	73	74	206	109	134	98	154	409	43	29	14	
	12%	13%	10%	10%	12%	11%	11%	13%	10%	10%	13%	14%	11%	13%	13%	11%	
												a					
NEUTRAL (5-6)	849	419	427	145	150	149	143	262	199	254	170	226	716	65	43	25	
	20%	20%	20%	28%	19%	22%	21%	16%	18%	19%	22%	20%	20%	19%	20%	20%	
				be		e											
POSITIVE VIEW (7-10)	2756	1329	1419	301	498	440	441	1076	768	886	464	637	2305	227	139	86	
	64%	63%	65%	58%	64%	63%	64%	67%	69%	67%	61%	58%	64%	66%	65%	67%	
								a	cd	cd							
MOST NEGATIVE (1-2)	224	136	88	9	36	36	27	116	46	58	48	72	190	19	10	6	
	5%	6%	4%	2%	5%	5%	4%	7%	4%	4%	6%	7%	5%	5%	4%	4%	
		b				a		a									
MOST POSITIVE (9-10)	1112	522	587	115	200	159	181	457	289	340	199	282	917	87	59	50	
	26%	25%	27%	22%	26%	23%	26%	28%	26%	26%	26%	25%	25%	25%	27%	38%	
								ac								abc	
Answered	4100	2013	2070	497	739	663	659	1543	1076	1274	732	1017	3429	335	210	126	
Mean score	7.1	6.9	7.2	7.0	7.1	7.0	7.1	7.1	7.2	7.2	6.9	6.9	7.1	7.0	7.0	7.4	
			a													a	
Standard deviation	2.26	2.33	2.18	1.99	2.24	2.18	2.18	2.41	2.11	2.14	2.39	2.44	2.25	2.25	2.25	2.38	
Standard error	.04	.05	.05	.09	.09	.08	.09	.06	.07	.06	.08	.07	.04	.10	.10	.11	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	165 4%	141 4%	24 4%	40 3%	122 4%	38 3%	124 4%	18 4%	17 3%	16 3%	38 3%	84 3%	74 5%
2	(2.0)	59 1%	49 1%	10 2%	11 1%	48 2%	11 1%	48 2%	6 1%	7 1%	5 1%	11 1%	34 1%	22 1%
3	(3.0)	116 3%	107 3%	10 2%	31 3%	85 3%	26 2%	90 3%	10 2%	16 3%	11 2%	26 2%	70 3%	46 3%
4	(4.0)	155 4%	126 3%	28 5%	45 4%	107 4%	41 4%	110 4%	22 5%	21 4%	14 3%	41 4%	99 4%	53 3%
5	(5.0)	371 9%	329 9%	42 7%	106 9%	258 9%	93 8%	271 9%	39 9%	38 7%	42 9%	93 8%	241 9%	117 8%
6	(6.0)	478 11%	413 11%	65 11%	146 12%	314 10%	129 12%	332 11%	45 10%	67 12%	61 12%	129 12%	300 11%	167 11%
7	(7.0)	725 17%	624 17%	102 17%	212 17%	505 17%	197 18%	519 17%	56 13%	82 14%	101 20% a	197 18%	474 18%	239 15%
8	(8.0)	919 21%	782 21%	138 23%	271 22%	640 21%	243 22%	668 21%	97 22%	149 26%	105 21%	243 22%	586 22%	323 21%
9	(9.0)	533 12%	456 12%	77 13%	160 13%	362 12%	138 13%	384 12%	53 12%	69 12%	72 15%	138 13%	336 13%	189 12%
10 - Extremely well	(10.0)	579 13%	504 14%	74 13%	156 13%	413 14%	141 13%	428 14%	70 16% c	78 14%	47 10%	141 13%	346 13%	218 14%
Don't know		195 5%	171 5%	24 4%	52 4%	142 5%	46 4%	147 5%	22 5%	24 4%	19 4%	46 4%	94 4%	96 6% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	495 12%	423 11%	72 12%	127 10%	362 12%	117 11%	373 12%	55 13%	62 11%	47 9%	117 11%	287 11%	194 13%
NEUTRAL (5-6)	849 20%	742 20%	107 18%	253 21%	573 19%	221 20%	602 19%	84 19%	105 19%	104 21%	221 20%	541 20%	285 18%
POSITIVE VIEW (7-10)	2756 64%	2365 64%	391 66%	799 65%	1920 64%	718 65%	1999 64%	275 63%	378 66%	324 66%	718 65%	1742 65%	969 63%
MOST NEGATIVE (1-2)	224 5%	190 5%	34 6%	51 4%	170 6%	49 4%	172 6%	24 5%	24 4%	21 4%	49 4%	118 4%	95 6%
MOST POSITIVE (9-10)	1112 26%	960 26%	152 25%	316 26%	776 26%	279 25%	812 26%	123 28%	147 26%	119 24%	279 25%	682 26%	407 26%
Answered	4100	3530	571	1179	2854	1056	2974	414	545	475	1056	2569	1448
Mean score	7.1	7.1	7.1	7.1	7.0	7.1	7.1	7.1	7.2	7.1	7.1	7.1	7.0
Standard deviation	2.26	2.26	2.25	2.16	2.30	2.17	2.29	2.34	2.17	2.08	2.17	2.18	2.36
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.09	.10	.07	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%	Total															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567	
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037	
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578	
1 - Not at all well	(1.0)	165 4%	122 3%	111 4%	54 5%	43 6% a	165 4%	83 2%	46 2%	31 1%	5 1%	102 3% c	63 15% abcde	146 21% bc	10 1%	9 **%
2	(2.0)	59 1%	51 1%	45 1%	14 1%	8 1%	59 1%	41 1%	17 1%	21 1%	4 1%	46 1%	13 3% abce	49 7% bc	7 1% c	3 **%
3	(3.0)	116 3%	105 3%	95 3%	22 2%	11 2%	116 3%	80 2%	43 2%	37 2%	9 2%	88 2%	29 7% abcde	75 11% bc	31 3% c	10 **%
4	(4.0)	155 4%	128 4%	115 4%	40 3%	26 4%	155 4%	124 3%	57 2%	60 3%	13 2%	128 3%	27 7% abcde	79 11% bc	47 5% c	29 1%
5	(5.0)	371 9%	309 9%	266 9%	104 9%	62 8%	371 9%	290 8%	177 8%	153 7%	29 5%	326 8%	45 11% d	104 15% c	188 18% c	79 3%
6	(6.0)	478 11%	402 11%	359 12%	119 10%	76 10%	478 11%	411 11%	225 10%	244 11%	52 10%	435 11%	43 11%	70 10% c	233 23% ac	175 7%
7	(7.0)	725 17%	616 17%	535 17%	190 16%	109 15%	725 17%	669 18% f	402 17% f	419 20% f	102 19% f	693 18% f	32 8%	45 7%	193 19% a	487 19% a
8	(8.0)	919 21%	769 22%	653 21%	267 22%	150 20%	919 21%	852 23% f	563 24% f	505 23% f	116 21% f	885 23% f	35 9%	37 5%	156 15% a	726 28% ab
9	(9.0)	533 12%	448 13%	396 13%	137 11%	85 12%	533 12%	498 14% f	365 16% f	340 16% f	106 19% aef	522 13% f	11 3%	6 1%	44 4% a	483 19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 203

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	579 13%	481 14%	403 13%	175 15%	97 13%	579 13%	546 15%f	373 16%f	310 14%f	98 18%f	562 14%f	17 4%	10 1%	37 4%	532 21% ab
Don't know	195 5%	128 4%	118 4%	77 6% ab	67 9% abe	195 5%	83 2%	47 2%	30 1%	8 2%	103 3% c	92 23% abcde	73 10% c	77 8% c	45 2%
NEGATIVE VIEW (1-4)	495 12%	407 11%	366 12%	129 11%	88 12%	495 12%	328 9%	164 7%	149 7%	31 6%	364 9% bc	131 32% abcde	349 50% bc	95 9% c	50 2%
NEUTRAL (5-6)	849 20%	711 20%	626 20%	223 19%	138 19%	849 20%	702 19%	402 17%	396 18%	82 15%	761 20%	88 22%	174 25% c	421 41% ac	254 10%
POSITIVE VIEW (7-10)	2756 64%	2314 65%	1988 64%	769 64%	442 60%	2756 64%	2566 70% f	1704 74% aef	1574 73% ef	422 78% aef	2661 68% f	95 23%	99 14%	429 42% a	2228 86% ab
MOST NEGATIVE (1-2)	224 5%	173 5%	156 5%	68 6%	51 7%	224 5%	124 3%	64 3%	52 2%	9 2%	148 4%	76 19% abcde	195 28% bc	17 2% c	12 *%
MOST POSITIVE (9-10)	1112 26%	929 26%	800 26%	312 26%	183 25%	1112 26%	1045 28% f	739 32% ef	650 30% f	204 38% acef	1084 28% f	28 7%	17 2%	80 8% a	1015 39% ab
Answered	4100	3433	2979	1121	668	4100	3595	2270	2119	535	3786	315	623	945	2533
Mean score	7.1	7.1	7.0	7.1	7.0	7.1	7.3 f	7.5 aef	7.4 ef	7.7 acef	7.3 f	4.9	4.0	6.3 a	8.1 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7A. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides a broad mix of content"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.26	2.23	2.24	2.30	2.40	2.26	2.07	2.00	1.93	1.87	2.11	2.74	2.37	1.69	1.51
Standard error	.04	.04	.04	.07	.09	.04	.03	.04	.04	.08	.03	.15	.09	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 204

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
Total		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND		
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	179	109	69	7	18	29	22	103	33	42	35	69	151	16	8	5	
		4%	5%	3%	1%	2%	4%	3%	6%	3%	3%	5%	6%	4%	5%	4%	4%	
			b			a		abd				ab						
2	(2.0)	69	36	31	5	18	13	16	17	19	22	13	15	56	7	4	3	
		2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	
3	(3.0)	123	59	62	17	15	18	24	47	25	40	26	30	101	9	8	5	
		3%	3%	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	4%	4%	
4	(4.0)	192	86	103	24	46	30	25	67	45	62	36	50	162	17	7	6	
		4%	4%	5%	5%	6%	4%	4%	4%	4%	5%	5%	5%	4%	5%	3%	5%	
5	(5.0)	401	198	200	68	69	67	68	128	111	97	77	116	337	28	25	11	
		9%	9%	9%	13%	9%	10%	10%	8%	10%	7%	10%	10%	9%	8%	12%	9%	
					e													
6	(6.0)	472	212	259	61	77	78	88	168	114	154	87	117	406	32	22	11	
		11%	10%	12%	12%	10%	11%	13%	10%	10%	12%	11%	11%	11%	9%	10%	9%	
7	(7.0)	684	364	318	91	140	120	99	234	192	227	114	150	583	56	30	14	
		16%	17%	15%	17%	18%	17%	14%	15%	17%	17%	15%	14%	16%	16%	14%	11%	
													d					
8	(8.0)	883	438	440	98	168	148	127	341	231	306	148	198	729	81	45	27	
		21%	21%	20%	19%	21%	21%	18%	21%	21%	23%	19%	18%	20%	24%	21%	21%	
										d								
9	(9.0)	507	246	261	52	81	91	90	192	163	148	89	106	413	44	33	16	
		12%	12%	12%	10%	10%	13%	13%	12%	15%	11%	12%	10%	11%	13%	16%	13%	
										d								
10 - Extremely well	(10.0)	561	255	305	65	105	67	95	228	137	151	102	171	468	42	26	25	
		13%	12%	14%	13%	13%	10%	14%	14%	12%	11%	13%	15%	13%	12%	12%	20%	
								c					b				abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 204

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	
Significance Level: 99%																	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	224 5%	97 5%	127 6%	31 6%	43 6%	32 5%	40 6%	79 5%	36 3%	68 5%	37 5%	83 8% a	203 6% c	11 3%	6 3%	5 4%	
NEGATIVE VIEW (1-4)	563 13%	290 14%	266 12%	54 10%	98 13%	91 13%	87 12%	234 15%	122 11%	166 13%	110 14%	165 15%	469 13%	50 14%	27 12%	18 14%	
NEUTRAL (5-6)	873 20%	410 20%	459 21%	130 25% e	146 19%	145 21%	156 22%	296 18%	225 20%	251 19%	165 22%	233 21%	743 21%	60 17%	48 22%	22 17%	
POSITIVE VIEW (7-10)	2635 61%	1304 62%	1324 61%	307 59%	494 63%	427 61%	412 59%	995 62%	723 65% d	832 63% d	454 59%	625 57%	2194 61%	223 65%	134 63%	83 65%	
MOST NEGATIVE (1-2)	248 6%	145 7% b	101 5%	12 2%	36 5%	43 6% a	38 5%	120 7% a	52 5%	64 5%	48 6%	84 8%	207 6%	23 7%	11 5%	7 6%	
MOST POSITIVE (9-10)	1069 25%	502 24%	566 26%	118 23%	187 24%	158 23%	186 27%	420 26%	300 27%	299 23%	191 25%	277 25%	882 24%	86 25%	59 28%	42 32% a	
Answered	4071	2004	2049	490	738	663	654	1526	1070	1249	728	1022	3405	333	209	124	
Mean score	7.0	6.9	7.0	7.0	7.0	6.9	7.0	6.9	7.1	7.0	6.9	6.8	6.9	7.0	7.0	7.2	
Standard deviation	2.32	2.37	2.26	2.07	2.19	2.27	2.31	2.47	2.19	2.20	2.38	2.53	2.31	2.35	2.30	2.46	
Standard error	.04	.05	.05	.09	.09	.08	.10	.06	.07	.06	.08	.08	.05	.10	.10	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 204

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C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	179 4%	148 4%	31 5%	36 3%	140 5%	36 3%	140 4%	14 3%	18 3%	17 3%	36 3%	87 3%	84 5% a
2	(2.0)	69 2%	59 2%	10 2%	19 2%	50 2%	18 2%	51 2%	7 2%	10 2%	9 2%	18 2%	40 2%	26 2%
3	(3.0)	123 3%	108 3%	14 2%	27 2%	94 3%	25 2%	96 3%	11 3%	11 2%	9 2%	25 2%	70 3%	51 3%
4	(4.0)	192 4%	167 5%	25 4%	57 5%	131 4%	54 5%	135 4%	20 5%	28 5%	35 7%	54 5%	127 5%	61 4%
5	(5.0)	401 9%	352 10%	49 8%	129 10%	265 9%	111 10%	282 9%	43 10%	52 9%	42 9%	111 10%	252 9%	139 9%
6	(6.0)	472 11%	418 11%	54 9%	146 12%	316 11%	123 11%	336 11%	44 10%	67 12%	58 12%	123 11%	298 11%	165 11%
7	(7.0)	684 16%	585 16%	98 16%	205 17%	463 15%	186 17%	482 15%	71 16%	86 15%	91 18%	186 17%	456 17%	219 14%
8	(8.0)	883 21%	749 20%	133 22%	246 20%	629 21%	227 21%	648 21%	82 19%	112 20%	95 19%	227 21%	572 21%	302 20%
9	(9.0)	507 12%	437 12%	71 12%	159 13%	339 11%	143 13%	356 11%	59 14%	84 15%	73 15%	143 13%	330 12%	168 11%
10 - Extremely well	(10.0)	561 13%	490 13%	71 12%	155 13%	396 13%	134 12%	417 13%	62 14%	81 14%	46 9%	134 12%	322 12%	220 14%
Don't know		224 5%	186 5%	38 6%	51 4%	173 6%	46 4%	178 6%	22 5%	20 4%	18 4%	46 4%	109 4%	110 7% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 204

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C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	563	483	80	139	416	133	422	52	66	71	133	324	221
	13%	13%	13%	11%	14%	12%	14%	12%	12%	14%	12%	12%	14%
NEUTRAL (5-6)	873	770	103	275	581	235	618	87	118	101	235	550	304
	20%	21%	17%	22%	19%	21%	20%	20%	21%	20%	21%	21%	20%
POSITIVE VIEW (7-10)	2635	2261	374	765	1827	689	1903	274	364	304	689	1681	909
	61%	61%	63%	62%	61%	63%	61%	63%	64%	62%	63%	63%	59%
MOST NEGATIVE (1-2)	248	208	41	54	190	54	191	21	27	27	54	127	110
	6%	6%	7%	4%	6%	5%	6%	5%	5%	5%	5%	5%	7%
													a
MOST POSITIVE (9-10)	1069	926	142	314	735	276	772	122	166	118	276	653	388
	25%	25%	24%	26%	25%	25%	25%	28%	29%	24%	25%	25%	25%
Answered	4071	3514	557	1180	2823	1057	2942	414	549	476	1057	2554	1434
Mean score	7.0	7.0	6.9	7.0	6.9	7.0	6.9	7.1	7.1	6.9	7.0	7.0	6.9
Standard deviation	2.32	2.31	2.37	2.19	2.37	2.22	2.36	2.27	2.24	2.21	2.22	2.21	2.46
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 204

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
Total		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	179 4%	132 4%	118 4%	62 5%	47 6% ab	179 4%	95 3%	51 2%	39 2%	11 2%	114 3%	65 16% abcde	157 23% bc	14 1% c	8 *%
2	(2.0)	69 2%	62 2%	53 2%	16 1%	7 1%	69 2%	50 1%	23 1%	23 1%	4 1%	53 1%	16 4% abcde	50 7% bc	15 1% c	4 *%
3	(3.0)	123 3%	99 3%	89 3%	34 3%	23 3%	123 3%	86 2%	52 2%	42 2%	11 2%	93 2%	30 7% abcde	74 11% bc	35 3% c	14 1%
4	(4.0)	192 4%	173 5%	156 5% c	36 3%	20 3%	192 4%	144 4%	78 3%	84 4%	15 3%	160 4%	32 8% abcde	98 14% bc	56 5% c	38 1%
5	(5.0)	401 9%	333 9%	300 10%	101 8%	68 9%	401 9%	335 9%	199 9%	181 8%	49 9%	359 9%	41 10% c	90 13% ac	195 19% ac	116 4%
6	(6.0)	472 11%	394 11%	344 11%	128 11%	79 11%	472 11%	420 11% d	230 10%	241 11%	38 7%	440 11% d	32 8% ac	55 8% ac	211 21% ac	206 8%
7	(7.0)	684 16%	592 17%	510 16%	174 14%	92 13%	684 16%	612 17% f	397 17% f	391 18% f	108 20% f	647 17% f	36 9% ac	43 6% a	194 19% a	446 17% a
8	(8.0)	883 21%	732 21%	621 20%	262 22%	150 20%	883 21%	828 23% f	533 23% f	499 23% f	130 24% f	853 22% f	30 7% ac	29 4% a	141 14% a	713 28% ab
9	(9.0)	507 12%	429 12%	376 12%	131 11%	78 11%	507 12%	469 13% f	329 14% f	307 14% f	79 15% f	488 13% f	19 5% ac	6 1% a	48 5% a	453 18% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 204

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	561 13%	463 13%	399 13%	162 14%	98 13%	561 13%	531 14%	368 16%	298 14%	82 15%	548 14%	14 3%	14 2%	32 3%	516 20%
Don't know	224 5%	152 4%	133 4%	92 8%	73 10%	224 5%	108 3%	58 2%	44 2%	16 3%	133 3%	92 23%	78 11%	81 8%	65 3%
NEGATIVE VIEW (1-4)	563 13%	467 13%	415 13%	148 12%	97 13%	563 13%	375 10%	204 9%	187 9%	40 7%	421 11%	142 35%	380 55%	120 12%	64 2%
NEUTRAL (5-6)	873 20%	726 20%	644 21%	229 19%	147 20%	873 20%	755 21%	428 18%	422 20%	87 16%	800 21%	73 18%	146 21%	405 40%	322 12%
POSITIVE VIEW (7-10)	2635 61%	2216 62%	1905 62%	729 61%	418 57%	2635 61%	2440 66%	1627 70%	1496 70%	400 74%	2535 65%	99 24%	92 13%	415 41%	2128 83%
MOST NEGATIVE (1-2)	248 6%	195 5%	170 6%	78 7%	54 7%	248 6%	145 4%	74 3%	61 3%	14 3%	168 4%	81 20%	207 30%	30 3%	12 **%
MOST POSITIVE (9-10)	1069 25%	892 25%	775 25%	293 24%	176 24%	1069 25%	1000 27%	697 30%	605 28%	162 30%	1036 27%	33 8%	20 3%	80 8%	969 38%
Answered	4071	3409	2964	1107	662	4071	3570	2259	2105	527	3756	315	617	941	2513
Mean score	7.0	7.0	6.9	7.0	6.9	7.0	7.2 f	7.4 aef	7.3 ef	7.4 ef	7.1 f	4.8	3.9	6.2 a	8.0 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7B. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Appeals to a wide range of different audiences"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.32	2.29	2.30	2.38	2.49	2.32	2.15	2.09	2.02	2.00	2.18	2.78	2.38	1.78	1.58
Standard error	.04	.04	.04	.07	.09	.04	.04	.04	.04	.09	.04	.15	.09	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 205

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

		GENDER		AGE					SEG				NATION				
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	132 3%	84 4% b	48 2%	2 *% a	11 1%	18 3% a	19 3% a	82 5% ab	21 2%	32 2%	29 4%	50 5% ab	111 3%	13 4%	6 3%	3 2%
2	(2.0)	39 1%	23 1%	16 1%	3 1%	10 1%	7 1%	2 *% 1%	17 1%	7 1%	13 1%	10 1%	10 1%	32 1%	5 1%	1 *% 1%	1 1%
3	(3.0)	99 2%	51 2%	47 2%	13 2%	10 1%	11 2%	23 3%	43 3%	23 2%	29 2%	17 2%	30 3%	85 2%	6 2%	5 2%	3 2%
4	(4.0)	127 3%	62 3%	62 3%	21 4%	22 3%	18 3%	18 3%	48 3%	30 3%	39 3%	32 4%	27 2%	106 3%	12 3%	4 2%	5 4%
5	(5.0)	350 8%	182 9%	167 8%	49 9%	57 7%	57 8%	71 10%	116 7%	75 7%	91 7%	81 11% b	103 9%	290 8%	24 7%	23 11%	13 10%
6	(6.0)	402 9%	198 9%	202 9%	63 12% e	89 11% e	75 11% e	62 9%	113 7%	107 10%	129 10%	70 9%	97 9%	347 10% d	29 8%	18 9%	7 6%
7	(7.0)	708 16%	356 17%	352 16%	104 20% e	138 18%	140 20% e	110 16%	216 13%	205 19%	228 17%	114 15%	160 14%	608 17%	46 13%	36 17%	18 14%
8	(8.0)	915 21%	447 21%	466 21%	91 17%	170 22%	153 22%	139 20%	362 23%	269 24% d	295 22%	147 19%	205 19%	748 21%	89 26% a	53 24%	25 19%
9	(9.0)	662 15%	313 15%	344 16%	61 12%	117 15%	98 14%	108 16%	278 17% a	179 16%	229 17% d	121 16%	133 12%	561 16%	51 15%	29 14%	21 16%
10 - Extremely well	(10.0)	649 15%	293 14%	353 16%	87 17%	110 14%	83 12%	106 15%	262 16%	163 15%	175 13%	111 15%	200 18% b	531 15%	56 16%	33 15%	29 22% ac

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	
Significance Level: 99%																	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	211 5%	91 4%	119 5%	27 5%	46 6%	34 5%	37 5%	67 4%	27 2%	58 4%	34 4%	91 8% abc	188 5%	11 3%	6 3%	5 4%	
NEGATIVE VIEW (1-4)	398 9%	221 11% b	173 8%	39 8%	54 7%	54 8%	62 9%	190 12% abc	80 7%	113 9%	88 11% a	117 11%	334 9%	36 10%	17 8%	11 9%	
NEUTRAL (5-6)	752 18%	380 18%	369 17%	112 22% e	146 19%	132 19% e	132 19%	230 14%	182 17%	219 17%	150 20%	200 18%	637 18%	53 16%	42 19%	20 15%	
POSITIVE VIEW (7-10)	2934 68%	1409 67%	1515 70%	342 66%	535 69%	475 68%	463 67%	1119 70%	816 74% cd	926 70% cd	493 64%	698 63%	2448 68%	243 71%	151 70%	93 72%	
MOST NEGATIVE (1-2)	172 4%	108 5% b	64 3%	5 1%	21 3%	25 4% a	21 3%	99 6% abd	28 3%	45 3%	39 5% a	60 5% a	143 4%	18 5%	7 3%	4 3%	
MOST POSITIVE (9-10)	1311 31%	606 29%	697 32%	148 28%	227 29%	181 26%	215 31%	541 34% c	342 31%	403 31%	233 30%	333 30%	1092 30%	107 31%	62 29%	49 38% ac	
Answered	4085	2010	2057	493	735	660	657	1539	1079	1259	731	1014	3420	332	209	124	
Mean score	7.3	7.2	7.5 a	7.3	7.4	7.3	7.3	7.3	7.5 c	7.4	7.1	7.2	7.3	7.4	7.3	7.6	
Standard deviation	2.17	2.25	2.08	1.95	1.96	2.03	2.16	2.39	1.97	2.07	2.30	2.39	2.17	2.25	2.10	2.20	
Standard error	.03	.05	.05	.08	.08	.07	.09	.06	.07	.06	.08	.07	.04	.10	.09	.11	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

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C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	132 3%	111 3%	22 4%	26 2%	103 3%	26 2%	103 3%	11 2%	13 2%	12 2%	26 2%	61 2%	63 4%
2	(2.0)	39 1%	31 1%	8 1%	8 1%	31 1%	8 1%	32 1%	5 1%	4 1%	2 *%	8 1%	22 1%	17 1%
3	(3.0)	99 2%	87 2%	12 2%	19 2%	80 3%	16 1%	82 3%	7 2%	8 1%	9 2%	16 1%	60 2%	37 2%
4	(4.0)	127 3%	111 3%	16 3%	37 3%	87 3%	35 3%	89 3%	13 3%	14 2%	18 4%	35 3%	81 3%	45 3%
5	(5.0)	350 8%	300 8%	50 8%	107 9%	234 8%	85 8%	256 8%	35 8%	46 8%	37 7%	85 8%	207 8%	136 9%
6	(6.0)	402 9%	364 10%	38 6%	135 11%	259 9%	121 11%	272 9%	38 9%	62 11%	61 12%	121 11%	272 10%	119 8%
7	(7.0)	708 16%	626 17%	82 14%	226 18%	473 16%	206 19%	492 16%	87 20%	95 17%	90 18%	206 19%	470 18%	227 15%
8	(8.0)	915 21%	768 21%	147 25%	261 21%	634 21%	243 22%	652 21%	80 18%	123 22%	114 23%	243 22%	600 23%	305 20%
9	(9.0)	662 15%	556 15%	106 18%	171 14%	485 16%	151 14%	505 16%	67 15%	84 15%	63 13%	151 14%	416 16%	240 16%
10 - Extremely well	(10.0)	649 15%	560 15%	89 15%	185 15%	456 15%	162 15%	478 15%	69 16%	93 16%	67 14%	162 15%	369 14%	254 16%
Don't know		211 5%	185 5%	26 4%	55 4%	155 5%	50 5%	160 5%	24 6%	28 5%	21 4%	50 5%	104 4%	100 6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 205

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	398 9%	341 9%	58 10%	90 7%	301 10%	85 8%	306 10%	36 8%	39 7%	41 8%	85 8%	224 8%	162 11%
NEUTRAL (5-6)	752 18%	665 18%	87 15%	241 20%	493 16%	206 19%	528 17%	73 17%	108 19%	98 20%	206 19%	479 18%	255 17%
POSITIVE VIEW (7-10)	2934 68%	2510 68%	424 71%	843 69%	2047 68%	761 69%	2127 68%	304 70%	395 69%	333 67%	761 69%	1856 70%	1027 67%
MOST NEGATIVE (1-2)	172 4%	142 4%	30 5%	35 3%	134 4%	34 3%	135 4%	15 3%	17 3%	14 3%	34 3%	83 3%	79 5% a
MOST POSITIVE (9-10)	1311 31%	1117 30%	195 33%	356 29%	941 31%	312 28%	983 32%	137 31%	177 31%	130 26%	312 28%	786 29%	494 32%
Answered	4085	3516	569	1175	2841	1052	2961	412	542	473	1052	2559	1444
Mean score	7.3	7.3	7.4	7.4	7.3	7.4	7.3	7.4	7.5	7.3	7.4	7.3	7.3
Standard deviation	2.17	2.16	2.24	2.02	2.23	2.03	2.22	2.10	2.04	2.03	2.03	2.06	2.32
Standard error	.03	.04	.09	.06	.04	.06	.04	.10	.09	.09	.06	.04	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	132 3%	91 3%	81 3%	52 4% ab	41 6% abe	132 3%	62 2%	32 1%	21 1%	4 1%	78 2% c	55 13% abcde	116 17% bc	9 1%	8 **%
2	(2.0)	39 1%	33 1%	29 1%	10 1%	6 1%	39 1%	23 1%	14 1%	14 1%	1 **%	29 1%	11 3% abcde	32 5% bc	4 **%	3 **%
3	(3.0)	99 2%	80 2%	72 2%	27 2%	20 3%	99 2%	63 2%	30 1%	27 1%	8 2%	71 2%	28 7% abcde	70 10% bc	20 2% c	9 **%
4	(4.0)	127 3%	117 3%	105 3% d	22 2%	10 1%	127 3%	95 3%	61 3%	53 2%	12 2%	104 3%	23 6% abce	64 9% bc	41 4% c	22 1%
5	(5.0)	350 8%	280 8%	244 8%	106 9%	70 10%	350 8%	288 8%	149 6%	128 6%	35 6%	305 8%	45 11% bc	109 16% c	158 16% c	82 3%
6	(6.0)	402 9%	338 9%	297 10%	105 9%	64 9%	402 9%	343 9%	197 9%	211 10%	43 8%	362 9%	40 10%	66 9% c	213 21% ac	124 5%
7	(7.0)	708 16%	612 17% c	551 18% cd	157 13%	96 13%	708 16% c	630 17% f	396 17% f	402 19% f	86 16% f	668 17% f	41 10%	70 10%	221 22% ac	417 16% a
8	(8.0)	915 21%	771 22%	656 21%	259 22%	144 20%	915 21%	856 23% f	546 24% f	497 23% f	126 23% f	882 23% f	33 8%	43 6%	158 15% a	714 28% ab
9	(9.0)	662 15%	557 16%	467 15%	195 16%	105 14%	662 15%	613 17% f	416 18% f	391 18% f	113 21% f	645 17% f	17 4%	28 4%	72 7%	562 22% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 205

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	649 15%	538 15%	463 15%	186 16%	111 15%	649 15%	612 17%	426 18%	368 17%	101 19%	631 16%	18 5%	21 3%	45 4%	583 23%
Don't know	211 5%	144 4%	131 4%	80 7%	66 9%	211 5%	95 3%	50 2%	36 2%	13 2%	115 3%	96 24%	77 11%	80 8%	53 2%
NEGATIVE VIEW (1-4)	398 9%	321 9%	287 9%	111 9%	77 11%	398 9%	242 7%	136 6%	115 5%	26 5%	283 7%	116 28%	282 40%	75 7%	42 2%
NEUTRAL (5-6)	752 18%	618 17%	541 17%	211 18%	134 18%	752 18%	630 17%	347 15%	340 16%	78 14%	667 17%	85 21%	175 25%	371 36%	206 8%
POSITIVE VIEW (7-10)	2934 68%	2477 70%	2137 69%	797 67%	457 62%	2934 68%	2711 74%	1784 77%	1658 77%	426 79%	2825 73%	109 27%	162 23%	496 49%	2276 88%
MOST NEGATIVE (1-2)	172 4%	125 4%	110 4%	62 5%	47 6%	172 4%	85 2%	46 2%	35 2%	6 1%	107 3%	65 16%	147 21%	14 1%	11 *%
MOST POSITIVE (9-10)	1311 31%	1095 31%	930 30%	381 32%	216 29%	1311 31%	1225 33%	843 36%	759 35%	215 40%	1276 33%	35 9%	49 7%	117 11%	1145 44%
Answered	4085	3416	2966	1119	668	4085	3584	2267	2113	530	3774	311	619	942	2524
Mean score	7.3	7.4	7.3	7.3	7.1	7.3	7.6	7.7	7.7	7.8	7.5	5.2	4.7	6.6	8.2

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7C. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content made for UK audiences"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.17	2.12	2.13	2.29	2.43	2.17	1.97	1.91	1.83	1.81	2.02	2.74	2.58	1.69	1.47
Standard error	.03	.04	.04	.07	.09	.03	.03	.04	.04	.08	.03	.15	.10	.05	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 206

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	247 6%	140 7%	104 5%	12 2%	38 5%	34 5%	38 5%	125 8% a	50 4%	63 5%	54 7%	81 7%	207 6%	22 6%	12 6%	6 4%
2	(2.0)	111 3%	68 3% b	40 2%	16 3%	17 2%	17 2%	14 2%	46 3%	18 2%	40 3%	24 3%	28 3%	84 2%	15 4% a	10 5% a	3 2%
3	(3.0)	198 5%	98 5%	98 5%	22 4%	37 5%	35 5%	35 5%	68 4%	59 5%	63 5%	32 4%	44 4%	162 4%	10 3%	18 8% ab	7 6%
4	(4.0)	237 6%	109 5%	126 6%	35 7%	41 5%	28 4%	38 6%	95 6%	54 5%	85 6%	44 6%	54 5%	194 5%	20 6%	16 7%	7 5%
5	(5.0)	548 13%	273 13%	273 13%	78 15%	88 11%	93 13%	110 16%	180 11%	133 12%	170 13%	85 11%	159 14%	451 13%	41 12%	39 18% ab	16 13%
6	(6.0)	549 13%	276 13%	272 12%	71 14%	108 14%	88 13%	91 13%	191 12%	171 15%	161 12%	91 12%	126 11%	479 13% c	41 12%	17 8%	12 10%
7	(7.0)	648 15%	330 16%	317 15%	84 16%	117 15%	109 16%	103 15%	236 15%	177 16% d	227 17% d	117 15%	127 11%	555 15% d	50 14%	31 14%	13 10%
8	(8.0)	647 15%	304 14%	343 16%	58 11%	117 15%	121 17% a	107 15%	244 15%	180 16%	207 16%	115 15%	144 13%	538 15%	58 17%	30 14%	22 17%
9	(9.0)	358 8%	173 8%	184 8%	48 9%	83 11% d	61 9%	40 6%	126 8%	105 10%	109 8%	55 7%	89 8%	300 8%	30 9%	15 7%	14 11%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 206

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

		GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Significance Level: 99%	Total															
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
10 - Extremely well (10.0)	361	169	191	38	80	49	58	136	89	89	75	108	296	30	14	21
	8%	8%	9%	7%	10%	7%	8%	8%	8%	7%	10%	10%	8%	9%	6%	17%
																abc
Don't know	391	161	229	58	55	60	59	159	69	103	73	145	343	27	13	8
	9%	8%	11%	11%	7%	9%	9%	10%	6%	8%	10%	13%	10%	8%	6%	6%
			a									ab				
NEGATIVE VIEW (1-4)	793	415	368	86	133	114	126	334	181	252	153	207	646	67	56	23
	18%	20%	17%	16%	17%	16%	18%	21%	16%	19%	20%	19%	18%	20%	26%	18%
															ad	
NEUTRAL (5-6)	1097	550	545	148	196	180	201	371	304	331	177	285	930	82	56	29
	26%	26%	25%	29%	25%	26%	29%	23%	28%	25%	23%	26%	26%	24%	26%	22%
POSITIVE VIEW (7-10)	2015	975	1035	228	397	340	308	741	551	632	362	468	1689	167	89	69
	47%	46%	48%	44%	51%	49%	44%	46%	50%	48%	47%	42%	47%	49%	41%	54%
									d							ac
MOST NEGATIVE (1-2)	358	208	144	28	55	51	52	171	68	103	78	109	291	37	22	8
	8%	10%	7%	5%	7%	7%	8%	11%	6%	8%	10%	10%	8%	11%	10%	6%
		b						a			a	a				
MOST POSITIVE (9-10)	720	341	375	86	163	110	99	262	194	198	130	198	596	60	28	35
	17%	16%	17%	17%	21%	16%	14%	16%	18%	15%	17%	18%	17%	17%	13%	27%
					d											abc
Answered	3904	1939	1947	462	726	634	635	1446	1036	1214	692	960	3265	316	202	121
Mean score	6.3	6.2	6.4	6.3	6.5	6.4	6.2	6.2	6.5	6.3	6.3	6.2	6.3	6.3	5.8	6.8
			a		e								c	c		abc
Standard deviation	2.43	2.48	2.37	2.23	2.41	2.34	2.37	2.56	2.30	2.35	2.55	2.59	2.41	2.52	2.47	2.56
Columns Tested:	a,b - a,b,c,d,e - a,b,c,d - a,b,c,d															

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	
Significance Level: 99%																	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Standard error	.04	.06	.05	.10	.10	.09	.10	.07	.08	.07	.09	.08	.05	.11	.11	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 206

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	247 6%	201 5%	46 8%	62 5%	181 6%	59 5%	184 6%	24 6%	29 5%	29 6%	59 5%	131 5%	103 7%
2	(2.0)	111 3%	88 2%	23 4%	25 2%	85 3%	22 2%	88 3%	8 2%	12 2%	12 2%	22 2%	60 2%	49 3%
3	(3.0)	198 5%	173 5%	25 4%	56 5%	140 5%	52 5%	144 5%	30 7%	25 4%	22 4%	52 5%	119 4%	74 5%
4	(4.0)	237 6%	200 5%	37 6%	55 4%	180 6%	47 4%	189 6%	17 4%	20 3%	22 5%	47 4%	146 5%	88 6%
5	(5.0)	548 13%	469 13%	79 13%	161 13%	375 13%	143 13%	392 13%	53 12%	75 13%	79 16%	143 13%	331 12%	195 13%
6	(6.0)	549 13%	481 13%	68 11%	166 13%	373 12%	149 14%	389 12%	57 13%	66 12%	66 13%	149 14%	363 14%	178 12%
7	(7.0)	648 15%	551 15%	97 16%	193 16%	446 15%	170 15%	467 15%	57 13%	90 16%	78 16%	170 15%	424 16%	215 14%
8	(8.0)	647 15%	560 15%	87 15%	200 16%	429 14%	185 17%	444 14%	70 16%	98 17%	81 16%	185 17%	426 16%	217 14%
9	(9.0)	358 8%	325 9%	33 6%	117 9%	239 8%	103 9%	253 8%	48 11%	51 9%	37 8%	103 9%	242 9%	112 7%
10 - Extremely well	(10.0)	361 8%	319 9%	42 7%	107 9%	246 8%	96 9%	257 8%	40 9%	66 12%	33 7%	96 9%	232 9%	119 8%
Don't know		391 9%	334 9%	57 10%	89 7%	300 10%	76 7%	313 10%	32 7%	37 7%	33 7%	76 7%	190 7%	194 13%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OF COM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 206

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	793 18%	661 18%	131 22%	198 16%	588 20%	181 16%	605 19%	79 18%	86 15%	85 17%	181 16%	456 17%	314 20%
NEUTRAL (5-6)	1097 26%	950 26%	147 25%	327 27%	748 25%	292 26%	781 25%	111 25%	141 25%	145 29%	292 26%	694 26%	373 24%
POSITIVE VIEW (7-10)	2015 47%	1755 47%	260 44%	616 50%	1361 45%	554 50%	1422 46%	215 49%	305 54%	230 47%	554 50%	1323 50%	662 43%
MOST NEGATIVE (1-2)	358 8%	288 8%	69 12% a	87 7%	267 9%	82 7%	272 9%	32 7%	41 7%	41 8%	82 7%	191 7%	152 10% a
MOST POSITIVE (9-10)	720 17%	644 17% b	75 13%	224 18%	485 16%	199 18%	510 16%	88 20%	117 20%	70 14%	199 18%	474 18%	231 15%
Answered	3904	3366	538	1141	2697	1027	2808	405	532	460	1027	2473	1350
Mean score	6.3	6.4 b	6.0	6.5	6.2	6.4	6.2	6.4	6.6	6.2	6.4	6.4 b	6.1
Standard deviation	2.43	2.42	2.51	2.36	2.47	2.38	2.46	2.46	2.41	2.35	2.38	2.36	2.52
Standard error	.04	.04	.10	.07	.05	.08	.05	.12	.11	.11	.08	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 206

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	247 6%	184 5%	171 6%	75 6%	62 8% abe	247 6%	148 4%	80 3%	71 3%	13 2%	177 5%	70 17% abcde	190 27% bc	33 3% c	24 1%
2	(2.0)	111 3%	95 3%	84 3%	27 2%	16 2%	111 3%	85 2%	49 2%	44 2%	12 2%	96 2%	15 4%	64 9% bc	30 3% c	17 1%
3	(3.0)	198 5%	171 5%	151 5%	47 4%	26 4%	198 5%	152 4%	83 4%	77 4%	17 3%	169 4%	29 7% bc	91 13% bc	70 7% c	37 1%
4	(4.0)	237 6%	212 6%	188 6% d	49 4%	25 3%	237 6%	204 6%	104 4%	106 5%	22 4%	214 5%	23 6%	72 10% c	79 8% c	86 3%
5	(5.0)	548 13%	442 12%	385 12%	163 14%	106 14%	548 13%	466 13%	282 12%	249 12%	46 8%	489 13%	59 14%	91 13%	201 20% ac	256 10%
6	(6.0)	549 13%	466 13%	397 13%	152 13%	83 11%	549 13%	500 14% f	296 13% f	320 15% f	84 16% f	522 13% f	27 7%	33 5%	211 21% ac	306 12% a
7	(7.0)	648 15%	572 16% cd	498 16% cd	150 13%	76 10%	648 15% d	610 17% f	402 17% f	399 19% f	117 22% ef	623 16% f	25 6%	32 5%	131 13% a	485 19% ab
8	(8.0)	647 15%	548 15%	466 15%	181 15%	99 13%	647 15%	595 16% f	407 18% f	370 17% f	101 19% f	623 16% f	24 6%	17 2%	93 9% a	538 21% ab
9	(9.0)	358 8%	302 8%	267 9%	92 8%	57 8%	358 8%	336 9% f	241 10% f	210 10% f	59 11% f	350 9% f	9 2%	10 1%	37 4%	312 12% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 206

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	361 8%	307 9%	266 9%	95 8%	54 7%	361 8%	339 9%	250 11%	200 9%	54 10%	350 9%	11 3%	10 1%	16 2%	336 13%
Don't know	391 9%	261 7%	224 7%	167 14%	130 18%	391 9%	243 7%	125 5%	103 5%	17 3%	276 7%	116 28%	88 13%	121 12%	182 7%
NEGATIVE VIEW (1-4)	793 18%	662 19%	594 19%	198 17%	130 18%	793 18%	589 16%	316 14%	297 14%	65 12%	656 17%	137 34%	416 60%	212 21%	164 6%
NEUTRAL (5-6)	1097 26%	909 26%	782 25%	315 26%	188 26%	1097 26%	967 26%	577 25%	569 26%	130 24%	1011 26%	86 21%	123 18%	412 40%	562 22%
POSITIVE VIEW (7-10)	2015 47%	1728 49%	1497 48%	518 43%	286 39%	2015 47%	1880 51%	1299 56%	1180 55%	331 61%	1946 50%	69 17%	68 10%	276 27%	1670 65%
MOST NEGATIVE (1-2)	358 8%	279 8%	255 8%	102 9%	79 11%	358 8%	232 6%	129 6%	115 5%	26 5%	273 7%	85 21%	253 36%	63 6%	41 2%
MOST POSITIVE (9-10)	720 17%	608 17%	533 17%	187 16%	111 15%	720 17%	675 18%	490 21%	410 19%	114 21%	700 18%	20 5%	19 3%	53 5%	647 25%
Answered	3904	3299	2872	1032	605	3904	3436	2192	2046	527	3613	291	608	901	2396
Mean score	6.3	6.3	6.3	6.3	6.1	6.3	6.5	6.7	6.7	6.9	6.5	4.4	3.4	5.6	7.3

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7D. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that dares to be different"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.43	2.40	2.42	2.46	2.61	2.43	2.30	2.27	2.20	2.12	2.35	2.67	2.30	1.94	1.89
Standard error	.04	.04	.05	.08	.10	.04	.04	.05	.05	.10	.04	.15	.09	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 207

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

		GENDER			AGE					SEG				NATION				N
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	243 6%	137 7%	105 5%	15 3%	29 4%	37 5%	36 5%	125 8% ab	45 4%	67 5%	50 7%	80 7% a	202 6%	23 7%	12 5%	7 5%	
2	(2.0)	102 2%	56 3%	44 2%	12 2%	22 3%	13 2%	19 3%	37 2%	28 2%	28 2%	22 3%	25 2%	80 2%	9 3%	11 5% ad	2 1%	
3	(3.0)	196 5%	106 5%	89 4%	25 5%	36 5%	23 3%	43 6%	68 4%	59 5%	59 5%	34 4%	44 4%	159 4%	16 5%	15 7%	6 5%	
4	(4.0)	218 5%	102 5%	115 5%	33 6%	34 4%	41 6%	31 4%	80 5%	63 6%	62 5%	37 5%	57 5%	180 5%	19 5%	12 6%	7 5%	
5	(5.0)	582 14%	287 14%	293 13%	81 16%	97 12%	95 14%	115 17%	194 12%	123 11%	182 14%	119 16%	158 14%	471 13%	50 15%	42 20% a	19 15%	
6	(6.0)	522 12%	247 12%	272 12%	72 14%	93 12%	87 12%	82 12%	189 12%	152 14%	168 13%	88 12%	113 10%	442 12% d	49 14% d	22 10%	9 7%	
7	(7.0)	671 16%	328 16%	339 16%	71 14%	135 17%	121 17%	92 13%	252 16%	188 17%	218 17%	111 14%	154 14%	580 16%	44 13%	31 14%	16 12%	
8	(8.0)	675 16%	348 17%	326 15%	79 15%	124 16%	111 16%	107 15%	253 16%	192 17%	227 17% d	113 15%	143 13%	569 16%	55 16%	28 13%	22 17%	
9	(9.0)	415 10%	203 10%	212 10%	47 9%	84 11%	71 10%	63 9%	150 9%	107 10%	135 10%	69 9%	104 9%	349 10%	38 11%	16 8%	12 9%	
10 - Extremely well	(10.0)	375 9%	166 8%	207 10%	43 8%	81 10%	48 7%	57 8%	145 9%	95 9%	98 7%	68 9%	112 10%	304 8%	30 9%	19 9%	22 17% abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 207

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	296	121	175	43	46	46	48	113	54	73	54	115	271	11	7	8	
	7%	6%	8%	8%	6%	7%	7%	7%	5%	6%	7%	10%	8%	3%	3%	6%	
			a									ab	bc				
NEGATIVE VIEW (1-4)	760	401	353	85	121	115	130	309	194	216	143	206	621	67	50	22	
	18%	19%	16%	16%	15%	17%	19%	19%	18%	16%	19%	19%	17%	19%	23%	17%	
														a			
NEUTRAL (5-6)	1104	534	564	153	190	182	197	383	275	350	207	272	913	99	65	27	
	26%	25%	26%	29%	24%	26%	28%	24%	25%	27%	27%	25%	25%	29%	30%	21%	
														d	d		
POSITIVE VIEW (7-10)	2135	1045	1084	239	425	351	319	800	582	678	361	513	1803	167	94	72	
	50%	50%	50%	46%	54%	51%	46%	50%	53%	51%	47%	46%	50%	48%	44%	56%	
					ad				d				c		c		
MOST NEGATIVE (1-2)	345	193	149	27	51	50	56	162	72	95	73	105	282	32	23	8	
	8%	9%	7%	5%	7%	7%	8%	10%	7%	7%	9%	9%	8%	9%	10%	7%	
								a									
MOST POSITIVE (9-10)	789	369	419	90	165	120	120	295	202	233	137	216	653	68	35	34	
	18%	18%	19%	17%	21%	17%	17%	18%	18%	18%	18%	19%	18%	20%	16%	26%	
															ac		
Answered	3999	1980	2001	477	735	648	646	1492	1051	1244	711	991	3337	333	208	121	
Mean score	6.4	6.3	6.5	6.4	6.6	6.4	6.2	6.3	6.5	6.4	6.3	6.3	6.4	6.3	6.0	6.8	
													c			abc	
Standard deviation	2.42	2.46	2.37	2.25	2.34	2.32	2.43	2.54	2.32	2.33	2.49	2.57	2.40	2.48	2.49	2.56	
Standard error	.04	.06	.05	.10	.09	.08	.10	.06	.08	.07	.09	.08	.05	.11	.11	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 207

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	243 6%	193 5%	50 8% a	56 5%	184 6%	55 5%	184 6%	25 6%	28 5%	26 5%	55 5%	126 5%	103 7%
2	(2.0)	102 2%	89 2%	13 2%	26 2%	76 3%	22 2%	80 3%	7 2%	10 2%	14 3%	22 2%	60 2%	38 2%
3	(3.0)	196 5%	161 4%	35 6%	49 4%	144 5%	47 4%	145 5%	22 5%	23 4%	22 4%	47 4%	119 4%	76 5%
4	(4.0)	218 5%	184 5%	34 6%	72 6%	144 5%	62 6%	155 5%	24 5%	35 6%	31 6%	62 6%	132 5%	85 6%
5	(5.0)	582 14%	499 13%	83 14%	166 13%	408 14%	144 13%	427 14%	49 11%	78 14%	71 14%	144 13%	371 14%	195 13%
6	(6.0)	522 12%	458 12%	64 11%	154 13%	356 12%	139 13%	371 12%	50 11%	66 12%	64 13%	139 13%	345 13%	163 11%
7	(7.0)	671 16%	589 16%	82 14%	198 16%	457 15%	176 16%	479 15%	77 18%	89 16%	65 13%	176 16%	440 17%	227 15%
8	(8.0)	675 16%	575 16%	100 17%	201 16%	467 16%	179 16%	488 16%	61 14%	81 14%	89 18%	179 16%	444 17%	222 14%
9	(9.0)	415 10%	364 10%	51 9%	138 11%	268 9%	128 12%	279 9%	52 12%	67 12%	54 11%	128 12%	262 10%	149 10%
10 - Extremely well	(10.0)	375 9%	326 9%	49 8%	103 8%	265 9%	95 9%	273 9%	45 10%	63 11%	35 7%	95 9%	230 9%	132 9%
Don't know		296 7%	262 7%	35 6%	66 5%	228 8%	54 5%	240 8% a	25 6%	29 5%	22 5%	54 5%	135 5%	155 10% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 207

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	760 18%	627 17%	132 22% a	204 17%	548 18%	187 17%	565 18%	77 18%	96 17%	93 19%	187 17%	435 16%	301 20%
NEUTRAL (5-6)	1104 26%	957 26%	147 25%	320 26%	764 26%	283 26%	798 26%	99 23%	144 25%	135 27%	283 26%	715 27%	358 23%
POSITIVE VIEW (7-10)	2135 50%	1854 50%	281 47%	640 52%	1457 49%	578 52%	1519 49%	235 54%	300 53%	243 49%	578 52%	1377 52%	729 47%
MOST NEGATIVE (1-2)	345 8%	282 8%	63 11%	83 7%	260 9%	78 7%	265 8%	32 7%	38 7%	40 8%	78 7%	185 7%	140 9%
MOST POSITIVE (9-10)	789 18%	690 19%	100 17%	241 20%	533 18%	223 20%	551 18%	97 22%	130 23%	89 18%	223 20%	492 18%	281 18%
Answered	3999	3438	560	1164	2768	1048	2881	411	540	471	1048	2528	1389
Mean score	6.4	6.4	6.1	6.5	6.3	6.5	6.3	6.5	6.6	6.3	6.5	6.5	6.3
Standard deviation	2.42	2.39	2.57	2.33	2.46	2.37	2.45	2.45	2.41	2.39	2.37	2.33	2.52
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.11	.11	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 207

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
Total		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	243 6%	179 5%	162 5%	81 7%	63 9% abe	243 6%	144 4%	72 3%	61 3%	14 3%	169 4% c	74 18% abcde	185 27% bc	32 3% c	26 1%
2	(2.0)	102 2%	90 3%	82 3%	21 2%	13 2%	102 2%	69 2%	45 2%	36 2%	4 1%	80 2%	22 5% abcde	69 10% bc	23 2% c	10 *%
3	(3.0)	196 5%	170 5%	151 5%	45 4%	26 4%	196 5%	156 4%	81 3%	80 4%	18 3%	169 4%	27 7% b	90 13% bc	60 6% c	46 2%
4	(4.0)	218 5%	194 5%	170 5%	48 4%	24 3%	218 5%	179 5%	87 4%	91 4%	13 2%	192 5%	26 6% d	75 11% c	81 8% c	63 2%
5	(5.0)	582 14%	475 13%	420 14%	162 14%	107 15%	582 14%	507 14%	284 12%	272 13%	56 10%	533 14%	49 12%	81 12%	259 25% ac	242 9%
6	(6.0)	522 12%	449 13%	383 12%	139 12%	73 10%	522 12%	473 13% f	285 12%	301 14% f	58 11%	491 13% f	31 8%	43 6%	180 18% ac	299 12% a
7	(7.0)	671 16%	581 16%	497 16%	174 15%	90 12%	671 16%	625 17% f	412 18% f	373 17% f	102 19% f	643 17% f	28 7%	27 4%	145 14% a	499 19% ab
8	(8.0)	675 16%	564 16%	489 16%	186 15%	111 15%	675 16%	633 17% f	425 18% f	407 19% f	126 23% aef	657 17% f	17 4%	17 2%	94 9% a	564 22% ab
9	(9.0)	415 10%	359 10%	310 10%	105 9%	56 8%	415 10%	379 10% f	279 12% f	267 12% f	81 15% aef	401 10% f	14 4%	12 2%	29 3%	374 14% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 207

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	375 9%	307 9%	266 9%	109 9%	68 9%	375 9%	351 10% f	259 11% f	202 9% f	61 11% f	363 9% f	11 3%	7 1%	17 2%	350 14% ab
Don't know	296 7%	193 5%	168 5%	129 11% abe	103 14% abe	296 7%	162 4% c	89 4%	60 3%	12 2%	190 5% c	106 26% abcde	89 13% c	102 10% c	105 4%
NEGATIVE VIEW (1-4)	760 18%	633 18%	565 18%	194 16%	127 17%	760 18%	548 15% d	285 12%	268 12%	48 9%	611 16% bcd	149 37% abcde	419 60% bc	196 19% c	145 6%
NEUTRAL (5-6)	1104 26%	924 26%	803 26%	302 25%	180 25%	1104 26%	980 27% f	568 25%	572 27% f	114 21%	1024 26% f	80 20%	124 18%	439 43% ac	541 21%
POSITIVE VIEW (7-10)	2135 50%	1810 51% d	1561 50% d	574 48%	325 44%	2135 50%	1988 54% f	1374 59% aef	1249 58% aef	369 68% abcef	2064 53% f	72 18%	63 9%	285 28% a	1787 69% ab
MOST NEGATIVE (1-2)	345 8%	269 8%	244 8%	101 8%	76 10%	345 8%	213 6%	117 5%	97 5%	18 3%	249 6% c	96 24% abcde	255 37% bc	55 5% c	35 1%
MOST POSITIVE (9-10)	789 18%	666 19%	576 19%	214 18%	124 17%	789 18%	730 20% f	537 23% aef	469 22% f	141 26% aef	764 20% f	26 6%	19 3%	46 5%	724 28% ab
Answered	3999	3367	2929	1070	632	3999	3517	2228	2089	531	3699	300	606	920	2472
Mean score	6.4	6.4	6.4	6.4	6.2	6.4	6.6 f	6.8 aef	6.8 aef	7.2 abcef	6.5 f	4.4	3.4	5.6 a	7.4 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C7E. PERFORMANCE AGAINST PURPOSE 3 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is different from other providers"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.42	2.38	2.40	2.48	2.61	2.42	2.28	2.23	2.16	2.06	2.32	2.72	2.28	1.87	1.86
Standard error	.04	.04	.04	.07	.10	.04	.04	.05	.05	.09	.04	.15	.09	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 208

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																	
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	331	190	138	33	44	51	46	157	65	97	70	99	278	27	13	11
		8%	9%	6%	6%	6%	7%	7%	10%	6%	7%	9%	9%	8%	8%	6%	9%
			b					b									
2	(2.0)	109	53	54	15	21	9	23	42	22	34	25	28	85	14	8	3
		3%	3%	2%	3%	3%	1%	3%	3%	2%	3%	3%	3%	2%	4%	4%	2%
3	(3.0)	157	75	81	10	29	26	36	56	36	47	32	42	130	12	10	5
		4%	4%	4%	2%	4%	4%	5%	3%	3%	4%	4%	4%	4%	3%	5%	4%
								a									
4	(4.0)	213	109	101	32	49	24	24	84	49	53	48	62	173	19	13	7
		5%	5%	5%	6%	6%	3%	3%	5%	4%	4%	6%	6%	5%	6%	6%	5%
5	(5.0)	417	214	200	65	73	69	79	131	87	126	78	126	341	35	30	11
		10%	10%	9%	12%	9%	10%	11%	8%	8%	10%	10%	11%	9%	10%	14%	9%
					e										a		
6	(6.0)	496	262	232	79	81	77	98	161	133	163	80	121	430	34	20	11
		12%	12%	11%	15%	10%	11%	14%	10%	12%	12%	10%	11%	12%	10%	10%	9%
					e												
7	(7.0)	652	326	326	80	122	127	91	233	175	205	112	160	551	58	30	13
		15%	16%	15%	15%	16%	18%	13%	14%	16%	16%	15%	14%	15%	17%	14%	10%
													d	d			
8	(8.0)	772	350	419	77	142	146	116	292	213	275	124	160	662	60	34	16
		18%	17%	19%	15%	18%	21%	17%	18%	19%	21%	16%	14%	18%	17%	16%	13%
							a			d	d		d				
9	(9.0)	470	227	243	56	89	74	66	186	153	146	69	102	387	41	23	19
		11%	11%	11%	11%	11%	11%	9%	12%	14%	11%	9%	9%	11%	12%	11%	15%
										cd							
10 - Extremely well	(10.0)	495	215	277	51	90	64	83	207	137	127	96	133	408	34	26	26
		12%	10%	13%	10%	12%	9%	12%	13%	12%	10%	13%	12%	11%	10%	12%	21%
																	abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 208

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	184	79	104	24	42	28	33	57	36	44	31	74	163	9	7	6	
	4%	4%	5%	5%	5%	4%	5%	4%	3%	3%	4%	7%	5%	2%	3%	4%	
												ab					
NEGATIVE VIEW (1-4)	809	427	374	89	143	109	129	339	172	231	175	231	666	72	45	26	
	19%	20%	17%	17%	18%	16%	19%	21%	16%	18%	23%	21%	18%	21%	21%	20%	
								c			ab	a					
NEUTRAL (5-6)	913	477	432	144	154	146	177	293	220	289	158	246	771	69	50	23	
	21%	23%	20%	28%	20%	21%	25%	18%	20%	22%	21%	22%	21%	20%	23%	17%	
				be			e										
POSITIVE VIEW (7-10)	2389	1118	1265	264	442	410	356	917	678	754	401	555	2008	193	113	75	
	56%	53%	58%	51%	57%	59%	51%	57%	61%	57%	52%	50%	56%	56%	53%	58%	
			a			ad			cd	d							
MOST NEGATIVE (1-2)	440	243	192	48	65	59	69	199	87	131	95	127	363	41	21	15	
	10%	12%	9%	9%	8%	9%	10%	12%	8%	10%	12%	11%	10%	12%	10%	11%	
		b						c			a						
MOST POSITIVE (9-10)	965	442	521	107	179	138	149	392	290	274	165	235	795	75	49	45	
	22%	21%	24%	21%	23%	20%	21%	24%	26%	21%	22%	21%	22%	22%	23%	35%	
									b							abc	
Answered	4111	2022	2071	497	739	666	661	1548	1070	1273	735	1032	3445	335	208	123	
Mean score	6.5	6.4	6.7	6.5	6.6	6.6	6.4	6.5	6.8	6.6	6.3	6.3	6.5	6.4	6.4	6.8	
			a						cd								
Standard deviation	2.58	2.62	2.53	2.44	2.49	2.44	2.57	2.73	2.45	2.51	2.71	2.68	2.57	2.61	2.58	2.87	
Standard error	.04	.06	.06	.11	.10	.09	.11	.07	.08	.07	.09	.08	.05	.11	.12	.14	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 208

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	331 8%	273 7%	57 10%	75 6%	252 8%	69 6%	257 8%	31 7%	36 6%	31 6%	69 6%	170 6%	144 9%
														a
2	(2.0)	109 3%	99 3%	11 2%	19 2%	90 3%	18 2%	91 3%	6 1%	5 1%	12 2%	18 2%	58 2%	49 3%
3	(3.0)	157 4%	133 4%	24 4%	40 3%	114 4%	34 3%	120 4%	12 3%	16 3%	16 3%	34 3%	102 4%	51 3%
4	(4.0)	213 5%	190 5%	23 4%	59 5%	148 5%	52 5%	153 5%	25 6%	30 5%	23 5%	52 5%	128 5%	82 5%
5	(5.0)	417 10%	364 10%	53 9%	124 10%	287 10%	107 10%	303 10%	46 11%	56 10%	45 9%	107 10%	252 9%	152 10%
6	(6.0)	496 12%	424 11%	72 12%	150 12%	333 11%	135 12%	346 11%	46 10%	64 11%	67 14%	135 12%	319 12%	166 11%
7	(7.0)	652 15%	574 16%	78 13%	199 16%	442 15%	175 16%	466 15%	68 16%	93 16%	80 16%	175 16%	434 16%	210 14%
8	(8.0)	772 18%	657 18%	115 19%	228 19%	535 18%	214 19%	550 18%	79 18%	110 19%	91 19%	214 19%	496 19%	268 17%
9	(9.0)	470 11%	396 11%	74 12%	148 12%	316 11%	129 12%	335 11%	44 10%	63 11%	64 13%	129 12%	315 12%	147 10%
10 - Extremely well	(10.0)	495 12%	437 12%	57 10%	140 11%	344 11%	128 12%	357 11%	63 14%	74 13%	45 9%	128 12%	300 11%	180 12%
Don't know		184 4%	154 4%	30 5%	48 4%	135 5%	41 4%	143 5%	18 4%	21 4%	18 4%	41 4%	88 3%	93 6%
														a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OF COM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 208

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	809 19%	695 19%	114 19%	192 16%	604 20% a	174 16%	622 20% a	73 17%	88 15%	82 17%	174 16%	459 17%	327 21% a
NEUTRAL (5-6)	913 21%	788 21%	125 21%	274 22%	620 21%	243 22%	649 21%	91 21%	120 21%	113 23%	243 22%	571 21%	319 21%
POSITIVE VIEW (7-10)	2389 56%	2064 56%	325 55%	716 58%	1637 55%	645 59%	1707 55%	254 58%	340 60%	281 57%	645 59%	1545 58% b	805 52%
MOST NEGATIVE (1-2)	440 10%	372 10%	68 11%	93 8%	342 11% a	87 8%	348 11% a	36 8%	42 7%	43 9%	87 8%	228 9%	194 13% a
MOST POSITIVE (9-10)	965 22%	834 23%	131 22%	289 23%	660 22%	257 23%	692 22%	107 25%	137 24%	109 22%	257 23%	615 23%	327 21%
Answered	4111	3547	565	1182	2861	1062	2978	419	548	476	1062	2575	1451
Mean score	6.5	6.5	6.5	6.7 b	6.5	6.7	6.5	6.7	6.8	6.6	6.7	6.6 b	6.4
Standard deviation	2.58	2.57	2.65	2.43	2.64	2.44	2.63	2.53	2.44	2.44	2.44	2.48	2.71
Standard error	.04	.04	.11	.07	.05	.08	.05	.12	.11	.11	.08	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 208

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	331 8%	253 7%	232 7%	99 8%	78 11% a	331 8%	200 5%	99 4%	88 4%	22 4%	230 6% c	101 25% abcde	255 37% bc	49 5% c	27 1%
2	(2.0)	109 3%	86 2%	77 2%	32 3%	23 3%	109 3%	77 2%	39 2%	34 2%	6 1%	88 2%	21 5% abcde	61 9% bc	26 3% c	21 1%
3	(3.0)	157 4%	137 4%	121 4%	36 3%	20 3%	157 4%	128 3%	66 3%	82 4%	14 3%	139 4%	18 4%	59 8% bc	51 5% c	47 2%
4	(4.0)	213 5%	174 5%	151 5%	61 5%	38 5%	213 5%	172 5%	92 4%	79 4%	23 4%	192 5%	21 5%	68 10% c	71 7% c	74 3%
5	(5.0)	417 10%	329 9%	288 9%	129 11%	88 12%	417 10%	337 9%	203 9%	190 9%	41 7%	363 9%	54 13% bcd	75 11% c	212 21% ac	130 5%
6	(6.0)	496 12%	423 12%	365 12%	131 11%	73 10%	496 12%	445 12%	258 11%	273 13%	55 10%	461 12%	35 9%	45 6%	207 20% ac	244 9%
7	(7.0)	652 15%	545 15%	469 15%	182 15%	107 15%	652 15%	617 17% f	388 17% f	376 17% f	93 17% f	630 16% f	22 5%	29 4%	164 16% a	459 18% a
8	(8.0)	772 18%	667 19%	563 18%	209 17%	105 14%	772 18%	722 20% f	473 20% f	428 20% f	117 22% f	749 19% f	23 6%	15 2%	111 11% a	646 25% ab
9	(9.0)	470 11%	395 11%	342 11%	128 11%	76 10%	470 11%	434 12% f	316 14% f	286 13% f	77 14% f	456 12% f	15 4%	12 2%	32 3%	426 17% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 208

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY			
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	495 12%	410 12%	362 12%	132 11%	84 11%	495 12%	472 13% f	327 14% f	274 13% f	88 16% f	485 12% f	10 2%	9 1%	25 2%	460 18% ab
Don't know	184 4%	142 4%	126 4%	58 5%	42 6%	184 4%	74 2%	56 2%	39 2%	9 2%	97 2%	87 21% abcde	67 10% c	75 7% c	42 2%
NEGATIVE VIEW (1-4)	809 19%	650 18%	581 19%	228 19%	159 22%	809 19%	577 16% b	295 13%	283 13%	63 12%	649 17% bcd	160 39% abcde	443 64% bc	196 19% c	170 7%
NEUTRAL (5-6)	913 21%	752 21%	653 21%	260 22%	161 22%	913 21%	782 21%	461 20%	463 22%	96 18%	824 21%	89 22%	120 17%	419 41% ac	374 15%
POSITIVE VIEW (7-10)	2389 56%	2017 57% d	1737 56%	652 54%	372 51%	2389 56%	2245 61% f	1504 65% aef	1364 63% ef	375 69% aef	2319 60% f	70 17%	66 9%	332 32% a	1992 77% ab
MOST NEGATIVE (1-2)	440 10%	339 10%	309 10%	131 11%	100 14% ab	440 10%	277 8%	138 6%	123 6%	27 5%	318 8% bc	121 30% abcde	316 45% bc	75 7% c	48 2%
MOST POSITIVE (9-10)	965 22%	805 23%	705 23%	260 22%	160 22%	965 22%	906 25% f	643 28% ef	560 26% f	165 30% ef	940 24% f	25 6%	22 3%	57 6% a	886 34% ab
Answered	4111	3419	2971	1140	692	4111	3604	2261	2110	534	3792	319	629	948	2535
Mean score	6.5	6.6 d	6.6	6.5	6.3	6.5	6.8 f	7.0 aef	7.0 ef	7.2 aef	6.7 f	4.2	3.2	5.7 a	7.7 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8A. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Includes people like me"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.58	2.54	2.57	2.60	2.75	2.58	2.42	2.32	2.30	2.27	2.46	2.79	2.39	2.01	1.89
Standard error	.04	.04	.05	.08	.10	.04	.04	.05	.05	.10	.04	.15	.09	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 209

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

		GENDER			AGE					SEG				NATION			
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Significance Level: 99%																	
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	244 6%	135 6%	109 5%	15 3%	31 4%	39 6%	31 5%	127 8% ab	31 3%	77 6% a	52 7% a	83 8% a	199 6%	23 7%	14 6%	8 6%
2	(2.0)	122 3%	64 3%	53 2%	12 2%	22 3%	16 2%	19 3%	53 3%	29 3%	34 3%	26 3%	34 3%	97 3%	13 4%	9 4%	4 3%
3	(3.0)	208 5%	124 6% b	83 4%	25 5%	39 5%	22 3%	36 5%	87 5%	43 4%	65 5%	37 5%	62 6%	175 5%	14 4%	12 6%	7 5%
4	(4.0)	256 6%	118 6%	135 6%	32 6%	46 6%	26 4%	44 6%	108 7% c	65 6%	75 6%	47 6%	69 6%	214 6%	21 6%	14 7%	7 5%
5	(5.0)	460 11%	211 10%	249 11%	64 12%	95 12%	81 12%	81 12%	140 9%	99 9%	130 10%	89 12%	142 13%	388 11%	32 9%	29 14%	12 9%
6	(6.0)	532 12%	272 13%	259 12%	71 14%	84 11%	102 15%	98 14%	176 11%	153 14%	167 13%	90 12%	122 11%	467 13% d	33 10%	22 10%	9 7%
7	(7.0)	732 17%	355 17%	373 17%	77 15%	134 17%	120 17%	121 17%	280 17%	205 19%	242 18%	115 15%	170 15%	623 17%	59 17%	33 15%	17 13%
8	(8.0)	720 17%	353 17%	363 17%	92 18%	128 16%	128 18%	106 15%	266 17%	219 20% d	242 18% d	114 15%	145 13%	597 17%	68 20%	35 17%	19 15%
9	(9.0)	424 10%	204 10%	220 10%	43 8%	83 11%	75 11%	67 10%	155 10%	125 11%	132 10%	80 10%	87 8%	346 10%	38 11%	23 10%	17 14%
10 - Extremely well	(10.0)	389 9%	176 8%	210 10%	54 10%	77 10%	56 8%	49 7%	153 10%	102 9%	97 7%	78 10%	111 10%	312 9%	34 10%	19 9%	24 19% abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	209	88	120	37	42	29	41	59	34	55	38	82	190	9	5	5	
	5%	4%	6%	7%	5%	4%	6%	4%	3%	4%	5%	7%	5%	3%	3%	4%	
				e								ab	bc				
NEGATIVE VIEW (1-4)	829	441	381	84	137	103	130	375	168	251	162	248	684	71	49	25	
	19%	21%	18%	16%	18%	15%	19%	23%	15%	19%	21%	22%	19%	21%	23%	20%	
		b						abc			a	a					
NEUTRAL (5-6)	993	484	508	135	179	183	179	317	252	298	179	264	855	65	51	21	
	23%	23%	23%	26%	23%	26%	26%	20%	23%	23%	23%	24%	24%	19%	24%	17%	
				e		e	e						d		d		
POSITIVE VIEW (7-10)	2265	1088	1166	265	422	379	344	855	651	713	387	512	1879	199	110	78	
	53%	52%	54%	51%	54%	55%	50%	53%	59%	54%	51%	46%	52%	58%	51%	60%	
									cd	d						ac	
MOST NEGATIVE (1-2)	366	199	162	27	53	55	50	180	60	111	78	117	296	36	23	12	
	9%	9%	7%	5%	7%	8%	7%	11%	5%	8%	10%	11%	8%	10%	10%	9%	
								ab			a	a					
MOST POSITIVE (9-10)	813	380	430	96	160	131	116	309	228	229	158	197	658	72	41	42	
	19%	18%	20%	18%	21%	19%	17%	19%	21%	17%	21%	18%	18%	21%	19%	32%	
																abc	
Answered	4086	2013	2056	483	738	665	653	1547	1071	1262	728	1024	3418	335	209	124	
Mean score	6.4	6.3	6.5	6.6	6.5	6.6	6.3	6.3	6.7	6.4	6.3	6.1	6.4	6.5	6.2	6.8	
									bcd							ac	
Standard deviation	2.44	2.48	2.39	2.28	2.38	2.34	2.33	2.60	2.21	2.39	2.57	2.59	2.41	2.54	2.54	2.72	
Standard error	.04	.06	.05	.10	.09	.08	.10	.07	.07	.07	.09	.08	.05	.11	.11	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 209

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	244 6%	200 5%	44 7%	50 4%	192 6% a	48 4%	193 6%	18 4%	27 5%	24 5%	48 4%	122 5%	112 7% a
2	(2.0)	122 3%	104 3%	18 3%	28 2%	92 3%	26 2%	95 3%	15 3%	12 2%	8 2%	26 2%	61 2%	54 4%
3	(3.0)	208 5%	175 5%	33 6%	55 4%	149 5%	47 4%	157 5%	22 5%	22 4%	18 4%	47 4%	128 5%	75 5%
4	(4.0)	256 6%	215 6%	41 7%	72 6%	182 6%	66 6%	187 6%	27 6%	22 4%	32 7%	66 6%	162 6%	88 6%
5	(5.0)	460 11%	404 11%	56 9%	131 11%	323 11%	118 11%	336 11%	54 12%	68 12%	58 12%	118 11%	289 11%	157 10%
6	(6.0)	532 12%	469 13%	63 11%	158 13%	360 12%	138 13%	380 12%	44 10%	67 12%	66 13%	138 13%	343 13%	180 12%
7	(7.0)	732 17%	618 17%	114 19%	228 19%	488 16%	204 19%	510 16%	68 16%	104 18%	94 19%	204 19%	461 17%	261 17%
8	(8.0)	720 17%	621 17%	98 17%	201 16%	509 17%	180 16%	531 17%	74 17%	92 16%	79 16%	180 16%	474 18%	236 15%
9	(9.0)	424 10%	378 10%	46 8%	142 12%	278 9%	132 12%	287 9%	43 10%	64 11%	70 14%	132 12%	286 11%	135 9%
10 - Extremely well	(10.0)	389 9%	339 9%	50 8%	110 9%	271 9%	97 9%	284 9%	48 11% c	64 11% c	26 5%	97 9%	227 9%	149 10%
Don't know		209 5%	176 5%	33 5%	55 5%	152 5%	47 4%	161 5%	22 5%	28 5%	19 4%	47 4%	109 4%	96 6% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 209

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	829	694	135	205	615	187	632	82	82	83	187	473	330
	19%	19%	23%	17%	21%	17%	20%	19%	14%	17%	17%	18%	21%
					a								a
NEUTRAL (5-6)	993	873	119	289	683	256	716	98	135	124	256	633	337
	23%	24%	20%	23%	23%	23%	23%	23%	24%	25%	23%	24%	22%
POSITIVE VIEW (7-10)	2265	1957	308	681	1546	613	1612	234	324	268	613	1448	781
	53%	53%	52%	55%	52%	56%	52%	54%	57%	54%	56%	54%	51%
MOST NEGATIVE (1-2)	366	304	62	78	284	74	288	33	39	32	74	183	166
	9%	8%	10%	6%	9%	7%	9%	8%	7%	7%	7%	7%	11%
					a								a
MOST POSITIVE (9-10)	813	717	96	252	548	229	571	92	128	95	229	513	284
	19%	19%	16%	20%	18%	21%	18%	21%	22%	19%	21%	19%	18%
Answered	4086	3524	562	1175	2844	1056	2960	415	541	475	1056	2554	1448
Mean score	6.4	6.4	6.2	6.6	6.3	6.6	6.4	6.5	6.7	6.5	6.6	6.5	6.3
				b								b	
Standard deviation	2.44	2.43	2.53	2.31	2.50	2.33	2.48	2.44	2.36	2.26	2.33	2.34	2.57
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 209

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	244 6%	177 5%	162 5%	81 7%	66 9% abe	244 6%	147 4% c	67 3%	54 3%	12 2%	169 4% c	75 18% abcde	165 24% bc	45 4% c	34 1%
2	(2.0)	122 3%	105 3%	91 3%	31 3%	17 2%	122 3%	98 3%	49 2%	44 2%	11 2%	107 3%	15 4%	69 10% bc	23 2%	30 1%
3	(3.0)	208 5%	159 4%	137 4%	70 6%	49 7%	208 5%	169 5%	98 4%	82 4%	18 3%	184 5%	24 6%	75 11% bc	54 5% c	78 3%
4	(4.0)	256 6%	208 6%	188 6%	68 6%	48 6%	256 6%	207 6%	116 5%	115 5%	23 4%	224 6%	31 8%	84 12% bc	79 8% c	92 4%
5	(5.0)	460 11%	373 10%	325 10%	135 11%	87 12%	460 11%	379 10%	209 9%	194 9%	45 8%	406 10%	55 13%	92 13% c	196 19% ac	173 7%
6	(6.0)	532 12%	459 13%	382 12%	150 13%	73 10%	532 12%	476 13% f	271 12%	314 15% f	60 11%	501 13% f	31 8%	41 6%	200 20% ac	291 11% a
7	(7.0)	732 17%	628 18%	534 17%	198 16%	104 14%	732 17%	680 18% f	447 19% f	417 19% f	105 19% f	700 18% f	32 8%	48 7%	170 17% a	514 20% a
8	(8.0)	720 17%	617 17%	543 18%	176 15%	103 14%	720 17%	672 18% f	468 20% f	418 19% f	122 22% f	693 18% f	27 7%	17 2%	111 11% a	592 23% ab
9	(9.0)	424 10%	356 10%	308 10%	116 10%	68 9%	424 10%	397 11% f	300 13% f	252 12% f	72 13% f	414 11% f	10 2%	11 2%	37 4%	375 15% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	389 9%	324 9%	287 9%	102 9%	65 9%	389 9%	370 10% f	240 10% f	217 10% f	59 11% f	383 10% f	6 1% f	15 2% f	24 2% f	351 14% ab
Don't know	209 5%	155 4%	139 4%	70 6%	54 7% abe	209 5%	84 2%	52 2%	42 2%	15 3%	107 3%	102 25% abcde	79 11% c	82 8% c	48 2%
NEGATIVE VIEW (1-4)	829 19%	649 18%	578 19%	251 21%	180 25% abe	829 19%	621 17% cd	330 14%	296 14%	64 12%	684 18% bcd	145 36% abcde	393 57% bc	201 20% c	234 9%
NEUTRAL (5-6)	993 23%	832 23%	707 23%	286 24%	160 22%	993 23%	855 23%	480 21%	508 24%	106 19%	907 23%	86 21%	132 19%	396 39% ac	464 18%
POSITIVE VIEW (7-10)	2265 53%	1925 54% d	1673 54% d	592 49%	340 46%	2265 53% d	2119 58% f	1455 63% aef	1303 61% ef	358 66% aef	2190 56% f	75 18%	91 13%	342 33% a	1832 71% ab
MOST NEGATIVE (1-2)	366 9%	282 8%	253 8%	113 9%	84 11% a	366 9%	244 7% c	116 5%	98 5%	23 4%	276 7% bc	90 22% abcde	234 34% bc	68 7% c	64 2%
MOST POSITIVE (9-10)	813 19%	680 19%	595 19%	218 18%	133 18%	813 19%	767 21% f	540 23% f	469 22% f	132 24% f	797 21% f	16 4% f	26 4%	61 6% f	726 28% ab
Answered	4086	3406	2958	1129	681	4086	3594	2265	2108	528	3782	305	617	940	2530
Mean score	6.4	6.5 d	6.5 d	6.3	6.1	6.4 d	6.6 f	6.9 aef	6.8 aef	7.0 aef	6.6 f	4.4	3.7	5.8 a	7.3 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8B. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Features the region (ENGLAND)/ nation (SCOTLAND/ WALES/ NORTHERN IRELAND) of the UK I live in"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.44	2.39	2.41	2.51	2.66	2.44	2.32	2.22	2.16	2.13	2.35	2.61	2.40	2.00	1.99
Standard error	.04	.04	.04	.07	.10	.04	.04	.05	.05	.10	.04	.14	.10	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

		GENDER		AGE					SEG				NATION				
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
	Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
	Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
	Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	338	183	153	27	46	49	43	174	55	109	64	110	280	31	17	10
		8%	9%	7%	5%	6%	7%	6%	11%	5%	8%	8%	10%	8%	9%	8%	8%
								abcd		a	a	a					
2	(2.0)	154	83	68	21	25	19	34	56	37	36	33	49	126	13	11	5
		4%	4%	3%	4%	3%	3%	5%	3%	3%	3%	4%	4%	3%	4%	5%	4%
3	(3.0)	211	100	106	26	38	28	43	76	54	63	44	50	175	18	13	6
		5%	5%	5%	5%	5%	4%	6%	5%	5%	5%	6%	5%	5%	5%	6%	5%
4	(4.0)	265	129	135	34	39	37	42	113	56	82	52	75	220	22	14	9
		6%	6%	6%	7%	5%	5%	6%	7%	5%	6%	7%	7%	6%	7%	7%	7%
5	(5.0)	473	252	220	66	106	73	62	166	124	127	90	133	390	37	34	12
		11%	12%	10%	13%	14%	11%	9%	10%	11%	10%	12%	12%	11%	11%	16%	10%
															ad		
6	(6.0)	551	253	297	80	100	90	91	190	135	199	80	137	479	42	18	13
		13%	12%	14%	15%	13%	13%	13%	12%	12%	15%	10%	12%	13%	12%	8%	10%
											c			c			
7	(7.0)	709	352	355	88	118	123	122	259	219	218	127	145	609	52	33	16
		17%	17%	16%	17%	15%	18%	18%	16%	20%	17%	17%	13%	17%	15%	15%	12%
										d							
8	(8.0)	681	306	375	64	131	135	99	252	198	223	114	146	574	58	31	17
		16%	15%	17%	12%	17%	19%	14%	16%	18%	17%	15%	13%	16%	17%	15%	13%
							a			d							
9	(9.0)	371	190	180	46	74	57	68	126	92	124	65	91	299	37	19	16
		9%	9%	8%	9%	9%	8%	10%	8%	8%	9%	8%	8%	8%	11%	9%	12%
																a	
10 - Extremely well	(10.0)	331	153	176	36	66	49	52	127	95	83	58	93	269	23	18	21
		8%	7%	8%	7%	9%	7%	7%	8%	9%	6%	8%	8%	7%	7%	8%	16%
																abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	211	100	110	32	39	34	40	67	40	54	39	78	188	12	7	4	
	5%	5%	5%	6%	5%	5%	6%	4%	4%	4%	5%	7%	5%	3%	3%	3%	
												ab					
NEGATIVE VIEW (1-4)	969	494	462	109	147	133	162	418	203	290	193	283	800	84	55	30	
	23%	24%	21%	21%	19%	19%	23%	26%	18%	22%	25%	26%	22%	25%	25%	23%	
								bc			a	a					
NEUTRAL (5-6)	1024	506	518	146	206	164	153	356	259	326	170	270	868	78	52	25	
	24%	24%	24%	28%	26%	24%	22%	22%	23%	25%	22%	24%	24%	23%	24%	20%	
				e													
POSITIVE VIEW (7-10)	2092	1001	1086	234	389	364	340	765	604	647	364	475	1752	169	101	70	
	49%	48%	50%	45%	50%	52%	49%	48%	55%	49%	48%	43%	49%	49%	47%	54%	
									cd	d							
MOST NEGATIVE (1-2)	492	265	221	48	70	68	77	229	92	145	97	158	406	44	27	15	
	11%	13%	10%	9%	9%	10%	11%	14%	8%	11%	13%	14%	11%	13%	13%	12%	
								abc			a	a					
MOST POSITIVE (9-10)	702	343	356	82	140	106	119	254	186	207	123	185	568	60	37	37	
	16%	16%	16%	16%	18%	15%	17%	16%	17%	16%	16%	17%	16%	17%	17%	28%	
																abc	
Answered	4085	2001	2066	489	742	661	654	1539	1066	1263	727	1028	3420	332	208	125	
Mean score	6.1	6.0	6.2	6.1	6.3	6.3	6.2	6.0	6.4	6.2	6.0	5.9	6.1	6.1	6.0	6.5	
					e	e			cd							ac	
Standard deviation	2.54	2.58	2.49	2.39	2.44	2.43	2.53	2.67	2.37	2.49	2.60	2.69	2.52	2.61	2.61	2.80	
Standard error	.04	.06	.05	.10	.10	.09	.11	.07	.08	.07	.09	.08	.05	.11	.12	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	338 8%	280 8%	59 10%	68 6%	268 9%	65 6%	271 9%	29 7%	35 6%	29 6%	65 6%	166 6%	155 10%
						a		a						a
2	(2.0)	154 4%	129 3%	25 4%	33 3%	118 4%	29 3%	122 4%	9 2%	16 3%	18 4%	29 3%	86 3%	64 4%
3	(3.0)	211 5%	184 5%	28 5%	45 4%	165 6%	41 4%	169 5%	23 5%	20 3%	13 3%	41 4%	134 5%	74 5%
4	(4.0)	265 6%	234 6%	31 5%	76 6%	183 6%	68 6%	190 6%	28 6%	23 4%	36 7%	68 6%	160 6%	103 7%
5	(5.0)	473 11%	396 11%	77 13%	146 12%	314 10%	123 11%	335 11%	61 14%	58 10%	55 11%	123 11%	291 11%	167 11%
6	(6.0)	551 13%	479 13%	72 12%	141 11%	398 13%	130 12%	409 13%	36 8%	77 14%	60 12%	130 12%	330 12%	207 13%
7	(7.0)	709 17%	615 17%	94 16%	224 18%	479 16%	200 18%	501 16%	78 18%	87 15%	94 19%	200 18%	479 18%	223 14%
													b	
8	(8.0)	681 16%	581 16%	99 17%	225 18%	446 15%	205 19%	466 15%	64 15%	122 21%	88 18%	205 19%	459 17%	217 14%
9	(9.0)	371 9%	326 9%	45 8%	118 10%	248 8%	102 9%	264 8%	45 10%	49 9%	45 9%	102 9%	251 9%	113 7%
10 - Extremely well	(10.0)	331 8%	293 8%	38 6%	99 8%	223 7%	89 8%	234 7%	39 9%	56 10%	37 8%	89 8%	207 8%	112 7%
Don't know		211 5%	183 5%	28 5%	56 5%	154 5%	49 4%	161 5%	25 6%	27 5%	18 4%	49 4%	100 4%	107 7%
														a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	969 23%	827 22%	142 24%	222 18%	735 25%	203 18%	753 24%	89 20%	94 16%	97 20%	203 18%	546 21%	397 26%
					a		a						a
NEUTRAL (5-6)	1024 24%	875 24%	149 25%	287 23%	712 24%	254 23%	744 24%	97 22%	135 24%	115 23%	254 23%	621 23%	374 24%
POSITIVE VIEW (7-10)	2092 49%	1816 49%	276 46%	666 54%	1396 47%	596 54%	1464 47%	225 52%	314 55%	263 53%	596 54%	1396 52%	666 43%
				b		b						b	
MOST NEGATIVE (1-2)	492 11%	409 11%	83 14%	101 8%	387 13%	94 9%	393 13%	38 9%	51 9%	48 10%	94 9%	252 9%	220 14%
				a		a							a
MOST POSITIVE (9-10)	702 16%	619 17%	83 14%	217 18%	471 16%	191 17%	497 16%	84 19%	105 19%	82 17%	191 17%	458 17%	226 15%
Answered	4085	3517	567	1174	2843	1053	2960	411	543	475	1053	2563	1436
Mean score	6.1	6.2	5.9	6.4 b	6.0	6.4 b	6.0	6.3	6.6	6.3	6.4	6.3 b	5.9
Standard deviation	2.54	2.53	2.59	2.38	2.60	2.39	2.59	2.51	2.44	2.40	2.39	2.44	2.65
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.11	.11	.07	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 210

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	338 8%	255 7%	230 7%	108 9%	84 11% abe	338 8%	210 6%	106 5%	90 4%	21 4%	243 6% c	95 23% abcde	235 34% bc	60 6% c	43 2%
2	(2.0)	154 4%	128 4%	116 4%	38 3%	26 4%	154 4%	120 3%	58 3%	68 3%	14 3%	130 3%	24 6% b	86 12% bc	40 4% c	28 1%
3	(3.0)	211 5%	171 5%	153 5%	59 5%	41 6%	211 5%	167 5%	101 4%	87 4%	18 3%	189 5%	22 6%	82 12% bc	66 6% c	63 2%
4	(4.0)	265 6%	212 6%	185 6%	80 7%	53 7%	265 6%	219 6%	113 5%	112 5%	25 5%	233 6%	32 8%	78 11% c	90 9% c	97 4%
5	(5.0)	473 11%	388 11%	336 11%	137 11%	85 12%	473 11%	408 11%	274 12%	223 10%	60 11%	436 11%	37 9%	47 7%	191 19% ac	235 9%
6	(6.0)	551 13%	475 13%	394 13%	157 13%	76 10%	551 13%	492 13%	275 12%	295 14%	50 9%	512 13%	39 10%	40 6%	217 21% ac	294 11% a
7	(7.0)	709 17%	606 17%	517 17%	192 16%	103 14%	709 17%	661 18% f	434 19% f	416 19% f	120 22% f	684 18% f	25 6%	26 4%	145 14% a	538 21% ab
8	(8.0)	681 16%	581 16%	513 17%	167 14%	100 14%	681 16%	637 17% f	442 19% f	404 19% f	110 20% f	663 17% f	18 4%	15 2%	97 10% a	569 22% ab
9	(9.0)	371 9%	316 9%	276 9%	96 8%	56 8%	371 9%	351 10% f	240 10% f	228 11% f	66 12% f	360 9% f	12 3%	9 1%	19 2%	344 13% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	331 8%	277 8%	245 8%	85 7%	53 7%	331 8%	319 9%	220 9%	183 9%	54 10%	324 8%	6 2%	4 1%	10 1%	317 12%
Don't know	211 5%	153 4%	131 4%	80 7%	58 8%	211 5%	95 3%	53 2%	43 2%	7 1%	115 3%	96 24%	74 11%	87 9%	50 2%
NEGATIVE VIEW (1-4)	969 23%	766 21%	684 22%	285 24%	203 28%	969 23%	715 19%	378 16%	357 17%	77 14%	795 20%	174 43%	481 69%	256 25%	232 9%
NEUTRAL (5-6)	1024 24%	863 24%	730 24%	294 25%	161 22%	1024 24%	900 24%	549 24%	518 24%	110 20%	948 24%	76 19%	87 13%	408 40%	529 21%
POSITIVE VIEW (7-10)	2092 49%	1779 50%	1552 50%	540 45%	312 43%	2092 49%	1968 53%	1336 58%	1231 57%	349 64%	2031 52%	61 15%	54 8%	271 26%	1767 69%
MOST NEGATIVE (1-2)	492 11%	383 11%	346 11%	147 12%	110 15%	492 11%	330 9%	164 7%	157 7%	34 6%	373 10%	119 29%	321 46%	100 10%	72 3%
MOST POSITIVE (9-10)	702 16%	593 17%	521 17%	181 15%	109 15%	702 16%	670 18%	460 20%	411 19%	119 22%	684 18%	18 4%	13 2%	29 3%	661 26%
Answered	4085	3408	2966	1119	677	4085	3583	2264	2106	536	3774	310	622	935	2528
Mean score	6.1	6.2	6.2	6.0	5.8	6.1	6.4	6.6	6.6	6.8	6.3	4.0	3.0	5.4	7.2
		d	d			d	f	aef	ef	aef	f			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8C. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects the lives of people like me"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.54	2.50	2.53	2.57	2.72	2.54	2.41	2.33	2.30	2.25	2.45	2.66	2.18	2.01	2.00
Standard error	.04	.04	.05	.08	.10	.04	.04	.05	.05	.10	.04	.14	.09	.07	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 211

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

		GENDER		AGE					SEG				NATION				
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
	Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
	Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
	Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
1 - Not at all well	(1.0)	288 7%	162 8%	124 6%	23 4%	42 5%	45 7%	39 6%	139 9%	50 4%	81 6%	62 8%	95 9%	240 7%	26 8%	13 6%	9 7%
								a			a	a					
2	(2.0)	135 3%	63 3%	70 3%	15 3%	27 3%	18 3%	19 3%	57 4%	21 2%	46 4%	28 4%	39 4%	108 3%	14 4%	8 4%	5 4%
3	(3.0)	170 4%	88 4%	81 4%	22 4%	33 4%	20 3%	40 6%	56 3%	45 4%	56 4%	23 3%	47 4%	137 4%	16 5%	13 6%	5 4%
4	(4.0)	220 5%	106 5%	114 5%	36 7%	33 4%	34 5%	37 5%	80 5%	55 5%	60 5%	44 6%	60 5%	177 5%	19 6%	19 9%	6 4%
															a		
5	(5.0)	433 10%	226 11%	205 9%	67 13%	95 12%	62 9%	68 10%	141 9%	95 9%	111 8%	97 13%	131 12%	370 10%	30 9%	22 10%	11 9%
												ab					
6	(6.0)	511 12%	234 11%	277 13%	68 13%	97 12%	99 14%	85 12%	162 10%	146 13%	165 13%	88 11%	113 10%	451 12%	35 10%	16 7%	10 8%
							e						cd				
7	(7.0)	706 16%	351 17%	353 16%	102 20%	127 16%	118 17%	102 15%	258 16%	198 18%	224 17%	124 16%	160 14%	599 17%	56 16%	36 17%	16 12%
8	(8.0)	765 18%	367 17%	394 18%	74 14%	138 18%	144 21%	137 20%	272 17%	226 20%	261 20%	117 15%	160 14%	637 18%	68 20%	37 17%	23 17%
							a			d	d						
9	(9.0)	448 10%	229 11%	219 10%	50 10%	68 9%	68 10%	76 11%	185 12%	127 11%	155 12%	75 10%	91 8%	361 10%	45 13%	24 11%	18 14%
											d						a
10 - Extremely well	(10.0)	462 11%	208 10%	252 12%	45 9%	87 11%	56 8%	64 9%	210 13%	123 11%	121 9%	82 11%	134 12%	386 11%	30 9%	22 10%	24 19%
									c								abc

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 211

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	
Significance Level: 99%																	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	155 4%	67 3%	87 4%	19 4%	34 4%	30 4%	27 4%	45 3%	20 2%	36 3%	25 3%	74 7% abc	143 4% b	5 2%	5 2%	2 2%	
NEGATIVE VIEW (1-4)	814 19%	418 20%	388 18%	96 18%	135 17%	117 17%	135 19%	332 21%	171 15%	243 18%	157 21%	243 22% a	662 18%	75 22%	53 25% a	24 19%	
NEUTRAL (5-6)	945 22%	460 22%	483 22%	135 26% e	192 25% e	162 23%	153 22%	304 19%	241 22%	276 21%	185 24%	243 22%	821 23% cd	65 19%	37 17%	22 17%	
POSITIVE VIEW (7-10)	2381 55%	1155 55%	1217 56%	270 52%	421 54%	386 56%	379 55%	925 58%	674 61% cd	761 58% d	399 52%	546 49%	1983 55%	199 58%	119 55%	81 63% a	
MOST NEGATIVE (1-2)	423 10%	224 11%	193 9%	37 7%	68 9%	63 9%	58 8%	196 12% a	71 6%	127 10%	90 12% a	135 12% a	348 10%	40 12%	21 10%	14 11%	
MOST POSITIVE (9-10)	910 21%	437 21%	471 22%	95 18%	156 20%	124 18%	141 20%	396 25% ac	250 23%	276 21%	158 21%	225 20%	747 21%	75 22%	46 21%	43 33% abc	
Answered	4140	2034	2089	501	747	665	667	1561	1086	1281	741	1031	3465	338	210	127	
Mean score	6.5	6.4	6.6	6.4	6.5	6.5	6.5	6.5	6.8 cd	6.6	6.3	6.3	6.5	6.4	6.3	6.9 abc	
Standard deviation	2.52	2.56	2.48	2.32	2.45	2.40	2.47	2.69	2.32	2.47	2.60	2.70	2.50	2.60	2.59	2.73	
Standard error	.04	.06	.05	.10	.10	.08	.10	.07	.08	.07	.09	.08	.05	.11	.12	.13	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 211

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	288 7%	245 7%	43 7%	64 5%	222 7%	60 5%	226 7%	28 6%	30 5%	27 6%	60 5%	149 6%	128 8% a
2	(2.0)	135 3%	118 3%	18 3%	30 2%	103 3%	28 3%	104 3%	15 3%	15 3%	12 2%	28 3%	72 3%	60 4%
3	(3.0)	170 4%	144 4%	27 4%	38 3%	130 4%	36 3%	133 4%	15 4%	15 3%	16 3%	36 3%	105 4%	57 4%
4	(4.0)	220 5%	184 5%	36 6%	67 5%	151 5%	57 5%	160 5%	19 4%	32 6%	30 6%	57 5%	135 5%	84 5%
5	(5.0)	433 10%	376 10%	58 10%	124 10%	297 10%	113 10%	306 10%	50 11%	47 8%	49 10%	113 10%	252 9%	170 11%
6	(6.0)	511 12%	444 12%	67 11%	157 13%	342 11%	140 13%	357 11%	53 12%	78 14%	63 13%	140 13%	345 13%	158 10%
7	(7.0)	706 16%	618 17%	89 15%	212 17%	484 16%	185 17%	512 16%	63 14%	91 16%	83 17%	185 17%	457 17%	239 15%
8	(8.0)	765 18%	634 17%	130 22% a	239 19%	513 17%	217 20%	536 17%	75 17%	113 20%	107 22%	217 20%	524 20% b	233 15%
9	(9.0)	448 10%	391 11%	57 10%	139 11%	304 10%	123 11%	320 10%	43 10%	61 11%	59 12%	123 11%	284 11%	159 10%
10 - Extremely well	(10.0)	462 11%	411 11%	51 9%	122 10%	336 11%	109 10%	349 11%	60 14% c	68 12%	35 7%	109 10%	270 10%	175 11%
Don't know		155 4%	136 4%	20 3%	39 3%	114 4%	35 3%	118 4%	15 3%	19 3%	13 3%	35 3%	71 3%	80 5% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 211

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	814 19%	690 19%	124 21%	199 16%	606 20% a	181 16%	623 20%	78 18%	92 16%	85 17%	181 16%	461 17%	329 21% a
NEUTRAL (5-6)	945 22%	820 22%	125 21%	281 23%	639 21%	253 23%	664 21%	103 24%	125 22%	112 23%	253 23%	597 22%	329 21%
POSITIVE VIEW (7-10)	2381 55%	2054 56%	327 55%	712 58%	1638 55%	633 57%	1716 55%	241 55%	332 58%	284 57%	633 57%	1535 58% b	806 52%
MOST NEGATIVE (1-2)	423 10%	363 10%	60 10%	94 8%	325 11% a	89 8%	330 11%	43 10%	45 8%	39 8%	89 8%	220 8%	188 12% a
MOST POSITIVE (9-10)	910 21%	802 22%	108 18%	261 21%	640 21%	232 21%	668 21%	103 24%	128 23%	94 19%	232 21%	553 21%	334 22%
Answered	4140	3564	575	1192	2882	1068	3003	422	550	480	1068	2592	1464
Mean score	6.5	6.5	6.4	6.7	6.4	6.6	6.5	6.6	6.7	6.6	6.6	6.6 b	6.3
Standard deviation	2.52	2.53	2.52	2.37	2.59	2.39	2.58	2.56	2.40	2.34	2.39	2.41	2.67
Standard error	.04	.04	.10	.07	.05	.07	.05	.12	.10	.11	.07	.05	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 211

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS						BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	288 7%	215 6%	195 6%	93 8%	73 10% abe	288 7%	163 4%	82 4%	66 3%	10 2%	192 5% cd	96 24% abcde	220 32% bc	42 4% c	26 1%
2	(2.0)	135 3%	108 3%	97 3%	38 3%	28 4%	135 3%	86 2%	41 2%	38 2%	3 1%	101 3%	35 9% abcde	90 13% bc	30 3% c	15 1%
3	(3.0)	170 4%	138 4%	120 4%	50 4%	32 4%	170 4%	125 3%	74 3%	62 3%	24 4%	143 4%	27 7% abce	81 12% bc	56 5% c	33 1%
4	(4.0)	220 5%	179 5%	166 5%	55 5%	41 6%	220 5%	179 5%	79 3%	79 4%	17 3%	189 5%	32 8% bcd	81 12% c	91 9% c	48 2%
5	(5.0)	433 10%	361 10%	312 10%	121 10%	73 10%	433 10%	367 10%	203 9%	204 9%	39 7%	396 10%	37 9%	61 9%	219 21% ac	153 6%
6	(6.0)	511 12%	432 12%	385 12%	127 11%	79 11%	511 12%	465 13% f	289 12% f	297 14% f	53 10%	486 12% f	26 6%	42 6%	219 21% ac	250 10% a
7	(7.0)	706 16%	593 17%	498 16%	209 17%	113 15%	706 16%	663 18% f	413 18% f	389 18% f	113 21% f	686 18% f	20 5%	23 3%	183 18% a	500 19% a
8	(8.0)	765 18%	662 19% d	576 19% d	189 16%	103 14%	765 18%	724 20% f	482 21% f	470 22% f	121 22% f	740 19% f	24 6%	18 3%	76 7% a	670 26% ab
9	(9.0)	448 10%	381 11%	323 10%	125 10%	67 9%	448 10%	422 11% f	327 14% aef	279 13% f	82 15% f	438 11% f	10 2%	6 1%	32 3% a	410 16% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	462 11%	383 11%	329 11%	134 11%	80 11%	462 11%	440 12% f	297 13% f	246 11% f	78 14% f	451 12% f	11 3%	5 1%	18 2%	439 17% ab
Don't know	155 4%	109 3%	97 3%	59 5% a	47 6% abe	155 4%	46 1%	30 1%	21 1%	4 1%	67 2%	88 22% abcde	67 10% bc	57 6% c	32 1%
NEGATIVE VIEW (1-4)	814 19%	640 18%	578 19%	236 20%	174 24% abe	814 19%	553 15% bcd	276 12%	245 11%	53 10%	624 16% bcd	190 47% abcde	473 68% bc	218 21% c	123 5%
NEUTRAL (5-6)	945 22%	793 22%	697 23%	248 21%	152 21%	945 22%	832 23% df	492 21%	500 23% df	91 17%	882 23% df	63 15%	103 15%	438 43% ac	403 16%
POSITIVE VIEW (7-10)	2381 55%	2019 57% d	1725 56% d	656 55%	363 49%	2381 55% d	2248 61% f	1519 66% aef	1383 64% ef	395 73% abcef	2316 60% f	66 16%	53 8%	309 30% a	2020 78% ab
MOST NEGATIVE (1-2)	423 10%	323 9%	292 9%	131 11%	100 14% abe	423 10%	249 7% cd	123 5%	104 5%	13 2%	292 8% bcd	131 32% abcde	310 45% bc	72 7% c	41 2%
MOST POSITIVE (9-10)	910 21%	764 21%	652 21%	259 22%	147 20%	910 21%	861 23% f	624 27% aef	525 24% f	161 30% aef	889 23% f	21 5%	11 2%	49 5% a	849 33% ab
Answered	4140	3452	3000	1140	688	4140	3633	2287	2128	539	3822	318	629	965	2546
Mean score	6.5	6.6 d	6.5 d	6.4	6.2	6.5 d	6.8 f	7.0 aef	7.0 aef	7.3 acef	6.7 f	3.9	3.1	5.6 a	7.7 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8D. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Provides content that is relevant to me"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.52	2.47	2.49	2.60	2.74	2.52	2.33	2.24	2.16	2.05	2.38	2.74	2.18	1.91	1.80
Standard error	.04	.04	.05	.08	.10	.04	.04	.05	.05	.09	.04	.15	.09	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 212

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

		GENDER			AGE					SEG				NATION				
		Total	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	N
			a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%																		
Unweighted total		4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample		3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total		4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1 - Not at all well	(1.0)	181 4%	105 5%	76 3%	13 2%	19 2%	29 4%	26 4%	95 6% ab	22 2%	56 4% a	39 5% a	64 6% a	147 4%	19 6%	10 5%	5 4%	
2	(2.0)	93 2%	45 2%	45 2%	13 2%	15 2%	13 2%	16 2%	37 2%	20 2%	26 2%	27 4%	21 2%	78 2%	8 2%	4 2%	3 2%	
3	(3.0)	173 4%	91 4%	82 4%	12 2%	31 4%	20 3%	39 6%	70 4%	37 3%	55 4%	24 3%	56 5%	144 4%	17 5%	8 4%	4 3%	
4	(4.0)	211 5%	110 5%	97 4%	35 7%	51 7%	26 4%	26 4%	73 5%	45 4%	61 5%	48 6%	57 5%	169 5%	19 5%	15 7%	9 7%	
5	(5.0)	442 10%	215 10%	226 10%	81 16% e	84 11%	76 11%	71 10%	131 8%	114 10%	129 10%	93 12%	106 10%	366 10%	35 10%	29 13%	12 10%	
6	(6.0)	585 14%	303 14%	279 13%	71 14%	99 13%	102 15%	105 15%	207 13%	159 14%	182 14%	107 14%	137 12%	500 14% d	48 14%	25 12%	12 9%	
7	(7.0)	740 17%	348 17%	391 18%	81 15%	140 18%	135 19%	118 17%	266 17%	218 20% d	244 19%	117 15%	161 15%	630 17%	53 15%	40 19%	18 14%	
8	(8.0)	758 18%	373 18%	384 18%	79 15%	143 18%	131 19%	122 18%	284 18%	211 19%	245 19%	114 15%	188 17%	636 18%	64 19%	37 17%	21 16%	
9	(9.0)	446 10%	221 11%	224 10%	50 10%	83 11%	74 11%	69 10%	170 11%	143 13% cd	142 11%	65 8%	96 9%	365 10%	41 12%	23 11%	17 14%	
10 - Extremely well	(10.0)	391 9%	168 8%	222 10%	50 10%	69 9%	52 8%	57 8%	162 10%	90 8%	104 8%	80 10%	115 10%	328 9%	28 8%	15 7%	21 16% abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 212

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Don't know	274	121	150	35	47	36	46	110	48	71	53	103	246	13	9	6	
	6%	6%	7%	7%	6%	5%	7%	7%	4%	5%	7%	9%	7%	4%	4%	5%	
												ab	b				
NEGATIVE VIEW (1-4)	658	352	300	73	116	88	106	275	124	198	138	199	538	62	37	22	
	15%	17%	14%	14%	15%	13%	15%	17%	11%	15%	18%	18%	15%	18%	17%	17%	
								c			a	a					
NEUTRAL (5-6)	1027	518	504	153	182	178	175	338	273	312	199	243	866	83	54	24	
	24%	25%	23%	29%	23%	26%	25%	21%	25%	24%	26%	22%	24%	24%	25%	19%	
				e													
POSITIVE VIEW (7-10)	2335	1110	1221	259	435	393	367	882	662	736	376	561	1959	186	114	77	
	54%	53%	56%	50%	56%	57%	53%	55%	60%	56%	49%	51%	54%	54%	53%	59%	
									cd	c							
MOST NEGATIVE (1-2)	274	150	121	26	33	41	42	132	41	82	65	85	225	27	14	8	
	6%	7%	6%	5%	4%	6%	6%	8%	4%	6%	9%	8%	6%	8%	7%	7%	
								b			a	a					
MOST POSITIVE (9-10)	837	389	446	99	152	127	127	332	233	246	145	211	693	69	38	38	
	19%	19%	21%	19%	19%	18%	18%	21%	21%	19%	19%	19%	19%	20%	17%	30%	
																abc	
Answered	4021	1979	2026	485	734	659	648	1495	1058	1246	713	1003	3362	331	206	123	
Mean score	6.6	6.5	6.7	6.6	6.7	6.7	6.6	6.6	6.9	6.6	6.4	6.5	6.6	6.5	6.5	6.9	
			a						cd							bc	
Standard deviation	2.30	2.34	2.26	2.20	2.18	2.19	2.28	2.46	2.06	2.26	2.43	2.48	2.29	2.40	2.28	2.49	
Standard error	.04	.05	.05	.10	.09	.08	.10	.06	.07	.07	.08	.08	.05	.10	.10	.12	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 212

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS			
		Total	URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT
			a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%														
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1 - Not at all well	(1.0)	181 4%	151 4%	30 5%	39 3%	140 5%	38 3%	141 5%	14 3%	21 4%	20 4%	38 3%	88 3%	82 5% a
2	(2.0)	93 2%	80 2%	13 2%	18 1%	74 2%	17 2%	75 2%	8 2%	7 1%	8 2%	17 2%	53 2%	37 2%
3	(3.0)	173 4%	153 4%	20 3%	44 4%	126 4%	38 3%	132 4%	11 3%	20 3%	20 4%	38 3%	93 3%	75 5%
4	(4.0)	211 5%	184 5%	28 5%	62 5%	146 5%	48 4%	159 5%	19 4%	24 4%	24 5%	48 4%	132 5%	76 5%
5	(5.0)	442 10%	372 10%	71 12%	139 11%	292 10%	119 11%	309 10%	50 11%	64 11%	47 10%	119 11%	279 10%	151 10%
6	(6.0)	585 14%	514 14%	71 12%	177 14%	397 13%	158 14%	416 13%	57 13%	75 13%	81 16%	158 14%	382 14%	192 12%
7	(7.0)	740 17%	632 17%	108 18%	226 18%	497 17%	210 19%	514 16%	78 18%	101 18%	98 20%	210 19%	487 18%	240 16%
8	(8.0)	758 18%	648 18%	110 18%	214 17%	538 18%	201 18%	550 18%	72 16%	113 20%	79 16%	201 18%	486 18%	268 17%
9	(9.0)	446 10%	382 10%	64 11%	130 11%	309 10%	112 10%	327 10%	53 12%	57 10%	46 9%	112 10%	291 11%	150 10%
10 - Extremely well	(10.0)	391 9%	347 9%	44 7%	122 10%	265 9%	108 10%	278 9%	46 11%	63 11%	49 10%	108 10%	244 9%	136 9%
Don't know		274 6%	237 6%	38 6%	59 5%	213 7%	53 5%	219 7%	27 6%	24 4%	22 5%	53 5%	128 5%	139 9% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 212

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NEGATIVE VIEW (1-4)	658 15%	568 15%	90 15%	163 13%	486 16%	141 13%	508 16%	53 12%	71 13%	72 15%	141 13%	366 14%	270 17% a
NEUTRAL (5-6)	1027 24%	886 24%	141 24%	316 26%	689 23%	277 25%	724 23%	107 24%	140 25%	128 26%	277 25%	661 25%	342 22%
POSITIVE VIEW (7-10)	2335 54%	2010 54%	326 55%	692 56%	1608 54%	631 57%	1669 53%	250 57%	334 59%	271 55%	631 57%	1508 57% b	793 51%
MOST NEGATIVE (1-2)	274 6%	231 6%	43 7%	57 5%	214 7% a	55 5%	216 7%	22 5%	27 5%	28 6%	55 5%	141 5%	119 8% a
MOST POSITIVE (9-10)	837 19%	729 20%	108 18%	253 21%	573 19%	220 20%	605 19%	99 23%	121 21%	95 19%	220 20%	535 20%	286 19%
Answered	4021	3464	557	1171	2783	1049	2901	409	545	471	1049	2535	1405
Mean score	6.6	6.6	6.6	6.7	6.6	6.8	6.6	6.8	6.8	6.6	6.8	6.7 b	6.5
Standard deviation	2.30	2.30	2.31	2.19	2.36	2.19	2.35	2.22	2.22	2.25	2.19	2.20	2.43
Standard error	.04	.04	.09	.06	.04	.07	.04	.11	.10	.10	.07	.05	.06

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 212

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%																
Unweighted total		4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample		3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total		4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1 - Not at all well	(1.0)	181	132	123	58	49	181	97	45	31	5	112	69	146	18	17
		4%	4%	4%	5%	7%	4%	3%	2%	1%	1%	3%	17%	21%	2%	1%
						abe		c				c	abcde	bc	c	
2	(2.0)	93	76	63	30	17	93	66	34	26	6	74	19	64	18	11
		2%	2%	2%	3%	2%	2%	2%	1%	1%	1%	2%	5%	9%	2%	*%
												abcde	bc	c		
3	(3.0)	173	143	124	48	30	173	137	72	67	17	148	25	92	39	42
		4%	4%	4%	4%	4%	4%	4%	3%	3%	3%	4%	6%	13%	4%	2%
												bc	bc	c		
4	(4.0)	211	174	158	53	37	211	159	99	86	23	177	34	73	79	59
		5%	5%	5%	4%	5%	5%	4%	4%	4%	4%	5%	8%	11%	8%	2%
												abce	c	c		
5	(5.0)	442	361	331	112	82	442	369	215	215	48	399	44	81	185	176
		10%	10%	11%	9%	11%	10%	10%	9%	10%	9%	10%	11%	12%	18%	7%
													c	ac		
6	(6.0)	585	506	424	161	79	585	529	295	336	62	552	33	63	241	280
		14%	14%	14%	13%	11%	14%	14%	13%	16%	11%	14%	8%	9%	24%	11%
								f		f		f		ac		
7	(7.0)	740	637	542	198	103	740	678	457	409	121	710	31	35	171	535
		17%	18%	18%	17%	14%	17%	18%	20%	19%	22%	18%	8%	5%	17%	21%
								f	f	f	f	f		a	a	
8	(8.0)	758	626	550	208	132	758	712	480	427	114	737	22	23	113	623
		18%	18%	18%	17%	18%	18%	19%	21%	20%	21%	19%	5%	3%	11%	24%
								f	f	f	f	f		a	ab	
9	(9.0)	446	387	337	109	58	446	422	298	285	71	431	14	13	47	386
		10%	11%	11%	9%	8%	10%	11%	13%	13%	13%	11%	4%	2%	5%	15%
								f	f	f	f	f		a	ab	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 212

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
10 - Extremely well (10.0)	391 9%	325 9%	281 9%	110 9%	67 9%	391 9%	374 10% f	256 11% f	210 10% f	61 11% f	383 10% f	8 2%	6 1%	17 2%	368 14% ab
Don't know	274 6%	193 5%	163 5%	111 9% abe	81 11% abe	274 6%	136 4%	67 3%	58 3%	14 3%	167 4% c	108 26% abcde	99 14% bc	94 9% c	81 3%
NEGATIVE VIEW (1-4)	658 15%	524 15%	469 15%	189 16%	134 18%	658 15%	459 12% c	249 11%	210 10%	52 9%	511 13% c	148 36% abcde	375 54% bc	154 15% c	129 5%
NEUTRAL (5-6)	1027 24%	867 24%	754 24%	273 23%	160 22%	1027 24%	898 24%	510 22%	551 26% f	111 20%	951 24%	77 19%	145 21%	426 42% ac	456 18%
POSITIVE VIEW (7-10)	2335 54%	1976 55% d	1710 55% d	625 52%	360 49%	2335 54%	2186 59% f	1491 64% aef	1330 62% f	367 68% aef	2261 58% f	74 18%	77 11%	348 34% a	1911 74% ab
MOST NEGATIVE (1-2)	274 6%	208 6%	186 6%	88 7%	66 9% ab	274 6%	163 4% c	79 3%	56 3%	11 2%	186 5% c	88 22% abcde	210 30% bc	36 4% c	28 1%
MOST POSITIVE (9-10)	837 19%	712 20%	618 20%	218 18%	125 17%	837 19%	795 22% f	554 24% f	495 23% f	132 24% f	814 21% f	22 5%	19 3%	64 6% a	753 29% ab
Answered	4021	3367	2934	1087	654	4021	3543	2250	2091	529	3722	299	597	928	2497
Mean score	6.6	6.7 d	6.6	6.6	6.4	6.6	6.9 f	7.0 aef	7.0 ef	7.2 aef	6.8 f	4.5	3.7	6.0 a	7.5 ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

C8E. PERFORMANCE AGAINST PURPOSE 4 SUB-STATEMENT On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC: "Reflects different communities living in the UK"?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Standard deviation	2.30	2.26	2.28	2.37	2.52	2.30	2.16	2.07	1.99	1.95	2.18	2.66	2.31	1.77	1.77
Standard error	.04	.04	.04	.07	.10	.04	.04	.04	.04	.09	.04	.15	.09	.06	.04

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 213

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	434	220	213	40	70	60	72	193	145	123	64	101	358	36	27	13	
	10%	10%	10%	8%	9%	9%	10%	12%	13%	9%	8%	9%	10%	10%	13%	10%	
								a	cd								
A little better than others	985	520	463	116	163	145	147	414	277	309	168	230	812	85	57	32	
	23%	25%	21%	22%	21%	21%	21%	26%	25%	23%	22%	21%	23%	25%	26%	25%	
About the same as others	1831	855	969	246	357	308	288	632	464	572	329	466	1550	144	81	55	
	43%	41%	45%	47%	46%	44%	41%	39%	42%	43%	43%	42%	43%	42%	38%	43%	
				e													
A little worse than others	522	240	277	65	98	93	105	161	127	160	110	126	440	39	29	15	
	12%	11%	13%	12%	13%	13%	15%	10%	11%	12%	14%	11%	12%	11%	13%	12%	
							e										
Much worse than others	328	183	143	25	53	58	52	140	64	97	65	102	270	32	16	9	
	8%	9%	7%	5%	7%	8%	7%	9%	6%	7%	8%	9%	7%	9%	7%	7%	
								a				a					
Don't know	196	83	111	30	39	30	31	65	29	56	30	81	178	8	6	4	
	5%	4%	5%	6%	5%	4%	4%	4%	3%	4%	4%	7%	5%	2%	3%	3%	
												abc	b				
BETTER THAN OTHERS	1419	740	676	155	233	205	219	607	422	432	232	332	1170	120	84	45	
	33%	35%	31%	30%	30%	30%	32%	38%	38%	33%	30%	30%	32%	35%	39%	35%	
		b					abc	cd							a		
WORSE THAN OTHERS	850	422	420	89	152	151	156	302	191	257	174	227	710	71	45	25	
	20%	20%	19%	17%	19%	22%	23%	19%	17%	20%	23%	21%	20%	21%	21%	19%	
											a						

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	434 10%	379 10%	55 9%	123 10%	303 10%	116 11%	311 10%	51 12%	68 12%	50 10%	116 11%	276 10%	149 10%
A little better than others	985 23%	840 23%	145 24%	267 22%	691 23%	234 21%	725 23%	91 21%	118 21%	115 23%	234 21%	615 23%	353 23%
About the same as others	1831 43%	1589 43%	242 41%	540 44%	1268 42%	481 44%	1324 42%	181 41%	246 43%	208 42%	481 44%	1140 43%	652 42%
A little worse than others	522 12%	443 12%	79 13%	169 14%	347 12%	148 13%	368 12%	53 12%	77 13%	70 14%	148 13%	350 13%	165 11%
Much worse than others	328 8%	273 7%	55 9%	84 7%	241 8%	78 7%	247 8%	36 8%	35 6%	38 8%	78 7%	185 7%	132 9%
Don't know	196 5%	177 5%	19 3%	47 4%	146 5%	46 4%	147 5%	24 5%	25 4%	13 3%	46 4%	97 4%	91 6% a
BETTER THAN OTHERS	1419 33%	1219 33%	200 34%	391 32%	994 33%	350 32%	1035 33%	143 33%	186 33%	164 33%	350 32%	891 33%	502 33%
WORSE THAN OTHERS	850 20%	716 19%	134 23%	253 21%	588 20%	226 21%	615 20%	89 20%	112 20%	108 22%	226 21%	535 20%	298 19%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 213

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1A. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides a broad mix of TV content?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	434 10%	367 10%	316 10%	118 10%	67 9%	434 10%	421 11%	324 14%	277 13%	119 22%	424 11%	9 2%	10 1%	19 2%	405 16%
							f	aef	f	abcef	f				ab
A little better than others	985 23%	802 23%	684 22%	301 25%	183 25%	985 23%	924 25%	640 28%	592 28%	157 29%	953 25%	32 8%	32 5%	137 13%	816 32%
							f	f	f	f	f			a	ab
About the same as others	1831 43%	1538 43%	1328 43%	503 42%	293 40%	1831 43%	1616 44%	931 40%	903 42%	178 33%	1702 44%	129 32%	166 24%	564 55%	1101 43%
							df	df	df	df	df			ac	a
A little worse than others	522 12%	462 13%	419 14%	103 9%	60 8%	522 12%	435 12%	272 12%	247 12%	58 11%	466 12%	56 14%	179 26%	173 17%	170 7%
		cd	cd			cd							bc	c	
Much worse than others	328 8%	265 7%	240 8%	88 7%	63 9%	328 8%	206 6%	102 4%	95 4%	20 4%	239 6%	89 22%	237 34%	53 5%	38 1%
												abcde	bc	c	
Don't know	196 5%	126 4%	110 4%	85 7%	69 9%	196 5%	77 2%	47 2%	34 2%	12 2%	104 3%	91 22%	71 10%	76 7%	49 2%
				abe	abe							abcde	c	c	
BETTER THAN OTHERS	1419 33%	1169 33%	1000 32%	419 35%	250 34%	1419 33%	1345 37%	964 42%	869 40%	276 51%	1378 35%	41 10%	42 6%	157 15%	1220 47%
							f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	850 20%	727 20%	659 21%	191 16%	123 17%	850 20%	641 17%	375 16%	342 16%	78 14%	705 18%	145 36%	416 60%	225 22%	208 8%
		c	c			c						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	361 8%	180 9%	180 8%	33 6%	64 8%	49 7%	51 7%	164 10%	104 9%	95 7%	64 8%	97 9%	295 8%	32 9%	24 11%	11 9%	
A little better than others	958 22%	521 25%	433 20%	127 24%	176 23%	148 21%	152 22%	355 22%	289 26%	310 24%	154 20%	205 19%	796 22%	82 24%	52 24%	28 22%	
About the same as others	1860 43%	860 41%	994 46%	232 45%	343 44%	314 45%	308 44%	663 41%	454 41%	587 45%	336 44%	484 44%	1577 44%	144 42%	79 37%	60 47%	
A little worse than others	592 14%	276 13%	313 14%	70 13%	116 15%	97 14%	109 16%	199 12%	155 14%	176 13%	120 16%	141 13%	493 14%	46 13%	38 18%	15 12%	
Much worse than others	302 7%	163 8%	136 6%	29 6%	40 5%	57 8%	44 6%	131 8%	70 6%	83 6%	59 8%	90 8%	246 7%	31 9%	15 7%	9 7%	
Don't know	222 5%	101 5%	120 6%	30 6%	41 5%	28 4%	30 4%	93 6%	33 3%	65 5%	33 4%	90 8%	201 6%	9 3%	7 3%	5 4%	
BETTER THAN OTHERS	1319 31%	701 33%	614 28%	160 31%	241 31%	197 28%	203 29%	519 32%	393 36%	405 31%	218 28%	302 27%	1091 30%	113 33%	76 35%	39 30%	
WORSE THAN OTHERS	894 21%	439 21%	449 21%	99 19%	156 20%	154 22%	153 22%	331 21%	225 20%	259 20%	179 23%	230 21%	740 20%	77 22%	53 25%	24 19%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 214

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	361 8%	312 8%	50 8%	95 8%	256 9%	83 8%	268 9%	45 10%	44 8%	32 6%	83 8%	224 8%	132 9%
A little better than others	958 22%	827 22%	130 22%	284 23%	653 22%	255 23%	682 22%	94 22%	146 26%	111 22%	255 23%	634 24% b	310 20%
About the same as others	1860 43%	1609 43%	251 42%	552 45%	1287 43%	496 45%	1341 43%	192 44%	244 43%	230 47%	496 45%	1149 43%	672 44%
A little worse than others	592 14%	504 14%	88 15%	178 14%	405 14%	154 14%	429 14%	51 12%	81 14%	73 15%	154 14%	380 14%	201 13%
Much worse than others	302 7%	257 7%	45 8%	77 6%	222 7%	73 7%	227 7%	33 8%	30 5%	39 8%	73 7%	176 7%	117 8%
Don't know	222 5%	192 5%	30 5%	45 4%	173 6%	43 4%	175 6%	21 5%	24 4%	10 2%	43 4%	100 4%	112 7% a
BETTER THAN OTHERS	1319 31%	1139 31%	180 30%	379 31%	909 30%	338 31%	950 30%	139 32%	189 33%	142 29%	338 31%	858 32%	441 29%
WORSE THAN OTHERS	894 21%	761 21%	133 22%	255 21%	627 21%	226 21%	656 21%	84 19%	111 19%	112 23%	226 21%	556 21%	319 21%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1B. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Appeals to a wide range of different TV audiences?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	361 8%	294 8%	256 8%	106 9%	68 9%	361 8%	344 9%	253 11%	205 10%	87 16%	349 9%	12 3%	7 1%	16 2%	339 13%
							f	f	f	abcef	f				ab
A little better than others	958 22%	799 22%	695 22%	263 22%	159 22%	958 22%	908 25%	640 28%	618 29%	155 29%	931 24%	27 7%	40 6%	125 12%	792 31%
							f	ef	aef	f	f			a	ab
About the same as others	1860 43%	1567 44%	1334 43%	527 44%	293 40%	1860 43%	1636 44%	932 40%	894 42%	181 33%	1724 44%	136 34%	181 26%	576 56%	1103 43%
							bdf	d	df		bdf			ac	a
A little worse than others	592 14%	517 15%	476 15%	117 10%	75 10%	592 14%	488 13%	315 14%	290 13%	82 15%	523 13%	69 17%	183 26%	169 17%	240 9%
		cd	cd		c								bc	c	
Much worse than others	302 7%	243 7%	221 7%	81 7%	59 8%	302 7%	198 5%	104 4%	95 4%	22 4%	223 6%	79 19%	213 31%	51 5%	38 1%
												abcde	bc	c	
Don't know	222 5%	141 4%	116 4%	106 9%	81 11%	222 5%	105 3%	73 3%	46 2%	16 3%	139 4%	83 20%	72 10%	85 8%	65 3%
				abe	abe						c	abcde	c	c	
BETTER THAN OTHERS	1319 31%	1093 31%	950 31%	369 31%	226 31%	1319 31%	1252 34%	894 39%	823 38%	242 45%	1280 33%	39 10%	47 7%	141 14%	1131 44%
							f	aef	aef	aef	f			a	ab
WORSE THAN OTHERS	894 21%	760 21%	697 22%	197 16%	134 18%	894 21%	686 19%	418 18%	385 18%	105 19%	746 19%	148 36%	396 57%	220 22%	278 11%
		c	c		c							abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 215

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	535 12%	256 12%	279 13%	47 9%	77 10%	70 10%	80 12%	261 16% abc	166 15%	149 11%	91 12%	129 12%	438 12%	47 14%	35 16%	15 12%	
A little better than others	1181 27%	586 28%	587 27%	155 30%	177 23%	180 26%	186 27%	483 30% b	346 31% cd	390 30% d	192 25%	250 23%	994 28% d	95 28%	64 30% d	28 21%	
About the same as others	1683 39%	796 38%	884 41%	213 41% e	356 46% e	287 41% e	283 41% e	544 34%	396 36%	522 40%	302 39%	463 42% a	1426 40% c	127 37%	71 33%	59 46% bc	
A little worse than others	430 10%	223 11%	199 9%	58 11%	77 10%	85 12% e	74 11%	137 9%	111 10%	129 10%	86 11%	103 9%	354 10%	35 10%	26 12%	15 12%	
Much worse than others	299 7%	163 8%	136 6%	18 3%	61 8% a	46 7%	49 7%	124 8% a	62 6%	79 6%	68 9%	90 8%	246 7%	31 9%	12 6%	9 7%	
Don't know	168 4%	77 4%	90 4%	29 6%	33 4%	26 4%	23 3%	57 4%	24 2%	48 4%	26 3%	70 6% abc	151 4%	8 2%	6 3%	3 2%	
BETTER THAN OTHERS	1716 40%	842 40%	866 40%	202 39%	254 33%	250 36%	266 38%	744 46% abcd	513 46% cd	539 41% d	283 37%	379 34%	1432 40%	142 41% d	99 46% ad	43 33%	
WORSE THAN OTHERS	729 17%	386 18%	335 15%	77 15%	138 18%	131 19%	123 18%	261 16%	174 16%	208 16%	154 20%	193 17%	600 17%	66 19%	39 18%	24 19%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 215

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	535 12%	460 12%	75 13%	126 10%	402 13%	113 10%	415 13%	45 10%	70 12%	47 10%	113 10%	315 12%	207 13%
A little better than others	1181 27%	1019 28%	161 27%	341 28%	821 27%	302 27%	860 28%	115 26%	148 26%	141 28%	302 27%	757 28%	407 26%
About the same as others	1683 39%	1453 39%	230 39%	517 42%	1132 38%	466 42%	1181 38%	177 40%	234 41%	213 43%	466 42%	1047 39%	604 39%
A little worse than others	430 10%	372 10%	59 10%	121 10%	305 10%	106 10%	319 10%	44 10%	57 10%	47 9%	106 10%	287 11%	134 9%
Much worse than others	299 7%	250 7%	48 8%	83 7%	213 7%	76 7%	220 7%	36 8%	36 6%	33 7%	76 7%	177 7%	111 7%
Don't know	168 4%	146 4%	22 4%	41 3%	123 4%	40 4%	125 4%	19 4%	23 4%	13 3%	40 4%	80 3%	82 5% a
BETTER THAN OTHERS	1716 40%	1479 40%	237 40%	468 38%	1223 41%	415 38%	1275 41%	160 37%	218 38%	188 38%	415 38%	1072 40%	614 40%
WORSE THAN OTHERS	729 17%	622 17%	107 18%	204 17%	518 17%	182 16%	539 17%	81 18%	94 16%	80 16%	182 16%	464 17%	245 16%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 215

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1C. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides high quality TV content?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	535 12%	432 12%	359 12%	176 15%	103 14%	535 12%	514 14%	372 16%	331 15%	127 23%	525 13%	10 3%	15 2%	29 3%	491 19%
A little better than others	1181 27%	1011 28%	864 28%	317 26%	170 23%	1181 27%	1112 30%	752 32%	720 33%	191 35%	1150 30%	31 8%	43 6%	196 19%	941 37%
About the same as others	1683 39%	1385 39%	1215 39%	468 39%	298 41%	1683 39%	1468 40%	830 36%	778 36%	155 29%	1540 40%	143 35%	199 29%	535 52%	949 37%
A little worse than others	430 10%	378 11%	342 11%	88 7%	52 7%	430 10%	352 10%	215 9%	200 9%	39 7%	383 10%	47 12%	156 22%	151 15%	123 5%
Much worse than others	299 7%	243 7%	225 7%	74 6%	56 8%	299 7%	178 5%	102 4%	92 4%	18 3%	208 5%	91 22%	218 31%	43 4%	38 1%
Don't know	168 4%	111 3%	93 3%	75 6%	57 8%	168 4%	54 1%	45 2%	29 1%	13 2%	84 2%	84 21%	64 9%	69 7%	35 1%
BETTER THAN OTHERS	1716 40%	1443 41%	1223 39%	493 41%	272 37%	1716 40%	1626 44%	1125 49%	1051 49%	318 59%	1674 43%	41 10%	58 8%	225 22%	1432 56%
WORSE THAN OTHERS	729 17%	621 17%	566 18%	163 14%	108 15%	729 17%	530 14%	318 14%	291 14%	57 11%	590 15%	139 34%	374 54%	193 19%	161 6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 216

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	513 12%	271 13%	239 11%	69 13%	103 13%	63 9%	79 11%	201 13%	166 15% d	148 11%	86 11%	114 10%	421 12%	44 13%	33 15%	15 12%	
A little better than others	1111 26%	559 27%	545 25%	152 29%	199 25%	178 26%	164 24%	419 26%	314 28% d	381 29% cd	175 23%	241 22%	917 25%	95 28%	66 31%	33 26%	
About the same as others	1897 44%	870 41%	1020 47% a	221 42%	338 43%	322 46%	309 45%	707 44%	447 40%	586 45%	346 45%	517 47% a	1618 45% c	141 41%	81 38%	57 45%	
A little worse than others	369 9%	185 9%	184 8%	43 8%	72 9%	71 10%	66 10%	117 7%	112 10%	92 7%	83 11% b	82 7%	303 8%	33 10%	20 9%	14 11%	
Much worse than others	201 5%	121 6% b	80 4%	11 2%	31 4%	29 4%	34 5%	97 6% a	37 3%	52 4%	43 6%	68 6% a	166 5%	20 6%	10 5%	5 4%	
Don't know	204 5%	94 4%	108 5%	25 5%	40 5%	32 5%	42 6%	65 4%	30 3%	57 4%	33 4%	83 8% abc	184 5%	10 3%	6 3%	4 3%	
BETTER THAN OTHERS	1625 38%	830 40%	784 36%	221 42% c	301 39%	240 35%	243 35%	620 39%	479 43% cd	529 40% cd	261 34%	355 32%	1338 37%	140 41%	98 46% a	49 38%	
WORSE THAN OTHERS	570 13%	306 15%	263 12%	54 10%	102 13%	99 14%	100 14%	214 13%	149 13%	144 11%	126 17% b	151 14%	469 13%	53 15%	30 14%	19 15%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	513 12%	443 12%	70 12%	155 13%	349 12%	131 12%	374 12%	60 14%	69 12%	58 12%	131 12%	323 12%	179 12%
A little better than others	1111 26%	950 26%	161 27%	296 24%	793 26%	269 24%	819 26%	104 24%	136 24%	124 25%	269 24%	715 27%	377 24%
About the same as others	1897 44%	1630 44%	266 45%	556 45%	1315 44%	503 46%	1367 44%	194 44%	268 47%	224 45%	503 46%	1149 43%	711 46%
A little worse than others	369 9%	325 9%	44 7%	117 10%	247 8%	101 9%	263 8%	30 7%	49 9%	51 10%	101 9%	259 10%	107 7%
Much worse than others	201 5%	168 5%	33 5%	46 4%	152 5%	42 4%	155 5%	21 5%	18 3%	16 3%	42 4%	109 4%	83 5%
Don't know	204 5%	183 5%	20 3%	61 5%	140 5%	57 5%	143 5%	28 6%	29 5%	21 4%	57 5%	108 4%	87 6%
BETTER THAN OTHERS	1625 38%	1393 38%	232 39%	451 37%	1142 38%	400 36%	1193 38%	164 38%	205 36%	182 37%	400 36%	1038 39%	557 36%
WORSE THAN OTHERS	570 13%	493 13%	77 13%	163 13%	400 13%	142 13%	418 13%	51 12%	68 12%	67 14%	142 13%	368 14%	190 12%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 216

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1D. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content made for UK audiences?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	513 12%	435 12%	388 13%	125 10%	78 11%	513 12%	486 13%	361 16%	340 16%	127 23%	501 13%	12 3%	13 2%	36 4%	464 18%
A little better than others	1111 26%	933 26%	803 26%	308 26%	178 24%	1111 26%	1027 28%	699 30%	641 30%	174 32%	1069 27%	42 10%	69 10%	203 20%	840 33%
About the same as others	1897 44%	1580 44%	1342 43%	555 46%	317 43%	1897 44%	1663 45%	950 41%	899 42%	177 33%	1747 45%	150 37%	232 33%	577 56%	1088 42%
A little worse than others	369 9%	329 9%	307 10%	62 5%	40 5%	369 9%	303 8%	189 8%	168 8%	44 8%	321 8%	48 12%	151 22%	113 11%	105 4%
Much worse than others	201 5%	152 4%	139 4%	62 5%	49 7%	201 5%	113 3%	61 3%	52 2%	11 2%	131 3%	70 17%	155 22%	20 2%	26 1%
Don't know	204 5%	132 4%	117 4%	87 7%	72 10%	204 5%	86 2%	56 2%	48 2%	11 2%	119 3%	84 21%	77 11%	72 7%	54 2%
BETTER THAN OTHERS	1625 38%	1368 38%	1192 38%	433 36%	257 35%	1625 38%	1513 41%	1060 46%	981 46%	300 55%	1570 40%	54 13%	82 12%	239 23%	1304 51%
WORSE THAN OTHERS	570 13%	481 13%	446 14%	124 10%	90 12%	570 13%	416 11%	250 11%	221 10%	55 10%	453 12%	118 29%	306 44%	133 13%	131 5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	285 7%	138 7%	148 7%	37 7%	64 8%	42 6%	36 5%	107 7%	93 8% b	70 5%	49 6%	73 7%	242 7%	21 6%	12 5%	11 8%	
A little better than others	767 18%	402 19%	361 17%	110 21%	137 18%	126 18%	124 18%	270 17%	206 19%	243 18%	132 17%	185 17%	650 18%	65 19%	34 16%	20 15%	
About the same as others	1745 41%	836 40%	904 42%	220 42%	332 43%	290 42%	271 39%	632 39%	434 39%	550 42%	309 40%	452 41%	1460 40%	139 40%	87 41%	59 46%	
A little worse than others	767 18%	357 17%	406 19%	78 15%	132 17%	134 19%	145 21%	279 17%	231 21% d	261 20% d	127 17%	148 13%	635 18%	68 20%	43 20%	21 16%	
Much worse than others	377 9%	218 10% b	155 7%	30 6%	67 9%	64 9%	61 9%	155 10% a	91 8%	95 7%	82 11%	110 10%	309 9%	35 10%	22 10%	10 8%	
Don't know	353 8%	150 7%	202 9%	47 9%	49 6%	37 5%	59 8%	162 10% bc	50 5%	99 7%	67 9% a	137 12% ab	313 9% b	16 5%	16 8%	8 6%	
BETTER THAN OTHERS	1053 25%	540 26%	509 23%	146 28%	201 26%	169 24%	160 23%	377 23%	299 27%	313 24%	181 24%	258 23%	891 25%	86 25%	45 21%	30 23%	
WORSE THAN OTHERS	1144 27%	575 27%	561 26%	108 21%	199 25%	198 29% a	205 30% a	434 27% a	322 29% d	355 27%	209 27%	258 23%	944 26%	103 30%	66 31%	31 24%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 217

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	285 7%	240 6%	45 8%	86 7%	191 6%	73 7%	204 7%	33 8%	45 8%	27 5%	73 7%	193 7%	83 5%
A little better than others	767 18%	689 19%	78 13%	259 21%	490 16%	237 21%	510 16%	100 23%	118 21%	107 22%	237 21%	496 19%	266 17%
About the same as others	1745 41%	1501 41%	244 41%	483 39%	1235 41%	431 39%	1286 41%	164 37%	224 39%	193 39%	431 39%	1086 41%	620 40%
A little worse than others	767 18%	646 17%	122 20%	225 18%	533 18%	199 18%	558 18%	69 16%	98 17%	93 19%	199 18%	496 19%	260 17%
Much worse than others	377 9%	317 9%	60 10%	104 8%	270 9%	99 9%	275 9%	43 10%	47 8%	46 9%	99 9%	231 9%	132 9%
Don't know	353 8%	307 8%	47 8%	73 6%	277 9%	64 6%	286 9%	27 6%	36 6%	28 6%	64 6%	161 6%	182 12%
					a		a						a
BETTER THAN OTHERS	1053 25%	929 25%	123 21%	345 28%	681 23%	309 28%	715 23%	134 31%	163 29%	134 27%	309 28%	689 26%	349 23%
WORSE THAN OTHERS	1144 27%	963 26%	181 30%	330 27%	803 27%	298 27%	834 27%	112 26%	145 25%	139 28%	298 27%	728 27%	392 25%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 217

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1E. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that dares to be different?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	285 7%	243 7%	209 7%	77 6%	42 6%	285 7%	272 7%	194 8%	166 8%	60 11%	276 7%	9 2%	8 1%	14 1%	263 10%
A little better than others	767 18%	637 18%	556 18%	211 18%	130 18%	767 18%	725 20%	519 22%	482 22%	143 26%	744 19%	24 6%	24 3%	130 13%	614 24%
About the same as others	1745 41%	1446 41%	1249 40%	496 41%	299 41%	1745 41%	1537 42%	908 39%	885 41%	192 35%	1608 41%	137 34%	145 21%	491 48%	1109 43%
A little worse than others	767 18%	701 20%	613 20%	154 13%	67 9%	767 18%	668 18%	412 18%	394 18%	95 17%	713 18%	55 13%	177 25%	217 21%	374 14%
Much worse than others	377 9%	310 9%	284 9%	93 8%	67 9%	377 9%	264 7%	156 7%	132 6%	31 6%	292 8%	85 21%	246 35%	65 6%	66 3%
Don't know	353 8%	225 6%	186 6%	167 14%	129 18%	353 8%	213 6%	128 6%	90 4%	23 4%	256 7%	97 24%	96 14%	105 10%	152 6%
BETTER THAN OTHERS	1053 25%	880 25%	765 25%	288 24%	172 23%	1053 25%	997 27%	714 31%	648 30%	203 37%	1020 26%	33 8%	32 5%	144 14%	877 34%
WORSE THAN OTHERS	1144 27%	1010 28%	897 29%	248 21%	134 18%	1144 27%	931 25%	568 25%	527 25%	126 23%	1005 26%	139 34%	422 61%	282 28%	440 17%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 218

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	334 8%	160 8%	173 8%	42 8%	70 9%	49 7%	57 8%	116 7%	116 11%	91 7%	52 7%	74 7%	282 8%	23 7%	18 9%	10 8%	
A little better than others	900 21%	479 23%	419 19%	115 22%	173 22%	147 21%	115 17%	350 22%	260 23%	272 21%	153 20%	215 19%	761 21%	65 19%	49 23%	25 19%	
About the same as others	1913 45%	883 42%	1022 47%	237 45%	332 43%	304 44%	323 47%	717 45%	459 41%	614 47%	337 44%	504 46%	1600 44%	160 47%	91 42%	61 48%	
A little worse than others	576 13%	296 14%	277 13%	60 12%	119 15%	105 15%	106 15%	186 12%	170 15%	177 13%	108 14%	121 11%	478 13%	50 14%	29 14%	20 15%	
Much worse than others	306 7%	168 8%	135 6%	30 6%	44 6%	51 7%	59 9%	122 8%	60 5%	92 7%	69 9%	85 8%	249 7%	34 10%	16 8%	7 6%	
Don't know	266 6%	115 5%	149 7%	36 7%	43 6%	38 5%	34 5%	114 7%	41 4%	71 5%	46 6%	107 10%	238 7%	12 3%	11 5%	6 4%	
BETTER THAN OTHERS	1234 29%	639 30%	592 27%	157 30%	243 31%	196 28%	172 25%	467 29%	376 34%	363 28%	205 27%	288 26%	1044 29%	88 26%	67 31%	35 27%	
WORSE THAN OTHERS	883 21%	464 22%	412 19%	90 17%	163 21%	156 23%	165 24%	308 19%	230 21%	269 20%	177 23%	206 19%	726 20%	84 24%	46 21%	27 21%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 218

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	334 8%	292 8%	42 7%	111 9%	215 7%	100 9%	227 7%	45 10%	57 10%	47 9%	100 9%	229 9% b	95 6%
A little better than others	900 21%	782 21%	118 20%	261 21%	619 21%	235 21%	645 21%	98 22%	135 24%	95 19%	235 21%	578 22%	315 20%
About the same as others	1913 45%	1644 44%	269 45%	538 44%	1350 45%	472 43%	1415 45%	170 39%	233 41%	229 46%	472 43%	1166 44%	706 46%
A little worse than others	576 13%	492 13%	85 14%	185 15%	381 13%	171 16%	395 13%	64 15%	88 15%	74 15%	171 16%	385 14%	179 12%
Much worse than others	306 7%	262 7%	45 8%	83 7%	220 7%	74 7%	228 7%	36 8%	31 5%	33 7%	74 7%	188 7%	107 7%
Don't know	266 6%	230 6%	36 6%	52 4%	210 7% a	50 5%	212 7%	24 5%	26 4%	15 3%	50 5%	117 4%	141 9% a
BETTER THAN OTHERS	1234 29%	1074 29%	160 27%	372 30%	834 28%	335 30%	871 28%	143 33%	192 34%	142 29%	335 30%	807 30%	410 27%
WORSE THAN OTHERS	883 21%	753 20%	129 22%	268 22%	601 20%	245 22%	622 20%	99 23%	119 21%	107 22%	245 22%	573 22%	286 19%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 218

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D1F. Comparing BBC television services to other television and video service providers, how well, if at all, do you think BBC television: Provides TV content that is different from other providers?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	334 8%	291 8%	260 8%	74 6%	43 6%	334 8%	320 9%	240 10%	221 10%	70 13%	325 8%	9 2%	13 2%	21 2%	300 12%
A little better than others	900 21%	743 21%	631 20%	269 22%	157 21%	900 21%	856 23%	605 26%	546 25%	165 30%	876 23%	24 6%	29 4%	128 13%	742 29%
About the same as others	1913 45%	1594 45%	1352 44%	560 47%	318 43%	1913 45%	1691 46%	965 42%	951 44%	200 37%	1772 46%	141 35%	182 26%	554 54%	1176 46%
A little worse than others	576 13%	520 15%	478 15%	98 8%	56 8%	576 13%	481 13%	304 13%	275 13%	71 13%	513 13%	63 16%	166 24%	180 18%	230 9%
Much worse than others	306 7%	249 7%	229 7%	77 6%	57 8%	306 7%	200 5%	109 5%	92 4%	19 3%	226 6%	80 20%	223 32%	46 5%	37 1%
Don't know	266 6%	163 5%	146 5%	120 10%	102 14%	266 6%	131 4%	95 4%	65 3%	18 3%	177 5%	89 22%	82 12%	93 9%	91 4%
BETTER THAN OTHERS	1234 29%	1034 29%	891 29%	343 29%	200 27%	1234 29%	1176 32%	845 36%	767 36%	235 43%	1201 31%	33 8%	42 6%	149 15%	1043 40%
WORSE THAN OTHERS	883 21%	769 22%	707 23%	175 15%	114 15%	883 21%	680 18%	413 18%	367 17%	90 17%	739 19%	144 35%	389 56%	226 22%	268 10%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 219

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	592 14%	312 15%	280 13%	49 9%	92 12%	83 12%	95 14%	273 17% abc	190 17% bd	163 12%	112 15%	127 11%	478 13%	45 13%	46 21% ab	23 18%	
A little better than others	963 22%	535 25% b	425 20%	118 23%	154 20%	152 22%	159 23%	380 24%	296 27% cd	302 23%	153 20%	210 19%	811 22%	71 21%	57 26% d	24 18%	
About the same as others	1382 32%	648 31%	731 34%	175 34%	260 33%	261 38% e	231 33%	454 28%	306 28%	453 34% a	272 36% a	350 32%	1165 32%	113 33%	65 30%	40 31%	
A little worse than others	250 6%	114 5%	131 6%	43 8% e	63 8% e	52 8% e	44 6% e	48 3%	84 8%	70 5%	42 5%	54 5%	213 6%	19 5%	9 4%	9 7%	
Much worse than others	131 3%	78 4%	53 2%	15 3%	23 3%	23 3%	20 3%	51 3%	21 2%	35 3%	33 4% a	43 4%	109 3%	11 3%	7 3%	5 4%	
Don't know	978 23%	414 20%	556 26% a	121 23%	189 24% c	124 18%	144 21%	400 25% c	208 19%	294 22%	153 20%	322 29% abc	832 23% c	85 25% c	32 15%	29 22% c	
BETTER THAN OTHERS	1555 36%	847 40% b	705 32%	167 32%	246 31%	234 34%	254 37%	653 41% abc	486 44% bcd	466 35%	264 35%	337 30%	1289 36%	117 34%	102 48% abd	46 36%	
WORSE THAN OTHERS	381 9%	192 9%	185 8%	57 11% e	86 11% e	75 11% e	64 9%	99 6%	105 9%	105 8%	75 10%	96 9%	322 9%	29 9%	15 7%	14 11%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 219

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	592 14%	503 14%	89 15%	163 13%	421 14%	149 14%	435 14%	64 15%	75 13%	77 16%	149 14%	364 14%	214 14%
A little better than others	963 22%	806 22%	157 26%	295 24%	644 22%	271 25%	669 21%	100 23%	149 26%	114 23%	271 25%	616 23%	333 22%
About the same as others	1382 32%	1196 32%	186 31%	425 35%	933 31%	384 35%	973 31%	131 30%	212 37%	182 37%	384 35%	916 34% b	438 28%
A little worse than others	250 6%	221 6%	28 5%	94 8% b	149 5%	76 7%	166 5%	36 8%	32 6%	29 6%	76 7%	185 7% b	61 4%
Much worse than others	131 3%	111 3%	20 3%	35 3%	96 3%	32 3%	99 3%	9 2%	11 2%	20 4%	32 3%	80 3%	47 3%
Don't know	978 23%	863 23%	115 19%	218 18%	752 25% a	191 17%	778 25% a	97 22% c	90 16%	73 15%	191 17%	501 19%	451 29% a
BETTER THAN OTHERS	1555 36%	1309 35%	246 41% a	458 37%	1066 36%	420 38%	1104 35%	164 38%	224 39%	190 39%	420 38%	980 37%	547 35%
WORSE THAN OTHERS	381 9%	333 9%	48 8%	129 11%	245 8%	108 10%	265 8%	45 10%	43 8%	49 10%	108 10%	265 10% b	108 7%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2A. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides a broad mix of radio content?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	592 14%	490 14%	413 13%	179 15%	101 14%	592 14%	552 15% f	511 22% acef	375 17% f	154 28% abcef	580 15% f	12 3%	17 2%	56 5% a	519 20% ab
A little better than others	963 22%	830 23% d	718 23% d	245 20%	133 18%	963 22%	883 24% f	764 33% acef	602 28% aef	191 35% acef	934 24% f	29 7%	85 12%	176 17%	702 27% ab
About the same as others	1382 32%	1145 32%	1001 32%	381 32%	237 32%	1382 32%	1203 33% d	768 33% d	669 31% d	125 23%	1272 33% d	110 27%	173 25%	414 41% ac	795 31% a
A little worse than others	250 6%	223 6% c	210 7% cd	39 3%	27 4%	250 6% c	204 6%	152 7%	151 7%	34 6%	218 6%	32 8%	77 11% bc	72 7% c	101 4%
Much worse than others	131 3%	111 3%	103 3%	28 2%	20 3%	131 3%	80 2%	41 2%	39 2%	9 2%	89 2%	42 10% abcde	86 12% bc	22 2% c	23 1%
Don't know	978 23%	761 21%	651 21%	327 27% abe	217 29% abe	978 23%	757 21% bcd	81 4%	312 15% bd	30 5%	795 20% bcd	183 45% abcde	257 37% bc	282 28% c	438 17%
BETTER THAN OTHERS	1555 36%	1320 37%	1131 37%	424 35%	235 32%	1555 36%	1436 39% f	1275 55% acef	978 46% aef	345 63% abcef	1515 39% f	40 10%	102 15%	232 23% a	1221 47% ab
WORSE THAN OTHERS	381 9%	335 9% c	314 10% cd	67 6%	46 6%	381 9% c	283 8%	193 8%	190 9%	44 8%	307 8%	74 18% abcde	163 23% bc	94 9% c	124 5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 220

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	577 13%	319 15%	258 12%	48 9%	102 13%	78 11%	96 14%	253 16%	173 16%	170 13%	102 13%	131 12%	475 13%	40 12%	39 18%	22 17%	
A little better than others	929 22%	478 23%	446 20%	104 20%	155 20%	152 22%	164 24%	354 22%	268 24%	301 23%	160 21%	200 18%	765 21%	79 23%	60 28%	25 19%	
About the same as others	1460 34%	696 33%	760 35%	200 38%	278 36%	275 40%	240 35%	468 29%	357 32%	465 35%	267 35%	371 34%	1241 34%	114 33%	64 30%	40 31%	
A little worse than others	294 7%	151 7%	140 6%	45 9%	65 8%	48 7%	51 7%	85 5%	88 8%	76 6%	62 8%	67 6%	247 7%	22 6%	13 6%	11 8%	
Much worse than others	122 3%	68 3%	54 2%	16 3%	12 2%	20 3%	14 2%	61 4%	23 2%	34 3%	31 4%	34 3%	100 3%	9 3%	8 4%	5 4%	
Don't know	914 21%	389 19%	518 24%	110 21%	169 22%	122 18%	130 19%	384 24%	196 18%	271 21%	145 19%	302 27%	779 22%	79 23%	30 14%	27 21%	
BETTER THAN OTHERS	1506 35%	798 38%	703 32%	151 29%	257 33%	230 33%	260 37%	607 38%	441 40%	471 36%	262 34%	331 30%	1241 34%	119 35%	99 46%	46 36%	
WORSE THAN OTHERS	416 10%	218 10%	195 9%	60 12%	77 10%	67 10%	65 9%	146 9%	112 10%	110 8%	93 12%	101 9%	347 10%	31 9%	21 10%	16 12%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 220

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	577 13%	483 13%	94 16%	153 12%	409 14%	137 12%	425 14%	58 13%	81 14%	61 12%	137 12%	347 13%	215 14%
A little better than others	929 22%	791 21%	138 23%	289 24%	630 21%	266 24%	652 21%	104 24%	135 24%	123 25%	266 24%	626 23% b	289 19%
About the same as others	1460 34%	1259 34%	201 34%	455 37%	976 33%	404 37%	1025 33%	147 34%	215 38%	175 35%	404 37%	960 36% b	468 30%
A little worse than others	294 7%	252 7%	42 7%	92 7%	197 7%	78 7%	211 7%	30 7%	37 7%	39 8%	78 7%	204 8% b	84 5%
Much worse than others	122 3%	102 3%	20 3%	34 3%	88 3%	32 3%	90 3%	10 2%	11 2%	20 4%	32 3%	70 3%	49 3%
Don't know	914 21%	813 22%	101 17%	207 17%	697 23% a	185 17%	718 23% a	89 20%	91 16%	75 15%	185 17%	455 17%	439 28% a
BETTER THAN OTHERS	1506 35%	1273 34%	232 39%	443 36%	1039 35%	403 37%	1076 34%	161 37%	216 38%	184 37%	403 37%	973 37%	504 33%
WORSE THAN OTHERS	416 10%	354 10%	61 10%	126 10%	285 10%	110 10%	301 10%	39 9%	48 8%	59 12%	110 10%	275 10%	132 9%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 220

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2B. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Appeals to a wide range of different radio audiences?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	577 13%	472 13%	402 13%	175 15%	105 14%	577 13%	535 15%	474 20%	360 17%	144 27%	563 14%	15 4%	18 3%	50 5%	509 20%
							f	acef	f	abcef	f				ab
A little better than others	929 22%	814 23%	716 23%	213 18%	115 16%	929 22%	853 23%	731 32%	599 28%	188 35%	905 23%	23 6%	73 10%	170 17%	686 27%
		cd	cd			cd	f	aef	aef	acef	f			a	ab
About the same as others	1460 34%	1218 34%	1055 34%	405 34%	242 33%	1460 34%	1271 35%	811 35%	715 33%	135 25%	1335 34%	125 31%	183 26%	442 43%	835 32%
							d	d	d		d			ac	a
A little worse than others	294 7%	262 7%	239 8%	54 5%	32 4%	294 7%	243 7%	160 7%	157 7%	32 6%	262 7%	32 8%	83 12%	84 8%	126 5%
		cd	cd			c							c	c	
Much worse than others	122 3%	100 3%	91 3%	31 3%	22 3%	122 3%	77 2%	49 2%	39 2%	12 2%	84 2%	38 9%	86 12%	16 2%	20 1%
												abcde	bc		
Don't know	914 21%	695 20%	594 19%	320 27%	220 30%	914 21%	700 19%	93 4%	279 13%	31 6%	740 19%	174 43%	253 36%	259 25%	403 16%
				abe	abe		bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1506 35%	1286 36%	1118 36%	388 32%	219 30%	1506 35%	1388 38%	1205 52%	959 45%	332 61%	1468 38%	38 9%	91 13%	221 22%	1194 46%
		d	d				f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	416 10%	362 10%	330 11%	86 7%	54 7%	416 10%	319 9%	208 9%	197 9%	44 8%	346 9%	69 17%	169 24%	100 10%	146 6%
		c	c									abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 221

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	649 15%	336 16%	313 14%	47 9%	107 14%	86 12%	101 15%	308 19%	209 19%	194 15%	111 15%	135 12%	533 15%	47 14%	49 23%	20 15%	
A little better than others	910 21%	468 22%	434 20%	113 22%	163 21%	144 21%	128 18%	361 23%	264 24%	288 22%	149 19%	209 19%	765 21%	67 19%	52 24%	26 20%	
About the same as others	1471 34%	716 34%	751 35%	190 37%	251 32%	278 40%	279 40%	472 29%	356 32%	469 36%	270 35%	374 34%	1242 34%	121 35%	66 31%	41 32%	
A little worse than others	268 6%	142 7%	123 6%	53 10%	59 8%	62 9%	38 6%	56 3%	74 7%	76 6%	64 8%	54 5%	228 6%	17 5%	10 5%	13 10%	
Much worse than others	145 3%	84 4%	61 3%	17 3%	32 4%	22 3%	19 3%	56 3%	26 2%	35 3%	38 5%	46 4%	120 3%	13 4%	7 3%	4 3%	
Don't know	853 20%	355 17%	492 23%	101 19%	170 22%	103 15%	128 18%	352 22%	177 16%	254 19%	133 17%	289 26%	720 20%	78 23%	30 14%	25 20%	
BETTER THAN OTHERS	1559 36%	804 38%	748 34%	160 31%	270 35%	230 33%	230 33%	670 42%	473 43%	482 37%	260 34%	344 31%	1298 36%	114 33%	102 47%	45 35%	
WORSE THAN OTHERS	413 10%	226 11%	185 8%	70 13%	91 12%	83 12%	57 8%	111 7%	100 9%	112 8%	102 13%	99 9%	348 10%	31 9%	17 8%	17 13%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 221

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	649 15%	548 15%	101 17%	176 14%	461 15%	164 15%	473 15%	71 16%	88 16%	74 15%	164 15%	394 15%	241 16%
A little better than others	910 21%	768 21%	141 24%	261 21%	638 21%	231 21%	667 21%	90 21%	125 22%	101 20%	231 21%	576 22%	317 21%
About the same as others	1471 34%	1268 34%	203 34%	458 37%	980 33%	414 38%	1024 33%	142 33%	221 39%	199 40%	414 38%	979 37%	463 30%
A little worse than others	268 6%	241 7%	26 4%	108 9% b	158 5%	85 8%	179 6%	34 8%	43 8%	34 7%	85 8%	200 8% b	63 4%
Much worse than others	145 3%	123 3%	22 4%	41 3%	104 3%	39 4%	106 3%	18 4%	17 3%	17 3%	39 4%	93 4%	49 3%
Don't know	853 20%	752 20%	102 17%	187 15%	655 22% a	169 15%	672 22% a	81 19%	74 13%	68 14%	169 15%	421 16%	410 27% a
BETTER THAN OTHERS	1559 36%	1316 36%	242 41%	437 36%	1099 37%	395 36%	1140 37%	160 37%	214 38%	175 35%	395 36%	970 36%	559 36%
WORSE THAN OTHERS	413 10%	365 10%	48 8%	149 12% b	262 9%	124 11%	285 9%	53 12%	60 11%	51 10%	124 11%	293 11% b	112 7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 221

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2C. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides high quality radio content?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	649 15%	531 15%	444 14%	205 17%	118 16%	649 15%	613 17%	563 24%	405 19%	198 36%	641 16%	8 2%	22 3%	66 6%	562 22%
							f	acef	f	abcef	f			a	ab
A little better than others	910 21%	790 22%	675 22%	235 20%	120 16%	910 21%	822 22%	683 29%	571 27%	134 25%	881 23%	29 7%	59 8%	171 17%	680 26%
		d	d			d	f	aef	aef	f	f			a	ab
About the same as others	1471 34%	1222 34%	1080 35%	390 33%	249 34%	1471 34%	1278 35%	796 34%	713 33%	141 26%	1351 35%	120 29%	194 28%	418 41%	858 33%
							d	d	d		d			ac	
A little worse than others	268 6%	243 7%	222 7%	45 4%	25 3%	268 6%	218 6%	152 7%	157 7%	31 6%	230 6%	38 9%	81 12%	95 9%	91 4%
		cd	cd			cd							c	c	
Much worse than others	145 3%	123 3%	115 4%	30 3%	22 3%	145 3%	94 3%	56 2%	50 2%	13 2%	103 3%	43 10%	99 14%	21 2%	25 1%
												abcde	bc		
Don't know	853 20%	651 18%	560 18%	293 24%	202 28%	853 20%	654 18%	67 3%	253 12%	26 5%	684 18%	169 42%	241 35%	251 25%	361 14%
				abe	abe		bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1559 36%	1321 37%	1119 36%	439 37%	237 32%	1559 36%	1435 39%	1247 54%	977 45%	332 61%	1522 39%	37 9%	81 12%	237 23%	1242 48%
							f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	413 10%	366 10%	337 11%	76 6%	46 6%	413 10%	312 8%	207 9%	206 10%	44 8%	332 9%	80 20%	180 26%	116 11%	116 5%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 222

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	586 14%	319 15%	266 12%	70 13%	99 13%	73 10%	87 13%	258 16% c	188 17% cd	172 13%	93 12%	133 12%	481 13%	43 12%	41 19% ab	22 17%	
A little better than others	998 23%	498 24%	500 23%	134 26%	178 23%	167 24%	145 21%	375 23%	288 26% d	333 25% d	168 22%	209 19%	839 23%	75 22%	59 27% d	25 20%	
About the same as others	1533 36%	755 36%	767 35%	172 33%	279 36%	274 40% e	283 41% e	525 33%	368 33%	482 37%	289 38%	394 36%	1287 36%	134 39%	69 32%	43 34%	
A little worse than others	205 5%	106 5%	99 5%	35 7% e	44 6% e	54 8% e	37 5% e	35 2%	57 5%	57 4%	52 7% d	39 4%	172 5%	14 4%	11 5%	9 7%	
Much worse than others	101 2%	62 3%	39 2%	8 1%	17 2%	15 2%	12 2%	50 3%	18 2%	20 2%	29 4% ab	34 3%	84 2%	8 2%	5 2%	5 4%	
Don't know	872 20%	361 17%	505 23% a	102 20%	165 21%	112 16%	130 19%	362 23% c	187 17%	254 19%	134 18%	297 27% abc	747 21% c	70 21% c	31 14%	25 19%	
BETTER THAN OTHERS	1584 37%	817 39%	766 35%	203 39%	276 35%	239 34%	232 33%	633 39%	476 43% cd	505 38% d	261 34%	342 31%	1319 37%	118 34%	99 46% abd	47 36%	
WORSE THAN OTHERS	307 7%	168 8%	138 6%	43 8%	61 8%	69 10% e	49 7%	86 5%	75 7%	76 6%	82 11% abd	72 7%	256 7%	22 6%	16 7%	14 11% a	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 222

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	586 14%	500 14%	85 14%	169 14%	405 14%	148 13%	426 14%	69 16%	75 13%	64 13%	148 13%	355 13%	220 14%
A little better than others	998 23%	839 23%	159 27%	297 24%	687 23%	270 24%	712 23%	99 23%	148 26%	120 24%	270 24%	648 24%	331 21%
About the same as others	1533 36%	1313 35%	220 37%	459 37%	1043 35%	414 38%	1087 35%	144 33%	222 39%	191 39%	414 38%	1003 38% b	501 32%
A little worse than others	205 5%	190 5%	15 3%	82 7% b	120 4%	70 6%	132 4%	28 6%	32 6%	36 7%	70 6%	165 6% b	38 2%
Much worse than others	101 2%	85 2%	16 3%	28 2%	73 2%	28 3%	73 2%	10 2%	10 2%	16 3%	28 3%	60 2%	37 2%
Don't know	872 20%	773 21%	99 17%	195 16%	668 22% a	172 16%	690 22% a	87 20%	81 14%	66 13%	172 16%	433 16%	417 27% a
BETTER THAN OTHERS	1584 37%	1339 36%	244 41%	466 38%	1092 36%	418 38%	1139 36%	168 39%	224 39%	185 37%	418 38%	1003 38%	551 36%
WORSE THAN OTHERS	307 7%	275 7%	32 5%	110 9%	193 6%	98 9%	205 7%	37 9%	42 7%	52 10%	98 9%	224 8% b	74 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2D. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content made for UK audiences?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	586 14%	483 14%	407 13%	178 15%	103 14%	586 14%	544 15%	491 21%	366 17%	159 29%	573 15%	12 3%	19 3%	58 6%	509 20%
A little better than others	998 23%	872 24%	763 25%	235 20%	126 17%	998 23%	918 25%	752 32%	635 30%	162 30%	972 25%	26 7%	75 11%	173 17%	751 29%
About the same as others	1533 36%	1266 36%	1101 36%	431 36%	267 36%	1533 36%	1321 36%	837 36%	730 34%	157 29%	1402 36%	131 32%	209 30%	467 46%	857 33%
A little worse than others	205 5%	190 5%	180 6%	25 2%	15 2%	205 5%	175 5%	120 5%	128 6%	22 4%	183 5%	23 6%	75 11%	56 5%	75 3%
Much worse than others	101 2%	83 2%	76 2%	25 2%	18 2%	101 2%	56 2%	34 1%	26 1%	10 2%	62 2%	39 10%	72 10%	14 1%	16 1%
Don't know	872 20%	667 19%	569 18%	303 25%	205 28%	872 20%	665 18%	83 4%	264 12%	33 6%	698 18%	175 43%	247 35%	254 25%	371 14%
BETTER THAN OTHERS	1584 37%	1355 38%	1170 38%	413 34%	229 31%	1584 37%	1462 40%	1243 54%	1001 47%	321 59%	1545 40%	39 10%	94 13%	230 23%	1260 49%
WORSE THAN OTHERS	307 7%	273 8%	256 8%	50 4%	34 5%	307 7%	231 6%	154 7%	154 7%	32 6%	245 6%	62 15%	146 21%	70 7%	90 3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 223

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	382 9%	185 9%	198 9%	51 10%	83 11%	45 6%	55 8%	148 9%	118 11%	114 9%	69 9%	80 7%	318 9%	27 8%	22 10%	15 12%	
A little better than others	677 16%	374 18%	303 14%	78 15%	139 18%	120 17%	113 16%	227 14%	207 19%	205 16%	130 17%	135 12%	557 15%	54 16%	43 20%	23 18%	
About the same as others	1636 38%	803 38%	828 38%	196 38%	293 37%	288 42%	289 42%	571 36%	394 36%	527 40%	294 38%	422 38%	1373 38%	135 39%	82 38%	46 36%	
A little worse than others	405 9%	211 10%	190 9%	63 12%	75 10%	79 11%	63 9%	125 8%	128 12%	127 10%	70 9%	81 7%	341 9%	31 9%	21 10%	13 10%	
Much worse than others	182 4%	107 5%	74 3%	18 3%	24 3%	31 4%	25 4%	84 5%	47 4%	41 3%	42 5%	52 5%	155 4%	16 5%	7 3%	4 3%	
Don't know	1013 24%	422 20%	583 27%	114 22%	167 21%	131 19%	150 22%	450 28%	212 19%	303 23%	161 21%	336 30%	864 24%	82 24%	39 18%	28 21%	
BETTER THAN OTHERS	1059 25%	559 27%	501 23%	129 25%	222 28%	165 24%	168 24%	376 23%	325 29%	319 24%	199 26%	215 19%	875 24%	80 23%	66 31%	38 30%	
WORSE THAN OTHERS	587 14%	317 15%	264 12%	81 16%	99 13%	109 16%	88 13%	209 13%	175 16%	168 13%	112 15%	132 12%	496 14%	46 14%	28 13%	17 13%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 223

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	382 9%	328 9%	55 9%	121 10%	249 8%	105 10%	264 8%	51 12%	61 11%	40 8%	105 10%	249 9%	123 8%
A little better than others	677 16%	595 16%	82 14%	216 18%	446 15%	200 18%	461 15%	85 19%	102 18%	88 18%	200 18%	468 18% b	199 13%
About the same as others	1636 38%	1403 38%	233 39%	498 40%	1110 37%	452 41%	1154 37%	159 36%	240 42%	210 43%	452 41%	1058 40%	549 36%
A little worse than others	405 9%	335 9%	70 12%	135 11%	268 9%	115 10%	288 9%	40 9%	49 9%	56 11%	115 10%	278 10% b	120 8%
Much worse than others	182 4%	144 4%	37 6%	43 3%	139 5%	39 4%	143 5%	13 3%	20 4%	22 5%	39 4%	119 4%	59 4%
Don't know	1013 24%	895 24%	118 20%	218 18%	784 26% a	191 17%	811 26% a	89 20%	96 17%	77 16%	191 17%	492 18%	493 32% a
BETTER THAN OTHERS	1059 25%	923 25%	137 23%	337 27%	695 23%	305 28% b	725 23%	136 31%	164 29%	128 26%	305 28%	717 27% b	322 21%
WORSE THAN OTHERS	587 14%	479 13%	107 18% a	177 14%	407 14%	154 14%	431 14%	53 12%	69 12%	79 16%	154 14%	396 15% b	179 12%

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 223

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2E. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that dares to be different?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	382 9%	315 9%	278 9%	105 9%	67 9%	382 9%	347 9%	314 14%	229 11%	107 20%	370 10%	13 3%	9 1%	38 4%	335 13%
							f	acef	f	abcef	f			a	ab
A little better than others	677 16%	584 16%	515 17%	162 14%	93 13%	677 16%	623 17%	544 23%	440 20%	135 25%	663 17%	14 4%	53 8%	92 9%	532 21%
							f	aef	aef	aef	f				ab
About the same as others	1636 38%	1372 39%	1192 38%	444 37%	264 36%	1636 38%	1454 40%	977 42%	857 40%	201 37%	1518 39%	118 29%	151 22%	468 46%	1018 39%
							f	f	f		f			ac	a
A little worse than others	405 9%	378 11%	338 11%	67 6%	27 4%	405 9%	337 9%	251 11%	229 11%	50 9%	367 9%	38 9%	106 15%	118 12%	181 7%
		cd	cd			cd							c	c	
Much worse than others	182 4%	153 4%	136 4%	46 4%	29 4%	182 4%	123 3%	69 3%	64 3%	13 2%	134 3%	48 12%	119 17%	35 3%	28 1%
												abcde	bc	c	
Don't know	1013 24%	759 21%	639 21%	374 31%	254 35%	1013 24%	793 22%	163 7%	330 15%	36 7%	837 22%	176 43%	258 37%	272 27%	483 19%
				abe	abe	b	bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1059 25%	899 25%	793 26%	267 22%	161 22%	1059 25%	970 26%	858 37%	669 31%	242 45%	1032 27%	27 7%	62 9%	130 13%	867 34%
							f	acef	aef	abcef	f				ab
WORSE THAN OTHERS	587 14%	531 15%	473 15%	113 9%	56 8%	587 14%	461 13%	319 14%	293 14%	64 12%	501 13%	86 21%	224 32%	153 15%	210 8%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 224

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	431	218	213	52	84	55	64	177	140	118	79	93	354	30	28	18	
	10%	10%	10%	10%	11%	8%	9%	11%	13%	9%	10%	8%	10%	9%	13%	14%	
									d								
A little better than others	841	465	373	104	159	146	128	304	239	268	149	186	704	61	53	23	
	20%	22%	17%	20%	20%	21%	18%	19%	22%	20%	19%	17%	20%	18%	25%	18%	
		b													ab		
About the same as others	1628	796	825	186	295	281	308	558	415	519	299	394	1373	135	75	44	
	38%	38%	38%	36%	38%	40%	44%	35%	38%	39%	39%	36%	38%	39%	35%	34%	
							ae										
A little worse than others	319	155	162	50	52	73	41	104	89	99	59	72	261	31	16	11	
	7%	7%	7%	10%	7%	10%	6%	6%	8%	8%	8%	7%	7%	9%	8%	9%	
						de											
Much worse than others	135	82	54	19	20	21	15	60	23	39	32	42	113	11	7	4	
	3%	4%	2%	4%	3%	3%	2%	4%	2%	3%	4%	4%	3%	3%	3%	3%	
Don't know	941	385	550	110	171	119	139	401	200	275	148	319	803	76	34	28	
	22%	18%	25%	21%	22%	17%	20%	25%	18%	21%	19%	29%	22%	22%	16%	21%	
			a					c				abc	c				
BETTER THAN OTHERS	1272	683	586	155	243	201	191	481	379	386	227	279	1058	91	82	41	
	30%	33%	27%	30%	31%	29%	28%	30%	34%	29%	30%	25%	29%	26%	38%	32%	
		b							d						ab		
WORSE THAN OTHERS	454	237	215	69	72	93	56	164	111	138	91	114	374	42	23	16	
	11%	11%	10%	13%	9%	13%	8%	10%	10%	10%	12%	10%	10%	12%	11%	12%	
				d		d											

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 224

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	431 10%	367 10%	63 11%	134 11%	294 10%	117 11%	311 10%	53 12%	63 11%	55 11%	117 11%	279 10%	141 9%
A little better than others	841 20%	720 19%	121 20%	258 21%	566 19%	235 21%	589 19%	97 22%	128 22%	90 18%	235 21%	564 21% b	267 17%
About the same as others	1628 38%	1395 38%	233 39%	490 40%	1105 37%	443 40%	1149 37%	156 36%	232 41%	215 43%	443 40%	1059 40% b	537 35%
A little worse than others	319 7%	266 7%	54 9%	102 8%	214 7%	88 8%	228 7%	26 6%	46 8%	43 9%	88 8%	210 8%	102 7%
Much worse than others	135 3%	116 3%	19 3%	35 3%	100 3%	28 3%	107 3%	14 3%	10 2%	12 2%	28 3%	87 3%	45 3%
Don't know	941 22%	837 23%	104 18%	211 17%	718 24% a	191 17%	737 24% a	91 21%	91 16%	79 16%	191 17%	464 17%	451 29% a
BETTER THAN OTHERS	1272 30%	1087 29%	185 31%	392 32%	860 29%	352 32%	900 29%	150 34%	191 33%	145 29%	352 32%	842 32% b	408 26%
WORSE THAN OTHERS	454 11%	382 10%	73 12%	137 11%	313 10%	116 11%	335 11%	40 9%	56 10%	55 11%	116 11%	297 11%	147 10%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D2F. Comparing BBC radio to other radio providers, how well, if at all, do you think BBC radio: Provides radio content that is different from other providers?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	431 10%	356 10%	311 10%	120 10%	75 10%	431 10%	391 11%	363 16%	260 12%	116 21%	421 11%	10 2%	13 2%	37 4%	381 15%
							f	acef	f	abcef	f				ab
A little better than others	841 20%	725 20%	639 21%	202 17%	116 16%	841 20%	780 21%	676 29%	548 25%	171 31%	822 21%	19 5%	47 7%	137 13%	657 26%
		d	d				f	aef	aef	aef	f			a	ab
About the same as others	1628 38%	1374 39%	1181 38%	448 37%	254 35%	1628 38%	1434 39%	941 41%	844 39%	183 34%	1507 39%	121 30%	183 26%	467 46%	979 38%
							f	df	f		f			ac	a
A little worse than others	319 7%	288 8%	262 8%	58 5%	31 4%	319 7%	267 7%	170 7%	174 8%	33 6%	285 7%	34 8%	103 15%	97 9%	119 5%
		cd	cd			cd							bc	c	
Much worse than others	135 3%	111 3%	99 3%	36 3%	24 3%	135 3%	79 2%	47 2%	37 2%	8 2%	89 2%	46 11%	97 14%	19 2%	19 1%
												abcde	bc	c	
Don't know	941 22%	707 20%	606 20%	335 28%	234 32%	941 22%	726 20%	120 5%	287 13%	32 6%	765 20%	176 43%	253 36%	266 26%	422 16%
				abe	abe		bcd		bd		bcd	abcde	bc	c	
BETTER THAN OTHERS	1272 30%	1080 30%	950 31%	322 27%	191 26%	1272 30%	1171 32%	1039 45%	808 38%	287 53%	1243 32%	28 7%	59 8%	174 17%	1039 40%
							f	acef	aef	abcef	f			a	ab
WORSE THAN OTHERS	454 11%	399 11%	360 12%	94 8%	55 8%	454 11%	346 9%	216 9%	211 10%	41 8%	374 10%	80 20%	200 29%	116 11%	138 5%
		cd	cd									abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 225

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	397 9%	216 10%	180 8%	61 12% e	79 10%	74 11%	62 9%	121 8%	130 12% cd	128 10%	56 7%	82 7%	322 9%	34 10%	27 13% a	14 10%	
A little better than others	989 23%	542 26% b	440 20%	149 29% ce	199 26% e	150 22%	181 26% e	309 19%	340 31% bcd	308 23% d	157 21%	182 17%	832 23%	72 21%	55 26%	29 23%	
About the same as others	1628 38%	757 36%	864 40%	194 37% e	330 42% e	315 45% ae	284 41% e	506 32%	406 37%	533 40%	301 39%	388 35%	1388 38%	127 37%	71 33%	42 33%	
A little worse than others	191 4%	96 5%	92 4%	29 6% e	58 7% e	33 5%	27 4%	44 3%	55 5%	46 4%	45 6%	44 4%	164 5%	14 4%	8 4%	5 4%	
Much worse than others	96 2%	61 3% b	34 2%	8 2%	11 1%	23 3%	11 2%	41 3%	16 1%	20 1%	29 4% ab	32 3%	76 2%	13 4%	3 1%	3 2%	
Don't know	995 23%	429 20%	565 26% a	80 15%	104 13%	99 14%	129 19%	583 36% abcd	159 14%	282 21% a	177 23% a	377 34% abc	825 23%	84 24%	50 23%	36 28%	
BETTER THAN OTHERS	1385 32%	758 36% b	621 29%	210 40% ce	278 36% e	224 32%	243 35% e	431 27%	470 43% bcd	436 33% d	213 28%	265 24%	1154 32%	106 31%	83 39% ab	43 33%	
WORSE THAN OTHERS	286 7%	157 7%	126 6%	37 7%	69 9% e	57 8%	38 6%	85 5%	70 6%	66 5%	74 10% b	76 7%	241 7%	27 8%	11 5%	8 6%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 225

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	397 9%	339 9%	58 10%	145 12% b	245 8%	124 11%	265 8%	60 14%	71 12%	54 11%	124 11%	279 10% b	107 7%
A little better than others	989 23%	860 23%	128 22%	327 27% b	642 21%	292 26% b	678 22%	120 27%	145 26%	125 25%	292 26%	700 26% b	285 18%
About the same as others	1628 38%	1406 38%	222 37%	519 42% b	1076 36%	469 43% b	1123 36%	167 38%	243 43%	217 44%	469 43%	1064 40% b	526 34%
A little worse than others	191 4%	174 5%	17 3%	64 5%	124 4%	54 5%	134 4%	26 6%	24 4%	20 4%	54 5%	138 5% b	48 3%
Much worse than others	96 2%	81 2%	15 3%	26 2%	68 2%	24 2%	69 2%	9 2%	10 2%	12 2%	24 2%	62 2%	33 2%
Don't know	995 23%	841 23%	154 26%	149 12%	842 28% a	139 13%	851 27% a	54 12%	77 13%	65 13%	139 13%	420 16%	545 35% a
BETTER THAN OTHERS	1385 32%	1199 32%	187 31%	472 38% b	887 30%	416 38% b	943 30%	179 41%	216 38%	179 36%	416 38%	979 37% b	392 25%
WORSE THAN OTHERS	286 7%	254 7%	32 5%	90 7%	192 6%	79 7%	203 7%	36 8%	33 6%	32 6%	79 7%	200 8% b	81 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3A. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides a broad mix of online content?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	397 9%	376 11%	332 11%	65 5%	21 3%	397 9%	375 10%	287 12%	315 15%	119 22%	389 10%	8 2%	8 1%	30 3%	359 14%
		cd	cd			cd	f	ef	aef	abcef	f				ab
A little better than others	989 23%	899 25%	798 26%	191 16%	89 12%	989 23%	919 25%	642 28%	722 34%	178 33%	962 25%	26 6%	71 10%	179 18%	739 29%
		cd	cd			cd	f	f	abef	aef	f			a	ab
About the same as others	1628 38%	1410 40%	1235 40%	393 33%	219 30%	1628 38%	1415 38%	869 38%	880 41%	169 31%	1505 39%	123 30%	224 32%	473 46%	930 36%
		cd	cd			cd	df		df		df			ac	
A little worse than others	191 4%	179 5%	169 5%	21 2%	12 2%	191 4%	149 4%	103 4%	104 5%	33 6%	164 4%	27 7%	61 9%	63 6%	67 3%
		cd	cd			cd							c	c	
Much worse than others	96 2%	75 2%	67 2%	29 2%	21 3%	96 2%	50 1%	28 1%	20 1%	9 2%	57 1%	39 10%	75 11%	12 1%	9 *%
												abcde	bc		
Don't know	995 23%	622 17%	496 16%	500 42%	373 51%	995 23%	770 21%	389 17%	108 5%	35 6%	812 21%	183 45%	256 37%	265 26%	474 18%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1385 32%	1275 36%	1129 36%	256 21%	110 15%	1385 32%	1294 35%	928 40%	1037 48%	297 55%	1351 35%	34 8%	79 11%	209 20%	1098 43%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
WORSE THAN OTHERS	286 7%	254 7%	236 8%	50 4%	32 4%	286 7%	199 5%	130 6%	124 6%	42 8%	221 6%	66 16%	136 20%	75 7%	76 3%
		c	cd			c						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 226

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	360 8%	192 9%	166 8%	53 10% e	89 11% e	56 8%	59 9%	102 6%	121 11% d	103 8%	60 8%	74 7%	298 8%	29 8%	21 10%	12 9%	
A little better than others	881 21%	474 23% b	403 19%	127 24% e	170 22%	140 20%	172 25% e	272 17%	275 25% d	265 20%	151 20%	190 17%	726 20%	76 22%	51 24%	29 22%	
About the same as others	1722 40%	818 39%	895 41%	202 39%	344 44% e	342 49% ae	292 42% e	543 34%	454 41%	586 44% cd	287 37%	395 36%	1483 41% c	121 35%	74 35%	45 35%	
A little worse than others	243 6%	121 6%	119 5%	47 9% e	51 7%	41 6%	36 5%	68 4%	72 6%	73 6%	54 7% d	43 4%	200 6%	23 7%	14 6%	6 5%	
Much worse than others	109 3%	70 3% b	39 2%	12 2%	20 3%	22 3%	13 2%	43 3%	24 2%	20 2%	35 5% ab	30 3%	89 2%	12 3%	5 3%	3 2%	
Don't know	980 23%	426 20%	553 25% a	80 15%	107 14%	93 13%	122 18%	578 36% abcd	159 14%	270 21% a	178 23% a	373 34% abc	812 23%	83 24%	50 23%	35 27%	
BETTER THAN OTHERS	1241 29%	666 32% b	570 26%	180 35% e	259 33% e	197 28%	232 33% e	374 23%	397 36% bcd	368 28%	211 28%	264 24%	1024 28%	105 31%	72 33%	40 31%	
WORSE THAN OTHERS	352 8%	191 9%	158 7%	59 11% e	71 9%	62 9%	48 7%	111 7%	96 9%	93 7%	89 12% bd	73 7%	289 8%	35 10%	19 9%	9 7%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 226

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	360 8%	310 8%	50 8%	141 11% b	209 7%	123 11% b	227 7%	63 14%	65 11%	47 10%	123 11%	263 10% b	90 6%
A little better than others	881 21%	774 21%	107 18%	283 23% b	579 19%	247 22% b	612 20%	98 22%	133 23%	109 22%	247 22%	600 23% b	275 18%
About the same as others	1722 40%	1490 40%	232 39%	551 45% b	1143 38%	500 45% b	1193 38%	190 44%	254 45%	224 45%	500 45%	1154 43% b	535 35%
A little worse than others	243 6%	208 6%	34 6%	82 7%	157 5%	72 7%	166 5%	21 5%	32 6%	39 8%	72 7%	166 6%	68 4%
Much worse than others	109 3%	94 3%	15 3%	27 2%	82 3%	26 2%	83 3%	10 2%	10 2%	12 2%	26 2%	75 3%	33 2%
Don't know	980 23%	825 22%	156 26%	146 12%	827 28% a	134 12%	839 27% a	55 12%	74 13%	62 12%	134 12%	405 15%	542 35% a
BETTER THAN OTHERS	1241 29%	1084 29%	157 26%	423 34% b	788 26%	371 34% b	839 27%	160 37%	198 35%	157 32%	371 34%	863 32% b	365 24%
WORSE THAN OTHERS	352 8%	302 8%	49 8%	109 9%	239 8%	98 9%	249 8%	31 7%	43 8%	51 10%	98 9%	241 9% b	101 7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3B. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Appeals to a wide range of different online audiences?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	360 8%	342 10%	303 10%	57 5%	18 2%	360 8%	338 9%	267 12%	286 13%	118 22%	350 9%	10 2%	16 2%	19 2%	325 13%
		cd	cd			cd	f	aef	aef	abcef	f				ab
A little better than others	881 21%	794 22%	695 22%	187 16%	87 12%	881 21%	818 22%	568 24%	624 29%	160 29%	851 22%	30 7%	52 7%	143 14%	687 27%
		cd	cd			cd	f	f	abef	aef	f			a	ab
About the same as others	1722 40%	1497 42%	1319 43%	403 34%	225 31%	1722 40%	1517 41%	922 40%	950 44%	187 34%	1605 41%	117 29%	213 31%	501 49%	1008 39%
		cd	cd			cd	df	f	bdf		df			ac	a
A little worse than others	243 6%	219 6%	201 6%	42 3%	23 3%	243 6%	190 5%	142 6%	141 7%	32 6%	215 6%	28 7%	80 12%	73 7%	89 3%
		cd	cd			c							bc	c	
Much worse than others	109 3%	91 3%	85 3%	24 2%	18 2%	109 3%	63 2%	36 2%	23 1%	8 2%	71 2%	39 10%	80 12%	19 2%	10 **%
												abcde	bc	c	
Don't know	980 23%	617 17%	495 16%	486 41%	363 49%	980 23%	753 20%	381 16%	125 6%	38 7%	798 21%	183 45%	255 37%	267 26%	458 18%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1241 29%	1136 32%	998 32%	244 20%	105 14%	1241 29%	1156 31%	835 36%	910 42%	278 51%	1201 31%	40 10%	68 10%	162 16%	1012 39%
		cd	cde	d		cd	f	aef	abef	abcef	f			a	ab
WORSE THAN OTHERS	352 8%	310 9%	286 9%	66 6%	41 6%	352 8%	253 7%	179 8%	164 8%	41 7%	285 7%	66 16%	160 23%	92 9%	99 4%
		c	cd			c						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	440	236	202	60	80	64	78	158	146	148	56	91	359	37	32	12	
	10%	11%	9%	12%	10%	9%	11%	10%	13%	11%	7%	8%	10%	11%	15%	9%	
									cd	c					a		
A little better than others	981	519	458	131	181	162	177	330	324	316	175	165	827	78	49	28	
	23%	25%	21%	25%	23%	23%	26%	21%	29%	24%	23%	15%	23%	23%	23%	22%	
									cd	d	d						
About the same as others	1514	695	810	191	329	288	256	450	363	496	262	392	1284	116	73	41	
	35%	33%	37%	37%	42%	41%	37%	28%	33%	38%	34%	35%	36%	34%	34%	32%	
				e	e	e	e										
A little worse than others	270	150	119	40	68	59	47	57	95	65	62	49	231	22	8	9	
	6%	7%	5%	8%	9%	9%	7%	4%	9%	5%	8%	4%	6%	6%	4%	7%	
				e	e	e	e		bd		bd						
Much worse than others	117	71	47	19	21	22	11	45	18	28	33	38	99	11	5	3	
	3%	3%	2%	4%	3%	3%	2%	3%	2%	2%	4%	3%	3%	3%	2%	2%	
											ab						
Don't know	972	431	540	80	103	99	126	566	160	264	177	371	809	79	49	35	
	23%	21%	25%	15%	13%	14%	18%	35%	14%	20%	23%	34%	22%	23%	23%	27%	
			a				abcd		a	a	abc						
BETTER THAN OTHERS	1421	755	660	192	261	227	255	487	470	464	231	255	1185	115	80	41	
	33%	36%	30%	37%	33%	33%	37%	30%	43%	35%	30%	23%	33%	34%	37%	31%	
		b							bcd	d	d						
WORSE THAN OTHERS	387	221	165	59	88	81	57	102	113	93	95	87	330	33	13	12	
	9%	11%	8%	11%	11%	12%	8%	6%	10%	7%	12%	8%	9%	9%	6%	9%	
		b		e	e	e					bd						

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 227

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	440 10%	376 10%	64 11%	152 12%	283 9%	134 12%	300 10%	58 13%	74 13%	59 12%	134 12%	303 11% b	129 8%
A little better than others	981 23%	833 23%	148 25%	306 25%	651 22%	271 25%	686 22%	110 25%	142 25%	129 26%	271 25%	662 25% b	308 20%
About the same as others	1514 35%	1329 36%	185 31%	490 40% b	994 33%	444 40% b	1039 33%	167 38%	218 38%	196 40%	444 40%	1003 38% b	479 31%
A little worse than others	270 6%	241 7%	30 5%	97 8%	171 6%	80 7%	186 6%	30 7%	44 8%	31 6%	80 7%	202 8% b	63 4%
Much worse than others	117 3%	100 3%	17 3%	33 3%	84 3%	31 3%	86 3%	13 3%	14 2%	12 2%	31 3%	77 3%	38 2%
Don't know	972 23%	822 22%	151 25%	153 12%	814 27% a	142 13%	823 26% a	59 13%	77 14%	67 14%	142 13%	415 16%	527 34% a
BETTER THAN OTHERS	1421 33%	1209 33%	212 36%	458 37% b	934 31%	405 37% b	987 32%	168 38%	216 38%	187 38%	405 37%	965 36% b	437 28%
WORSE THAN OTHERS	387 9%	341 9%	46 8%	130 11%	255 8%	111 10%	272 9%	43 10%	58 10%	43 9%	111 10%	280 10% b	101 7%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3C. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides high quality online content?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	440 10%	412 12%	350 11%	90 7%	28 4%	440 10%	416 11%	309 13%	341 16%	130 24%	432 11%	8 2%	15 2%	25 2%	400 16%
		cd	cd	d		cd	f	f	aef	abcef	f				ab
A little better than others	981 23%	890 25%	773 25%	209 17%	92 12%	981 23%	910 25%	646 28%	705 33%	166 31%	955 25%	26 6%	53 8%	169 17%	759 29%
		cd	cd	d		cd	f	f	abef	ef	f			a	ab
About the same as others	1514 35%	1313 37%	1165 38%	349 29%	201 27%	1514 35%	1323 36%	784 34%	812 38%	171 31%	1399 36%	115 28%	189 27%	455 45%	870 34%
		cd	cd			cd	f		f		f			ac	a
A little worse than others	270 6%	250 7%	235 8%	35 3%	20 3%	270 6%	208 6%	157 7%	148 7%	33 6%	230 6%	41 10%	111 16%	85 8%	75 3%
		cd	cd			cd						ae	bc	c	
Much worse than others	117 3%	97 3%	91 3%	26 2%	20 3%	117 3%	69 2%	42 2%	32 1%	10 2%	75 2%	42 10%	77 11%	20 2%	20 1%
												abcde	bc	c	
Don't know	972 23%	598 17%	482 16%	490 41%	374 51%	972 23%	752 20%	378 16%	112 5%	34 6%	798 21%	175 43%	251 36%	269 26%	453 18%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1421 33%	1302 37%	1123 36%	298 25%	120 16%	1421 33%	1326 36%	955 41%	1046 49%	296 54%	1387 36%	34 8%	68 10%	194 19%	1160 45%
		cde	cd	d		cd	f	aef	abef	abef	f		a	ab	
WORSE THAN OTHERS	387 9%	348 10%	326 11%	61 5%	40 5%	387 9%	278 8%	199 9%	179 8%	43 8%	305 8%	82 20%	188 27%	105 10%	94 4%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	445 10%	238 11%	203 9%	74 14% ce	95 12%	64 9%	76 11%	136 8%	148 13% cd	153 12% cd	58 8%	85 8%	366 10%	38 11%	26 12%	14 11%	
A little better than others	955 22%	512 24% b	439 20%	141 27% e	201 26% e	155 22%	154 22%	303 19%	301 27% d	290 22%	171 22%	193 17%	788 22%	78 23%	58 27%	31 24%	
About the same as others	1652 38%	797 38%	847 39%	190 37% e	321 41% e	328 47% ae	286 41% e	526 33%	431 39%	550 42% d	278 36%	392 35%	1417 39% d	122 35%	73 34%	41 32%	
A little worse than others	184 4%	71 3%	113 5% a	34 6% e	49 6% e	32 5% e	33 5% e	37 2%	58 5%	41 3%	44 6% b	41 4%	152 4%	18 5%	9 4%	4 3%	
Much worse than others	97 2%	61 3%	36 2%	7 1%	13 2%	19 3%	13 2%	45 3%	14 1%	22 2%	32 4% ab	29 3%	82 2%	8 2%	3 1%	3 3%	
Don't know	963 22%	423 20%	539 25% a	74 14%	101 13%	95 14%	133 19% b	559 35% abcd	153 14%	261 20% a	182 24% a	366 33% abc	803 22%	79 23%	46 21%	35 27%	
BETTER THAN OTHERS	1400 33%	750 36% b	642 30%	215 41% cde	296 38% e	220 32%	230 33%	439 27%	449 41% bcd	443 34% d	229 30%	278 25%	1154 32%	116 34%	84 39% a	45 35%	
WORSE THAN OTHERS	280 7%	131 6%	148 7%	41 8%	62 8%	51 7%	45 7%	81 5%	72 7%	63 5%	76 10% bd	70 6%	235 7%	26 8%	12 6%	7 6%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 228

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	445 10%	385 10%	60 10%	154 12% b	280 9%	125 11%	308 10%	54 12%	74 13%	51 10%	125 11%	309 12% b	126 8%
A little better than others	955 22%	812 22%	142 24%	323 26% b	611 20%	289 26% b	643 21%	132 30%	140 25%	123 25%	289 26%	647 24% b	294 19%
About the same as others	1652 38%	1443 39%	209 35%	511 42%	1114 37%	465 42% b	1160 37%	164 38%	239 42%	216 44%	465 42%	1100 41% b	522 34%
A little worse than others	184 4%	169 5%	15 2%	70 6%	113 4%	61 6%	121 4%	23 5%	33 6%	24 5%	61 6%	133 5% b	48 3%
Much worse than others	97 2%	79 2%	17 3%	22 2%	75 3%	21 2%	75 2%	7 2%	7 1%	12 2%	21 2%	64 2%	32 2%
Don't know	963 22%	811 22%	152 26%	150 12%	804 27% a	140 13%	813 26% a	55 13%	76 13%	67 14%	140 13%	410 15%	522 34% a
BETTER THAN OTHERS	1400 33%	1197 32%	202 34%	477 39% b	891 30%	414 38% b	952 30%	187 43%	214 38%	174 35%	414 38%	956 36% b	421 27%
WORSE THAN OTHERS	280 7%	248 7%	32 5%	92 7%	188 6%	83 8%	196 6%	31 7%	39 7%	36 7%	83 8%	197 7% b	80 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 228

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3D. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content made for UK audiences?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	445 10%	415 12% cd	367 12% cd	78 7%	30 4%	445 10% cd	414 11% f	316 14% f	345 16% aef	120 22% abcef	437 11% f	8 2%	13 2%	46 4% a	386 15% ab
A little better than others	955 22%	858 24% cd	759 25% cd	196 16%	96 13%	955 22% cd	881 24% f	625 27% f	664 31% aef	183 34% abef	925 24% f	29 7%	61 9%	148 14% a	746 29% ab
About the same as others	1652 38%	1442 41% cd	1258 41% cd	395 33%	210 29%	1652 38% cd	1448 39% f	872 38% f	915 43% bdf	181 33%	1531 39% f	122 30%	231 33%	495 48% ac	927 36%
A little worse than others	184 4%	174 5% cd	165 5% cd	18 2%	10 1%	184 4% cd	141 4%	99 4%	95 4%	17 3%	151 4%	32 8% abcde	72 10% bc	60 6% c	52 2%
Much worse than others	97 2%	77 2%	73 2%	24 2%	20 3%	97 2%	54 1%	29 1%	14 1%	6 1%	58 2% c	38 9% abcde	67 10% bc	14 1%	15 1%
Don't know	963 22%	594 17%	475 15%	488 41% abe	369 50% abce	963 22% ab	741 20% bcd	377 16% cd	117 5%	36 7%	786 20% bcd	177 44% abcde	252 36% bc	259 25% c	452 18%
BETTER THAN OTHERS	1400 33%	1274 36% cde	1126 36% cde	274 23% d	126 17%	1400 33% cd	1295 35% f	941 41% aef	1009 47% abef	303 56% abcef	1363 35% f	37 9%	74 11%	194 19% a	1132 44% ab
WORSE THAN OTHERS	280 7%	251 7% cd	238 8% cd	42 4%	30 4%	280 7% c	194 5%	127 5%	109 5%	24 4%	210 5%	71 17% abcde	139 20% bc	74 7% c	66 3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 229

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	277 6%	154 7%	123 6%	47 9% e	73 9% e	47 7%	41 6%	69 4%	89 8% d	93 7%	38 5%	55 5%	232 6%	22 6%	13 6%	9 7%	
A little better than others	650 15%	332 16%	316 15%	100 19% e	129 17% e	111 16%	118 17% e	192 12%	199 18% d	209 16%	110 14%	131 12%	547 15%	47 14%	35 16%	21 16%	
About the same as others	1701 40%	846 40%	852 39%	205 39% e	345 44% e	320 46% e	283 41%	549 34%	465 42%	532 40%	301 39%	404 37%	1444 40%	126 37%	84 39%	48 37%	
A little worse than others	422 10%	202 10%	210 10%	51 10% e	98 13% e	82 12% e	74 11%	118 7%	129 12%	135 10%	70 9%	89 8%	351 10%	42 12%	19 9%	10 8%	
Much worse than others	174 4%	109 5% b	64 3%	27 5%	23 3%	26 4%	26 4%	72 4%	42 4%	43 3%	50 7% bd	38 3%	141 4%	19 6%	10 5%	4 3%	
Don't know	1070 25%	458 22%	611 28% a	91 17%	112 14%	109 16%	153 22% bc	605 38% abcd	181 16%	305 23% a	195 26% a	388 35% abc	891 25%	88 26%	54 25%	37 28%	
BETTER THAN OTHERS	927 22%	485 23%	439 20%	147 28% e	202 26% e	158 23% e	159 23% e	261 16%	289 26% cd	302 23% d	149 19%	186 17%	780 22%	69 20%	48 22%	30 23%	
WORSE THAN OTHERS	597 14%	311 15%	275 13%	78 15%	121 15%	107 15%	100 14%	190 12%	171 15%	178 14%	120 16%	127 11%	493 14%	61 18% d	29 13%	14 11%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 229

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	277 6%	243 7%	33 6%	114 9% b	154 5%	96 9% b	171 5%	40 9%	49 9%	43 9%	96 9%	205 8%	65 4%
A little better than others	650 15%	570 15%	80 13%	208 17%	422 14%	186 17%	445 14%	83 19%	97 17%	79 16%	186 17%	466 18% b	177 11%
About the same as others	1701 40%	1483 40%	219 37%	551 45% b	1122 37%	500 45% b	1172 38%	190 44%	248 43%	231 47%	500 45%	1120 42% b	556 36%
A little worse than others	422 10%	351 9%	71 12%	146 12%	273 9%	127 11%	292 9%	44 10%	75 13%	52 11%	127 11%	295 11% b	117 8%
Much worse than others	174 4%	147 4%	27 4%	38 3%	135 5%	35 3%	138 4%	14 3%	14 2%	17 3%	35 3%	113 4%	58 4%
Don't know	1070 25%	905 24%	165 28%	174 14%	888 30% a	158 14%	903 29% a	66 15%	87 15%	71 14%	158 14%	465 17%	571 37% a
BETTER THAN OTHERS	927 22%	814 22%	113 19%	322 26% b	577 19%	282 26% b	615 20%	122 28%	146 26%	123 25%	282 26%	671 25% b	242 16%
WORSE THAN OTHERS	597 14%	499 13%	98 16%	183 15%	409 14%	162 15%	430 14%	58 13%	88 16%	69 14%	162 15%	408 15% b	174 11%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 229

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3E. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that dares to be different?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	277 6%	257 7%	231 7%	46 4%	19 3%	277 6%	263 7%	198 9%	192 9%	87 16%	269 7%	8 2%	14 2%	15 1%	248 10%
		cd	cd			cd	f	f	f	abcef	f				ab
A little better than others	650 15%	587 16%	522 17%	129 11%	64 9%	650 15%	601 16%	444 19%	463 22%	147 27%	628 16%	22 5%	21 3%	100 10%	529 21%
		cd	cd			cd	f	ef	aef	abef	f			a	ab
About the same as others	1701 40%	1480 42%	1299 42%	402 34%	222 30%	1701 40%	1509 41%	947 41%	986 46%	189 35%	1584 41%	118 29%	175 25%	478 47%	1048 41%
		cd	cd			cd	f	f	abdef		f			ac	a
A little worse than others	422 10%	401 11%	358 12%	64 5%	21 3%	422 10%	349 9%	228 10%	257 12%	60 11%	385 10%	37 9%	117 17%	116 11%	190 7%
		cd	cd			cd			a				bc	c	
Much worse than others	174 4%	144 4%	130 4%	44 4%	30 4%	174 4%	118 3%	69 3%	70 3%	14 3%	129 3%	45 11%	109 16%	35 3%	31 1%
												abcde	bc	c	
Don't know	1070 25%	692 19%	557 18%	513 43%	378 52%	1070 25%	839 23%	432 19%	181 8%	47 9%	894 23%	176 43%	260 37%	278 27%	532 21%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	927 22%	844 24%	752 24%	175 15%	83 11%	927 22%	864 23%	642 28%	654 30%	234 43%	897 23%	30 7%	34 5%	115 11%	777 30%
		cd	cd			cd	f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	597 14%	545 15%	488 16%	108 9%	51 7%	597 14%	467 13%	296 13%	327 15%	74 14%	514 13%	83 20%	226 32%	150 15%	221 9%
		cd	cd			cd						abe	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 230

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Much better than others	291 7%	159 8%	130 6%	46 9%	74 9%	51 7%	46 7%	74 5%	86 8%	94 7%	49 6%	61 6%	236 7%	25 7%	20 9%	9 7%	
A little better than others	777 18%	421 20%	355 16%	112 21%	153 20%	132 19%	139 20%	241 15%	258 23%	235 18%	135 18%	149 13%	667 18%	48 14%	38 18%	24 18%	
About the same as others	1767 41%	835 40%	922 42%	216 42%	351 45%	329 47%	307 44%	562 35%	463 42%	579 44%	294 38%	429 39%	1487 41%	146 43%	85 40%	48 37%	
A little worse than others	321 7%	173 8%	143 7%	48 9%	80 10%	62 9%	47 7%	83 5%	106 10%	92 7%	69 9%	53 5%	268 7%	27 8%	19 9%	7 6%	
Much worse than others	136 3%	83 4%	52 2%	16 3%	16 2%	26 4%	19 3%	59 4%	23 2%	38 3%	37 5%	37 3%	110 3%	16 5%	7 3%	3 3%	
Don't know	1004 23%	430 20%	573 26%	83 16%	107 14%	93 13%	135 20%	586 36%	169 15%	279 21%	181 24%	376 34%	840 23%	81 24%	45 21%	37 29%	
BETTER THAN OTHERS	1068 25%	580 28%	485 22%	157 30%	227 29%	183 26%	185 27%	315 20%	344 31%	329 25%	184 24%	210 19%	903 25%	73 21%	59 27%	33 26%	
WORSE THAN OTHERS	457 11%	256 12%	195 9%	64 12%	96 12%	88 13%	66 10%	142 9%	130 12%	130 10%	106 14%	90 8%	378 10%	43 12%	26 12%	11 8%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 230

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Much better than others	291 7%	258 7%	33 6%	101 8%	179 6%	87 8%	193 6%	39 9%	48 8%	36 7%	87 8%	207 8%	76 5%
A little better than others	777 18%	668 18%	109 18%	259 21% b	502 17%	226 21%	535 17%	97 22%	120 21%	94 19%	226 21%	552 21% b	219 14%
About the same as others	1767 41%	1525 41%	241 41%	571 46% b	1163 39%	525 48% b	1208 39%	195 45%	268 47%	240 49%	525 48%	1164 44% b	572 37%
A little worse than others	321 7%	286 8%	35 6%	111 9%	207 7%	90 8%	226 7%	33 8%	44 8%	45 9%	90 8%	227 9% b	87 6%
Much worse than others	136 3%	116 3%	19 3%	30 2%	104 3%	27 2%	107 3%	10 2%	11 2%	14 3%	27 2%	89 3%	43 3%
Don't know	1004 23%	847 23%	157 26%	160 13%	841 28% a	147 13%	853 27% a	64 15%	78 14%	65 13%	147 13%	425 16%	547 35% a
BETTER THAN OTHERS	1068 25%	926 25%	142 24%	360 29% b	681 23%	313 28% b	728 23%	135 31%	169 30%	130 26%	313 28%	758 28% b	295 19%
WORSE THAN OTHERS	457 11%	402 11%	55 9%	140 11%	311 10%	117 11%	333 11%	43 10%	55 10%	59 12%	117 11%	316 12% b	130 8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

D3F. Comparing BBC websites and apps to other websites and apps, how well, if at all, do you think BBC websites and apps: Provides online content that is different from other providers?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Much better than others	291 7%	263 7%	237 8%	54 4%	28 4%	291 7%	273 7%	213 9%	223 10%	87 16%	283 7%	8 2%	10 1%	17 2%	264 10%
		cd	cd			cd	f	f	aef	abcef	f				ab
A little better than others	777 18%	710 20%	632 20%	145 12%	67 9%	777 18%	727 20%	531 23%	545 25%	167 31%	757 19%	20 5%	28 4%	120 12%	629 24%
		cd	cd			cd	f	aef	aef	abef	f			a	ab
About the same as others	1767 41%	1542 43%	1337 43%	429 36%	225 31%	1767 41%	1556 42%	958 41%	999 46%	208 38%	1642 42%	125 31%	193 28%	503 49%	1071 42%
		cd	cd			cd	f	f	abdef		f			ac	a
A little worse than others	321 7%	300 8%	283 9%	38 3%	21 3%	321 7%	266 7%	172 7%	196 9%	32 6%	289 7%	32 8%	111 16%	94 9%	116 5%
		cd	cd			cd							bc	c	
Much worse than others	136 3%	110 3%	99 3%	36 3%	26 3%	136 3%	85 2%	53 2%	42 2%	10 2%	94 2%	41 10%	95 14%	21 2%	19 1%
												abcde	bc	c	
Don't know	1004 23%	636 18%	508 16%	496 41%	369 50%	1004 23%	771 21%	390 17%	145 7%	39 7%	824 21%	180 44%	259 37%	268 26%	478 19%
				abe	abce	ab	bcd	cd			bcd	abcde	bc	c	
BETTER THAN OTHERS	1068 25%	972 27%	869 28%	199 17%	95 13%	1068 25%	1001 27%	744 32%	767 36%	254 47%	1040 27%	28 7%	38 5%	136 13%	894 35%
		cd	cde			cd	f	aef	aef	abcef	f			a	ab
WORSE THAN OTHERS	457 11%	410 12%	382 12%	74 6%	46 6%	457 11%	351 10%	225 10%	238 11%	42 8%	383 10%	73 18%	206 30%	115 11%	136 5%
		cd	cd			cd						abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 231

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

		GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Significance Level: 99%	Total																
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
The BBC is not important to me	(1.0)	493	263	228	56	95	77	83	182	79	143	103	168	401	46	23	24
		11%	13%	10%	11%	12%	11%	12%	11%	7%	11%	13%	15%	11%	13%	11%	19%
										a	a	ab					ac
2	(2.0)	153	82	67	23	27	29	28	46	48	41	25	40	126	12	11	4
		4%	4%	3%	4%	3%	4%	4%	3%	4%	3%	3%	4%	3%	3%	5%	3%
3	(3.0)	217	102	115	32	40	30	51	63	45	52	59	61	172	26	12	7
		5%	5%	5%	6%	5%	4%	7%	4%	4%	4%	8%	6%	5%	8%	6%	5%
								e				ab			a		
4	(4.0)	197	88	107	36	44	44	27	46	37	64	40	56	166	15	10	6
		5%	4%	5%	7%	6%	6%	4%	3%	3%	5%	5%	5%	5%	4%	4%	5%
					e	e	e										
5	(5.0)	329	152	173	61	49	63	49	107	51	120	60	98	280	21	19	9
		8%	7%	8%	12%	6%	9%	7%	7%	5%	9%	8%	9%	8%	6%	9%	7%
					be						a	a	a				
6	(6.0)	413	173	239	43	83	82	83	122	111	121	72	108	356	28	17	12
		10%	8%	11%	8%	11%	12%	12%	8%	10%	9%	9%	10%	10%	8%	8%	9%
				a			e	e									
7	(7.0)	617	286	329	111	152	113	76	165	176	206	109	125	530	50	24	14
		14%	14%	15%	21%	19%	16%	11%	10%	16%	16%	14%	11%	15%	14%	11%	11%
					de	de	e			d	d						
8	(8.0)	743	383	360	93	157	133	107	252	205	248	126	164	621	62	37	23
		17%	18%	17%	18%	20%	19%	15%	16%	19%	19%	16%	15%	17%	18%	17%	18%
9	(9.0)	535	282	250	38	73	75	95	254	166	154	90	125	447	45	29	14
		12%	13%	12%	7%	9%	11%	14%	16%	15%	12%	12%	11%	12%	13%	13%	11%
								a	abc								

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 231

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
The BBC is important to me	(10.0)	600	308	28	62	48	94	367	190	168	81	161	510	40	33	16	
		14%	14%	5%	8%	7%	14%	23%	17%	13%	11%	15%	14%	12%	16%	12%	
							abc	abcd	bc								
NOT IMPORTANT (1-4)	1060	536	517	147	206	180	189	338	208	300	227	325	864	98	56	42	
		25%	24%	28%	26%	26%	27%	21%	19%	23%	30%	29%	24%	29%	26%	32%	
				e			e				ab	ab			a		
NEUTRAL (5-6)	741	326	412	104	132	145	132	229	161	242	132	206	636	48	36	21	
		17%	19%	20%	17%	21%	19%	14%	15%	18%	17%	19%	18%	14%	17%	16%	
			a	e		e											
IMPORTANT (7-10)	2494	1239	1247	270	444	369	373	1038	736	776	406	574	2108	197	123	66	
		58%	57%	52%	57%	53%	54%	65%	67%	59%	53%	52%	58%	57%	57%	52%	
								abcd	bcd	d			d				
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean score	6.4	6.4	6.4	5.9	6.1	6.1	6.2	6.9	6.9	6.4	6.0	6.1	6.4	6.2	6.4	5.9	
								abcd	bcd	cd			d				
Standard deviation	2.86	2.93	2.80	2.60	2.73	2.68	2.94	2.98	2.68	2.77	2.90	3.04	2.84	2.95	2.95	3.13	
Standard error	.04	.06	.06	.11	.10	.09	.12	.07	.09	.08	.10	.09	.05	.12	.13	.15	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 231

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

		URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS				
		Total	URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b	
Significance Level: 99%															
Unweighted total		4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739	
Effective Weighted Sample		3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442	
Total		4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544	
The BBC is not important to me		(1.0)	493	421	72	118	372	108	382	54	49	44	108	279	194
			11%	11%	12%	10%	12%	10%	12%	12%	9%	9%	10%	10%	13%
2		(2.0)	153	124	29	45	109	36	117	16	18	14	36	95	53
			4%	3%	5%	4%	4%	3%	4%	4%	3%	3%	3%	4%	3%
3		(3.0)	217	192	25	63	151	57	157	23	31	28	57	136	77
			5%	5%	4%	5%	5%	5%	5%	5%	5%	6%	5%	5%	5%
4		(4.0)	197	168	29	74	120	65	130	20	31	40	65	124	69
			5%	5%	5%	6%	4%	6%	4%	5%	5%	8%	6%	5%	4%
5		(5.0)	329	288	41	92	230	80	241	29	45	39	80	193	129
			8%	8%	7%	8%	8%	7%	8%	7%	8%	8%	7%	7%	8%
6		(6.0)	413	362	51	133	266	123	275	49	59	52	123	289	115
			10%	10%	9%	11%	9%	11%	9%	11%	10%	11%	11%	11%	7%
													b		
7		(7.0)	617	547	69	208	395	178	424	73	84	76	178	444	162
			14%	15%	12%	17%	13%	16%	14%	17%	15%	15%	16%	17%	10%
						b							b		
8		(8.0)	743	653	90	249	482	230	501	97	121	92	230	503	230
			17%	18%	15%	20%	16%	21%	16%	22%	21%	19%	21%	19%	15%
						b		b					b		
9		(9.0)	535	440	95	128	395	119	405	37	71	64	119	315	214
			12%	12%	16%	10%	13%	11%	13%	8%	12%	13%	11%	12%	14%
The BBC is important to me		(10.0)	600	507	93	120	476	108	488	38	61	45	108	284	300
			14%	14%	16%	10%	16%	10%	16%	9%	11%	9%	10%	11%	19%
						a		a						a	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
NOT IMPORTANT (1-4)	1060	904	156	300	752	265	786	114	128	125	265	634	394
	25%	24%	26%	24%	25%	24%	25%	26%	23%	25%	24%	24%	26%
NEUTRAL (5-6)	741	649	92	225	496	203	517	77	104	91	203	483	244
	17%	18%	15%	18%	17%	18%	17%	18%	18%	18%	18%	18%	16%
IMPORTANT (7-10)	2494	2147	347	705	1748	635	1818	245	337	278	635	1546	906
	58%	58%	58%	57%	58%	58%	58%	56%	59%	56%	58%	58%	59%
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean score	6.4	6.4	6.4	6.3	6.4	6.3	6.4	6.1	6.5	6.3	6.3	6.3	6.5
Standard deviation	2.86	2.84	2.99	2.67	2.95	2.68	2.94	2.77	2.66	2.65	2.68	2.74	3.04
Standard error	.04	.05	.12	.08	.05	.08	.05	.13	.11	.12	.08	.06	.07

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 231

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

		VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Significance Level: 99%	Total															
	Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
	Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
	Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
The BBC is not important to me	(1.0)	493 11%	385 11%	358 12%	135 11%	108 15% a	493 11%	234 6% cd	113 5%	90 4%	15 3%	285 7% bcd	208 51% abcde	350 50% bc	85 8% c	58 2%
2	(2.0)	153 4%	131 4%	113 4%	41 3%	23 3%	153 4%	117 3%	51 2%	58 3%	8 1%	126 3%	28 7% abcde	74 11% bc	55 5% c	24 1%
3	(3.0)	217 5%	187 5%	170 5%	47 4%	30 4%	217 5%	163 4%	72 3%	82 4%	16 3%	179 5%	39 9% abcde	84 12% c	94 9% c	39 2%
4	(4.0)	197 5%	172 5%	159 5%	38 3%	25 3%	197 5%	157 4%	97 4%	82 4%	17 3%	175 4%	22 6% c	42 6% c	88 9% c	67 3%
5	(5.0)	329 8%	264 7%	236 8%	92 8%	65 9%	329 8%	265 7% d	128 6%	130 6%	16 3%	291 7% bd	37 9% d	44 6%	162 16% ac	123 5%
6	(6.0)	413 10%	338 9%	291 9%	122 10%	74 10%	413 10%	364 10%	197 9%	200 9%	44 8%	385 10%	27 7%	22 3%	170 17% ac	220 9% a
7	(7.0)	617 14%	530 15% c	479 15% c	138 11%	86 12%	617 14%	569 15% f	357 15% f	357 17% f	85 16% f	594 15% f	23 6%	31 4%	180 18% a	405 16% a
8	(8.0)	743 17%	641 18%	558 18%	185 15%	101 14%	743 17%	706 19% f	469 20% f	458 21% f	101 19% f	729 19% f	14 3%	18 3%	125 12% a	600 23% ab
9	(9.0)	535 12%	447 13%	370 12%	164 14%	88 12%	535 12%	524 14% f	391 17% ef	340 16% f	116 21% acef	532 14% f	2 1%	17 2%	35 3%	483 19% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 231

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F1. Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY					
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10	
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c	
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567	
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037	
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578	
The BBC is important to me	(10.0)	600	465	362	238	135	600	580	443	352	124	593	6	14	27	559
		14%	13%	12%	20%	18%	14%	16%	19%	16%	23%	15%	2%	2%	3%	22%
				abe	abe			f	aef	f	acef	f				ab
NOT IMPORTANT (1-4)	1060	875	801	260	186	1060	671	333	312	56	764	297	550	322	188	
		25%	25%	26%	22%	25%	25%	18%	14%	15%	10%	20%	73%	79%	32%	7%
							bcd				bcd	abcde	bc	c		
NEUTRAL (5-6)	741	602	527	214	139	741	629	325	330	60	677	64	66	332	343	
		17%	17%	17%	18%	19%	17%	14%	15%	11%	17%	16%	9%	32%	13%	
							bd				bd			ac		
IMPORTANT (7-10)	2494	2084	1769	725	410	2494	2378	1659	1507	427	2448	45	80	368	2046	
		58%	59%	57%	60%	58%	65%	72%	70%	79%	63%	11%	11%	36%	79%	
							f	aef	aef	abcef	f			a	ab	
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578	
Mean score	6.4	6.4	6.3	6.7	6.3	6.4	6.9	7.3	7.2	7.7	6.8	2.9	2.8	5.4	7.8	
				abe			f	aef	aef	abcef	f			a	ab	
Standard deviation	2.86	2.82	2.83	2.93	3.05	2.86	2.59	2.45	2.40	2.22	2.65	2.42	2.42	2.30	2.04	
Standard error	.04	.05	.05	.08	.11	.04	.04	.05	.05	.10	.04	.12	.09	.07	.04	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 232

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Definitely agree	1492 35%	716 34%	772 35%	87 17%	181 23%	170 24%	254 37%	800 50%	464 42%	452 34%	219 29%	358 32%	1260 35%	113 33%	90 42%	30 23%	
						a	abc	abcd	bcd				d	d	abd		
Slightly agree	1001 23%	493 23%	501 23%	155 30%	208 27%	192 28%	160 23%	286 18%	280 25%	335 25%	163 21%	220 20%	836 23%	82 24%	49 23%	33 25%	
				e	e	e			d	d							
Neither agree nor disagree	702 16%	340 16%	360 17%	123 24%	177 23%	137 20%	96 14%	169 11%	143 13%	208 16%	153 20%	199 18%	612 17%	51 15%	21 10%	17 13%	
				de	de	e					a	a	c				
Slightly disagree	355 8%	164 8%	190 9%	68 13%	76 10%	72 10%	42 6%	97 6%	81 7%	101 8%	82 11%	91 8%	291 8%	30 9%	17 8%	16 12%	
				de	e	e										a	
Definitely disagree	702 16%	365 17%	333 15%	76 15%	125 16%	116 17%	138 20%	247 15%	129 12%	207 16%	141 18%	225 20%	573 16%	62 18%	35 16%	33 25%	
											a	ab				abc	
Don't know	43 1%	22 1%	21 1%	11 2%	14 2%	8 1%	5 1%	6 *%	9 1%	14 1%	7 1%	13 1%	36 1%	5 1%	2 1%	1 *%	
				e	e												
AGREE	2493 58%	1209 58%	1273 59%	243 47%	389 50%	361 52%	413 60%	1086 68%	744 67%	787 60%	382 50%	578 52%	2096 58%	196 57%	139 65%	62 48%	
							ab	abcd	bcd	cd			d	d	abd		
DISAGREE	1058 25%	529 25%	522 24%	144 28%	201 26%	188 27%	180 26%	344 21%	210 19%	308 23%	223 29%	316 29%	864 24%	92 27%	52 24%	49 38%	
				e		e					ab	ab				abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 232

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there?'

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Definitely agree	1492 35%	1250 34%	243 41% a	352 29%	1127 38% a	326 30%	1153 37% a	117 27%	168 30%	160 32%	326 30%	813 31%	649 42% a
Slightly agree	1001 23%	886 24%	114 19%	317 26%	665 22%	285 26%	695 22%	95 22%	141 25%	136 28%	285 26%	712 27% b	272 18%
Neither agree nor disagree	702 16%	628 17%	74 12%	246 20% b	436 15%	217 20% b	464 15%	94 22%	124 22%	84 17%	217 20%	470 18% b	216 14%
Slightly disagree	355 8%	293 8%	62 10%	116 9%	231 8%	94 9%	253 8%	43 10%	41 7%	41 8%	94 9%	223 8%	129 8%
Definitely disagree	702 16%	602 16%	101 17%	189 15%	504 17%	170 15%	523 17%	80 18%	89 16%	72 15%	170 15%	415 16%	267 17%
Don't know	43 1%	42 1%	1 *% *	10 1%	33 1%	10 1%	33 1%	7 2%	6 1%	* *% *	10 1%	30 1%	11 1%
AGREE	2493 58%	2136 58%	357 60%	669 54%	1791 60% a	611 55%	1848 59%	212 49%	310 54%	296 60% a	611 55%	1525 57%	921 60%
DISAGREE	1058 25%	895 24%	163 27%	305 25%	736 25%	264 24%	776 25%	123 28%	130 23%	113 23%	264 24%	637 24%	395 26%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 232

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2. To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Definitely agree	1492 35%	1210 34%	982 32%	511 43%	283 38%	1492 35%	1439 39%	1057 46%	910 42%	280 52%	1470 38%	22 5%	44 6%	134 13%	1315 51%
				abe	b		f	aef	ef	acef	f			a	ab
Slightly agree	1001 23%	855 24%	756 24%	244 20%	145 20%	1001 23%	939 26%	554 24%	576 27%	128 24%	973 25%	28 7%	60 9%	240 23%	701 27%
							f	f	f	f	f			a	a
Neither agree nor disagree	702 16%	598 17%	541 17%	161 13%	104 14%	702 16%	583 16%	346 15%	328 15%	70 13%	629 16%	73 18%	70 10%	295 29%	337 13%
			c											ac	
Slightly disagree	355 8%	309 9%	287 9%	68 6%	46 6%	355 8%	285 8%	158 7%	163 8%	29 5%	313 8%	42 10%	73 10%	159 16%	124 5%
			c	c		c						d	c	ac	
Definitely disagree	702 16%	556 16%	504 16%	199 17%	147 20%	702 16%	405 11%	194 8%	165 8%	35 7%	475 12%	228 56%	439 63%	178 17%	86 3%
					a		bcd				bcd	abcde	bc	c	
Don't know	43 1%	33 1%	27 1%	16 1%	10 1%	43 1%	28 1%	9 *%	7 *%	1 *%	29 1%	14 3%	11 2%	16 2%	16 1%
												abcde			
AGREE	2493 58%	2065 58%	1738 56%	755 63%	428 58%	2493 58%	2378 65%	1610 70%	1486 69%	409 75%	2443 63%	50 12%	104 15%	374 37%	2016 78%
				abe			f	aef	aef	aef	f			a	ab
DISAGREE	1058 25%	864 24%	791 26%	266 22%	193 26%	1058 25%	689 19%	352 15%	328 15%	64 12%	788 20%	270 66%	511 74%	337 33%	209 8%
							bcd				bcd	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4177	2053	2108	537	658	793	567	1622	918	1234	876	1148	2672	553	512	440	
Effective Weighted Sample	3327	1699	1619	449	527	638	445	1322	753	977	718	919	2501	526	490	426	
Total	4161	2044	2098	500	739	661	675	1587	1073	1271	747	1069	3487	336	212	127	
POSITIVE RESPONSES																	
Entertaining/ enjoyable/ good TV/ unique	712	297	413	63	110	102	130	306	192	230	117	173	563	85	43	21	
	17%	15%	20%	13%	15%	15%	19%	19%	18%	18%	16%	16%	16%	25%	20%	16%	
			a				a	a						ad			
BBC News/ Keeps me informed/ up to date	574	299	271	57	84	79	102	251	191	175	87	119	474	42	40	17	
	14%	15%	13%	11%	11%	12%	15%	16%	18%	14%	12%	11%	14%	13%	19%	14%	
									cd						ab		
Always been there/ a British institution	543	265	275	45	70	91	86	251	175	189	67	113	470	34	27	11	
	13%	13%	13%	9%	9%	14%	13%	16%	16%	15%	9%	11%	13%	10%	13%	9%	
								ab	cd	cd							
BBC is good/ trusted/ reliable	365	201	163	31	63	65	50	157	114	123	47	81	329	14	14	8	
	9%	10%	8%	6%	9%	10%	7%	10%	11%	10%	6%	8%	9%	4%	7%	6%	
									c				b				
Watch every day/ my first choice/ main channel	291	138	152	20	46	33	52	140	87	77	50	76	240	22	18	10	
	7%	7%	7%	4%	6%	5%	8%	9%	8%	6%	7%	7%	7%	7%	9%	8%	
								ac									
Specific mention of a TV show/ channel	286	105	181	31	59	57	43	96	75	90	55	65	210	24	37	15	
	7%	5%	9%	6%	8%	9%	6%	6%	7%	7%	7%	6%	6%	7%	17%	12%	
			a												ab	ab	
Good variety of programmes	199	112	87	27	28	29	28	87	60	54	34	51	161	23	8	8	
	5%	5%	4%	5%	4%	4%	4%	5%	6%	4%	4%	5%	5%	7%	4%	6%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4177	2053	2108	537	658	793	567	1622	918	1234	876	1148	2672	553	512	440	
Effective Weighted Sample	3327	1699	1619	449	527	638	445	1322	753	977	718	919	2501	526	490	426	
Total	4161	2044	2098	500	739	661	675	1587	1073	1271	747	1069	3487	336	212	127	
Good quality radio/ enjoy listening	126 3%	49 2%	77 4%	8 2%	14 2%	15 2%	30 4%	58 4%	38 4%	37 3%	21 3%	30 3%	101 3%	8 2%	13 6%	4 3%	
Advertising free	107 3%	43 2%	64 3%	4 1%	4 **%	14 2%	22 3%	65 4%	40 4%	34 3%	15 2%	18 2%	94 3%	6 2%	6 3%	1 1%	
NEGATIVE RESPONSES																	
There are other options/ channels/ plenty of choice	521 13%	243 12%	275 13%	85 17%	100 14%	92 14%	80 12%	164 10%	112 10%	178 14%	101 14%	129 12%	437 13%	42 13%	20 9%	22 17%	
I don't watch/ listen to the BBC/ only use a little	482 12%	188 9%	293 14%	86 17%	107 14%	83 13%	75 11%	132 8%	88 8%	136 11%	107 14%	151 14%	406 12%	39 12%	24 11%	14 11%	
Biased/ politically biased/ fake news	234 6%	128 6%	104 5%	8 2%	33 4%	31 5%	37 6%	125 8%	65 6%	68 5%	44 6%	57 5%	194 6%	23 7%	9 4%	7 6%	
Negative view of the TV licence (general)	234 6%	121 6%	112 5%	12 2%	27 4%	47 7%	50 7%	98 6%	50 5%	63 5%	40 5%	81 8%	174 5%	23 7%	15 7%	21 17%	
Poor programming/ boring/ bad TV	176 4%	80 4%	95 5%	12 2%	26 4%	29 4%	37 5%	73 5%	44 4%	56 4%	36 5%	40 4%	139 4%	21 6%	13 6%	4 3%	
Not important to me/ not bothered	116 3%	63 3%	51 2%	33 7%	32 4%	18 3%	13 2%	20 1%	19 2%	38 3%	20 3%	38 4%	95 3%	13 4%	1 1%	6 5%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4177	2053	2108	537	658	793	567	1622	918	1234	876	1148	2672	553	512	440	
Effective Weighted Sample	3327	1699	1619	449	527	638	445	1322	753	977	718	919	2501	526	490	426	
Total	4161	2044	2098	500	739	661	675	1587	1073	1271	747	1069	3487	336	212	127	
Negative impression of the BBC (general)	85	38	47	7	18	18	14	28	11	26	16	32	71	7	3	3	
	2%	2%	2%	1%	2%	3%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	
												a					
Repetitive/ nothing new	83	29	54	3	9	10	19	42	18	23	16	25	68	8	4	3	
	2%	1%	3%	1%	1%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	
Not aimed at me/ not representative	79	45	31	16	15	14	6	28	17	26	14	22	65	8	2	4	
	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	
Outdated/ old fashioned	63	43	20	8	11	9	18	16	18	21	10	13	51	5	3	2	
	2%	2%	1%	2%	2%	1%	3%	1%	2%	2%	1%	1%	1%	2%	2%	2%	
		b															
Poor quality of broadcasting staff/ overpaid presenters	31	17	14	1	1	5	8	16	11	11	6	4	28	2	-	1	
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	-%	1%	
NEUTRAL RESPONSES																	
It's OK/ neutral	53	27	26	10	11	8	11	13	14	17	8	15	47	2	1	4	
	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%	3%	
																abc	
No reason/ just my opinion	150	90	58	26	49	28	11	36	38	36	38	38	132	9	6	2	
	4%	4%	3%	5%	7%	4%	2%	2%	4%	3%	5%	4%	4%	3%	3%	2%	
		b		de	de												
Other	140	78	59	25	35	17	9	56	45	38	23	35	125	6	6	4	
	3%	4%	3%	5%	5%	3%	1%	4%	4%	3%	3%	3%	4%	2%	3%	3%	
				d	d												
Don't know	4	2	2	1	2	1	-	-	-	2	1	1	4	-	-	-	
	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	-%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4177	3530	647	1186	2939	1042	3078	423	524	477	1042	2378	1703
Effective Weighted Sample	3327	2838	491	923	2363	814	2469	331	420	366	814	1888	1410
Total	4161	3580	581	1177	2925	1059	3039	418	542	481	1059	2568	1510
POSITIVE RESPONSES													
Entertaining/ enjoyable/ good TV/ unique	712 17%	595 17%	116 20%	195 17%	513 18%	176 17%	532 17%	59 14%	93 17%	79 16%	176 17%	443 17%	261 17%
BBC News/ Keeps me informed/ up to date	574 14%	506 14%	67 12%	152 13%	415 14%	136 13%	430 14%	57 14%	61 11%	67 14%	136 13%	343 13%	213 14%
Always been there/ a British institution	543 13%	462 13%	81 14%	130 11%	407 14%	118 11%	419 14%	33 8%	58 11%	64 13%	118 11%	316 12%	218 14%
BBC is good/ trusted/ reliable	365 9%	319 9%	46 8%	114 10%	247 8%	110 10%	251 8%	38 9%	63 12%	48 10%	110 10%	238 9%	125 8%
Watch every day/ my first choice/ main channel	291 7%	247 7%	43 7%	67 6%	219 7%	63 6%	223 7%	23 5%	35 6%	33 7%	63 6%	153 6%	136 9% a
Specific mention of a TV show/ channel	286 7%	243 7%	43 7%	95 8%	190 7%	87 8%	198 7%	46 11% c	43 8%	26 5%	87 8%	191 7%	90 6%
Good variety of programmes	199 5%	165 5%	35 6%	55 5%	144 5%	48 5%	151 5%	22 5%	30 6%	13 3%	48 5%	120 5%	74 5%
Good quality radio/ enjoy listening	126 3%	112 3%	14 2%	28 2%	98 3%	24 2%	101 3%	5 1%	12 2%	14 3%	24 2%	76 3%	47 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4177	3530	647	1186	2939	1042	3078	423	524	477	1042	2378	1703
Effective Weighted Sample	3327	2838	491	923	2363	814	2469	331	420	366	814	1888	1410
Total	4161	3580	581	1177	2925	1059	3039	418	542	481	1059	2568	1510
Advertising free	107 3%	77 2%	30 5% a	27 2%	80 3%	26 2%	82 3%	6 1%	20 4%	10 2%	26 2%	51 2%	52 3% a
NEGATIVE RESPONSES													
There are other options/ channels/ plenty of choice	521 13%	463 13%	58 10%	147 13%	366 12%	129 12%	384 13%	56 14%	68 13%	58 12%	129 12%	337 13%	177 12%
I don't watch/ listen to the BBC/ only use a little	482 12%	432 12%	51 9%	147 12%	328 11%	130 12%	344 11%	51 12%	75 14%	55 11%	130 12%	281 11%	185 12%
Biased/ politically biased/ fake news	234 6%	187 5%	48 8% a	43 4%	187 6% a	40 4%	190 6% a	15 4%	18 3%	22 5%	40 4%	121 5%	104 7% a
Negative view of the TV licence (general)	234 6%	180 5%	54 9% a	56 5%	176 6%	51 5%	180 6%	23 5%	29 5%	23 5%	51 5%	149 6%	80 5%
Poor programming/ boring/ bad TV	176 4%	139 4%	37 6% a	42 4%	130 4%	37 4%	135 4%	17 4%	19 4%	16 3%	37 4%	103 4%	67 4%
Not important to me/ not bothered	116 3%	101 3%	15 3%	36 3%	77 3%	26 2%	87 3%	14 3%	11 2%	10 2%	26 2%	75 3%	41 3%
Negative impression of the BBC (general)	85 2%	73 2%	11 2%	29 2%	55 2%	27 3%	56 2%	10 2%	13 2%	12 3%	27 3%	46 2%	37 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4177	3530	647	1186	2939	1042	3078	423	524	477	1042	2378	1703
Effective Weighted Sample	3327	2838	491	923	2363	814	2469	331	420	366	814	1888	1410
Total	4161	3580	581	1177	2925	1059	3039	418	542	481	1059	2568	1510
Repetitive/ nothing new	83 2%	63 2%	21 4% a	17 1%	66 2%	16 2%	67 2%	3 1%	4 1%	12 3%	16 2%	36 1%	44 3% a
Not aimed at me/ not representative	79 2%	71 2%	8 1%	13 1%	64 2%	11 1%	67 2%	8 2%	6 1%	4 1%	11 1%	47 2%	31 2%
Outdated/ old fashioned	63 2%	53 1%	9 2%	12 1%	51 2%	11 1%	52 2%	3 1%	3 1%	7 1%	11 1%	43 2%	19 1%
Poor quality of broadcasting staff/ overpaid presenters	31 1%	22 1%	10 2%	4 *%	27 1%	4 *%	27 1%	1 *%	4 1%	2 *%	4 *%	14 1%	16 1%
NEUTRAL RESPONSES													
It's OK/ neutral	53 1%	46 1%	8 1%	22 2%	31 1%	20 2%	32 1%	8 2%	13 2%	8 2%	20 2%	37 1%	15 1%
No reason/ just my opinion	150 4%	136 4%	14 2%	66 6% b	82 3%	57 5% b	91 3%	33 8% b	16 3%	22 5%	57 5%	113 4% b	35 2%
Other	140 3%	129 4%	12 2%	36 3%	100 3%	30 3%	106 3%	17 4%	17 3%	10 2%	30 3%	83 3%	56 4%
Don't know	4 *%	3 *%	1 *%	3 *%	1 *%	3 *%	1 *%	1 *%	3 1%	- -%	3 *%	4 *%	- -%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4177	3418	2979	1198	759	4177	3549	2217	2017	486	3759	418	698	964	2515
Effective Weighted Sample	3327	2713	2349	981	617	3327	2835	1780	1616	393	3002	326	561	776	1991
Total	4161	3438	2989	1172	723	4161	3563	2241	2081	516	3770	391	685	963	2513
POSITIVE RESPONSES															
Entertaining/ enjoyable/ good TV/ unique	712 17%	594 17%	497 17%	215 18%	118 16%	712 17%	700 20% f	447 20% f	430 21% f	120 23% f	709 19% f	2 1%	20 3%	87 9% a	605 24% ab
BBC News/ Keeps me informed/ up to date	574 14%	462 13%	384 13%	189 16%	112 15%	574 14%	553 16% f	356 16% f	364 17% f	85 17% f	565 15% f	9 2%	21 3%	96 10% a	457 18% ab
Always been there/ a British institution	543 13%	456 13%	381 13%	162 14%	87 12%	543 13%	522 15% f	371 17% f	346 17% f	81 16% f	538 14% f	5 1%	11 2%	85 9% a	448 18% ab
BBC is good/ trusted/ reliable	365 9%	306 9%	261 9%	105 9%	59 8%	365 9%	354 10% f	268 12% ef	250 12% f	70 14% f	362 10% f	3 1%	4 1%	59 6% a	302 12% ab
Watch every day/ my first choice/ main channel	291 7%	222 6%	179 6%	112 10% abe	69 10% ab	291 7%	283 8% f	182 8% f	172 8% f	52 10% f	288 8% f	2 1%	3 **%	24 2% a	264 11% ab
Specific mention of a TV show/ channel	286 7%	241 7%	210 7%	75 6%	44 6%	286 7%	275 8% f	164 7% f	155 7% f	32 6% f	284 8% f	2 **%	29 4%	66 7%	191 8% a
Good variety of programmes	199 5%	174 5%	133 4%	66 6%	26 4%	199 5%	189 5% f	120 5% f	116 6% f	34 7% f	193 5% f	6 2%	4 1%	21 2%	174 7% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4177	3418	2979	1198	759	4177	3549	2217	2017	486	3759	418	698	964	2515
Effective Weighted Sample	3327	2713	2349	981	617	3327	2835	1780	1616	393	3002	326	561	776	1991
Total	4161	3438	2989	1172	723	4161	3563	2241	2081	516	3770	391	685	963	2513
Good quality radio/ enjoy listening	126 3%	84 2%	75 3%	51 4% ab	41 6% abe	126 3%	107 3% f	121 5% acef	62 3% f	36 7% acef	126 3% f	- -%	11 2%	15 2%	100 4% ab
Advertising free	107 3%	93 3%	73 2%	34 3%	14 2%	107 3%	106 3% f	81 4% f	70 3% f	17 3% f	107 3% f	- -%	2 *%	13 1%	92 4% ab
NEGATIVE RESPONSES															
There are other options/ channels/ plenty of choice	521 13%	454 13% cd	410 14% cd	111 9%	67 9%	521 13% c	449 13% d	234 10%	223 11%	35 7%	485 13% d	37 9%	86 13%	191 20% ac	244 10%
I don't watch/ listen to the BBC/ only use a little	482 12%	388 11%	348 12%	134 11%	95 13%	482 12%	231 6% d	113 5%	97 5%	15 3%	290 8% bcd	193 49% abcde	187 27% bc	200 21% c	96 4%
Biased/ politically biased/ fake news	234 6%	181 5%	156 5%	78 7%	54 7%	234 6%	170 5%	94 4%	88 4%	24 5%	192 5%	42 11% abcde	143 21% bc	49 5% c	42 2%
Negative view of the TV licence (general)	234 6%	181 5%	167 6%	67 6%	52 7%	234 6%	177 5%	88 4%	82 4%	13 3%	195 5%	38 10% abcde	104 15% bc	61 6% c	69 3%
Poor programming/ boring/ bad TV	176 4%	149 4%	132 4%	44 4%	27 4%	176 4%	132 4%	56 2%	64 3%	16 3%	145 4%	32 8% abcde	86 13% bc	45 5% c	45 2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4177	3418	2979	1198	759	4177	3549	2217	2017	486	3759	418	698	964	2515
Effective Weighted Sample	3327	2713	2349	981	617	3327	2835	1780	1616	393	3002	326	561	776	1991
Total	4161	3438	2989	1172	723	4161	3563	2241	2081	516	3770	391	685	963	2513
Not important to me/ not bothered	116 3%	98 3%	93 3%	23 2%	18 2%	116 3%	83 2%	34 2%	32 2%	3 1%	89 2%	27 7%	31 5%	48 5%	37 1%
Negative impression of the BBC (general)	85 2%	67 2%	62 2%	23 2%	17 2%	85 2%	50 1%	34 2%	25 1%	7 1%	55 1%	29 8%	43 6%	21 2%	20 1%
Repetitive/ nothing new	83 2%	68 2%	59 2%	24 2%	15 2%	83 2%	69 2%	30 1%	29 1%	6 1%	72 2%	11 3%	35 5%	22 2%	26 1%
Not aimed at me/ not representative	79 2%	67 2%	60 2%	19 2%	12 2%	79 2%	55 2%	25 1%	24 1%	9 2%	60 2%	19 5%	47 7%	20 2%	12 **%
Outdated/ old fashioned	63 2%	57 2%	49 2%	13 1%	5 1%	63 2%	45 1%	23 1%	19 1%	5 1%	49 1%	14 4%	34 5%	12 1%	16 1%
Poor quality of broadcasting staff/ overpaid presenters	31 1%	22 1%	20 1%	11 1%	10 1%	31 1%	22 1%	14 1%	17 1%	5 1%	28 1%	4 1%	17 2%	4 **%	10 **%
NEUTRAL RESPONSES															
It's OK/ neutral	53 1%	44 1%	43 1%	11 1%	9 1%	53 1%	47 1%	30 1%	27 1%	6 1%	48 1%	6 1%	5 1%	19 2%	30 1%
No reason/ just my opinion	150 4%	143 4%	132 4%	18 2%	7 1%	150 4%	137 4%	100 4%	102 5%	36 7%	141 4%	8 2%	19 3%	47 5%	84 3%
Columns Tested:		cd	cd			cd				aef					

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 233

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

F2B. Could you say why you gave that answer?

Base : All respondents (who gave a reason for their answer)

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4177	3418	2979	1198	759	4177	3549	2217	2017	486	3759	418	698	964	2515
Effective Weighted Sample	3327	2713	2349	981	617	3327	2835	1780	1616	393	3002	326	561	776	1991
Total	4161	3438	2989	1172	723	4161	3563	2241	2081	516	3770	391	685	963	2513
Other	140	117	102	39	23	140	111	87	76	30	126	15	18	35	87
	3%	3%	3%	3%	3%	3%	3%	4%	4%	6%	3%	4%	3%	4%	3%
Don't know	4	3	3	1	1	4	1	1	-	-	2	2	-	2	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
More than 10 times a day	127 3%	83 4%	44 2%	8 2%	18 2%	22 3%	16 2%	62 4%	52 5%	33 3%	17 2%	25 2%	105 3%	12 4%	6 3%	4 3%	
Between 6 and 10 times a day	295 7%	193 9%	102 5%	18 4%	46 6%	36 5%	65 9%	131 8%	115 10%	88 7%	38 5%	54 5%	247 7%	27 8%	16 8%	6 4%	
Between 2 and 5 times a day	1640 38%	849 40%	790 36%	99 19%	195 25%	250 36%	287 41%	809 50%	466 42%	515 39%	268 35%	390 35%	1400 39%	125 36%	83 38%	33 26%	
Once a day	1143 27%	526 25%	613 28%	141 27%	244 31%	181 26%	180 26%	396 25%	272 25%	373 28%	208 27%	291 26%	962 27%	96 28%	50 23%	35 27%	
4-6 days a week	219 5%	105 5%	108 5%	35 7%	55 7%	59 9%	26 4%	44 3%	59 5%	61 5%	51 7%	49 4%	175 5%	23 7%	10 5%	11 8%	
2-3 days a week	288 7%	104 5%	183 8%	56 11%	70 9%	53 8%	51 7%	59 4%	47 4%	96 7%	47 6%	98 9%	231 6%	30 9%	14 7%	13 10%	
Once a week	185 4%	74 4%	109 5%	61 12%	48 6%	25 4%	23 3%	27 2%	38 3%	40 3%	51 7%	56 5%	159 4%	10 3%	7 3%	9 7%	
Less often than once a week	95 2%	45 2%	48 2%	29 5%	23 3%	12 2%	9 1%	23 1%	16 1%	32 2%	16 2%	32 3%	79 2%	5 1%	7 3%	5 4%	
Less often than once a month	110 3%	30 1%	80 4%	27 5%	29 4%	23 3%	16 2%	16 1%	19 2%	33 2%	27 3%	31 3%	94 3%	4 1%	6 3%	5 4%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 234

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Never	147 3%	72 3%	75 3%	40 8% cde	34 4% e	26 4%	15 2%	32 2%	15 1%	36 3%	39 5% a	57 5% ab	118 3%	9 3%	13 6% ab	7 6% a	
Don't know	45 1%	20 1%	24 1%	6 1%	19 2% e	7 1%	6 1%	7 *%	6 1%	12 1%	4 *%	23 2% ac	39 1%	3 1%	2 1%	1 1%	
FREQUENCY																	
MORE THAN ONCE A DAY	2063 48%	1126 54% b	936 43%	126 24%	259 33% a	308 44% ab	369 53% abc	1002 62% abcd	633 57% bcd	636 48% d	324 42%	469 42%	1752 49% d	164 48% d	105 49% d	43 33%	
ONCE A DAY	1143 27%	526 25%	613 28%	141 27%	244 31% e	181 26%	180 26%	396 25%	272 25%	373 28%	208 27%	291 26%	962 27%	96 28%	50 23%	35 27%	
LESS OFTEN	898 21%	357 17%	527 24% a	207 40% bcde	225 29% de	172 25% de	125 18% e	168 10%	179 16%	261 20%	192 25% ab	266 24% a	738 20%	72 21%	45 21%	43 33% abc	
NEVER	147 3%	72 3%	75 3%	40 8% cde	34 4% e	26 4%	15 2%	32 2%	15 1%	36 3%	39 5% a	57 5% ab	118 3%	9 3%	13 6% ab	7 6% a	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 234

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
More than 10 times a day	127 3%	114 3%	13 2%	34 3%	86 3%	28 3%	91 3%	21 5%	15 3%	9 2%	28 3%	77 3%	48 3%
Between 6 and 10 times a day	295 7%	240 6%	55 9%	73 6%	221 7%	62 6%	231 7%	21 5%	26 5%	29 6%	62 6%	197 7%	94 6%
Between 2 and 5 times a day	1640 38%	1395 38%	246 41%	422 34%	1209 40%	407 37%	1224 39%	136 31%	198 35%	216 44%	407 37%	945 35%	663 43%
Once a day	1143 27%	986 27%	157 26%	326 26%	799 27%	292 26%	833 27%	116 27%	166 29%	121 25%	292 26%	741 28%	385 25%
4-6 days a week	219 5%	192 5%	27 4%	83 7%	131 4%	71 6%	142 5%	31 7%	44 8%	31 6%	71 6%	162 6%	53 3%
2-3 days a week	288 7%	261 7%	28 5%	110 9%	168 6%	96 9%	181 6%	36 8%	56 10%	34 7%	96 9%	192 7%	91 6%
Once a week	185 4%	161 4%	24 4%	62 5%	115 4%	47 4%	131 4%	22 5%	13 2%	22 4%	47 4%	121 5%	61 4%
Less often than once a week	95 2%	84 2%	12 2%	24 2%	70 2%	19 2%	75 2%	13 3%	9 2%	3 1%	19 2%	54 2%	39 3%
Less often than once a month	110 3%	100 3%	10 2%	40 3%	68 2%	33 3%	75 2%	21 5%	16 3%	10 2%	33 3%	61 2%	44 3%
Never	147 3%	127 3%	19 3%	44 4%	100 3%	37 3%	107 3%	13 3%	19 3%	15 3%	37 3%	86 3%	51 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 234

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Don't know	45	41	4	13	30	11	31	5	6	3	11	27	15
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
FREQUENCY													
MORE THAN ONCE A DAY	2063	1749	314	529	1515	497	1546	178	239	254	497	1219	805
	48%	47%	53%	43%	51%	45%	50%	41%	42%	51%	45%	46%	52%
				a	a					ab			a
ONCE A DAY	1143	986	157	326	799	292	833	116	166	121	292	741	385
	27%	27%	26%	26%	27%	26%	27%	27%	29%	25%	26%	28%	25%
LESS OFTEN	898	798	100	319	553	265	604	124	138	101	265	590	287
	21%	22%	17%	26%	18%	24%	19%	28%	24%	20%	24%	22%	19%
				b	b								
NEVER	147	127	19	44	100	37	107	13	19	15	37	86	51
	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 234

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
More than 10 times a day	127 3%	111 3%	88 3%	39 3%	16 2%	127 3%	113 3%	95 4%	86 4%	40 7%	121 3%	6 2%	28 4%	24 2%	75 3%
										abcef					
Between 6 and 10 times a day	295 7%	258 7%	224 7%	71 6%	37 5%	295 7%	272 7%	212 9%	213 10%	73 13%	284 7%	11 3%	46 7%	40 4%	209 8%
							f	f	aef	abef	f				b
Between 2 and 5 times a day	1640 38%	1309 37%	1091 35%	549 46%	332 45%	1640 38%	1544 42%	1046 45%	978 45%	252 46%	1587 41%	54 13%	197 28%	317 31%	1126 44%
				abe	abe		f	ef	ef	f	f				ab
Once a day	1143 27%	961 27%	846 27%	297 25%	183 25%	1143 27%	1001 27%	570 25%	524 24%	122 22%	1067 27%	76 19%	164 24%	271 27%	708 27%
							f				f				
4-6 days a week	219 5%	191 5%	182 6%	37 3%	28 4%	219 5%	172 5%	111 5%	95 4%	16 3%	193 5%	26 6%	34 5%	65 6%	119 5%
		c	c			c									
2-3 days a week	288 7%	242 7%	211 7%	78 6%	47 6%	288 7%	236 6%	122 5%	122 6%	20 4%	253 7%	35 9%	48 7%	81 8%	160 6%
											d				
Once a week	185 4%	162 5%	155 5%	29 2%	23 3%	185 4%	128 3%	78 3%	60 3%	12 2%	146 4%	39 10%	39 6%	70 7%	76 3%
		c	c			c						abcde	c	c	
Less often than once a week	95 2%	79 2%	69 2%	26 2%	17 2%	95 2%	65 2%	27 1%	24 1%	3 *	74 2%	22 5%	27 4%	36 4%	32 1%
												abcde	c	c	
Less often than once a month	110 3%	96 3%	91 3%	19 2%	14 2%	110 3%	62 2%	25 1%	23 1%	2 *	69 2%	41 10%	23 3%	48 5%	39 2%
												abcde	c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 234

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G1. Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news? (By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.)

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Never	147 3%	117 3%	107 3%	40 3%	29 4%	147 3%	55 1%	24 1%	16 1%	2 *	64 2%	83 20%	75 11%	50 5%	22 1%
											c	abcde	bc	c	
Don't know	45 1%	36 1%	32 1%	13 1%	9 1%	45 1%	30 1%	7 *	8 *	1 *	30 1%	14 3%	14 2%	19 2%	12 *
												abcde	c	c	
FREQUENCY															
MORE THAN ONCE A DAY	2063 48%	1678 47%	1403 45%	660 55%	385 52%	2063 48%	1930 52%	1353 58%	1277 59%	366 67%	1992 51%	71 18%	271 39%	382 37%	1410 55%
				abe	b		f	aef	aef	abcef	f				ab
ONCE A DAY	1143 27%	961 27%	846 27%	297 25%	183 25%	1143 27%	1001 27%	570 25%	524 24%	122 22%	1067 27%	76 19%	164 24%	271 27%	708 27%
							f				f				
LESS OFTEN	898 21%	769 22%	709 23%	189 16%	129 18%	898 21%	662 18%	363 16%	324 15%	52 10%	735 19%	163 40%	171 25%	300 29%	426 17%
		c	cd			c	d	d	d		bcd	abcde	c	c	
NEVER	147 3%	117 3%	107 3%	40 3%	29 4%	147 3%	55 1%	24 1%	16 1%	2 *	64 2%	83 20%	75 11%	50 5%	22 1%
											c	abcde	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 235

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Base : Those who watch, listen to or read news

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4082	2006	2060	503	635	782	565	1597	921	1220	848	1092	2637	546	484	415	
Effective Weighted Sample	3263	1662	1592	422	514	632	444	1304	759	971	695	878	2469	518	464	402	
Total	4104	2009	2077	474	728	661	674	1567	1084	1270	723	1026	3452	332	200	120	
BBC TV or BBC iPlayer	2417	1208	1204	197	375	382	407	1055	686	761	402	569	2048	188	121	60	
	59%	60%	58%	42%	51%	58%	60%	67%	63%	60%	56%	55%	59%	57%	61%	50%	
					a	a	ab	abcd	cd				d		d		
BBC website or apps	1421	754	657	151	269	255	276	469	501	476	213	231	1194	114	77	36	
	35%	38%	32%	32%	37%	39%	41%	30%	46%	38%	29%	22%	35%	34%	38%	30%	
		b			e	e	ae		bcd	cd	d						
BBC Radio or BBC Sounds	1114	603	510	117	182	163	178	475	365	344	176	227	928	78	81	28	
	27%	30%	25%	25%	25%	25%	26%	30%	34%	27%	24%	22%	27%	23%	40%	23%	
		b						c	bcd						abd		
None/ Don't use the BBC for news	812	361	448	110	130	130	126	315	152	247	152	262	676	71	37	28	
	20%	18%	22%	23%	18%	20%	19%	20%	14%	19%	21%	26%	20%	21%	19%	23%	
									a	a	ab						
Don't know	142	66	75	26	36	19	17	45	24	38	32	49	115	15	3	9	
	3%	3%	4%	5%	5%	3%	2%	3%	2%	3%	4%	5%	3%	5%	2%	8%	
												a				ac	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 235

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Base : Those who watch, listen to or read news

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4082	3455	627	1160	2866	1021	3000	413	518	466	1021	2338	1656
Effective Weighted Sample	3263	2786	479	910	2308	804	2412	327	419	359	804	1864	1376
Total	4104	3532	572	1173	2867	1054	2982	418	543	476	1054	2550	1477
BBC TV or BBC iPlayer	2417	2049	368	644	1744	593	1795	210	308	286	593	1499	876
	59%	58%	64% a	55%	61% a	56%	60%	50%	57%	60%	56%	59%	59%
BBC website or apps	1421	1222	198	468	937	429	976	178	211	195	429	985	422
	35%	35%	35%	40% b	33%	41% b	33%	43%	39%	41%	41%	39% b	29%
BBC Radio or BBC Sounds	1114	919	195	321	781	291	808	113	151	127	291	719	375
	27%	26%	34% a	27%	27%	28%	27%	27%	28%	27%	28%	28%	25%
None/ Don't use the BBC for news	812	706	107	192	602	166	627	76	89	69	166	440	351
	20%	20%	19%	16% a	21% a	16% a	21% a	18%	16%	14%	16%	17%	24% a
Don't know	142	130	12	41	97	37	100	16	23	15	37	77	58
	3%	4%	2%	4%	3%	3%	3%	4%	4%	3%	3%	3%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G2. In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Base : Those who watch, listen to or read news

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4082	3352	2918	1164	730	4082	3553	2242	2046	501	3756	326	618	938	2526
Effective Weighted Sample	3263	2671	2310	956	595	3263	2846	1805	1644	407	3007	257	497	760	2007
Total	4104	3407	2958	1145	696	4104	3593	2286	2125	540	3794	310	607	954	2543
BBC TV or BBC iPlayer	2417	2043	1709	709	374	2417	2365	1516	1424	383	2394	23	164	454	1800
	59%	60%	58%	62%	54%	59%	66%	66%	67%	71%	63%	7%	27%	48%	71%
		d		d			f	f	ef	ef	f			a	ab
BBC website or apps	1421	1325	1158	263	96	1421	1332	961	1265	298	1405	16	109	289	1023
	35%	39%	39%	23%	14%	35%	37%	42%	60%	55%	37%	5%	18%	30%	40%
		cde	cde	d		cd	f	aef	abef	abef	f			a	ab
BBC Radio or BBC Sounds	1114	947	822	292	167	1114	1052	1031	767	332	1105	9	73	185	857
	27%	28%	28%	26%	24%	27%	29%	45%	36%	62%	29%	3%	12%	19%	34%
							f	acef	aef	abcef	f			a	ab
None/ Don't use the BBC for news	812	596	528	284	216	812	508	226	130	20	574	238	313	257	242
	20%	17%	18%	25%	31%	20%	14%	10%	6%	4%	15%	77%	52%	27%	10%
				abe	abce		bcd	cd			bcd	abcde	bc	c	
Don't know	142	106	95	47	36	142	105	36	23	4	115	28	28	47	68
	3%	3%	3%	4%	5%	3%	3%	2%	1%	1%	3%	9%	5%	5%	3%
							bc				bc	abcde		c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 236

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Up to 2 hours per week	110 3%	46 2%	65 3%	4 1%	13 2%	14 2%	8 1%	70 4% abcd	16 1%	31 2%	26 3%	38 3%	90 3%	15 4% c	3 2%	2 2%	
3 to 5 hours per week	363 8%	160 8%	202 9%	35 7%	75 10%	59 9%	48 7%	146 9%	94 8%	122 9% c	45 6%	103 9% c	321 9% c	26 8%	8 4%	8 6%	
6 to 8 hours per week	254 6%	101 5%	152 7% a	37 7%	37 5%	41 6%	43 6%	96 6%	58 5%	65 5%	62 8% b	69 6%	223 6%	14 4%	12 6%	5 4%	
9 to 11 hours per week	374 9%	189 9%	184 8%	43 8%	65 8%	75 11%	59 8%	132 8%	87 8%	87 7%	82 11% b	118 11% b	317 9%	28 8%	17 8%	13 10%	
12 to 15 hours per week	477 11%	238 11%	238 11%	54 10%	76 10%	76 11%	84 12%	186 12%	121 11%	154 12%	100 13%	102 9%	400 11%	39 11%	21 10%	17 13%	
16 to 22 hours per week	683 16%	333 16%	348 16%	91 18%	130 17%	98 14%	124 18%	240 15%	185 17%	218 17%	119 16%	161 15%	570 16%	53 15%	33 15%	26 21%	
Over 22 hours per week	1718 40%	892 42% b	812 37%	247 48% e	365 47% e	313 45% e	316 46% e	476 30%	517 47% cd	586 44% cd	280 37% d	333 30%	1433 40%	141 41%	96 45%	48 37%	
Don't know/ unsure	13 *%	5 *%	8 *%	- -%	4 1%	2 *%	- -%	6 *%	* *%	1 *%	1 *%	11 1% ab	10 *%	1 *%	1 *%	- -%	
None	304 7%	136 6%	168 8%	9 2%	15 2%	16 2%	11 2%	253 16% abcd	27 2%	55 4%	51 7% a	171 15% abc	245 7%	25 7%	23 11% a	10 8%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Answered	4144	2037	2089	494	753	668	676	1553	1077	1283	738	1044	3481	332	207	124	
Mean number of hours	22.6	23.5	21.5	25.6	27.2	23.9	24.2	18.1	25.9	23.8	21.1	18.7	22.5	22.9	24.3	21.3	
		b		e	cde	e	e		bcd	cd	d						
Standard deviation	18.39	18.75	17.87	18.30	20.96	17.13	16.06	17.59	19.13	17.80	17.13	18.36	18.44	18.29	18.55	16.87	
Standard error	.29	.42	.39	.80	.82	.61	.67	.44	.63	.51	.58	.55	.36	.78	.83	.82	
Columns Tested:		a,b	a,b,c,d,e	a,b,c,d	a,b,c,d	a,b,c,d	a,b,c,d		a,b	a,b	a,b	a,b	a,b	a,b	a,b	a,b	

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 236

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Up to 2 hours per week	110 3%	85 2%	25 4%	13 1%	95 3% a	10 1%	97 3% a	4 1%	7 1%	4 1%	10 1%	54 2%	54 4% a
3 to 5 hours per week	363 8%	315 9%	47 8%	119 10%	241 8%	114 10%	246 8%	47 11%	66 12%	35 7%	114 10%	232 9%	126 8%
6 to 8 hours per week	254 6%	217 6%	37 6%	87 7%	157 5%	73 7%	171 5%	27 6%	34 6%	38 8%	73 7%	158 6%	89 6%
9 to 11 hours per week	374 9%	326 9%	48 8%	130 11%	235 8%	121 11% b	243 8%	44 10%	76 13%	56 11%	121 11%	245 9%	121 8%
12 to 15 hours per week	477 11%	402 11%	74 12%	145 12%	320 11%	132 12%	333 11%	48 11%	67 12%	59 12%	132 12%	304 11%	163 11%
16 to 22 hours per week	683 16%	602 16%	81 14%	185 15%	490 16%	165 15%	510 16%	64 15%	85 15%	73 15%	165 15%	423 16%	250 16%
Over 22 hours per week	1718 40%	1472 40%	246 41%	524 43%	1174 39%	467 42%	1230 39%	193 44%	227 40%	222 45%	467 42%	1189 45% b	498 32%
Don't know/ unsure	13 *%	10 *%	2 *%	1 *%	11 *%	1 *%	11 *%	- -%	- -%	1 *%	1 *%	3 *%	10 1% a
None	304 7%	270 7%	34 6%	26 2%	274 9% a	20 2%	279 9% a	11 2%	7 1%	6 1%	20 2%	55 2%	232 15% a
Answered	4144	3566	578	1188	2892	1070	3008	425	550	480	1070	2585	1476

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN	RURAL	YES	NO	YES	NO	0-4	5-10	11-15	TOTAL	WORKING	NOT WORKING
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Mean number of hours	22.6	22.5	22.9	23.9	22.1	23.8	22.2	24.4	23.0	24.5	23.8	24.5	19.2
				b								b	
Standard deviation	18.39	18.40	18.32	18.18	18.49	17.69	18.65	18.67	16.95	17.04	17.69	18.16	18.08
Standard error	.29	.31	.72	.53	.34	.55	.34	.90	.74	.78	.55	.37	.44

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 236

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Up to 2 hours per week	110 3%	65 2%	48 2%	62 5% abe	45 6% abe	110 3% b	98 3%	51 2%	34 2%	4 1%	98 3%	13 3%	22 3%	28 3%	60 2%
3 to 5 hours per week	363 8%	298 8%	257 8%	106 9%	65 9%	363 8%	295 8%	199 9%	174 8%	36 7%	313 8%	50 12% ade	60 9%	90 9%	213 8%
6 to 8 hours per week	254 6%	207 6%	179 6%	75 6%	47 6%	254 6%	233 6% f	150 6% f	130 6%	53 10% acef	243 6% f	11 3%	32 5%	66 7%	155 6%
9 to 11 hours per week	374 9%	310 9%	261 8%	113 9%	64 9%	374 9%	323 9%	214 9%	176 8%	53 10%	342 9%	32 8%	54 8%	92 9%	228 9%
12 to 15 hours per week	477 11%	406 11%	345 11%	132 11%	71 10%	477 11%	415 11%	279 12%	262 12%	63 12%	433 11%	44 11%	75 11%	93 9%	308 12%
16 to 22 hours per week	683 16%	614 17% cd	536 17% cd	147 12%	69 9%	683 16% cd	592 16%	368 16%	364 17%	76 14%	624 16%	59 15%	116 17%	170 17%	397 15%
Over 22 hours per week	1718 40%	1568 44% cde	1396 45% cde	322 27% d	150 20%	1718 40% cd	1450 39%	906 39%	974 45% abe	244 45%	1555 40%	164 40%	288 41%	413 40%	1017 39%
Don't know/ unsure	13 *%	9 *%	7 *%	5 *%	4 *%	13 *%	6 *%	3 *%	2 *%	- -%	7 *%	6 1% abce	3 *%	6 1%	3 *%
None	304 7%	84 2%	68 2%	235 20% abe	219 30% abce	304 7% ab	267 7% cd	148 6% cd	33 2%	13 2%	275 7% cd	29 7% cd	45 7%	63 6%	196 8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S1. HOURS SPEND ONLINE IN A TYPICAL WEEK

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Answered	4144	3438	2986	1158	706	4144	3577	2252	2093	533	3774	371	663	978	2503
Mean number of hours	22.6	24.6	25.2	15.8	12.5	22.6	22.1	22.3	25.0	24.7	22.5	23.8	24.0	22.9	22.1
		cde	cde	d		cd			abe	abe					
Standard deviation	18.39	18.30	18.59	15.99	15.22	18.39	17.83	18.00	18.15	18.82	18.07	21.30	20.36	18.22	17.88
Standard error	.29	.31	.34	.46	.56	.29	.30	.38	.40	.85	.30	1.07	.78	.58	.36

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A2. Which of these ways do you go online from home?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Home broadband (perhaps using Wi-Fi)	3697	1805	1874	456	713	632	629	1268	1030	1193	651	822	3124	291	179	104	
	86%	86%	86%	88%	91%	91%	91%	79%	93%	91%	85%	74%	87%	85%	83%	81%	
				e	e	e	e		cd	cd	d		d				
Using a mobile signal (4G/ 5G)	2142	1037	1096	348	507	413	364	511	577	698	386	481	1823	158	74	87	
	50%	49%	50%	67%	65%	59%	52%	32%	52%	53%	50%	43%	51%	46%	35%	67%	
				de	de	e	e		d	d	d		c	c		abc	
Neither – I do not go online from home	320	144	176	9	15	19	15	263	29	63	54	175	259	26	24	10	
	7%	7%	8%	2%	2%	3%	2%	16%	3%	5%	7%	16%	7%	8%	11%	8%	
								abcd			a	abc			a		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A2. Which of these ways do you go online from home?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Home broadband (perhaps using Wi-Fi)	3697	3176	522	1129	2515	1022	2620	404	529	462	1022	2439	1198
	86%	86%	88%	92%	84%	93%	84%	92%	93%	94%	93%	92%	78%
				b		b						b	
Using a mobile signal (4G/ 5G)	2142	1904	238	747	1351	675	1421	276	353	292	675	1534	569
	50%	51%	40%	61%	45%	61%	46%	63%	62%	59%	61%	58%	37%
		b		b		b						b	
Neither – I do not go online from home	320	283	37	26	290	21	295	11	7	6	21	62	240
	7%	8%	6%	2%	10%	2%	9%	3%	1%	1%	2%	2%	16%
				a		a							a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

A2. Which of these ways do you go online from home?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Home broadband (perhaps using Wi-Fi)	3697	3262	2846	851	435	3697	3183	2026	2003	513	3371	326	595	873	2230
	86%	92%	92%	71%	59%	86%	87%	87%	93%	94%	87%	80%	85%	85%	87%
		cde	cde	d		cd	f	f	abef	abef	f				
Using a mobile signal (4G/ 5G)	2142	1887	1707	436	255	2142	1804	1183	1182	285	1920	222	322	549	1271
	50%	53%	55%	36%	35%	50%	49%	51%	55%	53%	49%	55%	46%	54%	49%
		cd	cde			cd			ae					a	
Neither – I do not go online from home	320	92	73	248	228	320	282	154	36	15	290	31	48	68	205
	7%	3%	2%	21%	31%	7%	8%	7%	2%	3%	7%	8%	7%	7%	8%
				abe	abce	ab	cd	cd			cd	cd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 239

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S2. RESPONDENT'S GENDER

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Man	2101	2101	-	273	376	351	319	782	582	590	412	516	1765	170	103	62	
	49%	100%	-%	52%	48%	51%	46%	49%	53%	45%	54%	47%	49%	49%	48%	48%	
		b							b		bd						
Woman	2176	-	2176	240	398	340	375	823	522	718	354	582	1825	174	110	67	
	51%	-%	100%	46%	51%	49%	54%	51%	47%	55%	46%	53%	51%	51%	51%	52%	
			a							ac		c					
Non-binary	14	-	-	6	5	3	-	-	-	7	-	7	13	-	*	-	
	*%	-%	-%	1%	1%	*%	-%	-%	-%	1%	-%	1%	*%	-%	*%	-%	
				e	e												
Prefer to use another term	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	
	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	
Prefer not to say	4	-	-	2	2	-	-	*	2	2	-	*	3	-	1	-	
	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	-%	*%	-%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 239

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S2. RESPONDENT'S GENDER

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Man	2101	1819	282	545	1514	486	1570	200	239	215	486	1350	716
	49%	49%	47%	44%	51%	44%	50%	46%	42%	44%	44%	51%	46%
					a		a						
Woman	2176	1864	312	684	1466	616	1534	237	330	278	616	1304	819
	51%	50%	52%	56%	49%	56%	49%	54%	58%	56%	56%	49%	53%
				b		b							
Non-binary	14	12	1	*	13	*	13	-	-	*	*	8	6
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
Prefer to use another term	1	1	-	1	-	-	1	-	-	-	-	-	1
	*%	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%
Prefer not to say	4	3	*	*	3	-	3	-	-	-	-	2	2
	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	-%	*%	*%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S2. RESPONDENT'S GENDER

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Man	2101 49%	1718 48%	1498 48%	603 50%	383 52%	2101 49%	1810 49%	1242 54%	1137 53%	328 60%	1924 49%	177 44%	386 55%	496 49%	1219 47%
Woman	2176 51%	1825 51%	1581 51%	595 50%	351 48%	2176 51%	1856 50%	1069 46%	1004 47%	215 40%	1949 50%	227 56%	302 43%	523 51%	1351 52%
Non-binary	14 *%	14 *%	14 *%	- -%	- -%	14 *%	10 *%	2 *%	5 *%	- -%	12 *%	2 1%	8 1%	* *%	5 *%
Prefer to use another term	1 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%
Prefer not to say	4 *%	4 *%	4 *%	- -%	- -%	4 *%	2 *%	3 *%	2 *%	- -%	4 *%	- -%	* *%	2 *%	2 *%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 240

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S3. RESPONDENT'S AGE

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
16-24 years	521	273	240	521	-	-	-	-	104	203	101	110	448	37	20	15	
	12%	13%	11%	100%	-%	-%	-%	-%	9%	15%	13%	10%	12%	11%	9%	12%	
				bcde					ad								
25-34 years	781	376	398	-	781	-	-	-	213	264	138	165	669	57	33	22	
	18%	18%	18%	-%	100%	-%	-%	-%	19%	20%	18%	15%	19%	17%	15%	17%	
					acde				d								
35-44 years	694	351	340	-	-	694	-	-	214	217	112	151	571	55	41	26	
	16%	17%	16%	-%	-%	100%	-%	-%	19%	16%	15%	14%	16%	16%	19%	21%	
						abde			d								
45-54 years	694	319	375	-	-	-	694	-	171	190	160	174	572	58	38	26	
	16%	15%	17%	-%	-%	-%	100%	-%	15%	14%	21%	16%	16%	17%	18%	20%	
							abce				abd						
55-64 years	607	313	295	-	-	-	-	607	140	154	124	189	493	62	33	18	
	14%	15%	14%	-%	-%	-%	-%	38%	13%	12%	16%	17%	14%	18%	15%	14%	
								abcd			b	b		a			
65-74 years	564	267	296	-	-	-	-	564	150	179	73	163	485	40	27	12	
	13%	13%	14%	-%	-%	-%	-%	35%	14%	14%	9%	15%	13%	12%	13%	9%	
								abcd		c		c					
75 years or over	434	202	232	-	-	-	-	434	113	110	57	154	370	33	22	9	
	10%	10%	11%	-%	-%	-%	-%	27%	10%	8%	7%	14%	10%	10%	10%	7%	
								abcd				bc					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 240

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S3. RESPONDENT'S AGE

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
16-24 years	521 12%	475 13% b	46 8%	149 12%	361 12%	61 6%	447 14% a	42 10% bc	18 3%	7 1%	61 6% c	326 12%	187 12%
25-34 years	781 18%	718 19% b	63 11%	348 28% b	412 14%	324 29% b	436 14%	220 50% bcd	165 29% c	55 11%	324 29% c	651 24% b	119 8%
35-44 years	694 16%	627 17% b	67 11%	436 35% b	246 8%	428 39% b	254 8%	146 34%	273 48% ad	207 42%	428 39%	609 23% b	77 5%
45-54 years	694 16%	588 16%	106 18%	246 20% b	436 15%	242 22% b	440 14%	22 5%	100 18% a	189 38% abd	242 22% a	557 21% b	117 8%
55-64 years	607 14%	495 13%	113 19% a	39 3%	559 19% a	37 3%	561 18% a	5 1%	10 2%	31 6% ab	37 3%	360 14%	214 14%
65-74 years	564 13%	434 12%	130 22% a	10 1%	550 18% a	9 1%	551 18% a	2 *% *	1 *% *	5 1%	9 1%	134 5%	428 28% a
75 years or over	434 10%	363 10%	71 12%	2 *% *	431 14% a	2 *% *	431 14% a	* *% *	2 *% *	- -% -	2 *% *	26 1%	402 26% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 240

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S3. RESPONDENT'S AGE

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
16-24 years	521 12%	477 13% cd	465 15% cde	56 5%	44 6%	521 12% cd	399 11%	253 11%	266 12%	54 10%	434 11%	87 21% abcde	62 9%	185 18% ac	274 11%
25-34 years	781 18%	742 21% cde	710 23% cde	71 6%	39 5%	781 18% cd	637 17%	406 18%	430 20%	118 22%	693 18%	88 22%	137 20%	187 18%	457 18%
35-44 years	694 16%	622 17% cd	577 19% cd	117 10%	72 10%	694 16% cd	593 16%	380 16%	400 19%	77 14%	631 16%	64 16%	101 15%	194 19%	400 16%
45-54 years	694 16%	614 17% cd	560 18% cd	135 11%	80 11%	694 16% cd	600 16%	348 15%	372 17%	101 19%	627 16%	67 16%	122 18%	151 15%	421 16%
55-64 years	607 14%	477 13%	371 12%	236 20% abe	131 18% ab	607 14%	522 14%	349 15%	299 14%	94 17%	549 14%	58 14%	112 16%	125 12%	371 14%
65-74 years	564 13%	423 12%	300 10%	264 22% abe	141 19% abe	564 13% b	523 14% f	329 14% f	264 12% f	69 13% f	540 14% f	24 6%	99 14%	107 10%	358 14%
75 years or over	434 10%	206 6% b	114 4%	320 27% abe	228 31% abe	434 10% ab	404 11% cdf	251 11% cdf	118 5%	31 6%	416 11% cdf	18 4%	61 9%	75 7%	298 12% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 241

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
AB	1106	582	522	104	213	214	171	403	1106	-	-	-	942	88	47	29	
	26%	28%	24%	20%	27%	31%	25%	25%	100%	-%	-%	-%	26%	26%	22%	22%	
					a	ae			bcd								
C1	1317	590	718	203	264	217	190	443	-	1317	-	-	1094	107	75	41	
	31%	28%	33%	39%	34%	31%	27%	28%	-%	100%	-%	-%	30%	31%	35%	32%	
			a	cde	e				acd								
C2	765	412	354	101	138	112	160	254	-	-	765	-	654	57	31	24	
	18%	20%	16%	19%	18%	16%	23%	16%	-%	-%	100%	-%	18%	17%	14%	19%	
							ce				abd						
DE	1106	516	582	110	165	151	174	505	-	-	-	1106	917	92	62	35	
	26%	25%	27%	21%	21%	22%	25%	31%	-%	-%	-%	100%	25%	27%	29%	27%	
								abcd				abc					
Don't know	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 241

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
AB	1106 26%	929 25%	176 30%	366 30% b	721 24%	335 30% b	752 24%	128 29%	178 31%	151 31%	335 30%	794 30% b	305 20%
C1	1317 31%	1153 31%	164 28%	357 29% b	939 31%	322 29%	973 31%	134 31%	158 28%	139 28%	322 29%	906 34% b	389 25%
C2	765 18%	650 18%	115 19%	255 21% b	498 17%	222 20%	530 17%	91 21%	111 20%	109 22%	222 20%	545 20% b	211 14%
DE	1106 26%	966 26%	139 23%	252 21% a	838 28% a	222 20%	866 28% a	84 19%	122 21%	95 19%	222 20%	416 16%	639 41% a
Don't know	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 241

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S5. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY	SVOD	NOT SVOD	NONE		TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
AB	1106	1012	908	197	94	1106	1002	694	717	183	1055	51	139	228	739
	26%	28%	29%	16%	13%	26%	27%	30%	33%	34%	27%	13%	20%	22%	29%
		cd	cde			cd	f	f	aef	aef	f				ab
C1	1317	1143	977	340	174	1317	1125	695	703	182	1188	129	201	312	804
	31%	32%	32%	28%	24%	31%	31%	30%	33%	34%	31%	32%	29%	31%	31%
		d	d			d									
C2	765	634	576	190	131	765	651	433	345	90	699	67	144	197	424
	18%	18%	19%	16%	18%	18%	18%	19%	16%	17%	18%	16%	21%	19%	16%
DE	1106	770	634	472	336	1106	901	494	384	88	948	158	212	285	609
	26%	22%	20%	39%	46%	26%	24%	21%	18%	16%	24%	39%	30%	28%	24%
				abe	abe	ab	cd				cd	abcde	c		
Don't know	1	1	1	-	-	1	-	-	-	-	-	1	-	-	1
	*%	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%
												ae			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 242

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S6. RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
In full time employment	2006	1154	848	213	535	484	447	326	662	724	390	230	1689	152	102	62	
	47%	55%	39%	41%	68%	70%	64%	20%	60%	55%	51%	21%	47%	44%	47%	48%	
		b		e	ae	ae	ae		cd	d	d						
In part time employment	658	196	456	113	116	125	110	193	132	183	156	186	556	55	25	22	
	15%	9%	21%	22%	15%	18%	16%	12%	12%	14%	20%	17%	15%	16%	12%	17%	
			a	be		e					ab	a					
Unemployed	268	156	108	40	61	43	61	64	17	16	23	212	220	24	11	13	
	6%	7%	5%	8%	8%	6%	9%	4%	2%	1%	3%	19%	6%	7%	5%	10%	
		b		e	e		e					abc				ac	
A student	158	79	75	138	13	1	4	1	27	94	17	20	129	19	7	4	
	4%	4%	3%	27%	2%	*%	1%	*%	2%	7%	2%	2%	4%	5%	3%	3%	
				bcde	ce						acd						
Full-time responsibility for home/ family	171	22	148	7	44	32	47	42	21	25	34	91	140	13	12	6	
	4%	1%	7%	1%	6%	5%	7%	3%	2%	2%	4%	8%	4%	4%	6%	4%	
			a		ae	a	ae				ab	abc					
Retired	946	458	488	2	1	1	5	936	239	254	138	315	805	73	50	19	
	22%	22%	22%	*%	*%	*%	1%	58%	22%	19%	18%	29%	22%	21%	23%	15%	
								abcd				abc	d		d		
Other	74	31	43	6	7	8	14	38	5	17	8	43	57	8	7	1	
	2%	1%	2%	1%	1%	1%	2%	2%	*%	1%	1%	4%	2%	2%	3%	1%	
												abc			ad		
Prefer not to say	15	4	10	1	3	*	6	4	2	5	1	7	12	1	1	1	
	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	1%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 242

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S6. RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
In full time employment	2006	1772	233	750	1215	708	1256	275	347	332	708	2006	-
	47%	48%	39%	61%	41%	64%	40%	63%	61%	67%	64%	75%	-%
		b		b		b						b	
In part time employment	658	567	90	266	383	237	410	91	137	96	237	658	-
	15%	15%	15%	22%	13%	21%	13%	21%	24%	19%	21%	25%	-%
				b		b						b	
Unemployed	268	238	30	54	210	42	221	16	20	19	42	-	268
	6%	6%	5%	4%	7%	4%	7%	4%	4%	4%	4%	-%	17%
				a		a							a
A student	158	148	10	45	109	5	149	2	4	1	5	-	158
	4%	4%	2%	4%	4%	*%	5%	1%	1%	*%	*%	-%	10%
						a							a
Full-time responsibility for home/ family	171	146	25	95	73	92	75	49	50	37	92	-	171
	4%	4%	4%	8%	2%	8%	2%	11%	9%	7%	8%	-%	11%
				b		b							a
Retired	946	756	190	7	934	7	934	1	4	5	7	-	946
	22%	20%	32%	1%	31%	1%	30%	*%	1%	1%	1%	-%	61%
			a		a		a						a
Other	74	62	12	10	64	9	65	3	5	4	9	-	-
	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	-%	-%
				a									
Prefer not to say	15	11	3	4	9	2	10	-	2	1	2	-	-
	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	-%	-%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 242

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S6. RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
In full time employment	2006	1836	1727	278	169	2006	1750	1164	1159	308	1850	155	299	486	1221
	47%	52%	56%	23%	23%	47%	48%	50%	54%	57%	48%	38%	43%	48%	47%
		cde	acde			cd	f	f	aef	aef	f				
In part time employment	658	584	515	143	74	658	562	353	344	81	595	63	102	156	400
	15%	16%	17%	12%	10%	15%	15%	15%	16%	15%	15%	15%	15%	15%	16%
		cd	cd			cd									
Unemployed	268	212	174	94	56	268	189	104	97	26	209	59	70	75	124
	6%	6%	6%	8%	8%	6%	5%	4%	5%	5%	5%	15%	10%	7%	5%
												abcde	c	c	
A student	158	149	142	16	9	158	101	51	76	11	116	41	19	57	81
	4%	4%	5%	1%	1%	4%	3%	2%	4%	2%	3%	10%	3%	6%	3%
		cd	cd			cd						abcde		c	
Full-time responsibility for home/ family	171	135	114	57	36	171	139	63	70	8	147	24	29	45	97
	4%	4%	4%	5%	5%	4%	4%	3%	3%	2%	4%	6%	4%	4%	4%
												bd			
Retired	946	581	371	575	366	946	874	543	373	99	902	45	155	176	615
	22%	16%	12%	48%	50%	22%	24%	23%	17%	18%	23%	11%	22%	17%	24%
		b		abe	abe	ab	cf	cf	f	f	cf				b
Other	74	55	44	29	19	74	53	35	25	9	57	17	18	19	37
	2%	2%	1%	2%	3%	2%	1%	2%	1%	2%	1%	4%	3%	2%	1%
												abce			
Prefer not to say	15	8	8	6	6	15	11	4	6	-	13	2	4	7	4
	*%	*%	*%	1%	1%	*%	*%	*%	*%	-%	*%	*%	1%	1%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 243

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S7. URBANITY

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Large city	922	503	414	140	247	178	130	227	277	290	152	203	824	73	15	10	
	21%	24%	19%	27%	32%	26%	19%	14%	25%	22%	20%	18%	23%	21%	7%	8%	
		b		de	de	de			d				cd	cd			
Smaller city or large town	1096	532	556	151	221	205	180	338	228	361	193	314	968	51	42	36	
	26%	25%	26%	29%	28%	30%	26%	21%	21%	27%	25%	28%	27%	15%	19%	28%	
				e	e	e				a		a	bc			bc	
Medium town	858	394	461	102	145	135	153	324	222	247	142	246	712	78	45	23	
	20%	19%	21%	20%	19%	19%	22%	20%	20%	19%	19%	22%	20%	23%	21%	18%	
Small town	825	390	432	82	105	110	125	403	201	256	164	204	647	92	64	23	
	19%	19%	20%	16%	13%	16%	18%	25%	18%	19%	21%	18%	18%	27%	30%	18%	
								abcd						ad	ad		
Rural area	595	282	312	46	63	67	106	313	176	164	115	139	458	50	50	37	
	14%	13%	14%	9%	8%	10%	15%	20%	16%	12%	15%	13%	13%	15%	23%	29%	
							abc	abc							ab	ab	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 243

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S7. URBANITY

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Large city	922 21%	922 25% b	- -%	291 24%	613 20%	250 23%	654 21%	102 23%	125 22%	106 21%	250 23%	696 26% b	211 14%
Smaller city or large town	1096 26%	1096 30% b	- -%	345 28%	735 25%	316 29%	762 24%	126 29%	164 29%	143 29%	316 29%	680 26%	398 26%
Medium town	858 20%	858 23% b	- -%	264 21%	587 20%	239 22%	611 20%	97 22%	130 23%	100 20%	239 22%	507 19%	336 22%
Small town	825 19%	825 22% b	- -%	205 17%	610 20%	182 16%	633 20%	66 15%	89 16%	91 18%	182 16%	457 17%	343 22% a
Rural area	595 14%	- -%	595 100% a	125 10%	451 15% a	115 10%	460 15% a	44 10%	61 11%	54 11%	115 10%	324 12%	256 17% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 243

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S7. URBANITY

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Large city	922 21%	787 22%	702 23%	220 18%	135 18%	922 21%	812 22%	496 21%	550 26%	146 27%	844 22%	77 19%	117 17%	272 27%	532 21%
			c						abe					ac	
Smaller city or large town	1096 26%	889 25%	767 25%	329 27%	207 28%	1096 26%	931 25%	567 24%	514 24%	128 24%	986 25%	109 27%	173 25%	247 24%	677 26%
Medium town	858 20%	711 20%	629 20%	229 19%	147 20%	858 20%	715 19%	464 20%	408 19%	91 17%	767 20%	91 22%	138 20%	192 19%	528 21%
Small town	825 19%	688 19%	582 19%	243 20%	137 19%	825 19%	701 19%	427 18%	377 18%	102 19%	734 19%	91 22%	168 24%	183 18%	475 18%
													bc		
Rural area	595 14%	486 14%	417 13%	178 15%	109 15%	595 14%	518 14%	363 16%	301 14%	76 14%	558 14%	37 9%	101 14%	129 13%	365 14%
								f			f				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 244

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
North East and Cumbria	207	121	85	25	29	28	46	79	44	49	48	66	207	-	-	-	
	5%	6%	4%	5%	4%	4%	7%	5%	4%	4%	6%	6%	6%	-%	-%	-%	
													bcd				
North-West	515	244	272	56	96	74	95	194	125	151	90	150	515	-	-	-	
	12%	12%	12%	11%	12%	11%	14%	12%	11%	11%	12%	14%	14%	-%	-%	-%	
													bcd				
Yorkshire & Lincolnshire	400	216	184	60	79	59	47	155	95	106	80	118	400	-	-	-	
	9%	10%	8%	12%	10%	8%	7%	10%	9%	8%	10%	11%	11%	-%	-%	-%	
													bcd				
West Midlands	427	208	217	68	94	71	42	151	119	134	77	98	427	-	-	-	
	10%	10%	10%	13%	12%	10%	6%	9%	11%	10%	10%	9%	12%	-%	-%	-%	
				d	d								bcd				
East Midlands	175	91	84	30	38	21	35	52	38	55	28	54	175	-	-	-	
	4%	4%	4%	6%	5%	3%	5%	3%	3%	4%	4%	5%	5%	-%	-%	-%	
													bcd				
East	293	148	145	34	42	50	50	117	79	93	51	70	293	-	-	-	
	7%	7%	7%	6%	5%	7%	7%	7%	7%	7%	7%	6%	8%	-%	-%	-%	
													bcd				
West	148	65	83	15	33	10	21	68	40	47	26	34	148	-	-	-	
	3%	3%	4%	3%	4%	1%	3%	4%	4%	4%	3%	3%	4%	-%	-%	-%	
					c			c					bcd				
South	354	137	214	25	59	52	56	163	86	116	64	89	354	-	-	-	
	8%	7%	10%	5%	8%	8%	8%	10%	8%	9%	8%	8%	10%	-%	-%	-%	
			a					a					bcd				
South West	126	57	65	18	23	18	15	53	19	42	30	35	126	-	-	-	
	3%	3%	3%	3%	3%	3%	2%	3%	2%	3%	4%	3%	4%	-%	-%	-%	
											a		bcd				
South East	158	72	85	14	32	21	23	67	46	52	27	34	158	-	-	-	
	4%	3%	4%	3%	4%	3%	3%	4%	4%	4%	3%	3%	4%	-%	-%	-%	
													bcd				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 244

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
London	804	406	391	103	146	165	142	248	251	251	133	169	804	-	-	-	
	19%	19%	18%	20%	19%	24%	20%	15%	23%	19%	17%	15%	22%	-%	-%	-%	
						e			cd				bcd				
Wales	215	103	110	20	33	41	38	82	47	75	31	62	-	-	215	-	
	5%	5%	5%	4%	4%	6%	6%	5%	4%	6%	4%	6%	-%	-%	100%	-%	
															abd		
Scotland	344	170	174	37	57	55	58	136	88	107	57	92	-	344	-	-	
	8%	8%	8%	7%	7%	8%	8%	8%	8%	8%	7%	8%	-%	100%	-%	-%	
														acd			
Northern Ireland	129	62	67	15	22	26	26	40	29	41	24	35	-	-	-	129	
	3%	3%	3%	3%	3%	4%	4%	2%	3%	3%	3%	3%	-%	-%	-%	100%	
																abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 244

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
North East and Cumbria	207 5%	178 5%	28 5%	50 4%	155 5%	48 4%	157 5%	16 4%	21 4%	28 6%	48 4%	123 5%	79 5%
North-West	515 12%	465 13%	50 8%	157 13%	354 12%	140 13%	371 12%	59 14%	70 12%	62 12%	140 13%	315 12%	193 13%
Yorkshire & Lincolnshire	400 9%	345 9%	55 9%	97 8%	302 10%	87 8%	311 10%	38 9%	50 9%	34 7%	87 8%	227 9%	169 11%
West Midlands	427 10%	368 10%	59 10%	136 11%	287 10%	113 10%	310 10%	46 11%	56 10%	50 10%	113 10%	264 10%	154 10%
East Midlands	175 4%	158 4%	17 3%	52 4%	119 4%	50 5%	121 4%	16 4%	28 5%	24 5%	50 5%	110 4%	61 4%
East	293 7%	230 6%	63 11%	81 7%	190 6%	73 7%	198 6%	35 8%	35 6%	24 5%	73 7%	171 6%	115 7%
West	148 3%	114 3%	34 6%	34 3%	113 4%	27 2%	120 4%	12 3%	11 2%	12 2%	27 2%	76 3%	69 4%
South	354 8%	297 8%	57 10%	93 8%	256 9%	87 8%	262 8%	31 7%	51 9%	41 8%	87 8%	208 8%	135 9%
South West	126 3%	93 3%	34 6%	37 3%	88 3%	35 3%	90 3%	16 4%	19 3%	17 3%	35 3%	73 3%	51 3%
South East	158 4%	128 3%	30 5%	42 3%	114 4%	39 4%	116 4%	17 4%	23 4%	10 2%	39 4%	103 4%	52 3%
London	804 19%	773 21%	30 5%	266 22%	525 18%	244 22%	547 18%	84 19%	135 24%	114 23%	244 22%	574 22%	217 14%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 244

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Wales	215 5%	165 4%	50 8% a	67 5%	148 5%	59 5%	155 5%	23 5%	25 4%	30 6%	59 5%	127 5%	80 5%
Scotland	344 8%	294 8%	50 8%	74 6%	264 9% a	63 6%	274 9% a	25 6%	29 5%	28 6%	63 6%	207 8%	128 8%
Northern Ireland	129 3%	92 2%	37 6% a	45 4%	82 3%	38 3%	88 3%	17 4%	17 3%	18 4%	38 3%	84 3%	42 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 244

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
North East and Cumbria	207 5%	178 5%	158 5%	48 4%	29 4%	207 5%	184 5%	113 5%	100 5%	22 4%	189 5%	18 4%	22 3%	48 5%	136 5%
North-West	515 12%	418 12%	360 12%	155 13%	97 13%	515 12%	443 12%	249 11%	224 10%	64 12%	465 12%	50 12%	92 13%	119 12%	305 12%
Yorkshire & Lincolnshire	400 9%	327 9%	280 9%	120 10%	73 10%	400 9%	307 8%	200 9%	165 8%	35 6%	341 9%	59 15% abcde	101 15% bc	95 9%	204 8%
West Midlands	427 10%	347 10%	297 10%	130 11%	81 11%	427 10%	371 10%	261 11%	203 9%	49 9%	389 10%	38 9%	62 9%	97 10%	268 10%
East Midlands	175 4%	128 4%	115 4%	60 5%	47 6% ab	175 4%	145 4%	99 4%	81 4%	17 3%	157 4%	18 4%	21 3%	35 3%	118 5%
East	293 7%	258 7%	216 7%	77 6%	35 5%	293 7%	249 7%	156 7%	140 6%	49 9%	263 7%	30 7%	50 7%	61 6%	182 7%
West	148 3%	130 4%	108 3%	40 3%	18 2%	148 3%	118 3%	78 3%	69 3%	26 5%	130 3%	18 4%	34 5%	34 3%	80 3%
South	354 8%	298 8%	260 8%	95 8%	56 8%	354 8%	321 9%	201 9%	184 9%	43 8%	332 9%	23 6%	47 7%	73 7%	234 9%
South West	126 3%	104 3%	91 3%	35 3%	23 3%	126 3%	96 3%	76 3%	57 3%	16 3%	109 3%	17 4%	31 4% c	34 3%	61 2%
South East	158 4%	134 4%	120 4%	39 3%	24 3%	158 4%	135 4%	96 4%	86 4%	32 6%	148 4%	10 3%	28 4%	31 3%	99 4%
London	804 19%	673 19%	588 19%	215 18%	131 18%	804 19%	727 20% f	436 19% f	514 24% abef	112 21% f	754 19% f	50 12%	94 14%	244 24% ac	465 18%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S8. REGION/ NATION

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Wales	215 5%	171 5%	156 5%	59 5%	43 6%	215 5%	193 5%	126 5%	110 5%	29 5%	198 5%	17 4%	30 4%	49 5%	136 5%
Scotland	344 8%	290 8%	251 8%	93 8%	54 7%	344 8%	287 8%	161 7%	164 8%	40 7%	301 8%	43 10%	61 9%	75 7%	207 8%
Northern Ireland	129 3%	105 3%	97 3%	32 3%	24 3%	129 3%	103 3%	65 3%	53 2%	10 2%	113 3%	16 4%	22 3%	26 3%	81 3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 245

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S9. How would you describe your national identity?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
English	2754 64%	1328 63%	1412 65%	319 61%	522 67%	415 60%	428 62%	1069 67% c	699 63%	836 63%	523 68%	694 63%	2686 74% bcd	30 9% d	34 16% bd	4 3%	
Welsh	160 4%	76 4%	83 4%	14 3%	25 3%	28 4%	28 4%	65 4%	29 3%	59 4%	26 3%	47 4%	32 1%	1 *%	127 59% abd	- -%	
Scottish	306 7%	144 7%	162 7%	32 6%	47 6%	47 7%	53 8%	126 8%	67 6%	93 7%	62 8%	85 8%	44 1%	259 75% acd	2 1%	1 1%	
Northern Irish	67 2%	29 1%	38 2%	8 2%	14 2%	12 2%	11 2%	22 1%	17 1%	22 2%	11 1%	18 2%	3 *%	- -%	* *%	64 49% abc	
British	745 17%	378 18%	365 17%	92 18%	119 15%	143 21%	126 18%	265 16%	226 20% c	226 17%	99 13%	193 17%	641 18% b	36 10%	43 20% b	24 19% b	
Irish	55 1%	33 2%	22 1%	4 1%	8 1%	10 1%	14 2%	20 1%	14 1%	22 2%	6 1%	13 1%	23 1%	1 *%	- -%	30 24% abc	
Other	188 4%	100 5%	86 4%	47 9% bde	38 5% e	36 5% e	31 4%	35 2%	49 4%	50 4%	36 5%	52 5%	163 5%	14 4%	8 4%	3 2%	
Prefer not to say	21 *%	13 1%	7 *%	5 1%	6 1%	3 *%	3 *%	4 *%	5 *%	10 1%	2 *%	4 *%	15 *%	2 1%	* *%	3 2% ac	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 245

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S9. How would you describe your national identity?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
English	2754 64%	2331 63%	423 71% a	755 61%	1950 65%	689 63%	2014 65%	282 65%	368 65%	295 60%	689 63%	1684 63%	1012 66%
Welsh	160 4%	125 3%	35 6% a	46 4%	114 4%	41 4%	119 4%	18 4%	19 3%	19 4%	41 4%	93 4%	59 4%
Scottish	306 7%	264 7%	42 7%	69 6%	233 8%	58 5%	244 8%	16 4%	27 5%	30 6%	58 5%	182 7%	115 7%
Northern Irish	67 2%	50 1%	17 3%	28 2%	38 1%	24 2%	42 1%	11 2%	8 1%	13 3%	24 2%	50 2%	18 1%
British	745 17%	689 19% b	55 9%	243 20%	492 16%	217 20%	519 17%	78 18%	118 21%	105 21%	217 20%	480 18%	255 17%
Irish	55 1%	41 1%	14 2%	11 1%	43 1%	11 1%	44 1%	4 1%	5 1%	5 1%	11 1%	36 1%	18 1%
Other	188 4%	181 5% b	7 1%	71 6%	113 4%	58 5%	126 4%	25 6%	23 4%	24 5%	58 5%	125 5%	61 4%
Prefer not to say	21 *%	18 *%	2 *%	7 1%	12 *%	5 *%	13 *%	2 *%	3 *%	3 1%	5 *%	13 *%	6 *%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 245

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S9. How would you describe your national identity?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
English	2754 64%	2324 65% d	1999 65% d	755 63%	430 58%	2754 64% d	2386 65% f	1536 66% f	1376 64%	379 70% f	2522 65% f	232 57%	458 66%	615 60%	1681 65%
Welsh	160 4%	129 4%	117 4%	43 4%	31 4%	160 4%	142 4%	95 4%	82 4%	23 4%	146 4%	15 4%	28 4%	36 4%	95 4%
Scottish	306 7%	253 7%	223 7%	84 7%	53 7%	306 7%	251 7%	136 6%	131 6%	30 5%	263 7%	43 11% bcde	60 9%	79 8%	167 6%
Northern Irish	67 2%	59 2%	56 2%	12 1%	8 1%	67 2%	54 1%	34 1%	30 1%	6 1%	59 2%	8 2%	10 1%	16 2%	41 2%
British	745 17%	588 17%	522 17%	223 19%	157 21% ab	745 17%	659 18%	409 18%	420 20%	88 16%	685 18%	59 15%	103 15%	195 19%	446 17%
Irish	55 1%	38 1%	36 1%	19 2%	17 2%	55 1%	43 1%	29 1%	24 1%	8 1%	48 1%	7 2%	11 2%	10 1%	34 1%
Other	188 4%	154 4%	131 4%	57 5%	33 5%	188 4%	132 4%	71 3%	76 4%	9 2%	150 4%	38 9% abcde	19 3%	67 7% ac	102 4%
Prefer not to say	21 *%	14 *%	14 *%	7 1%	6 1%	21 *%	12 *%	9 *%	10 *%	1 *%	16 *%	5 1%	6 1%	4 *%	11 *%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 246

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
English/ Welsh/ Scottish/ Northern Irish/ British	3314	1566	1732	328	561	482	542	1402	827	999	619	867	2732	301	195	86
	77%	75%	80%	63%	72%	69%	78%	87%	75%	76%	81%	78%	76%	88%	91%	66%
			a		a		ac	abcd			a		d	ad	ad	
Irish	66	34	31	5	10	14	16	21	19	23	9	15	29	2	-	35
	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	1%	-%	27%
																abc
Gypsy, Traveller or Irish Traveller	2	2	*	1	*	1	-	-	-	-	2	*	2	-	*	-
	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%
Any other White background	134	67	67	25	27	29	26	27	46	31	21	35	120	8	4	1
	3%	3%	3%	5%	3%	4%	4%	2%	4%	2%	3%	3%	3%	2%	2%	1%
				e		e	e									
White and Black Caribbean	35	15	20	12	9	5	3	4	8	16	4	7	31	*	3	-
	1%	1%	1%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%	*%	2%	-%
				e											d	
White and Black African	32	14	18	4	10	9	5	3	9	16	4	4	27	3	1	*
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%
				e	e	e										
White and Asian	34	15	17	10	10	7	4	3	10	14	4	5	30	2	2	-
	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	-%
				e	e											
Any other mixed/ multiple ethnic background	44	24	20	12	17	6	5	5	12	14	12	6	42	1	1	*
	1%	1%	1%	2%	2%	1%	1%	*%	1%	1%	2%	1%	1%	*%	*%	*%
				e	e											

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OF COM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 246

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Indian	120 3%	72 3%	48 2%	18 3%	25 3%	28 4%	20 3%	29 2%	29 3%	33 2%	16 2%	42 4%	116 3%	2 1%	2 1%	- -%	
Pakistani	111 3%	65 3%	45 2%	27 5%	31 4%	25 4%	17 2%	10 1%	35 3%	37 3%	14 2%	24 2%	106 3%	5 1%	- -%	- -%	
Bangladeshi	28 1%	15 1%	13 1%	9 2%	7 1%	7 1%	1 *%	3 *%	11 1%	1 *%	5 1%	11 1%	27 1%	- -%	1 1%	- -%	
Chinese	21 *%	13 1%	8 *%	4 1%	3 *%	10 2%	- -%	3 *%	7 1%	12 1%	2 *%	- -%	19 1%	1 *%	* *%	* *%	
Any other Asian background	37 1%	15 1%	21 1%	8 2%	8 1%	10 2%	4 1%	6 *%	6 1%	19 1%	4 1%	8 1%	35 1%	* *%	1 1%	- -%	
Caribbean	47 1%	23 1%	24 1%	5 1%	13 2%	5 1%	6 1%	20 1%	13 1%	9 1%	4 1%	22 2%	47 1%	- -%	* *%	- -%	
African	79 2%	51 2%	28 1%	23 4%	15 2%	14 2%	18 3%	9 1%	23 2%	32 2%	16 2%	7 1%	76 2%	3 1%	- -%	* *%	
Any other Black/ African/ Caribbean background	16 *%	8 *%	8 *%	4 1%	- -%	4 1%	3 *%	5 *%	1 *%	5 *%	2 *%	8 1%	16 *%	- -%	- -%	- -%	
Arab	6 *%	5 *%	1 *%	4 1%	- -%	1 *%	2 *%	- -%	1 *%	1 *%	1 *%	4 *%	6 *%	1 *%	- -%	- -%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Any other ethnic background	17	8	9	2	2	4	3	5	4	4	4	5	14	1	2	*	
	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%	*%	1%	*%	
Prefer not to say	153	87	66	22	31	33	18	50	46	51	20	37	133	14	1	6	
	4%	4%	3%	4%	4%	5%	3%	3%	4%	4%	3%	3%	4%	4%	*%	4%	
													c	c		c	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 246

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
English/ Welsh/ Scottish/ Northern Irish/ British	3314 77%	2770 75%	544 91% a	849 69%	2430 81% a	785 71%	2492 80% a	314 72%	404 71%	354 72%	785 71%	1960 74%	1280 83% a
Irish	66 2%	49 1%	17 3%	18 1%	48 2%	15 1%	50 2%	6 1%	6 1%	7 2%	15 1%	48 2%	17 1%
Gypsy, Traveller or Irish Traveller	2 *%	2 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	2 *%	- -%
Any other White background	134 3%	127 3% b	7 1%	48 4%	84 3%	38 3%	94 3%	18 4%	19 3%	14 3%	38 3%	99 4% b	33 2%
White and Black Caribbean	35 1%	33 1%	2 *%	13 1%	22 1%	11 1%	23 1%	3 1%	3 1%	6 1%	11 1%	24 1%	10 1%
White and Black African	32 1%	32 1%	- -%	16 1%	16 1%	16 1%	16 1% b	9 2%	5 1%	7 1%	16 1%	28 1% b	2 *%
White and Asian	34 1%	33 1%	1 *%	11 1%	23 1%	7 1%	27 1%	1 *%	4 1%	4 1%	7 1%	27 1%	7 *%
Any other mixed/ multiple ethnic background	44 1%	43 1%	1 *%	15 1%	29 1%	10 1%	34 1%	4 1%	5 1%	3 1%	10 1%	36 1%	8 1%
Indian	120 3%	115 3% b	5 1%	51 4% b	59 2%	48 4% b	62 2%	14 3%	31 5%	26 5%	48 4%	83 3%	37 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 246

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Pakistani	111 3%	109 3% b	2 *%	62 5% b	46 2%	48 4% b	59 2%	26 6%	27 5%	16 3%	48 4%	81 3%	30 2%
Bangladeshi	28 1%	26 1%	1 *%	22 2% b	6 *%	17 2% b	11 *%	7 2%	11 2%	7 2%	17 2%	20 1%	8 1%
Chinese	21 *%	21 1%	- -%	3 *%	16 1%	3 *%	16 1%	3 1%	3 *%	1 *%	3 *%	14 1%	5 *%
Any other Asian background	37 1%	35 1%	1 *%	21 2% b	16 1%	17 2%	19 1%	8 2%	13 2%	3 1%	17 2%	25 1%	12 1%
Caribbean	47 1%	47 1%	- -%	14 1%	32 1%	13 1%	33 1%	- -%	9 2%	7 1%	13 1%	32 1%	14 1%
African	79 2%	78 2% b	1 *%	35 3% b	40 1%	26 2%	49 2%	12 3%	9 2%	13 3%	26 2%	64 2% b	15 1%
Any other Black/ African/ Caribbean background	16 *%	16 *%	- -%	5 *%	10 *%	4 *%	10 *%	1 *%	1 *%	3 1%	4 *%	7 *%	9 1%
Arab	6 *%	6 *%	- -%	1 *%	5 *%	- -%	5 *%	- -%	- -%	- -%	- -%	4 *%	2 *%
Any other ethnic background	17 *%	15 *%	1 *%	5 *%	12 *%	5 *%	12 *%	- -%	3 1%	2 *%	5 *%	12 *%	4 *%
Prefer not to say	153 4%	142 4%	11 2%	43 4%	103 3%	38 3%	108 3%	11 3%	16 3%	19 4%	38 3%	94 4%	51 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 246

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
English/ Welsh/ Scottish/ Northern Irish/ British	3314 77%	2791 78%	2397 77%	916 76%	522 71%	3314 77%	2876 78%	1847 80%	1654 77%	433 80%	3031 78%	282 69%	558 80%	731 71%	2025 79%
Irish	66 2%	51 1%	47 2%	19 2%	15 2%	66 2%	53 1%	36 2%	31 1%	10 2%	58 1%	8 2%	13 2%	9 1%	44 2%
Gypsy, Traveller or Irish Traveller	2 *%	2 *%	2 *%	- -%	- -%	2 *%	2 *%	1 *%	1 *%	- -%	2 *%	- -%	1 *%	- -%	1 *%
Any other White background	134 3%	119 3%	106 3%	28 2%	15 2%	134 3%	102 3%	59 3%	71 3%	18 3%	113 3%	21 5%	23 3%	46 5%	65 3%
White and Black Caribbean	35 1%	29 1%	23 1%	12 1%	6 1%	35 1%	30 1%	19 1%	21 1%	5 1%	31 1%	4 1%	4 1%	13 1%	18 1%
White and Black African	32 1%	26 1%	24 1%	8 1%	6 1%	32 1%	29 1%	17 1%	15 1%	2 *%	29 1%	3 1%	5 1%	9 1%	18 1%
White and Asian	34 1%	32 1%	29 1%	5 *%	2 *%	34 1%	25 1%	20 1%	21 1%	9 2%	28 1%	5 1%	5 1%	7 1%	21 1%
Any other mixed/ multiple ethnic background	44 1%	37 1%	33 1%	11 1%	8 1%	44 1%	38 1%	25 1%	19 1%	6 1%	39 1%	5 1%	8 1%	18 2%	18 1%
Indian	120 3%	86 2%	80 3%	40 3%	34 5%	120 3%	106 3%	65 3%	58 3%	14 3%	107 3%	13 3%	10 1%	23 2%	87 3%
Pakistani	111 3%	88 2%	83 3%	28 2%	23 3%	111 3%	94 3%	65 3%	68 3%	9 2%	99 3%	12 3%	5 1%	37 4%	69 3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 246

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S10. RESPONDENT'S ETHNICITY

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Bangladeshi	28 1%	23 1%	23 1%	5 *%	5 1%	28 1%	25 1%	16 1%	20 1%	3 1%	27 1%	* *%	3 *%	9 1%	15 1%
Chinese	21 *%	19 1%	18 1%	3 *%	2 *%	21 *%	14 *%	7 *%	14 1%	- -%	19 *%	2 1%	7 1%	7 1%	6 *%
Any other Asian background	37 1%	26 1%	25 1%	12 1%	10 1%	37 1%	26 1%	10 *%	14 1%	1 *%	30 1%	7 2% b	4 1%	10 1%	23 1%
Caribbean	47 1%	37 1%	33 1%	14 1%	11 1%	47 1%	41 1%	28 1%	18 1%	2 *%	42 1%	5 1%	10 1%	12 1%	25 1%
African	79 2%	76 2% cd	71 2% cd	8 1%	3 *%	79 2% d	62 2%	39 2%	48 2%	17 3%	65 2%	14 3%	8 1%	23 2%	49 2%
Any other Black/ African/ Caribbean background	16 *%	10 *%	5 *%	11 1% ab	6 1% b	16 *%	13 *%	6 *%	5 *%	- -%	13 *%	3 1%	1 *%	8 1%	7 *%
Arab	6 *%	6 *%	4 *%	2 *%	- -%	6 *%	5 *%	- -%	2 *%	- -%	5 *%	1 *%	- -%	5 *%	2 *%
Any other ethnic background	17 *%	12 *%	9 *%	7 1%	5 1%	17 *%	12 *%	5 *%	5 *%	* *%	14 *%	2 1%	2 *%	7 1%	8 *%
Prefer not to say	153 4%	92 3%	85 3%	68 6% abe	61 8% abe	153 4%	126 3%	54 2%	62 3%	12 2%	135 3%	18 5%	28 4%	48 5%	78 3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 247

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S11. RESPONDENT'S RELIGION, IF ANY

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
No religion	1726	851	862	266	419	325	292	424	423	550	322	429	1421	160	122	22	
	40%	41%	40%	51%	54%	47%	42%	26%	38%	42%	42%	39%	39%	47%	57%	17%	
				de	de	e	e						d	ad	abd		
Catholic	473	228	244	59	91	69	85	170	131	124	93	125	369	51	13	40	
	11%	11%	11%	11%	12%	10%	12%	11%	12%	9%	12%	11%	10%	15%	6%	31%	
													c	ac		abc	
Church of England/ Scotland/ Ireland	1118	510	609	48	93	119	162	697	289	338	191	300	965	80	42	32	
	26%	24%	28%	9%	12%	17%	23%	43%	26%	26%	25%	27%	27%	23%	20%	24%	
						a	ab	abcd					c				
Other Christian	332	168	163	37	51	59	52	133	87	105	56	84	265	20	26	21	
	8%	8%	7%	7%	7%	9%	7%	8%	8%	8%	7%	8%	7%	6%	12%	16%	
														ab	ab		
Buddhist	9	5	3	3	2	2	*	1	3	1	3	1	8	-	1	-	
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	
Hindu	64	35	29	13	8	15	8	20	15	18	7	24	61	2	1	-	
	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	*%	-%	
													d				
Jewish	40	17	23	3	3	4	3	27	16	12	4	7	39	1	-	-	
	1%	1%	1%	*%	*%	1%	*%	2%	1%	1%	1%	1%	1%	*%	-%	-%	
Muslim	205	121	84	49	55	43	35	23	56	62	31	56	197	6	2	*	
	5%	6%	4%	9%	7%	6%	5%	1%	5%	5%	4%	5%	5%	2%	1%	*%	
		b		e	e	e	e						bcd				
Sikh	27	16	11	3	6	8	5	5	6	8	7	6	27	-	-	-	
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	-%	-%	
Any other religion	52	23	27	7	9	3	8	25	11	15	6	20	43	2	3	4	
	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%	
															a		
Prefer not to say	250	128	123	34	43	48	45	80	67	84	45	54	214	21	5	11	
	6%	6%	6%	7%	6%	7%	7%	5%	6%	6%	6%	5%	6%	6%	2%	8%	
													c	c		c	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 247

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S11. RESPONDENT'S RELIGION, IF ANY

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
No religion	1726 40%	1482 40%	243 41%	530 43%	1163 39%	475 43%	1218 39%	205 47%	244 43%	197 40%	475 43%	1186 45% b	498 32%
Catholic	473 11%	421 11%	52 9%	138 11%	331 11%	127 11%	343 11%	49 11%	60 10%	62 13%	127 11%	325 12% b	145 9%
Church of England/ Scotland/ Ireland	1118 26%	911 25%	208 35% a	211 17%	899 30% a	202 18%	908 29% a	70 16%	95 17%	98 20%	202 18%	535 20%	556 36% a
Other Christian	332 8%	285 8%	46 8%	113 9%	215 7%	99 9%	229 7%	28 7%	57 10%	48 10%	99 9%	196 7%	133 9%
Buddhist	9 *%	7 *%	1 *%	3 *%	6 *%	2 *%	6 *%	- -%	2 *%	* *%	2 *%	5 *%	3 *%
Hindu	64 1%	61 2%	3 1%	24 2%	38 1%	20 2%	41 1%	10 2%	14 2%	8 2%	20 2%	38 1%	26 2%
Jewish	40 1%	38 1%	1 *%	7 1%	33 1%	7 1%	33 1%	4 1%	5 1%	2 *%	7 1%	22 1%	17 1%
Muslim	205 5%	203 5% b	3 *%	108 9% b	92 3%	87 8% b	112 4%	40 9%	52 9%	34 7%	87 8%	150 6% b	54 3%
Sikh	27 1%	25 1%	2 *%	12 1%	10 *%	12 1% b	10 *%	4 1%	7 1%	7 1%	12 1%	22 1%	5 *%
Any other religion	52 1%	42 1%	10 2%	8 1%	43 1%	7 1%	44 1%	7 2%	2 *%	1 *%	7 1%	22 1%	27 2%
Prefer not to say	250 6%	225 6%	26 4%	77 6%	165 6%	65 6%	176 6%	18 4%	31 5%	37 7%	65 6%	161 6%	80 5%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 247

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

S11. RESPONDENT'S RELIGION, IF ANY

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
No religion	1726 40%	1526 43% cd	1371 44% cde	354 30%	200 27%	1726 40% cd	1438 39%	879 38%	905 42%	246 45% b	1528 39%	198 49% abe	304 44%	417 41%	1005 39%
Catholic	473 11%	417 12% d	362 12% d	111 9%	56 8%	473 11%	414 11%	270 12%	240 11%	68 12%	433 11%	40 10%	59 9%	128 13%	286 11%
Church of England/ Scotland/ Ireland	1118 26%	862 24%	689 22%	430 36% abe	256 35% abe	1118 26% b	1012 28% f	674 29% cf	535 25% f	128 24% f	1055 27% f	64 16%	176 25%	211 21%	731 28% b
Other Christian	332 8%	273 8%	235 8%	96 8%	58 8%	332 8%	280 8%	194 8%	178 8%	43 8%	301 8%	30 7%	51 7%	82 8%	198 8%
Buddhist	9 *%	8 *%	8 *%	1 *%	1 *%	9 *%	7 *%	5 *%	4 *%	3 1%	7 *%	2 *%	1 *%	1 *%	6 *%
Hindu	64 1%	42 1%	37 1%	27 2%	21 3% ab	64 1%	50 1%	30 1%	24 1%	6 1%	53 1%	11 3%	12 2%	15 1%	37 1%
Jewish	40 1%	35 1%	29 1%	11 1%	5 1%	40 1%	37 1%	25 1%	20 1%	8 1%	37 1%	2 1%	8 1%	9 1%	23 1%
Muslim	205 5%	160 4%	149 5%	57 5%	45 6%	205 5%	172 5%	105 5%	107 5%	13 2%	186 5%	19 5%	20 3%	71 7% ac	114 4%
Sikh	27 1%	20 1%	20 1%	7 1%	7 1%	27 1%	27 1%	18 1%	16 1%	3 1%	27 1%	- -%	- -%	3 *%	24 1%
Any other religion	52 1%	40 1%	35 1%	16 1%	12 2%	52 1%	33 1%	17 1%	12 1%	3 1%	39 1%	12 3% abce	22 3% c	15 1%	15 1%
Prefer not to say	250 6%	177 5%	162 5%	89 7% a	73 10% abe	250 6%	209 6%	100 4%	110 5%	22 4%	222 6%	28 7%	42 6%	70 7%	138 5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 248

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
1	886 21%	452 21%	431 20%	58 11%	114 15%	68 10%	99 14%	547 34%	152 14%	279 21%	95 12%	361 33%	719 20%	95 28%	52 24%	21 16%	
					c			abcd		ac		abc		ad	d		
2	1520 35%	741 35%	775 36%	100 19%	223 29%	156 22%	206 30%	835 52%	428 39%	459 35%	276 36%	355 32%	1278 35%	128 37%	68 32%	45 35%	
					a			abcd	d								
3	824 19%	375 18%	446 21%	145 28%	205 26%	156 23%	169 24%	149 9%	213 19%	262 20%	167 22%	181 16%	685 19%	66 19%	44 21%	29 23%	
				e	e	e	e				d						
4	715 17%	385 18%	326 15%	132 25%	159 20%	211 30%	154 22%	59 4%	226 20%	210 16%	156 20%	124 11%	618 17%	38 11%	35 16%	25 19%	
		b		e	e	bde	e		d	d	d		b			b	
5+	350 8%	148 7%	198 9%	85 16%	81 10%	103 15%	67 10%	15 1%	87 8%	107 8%	71 9%	86 8%	308 9%	17 5%	16 8%	9 7%	
				bde	e	e	e						b				
Answered	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Mean number of people	2.6	2.6	2.6	3.2	2.9	3.3	2.9	1.9	2.7	2.6	2.8	2.4	2.6	2.3	2.5	2.7	
				bde	e	bde	e		d	d	bd		b		b	b	
Standard deviation	1.46	1.29	1.61	1.38	1.33	1.38	1.26	1.37	1.25	1.31	1.28	1.87	1.50	1.20	1.32	1.22	
Standard error	.02	.03	.03	.06	.05	.05	.05	.03	.04	.04	.04	.05	.03	.05	.06	.06	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 248

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
1	886 21%	781 21%	106 18%	- -%	886 30% a	- -%	886 28% a	- -%	- -%	- -%	- -%	370 14%	481 31% a
2	1520 35%	1243 34%	277 46% a	100 8%	1383 46% a	92 8%	1391 45% a	32 7%	30 5%	31 6%	92 8%	853 32%	638 41% a
3	824 19%	727 20%	98 16%	376 31% b	437 15%	352 32% b	459 15% b	135 31%	132 23%	123 25%	352 32% b	624 23% b	186 12%
4	715 17%	633 17%	83 14%	492 40% b	212 7%	442 40% b	261 8% b	168 39%	254 45%	209 42%	442 40%	566 21% b	141 9%
5+	350 8%	317 9%	33 5%	262 21% b	78 3%	217 20% b	124 4% b	102 23%	154 27% d	131 26% d	217 20%	250 9% b	98 6%
Answered	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Mean number of people	2.6	2.6 b	2.4	3.8 b	2.1	3.8 b	2.2 b	3.9	4.1 d	4.0 d	3.8	2.9 b	2.2
Standard deviation	1.46	1.51	1.16	1.11	1.28	1.07	1.35	1.14	1.12	1.16	1.07	1.53	1.26
Standard error	.02	.02	.04	.03	.02	.03	.02	.05	.05	.05	.03	.03	.03

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 248

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
1	886 21%	585 16%	435 14%	451 38% abe	301 41% abe	886 21% ab	712 19% c	447 19% c	307 14%	109 20% c	769 20% c	117 29% abcde	178 26% bc	191 19%	518 20%
2	1520 35%	1256 35%	1034 33%	486 41% abe	264 36%	1520 35%	1344 37% f	850 37% f	773 36% f	181 33%	1404 36% f	115 28%	241 35%	323 32%	955 37% b
3	824 19%	751 21% cd	703 23% cde	121 10%	73 10%	824 19% cd	696 19%	455 20%	466 22%	115 21%	748 19%	76 19%	116 17%	229 22% a	480 19%
4	715 17%	645 18% cd	618 20% cde	97 8%	70 10%	715 17% cd	625 17%	384 17%	411 19%	97 18%	653 17%	62 15%	121 17%	183 18%	412 16%
5+	350 8%	324 9% cd	307 10% cd	44 4%	26 4%	350 8% cd	300 8%	180 8%	192 9%	41 8%	314 8%	36 9%	41 6%	97 9%	213 8%
Answered	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mean number of people	2.6	2.7 cde	2.8 acde	2.0	2.0	2.6 cd	2.6	2.6	2.8 abef	2.6	2.6	2.5	2.5	2.8 ac	2.6
Standard deviation	1.46	1.49	1.52	1.10	1.15	1.46	1.48	1.30	1.28	1.29	1.47	1.42	1.27	1.91	1.30
Standard error	.02	.03	.03	.03	.04	.02	.02	.03	.03	.06	.02	.07	.05	.06	.03

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 250

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G4. Do any children aged under 16 live in your household?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Yes, aged 0-2	250 6%	108 5%	141 7%	39 8% de	131 17% acde	62 9% de	13 2% e	4 *%	68 6%	78 6%	55 7%	50 4%	209 6%	17 5%	13 6%	11 8%	
Yes, aged 3-4	284 7%	136 6%	148 7%	21 4% e	140 18% ade	108 15% ade	14 2% e	2 *%	88 8% d	83 6%	62 8% d	51 5%	243 7%	15 4%	15 7%	10 8%	
Yes, aged 5-10	603 14%	256 12%	347 16% a	37 7% e	175 22% ade	273 39% abde	103 15% ae	15 1%	185 17% bd	163 12%	121 16%	134 12%	527 15% b	32 9%	26 12%	19 15% b	
Yes, aged 11-15	579 13%	258 12%	320 15%	76 15% be	63 8% e	213 31% abe	190 27% abe	38 2%	171 15% d	165 13%	128 17% d	114 10%	486 13%	34 10%	36 17% b	23 18% b	
ANY CHILDREN AGED UNDER 16	1230 29%	545 26%	684 31% a	149 29% e	348 45% ade	436 63% abde	246 35% e	51 3%	366 33% bd	357 27%	255 33% bd	252 23%	1045 29% b	74 22%	67 31% b	45 35% b	
No children aged under 16	2996 70%	1514 72% b	1466 67%	361 69% bc	412 53% c	246 35%	436 63% bc	1540 96% abcd	721 65%	939 71% ac	498 65%	838 76% ac	2503 69%	264 77% acd	148 69%	82 63%	
Don't know	19 *%	8 *%	10 *%	5 1%	8 1%	2 *%	* *%	4 *%	4 *%	6 *%	5 1%	4 *%	16 *%	1 *%	- -%	1 1%	
Prefer not to say	50 1%	34 2%	16 1%	5 1%	13 2%	10 1%	12 2%	10 1%	14 1%	16 1%	7 1%	11 1%	44 1%	5 1%	- -%	2 1%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 250

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G4. Do any children aged under 16 live in your household?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Yes, aged 0-2	250 6%	229 6%	21 4%	250 20% b	- -%	233 21% b	16 1%	233 53% bcd	69 12% c	23 5%	233 21% bc	205 8% b	44 3%
Yes, aged 3-4	284 7%	254 7%	30 5%	284 23% b	- -%	270 25% b	13 *%	270 62% bcd	127 22% c	35 7%	270 25% c	240 9% b	41 3%
Yes, aged 5-10	603 14%	539 15%	64 11%	603 49% b	- -%	569 52% b	34 1%	174 40% acd	569 100% acd	200 41%	569 52% ac	506 19% b	89 6%
Yes, aged 11-15	579 13%	519 14%	60 10%	579 47% b	- -%	494 45% b	84 3%	53 12% a	200 35% abd	494 100% abd	494 45% ab	470 18% b	104 7%
ANY CHILDREN AGED UNDER 16	1230 29%	1106 30% b	125 21%	1230 100% b	- -%	1102 100% b	124 4%	436 100%	569 100%	494 100%	1102 100%	1016 38% b	200 13%
No children aged under 16	2996 70%	2545 69%	451 76% a	- -%	2996 100% a	- -%	2996 96% a	- -%	- -%	- -%	- -%	1598 60%	1325 86% a
Don't know	19 *%	14 *%	5 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	16 1%	3 *%
Prefer not to say	50 1%	36 1%	14 2% a	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	33 1%	16 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 250

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G4. Do any children aged under 16 live in your household?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Yes, aged 0-2	250 6%	237 7% cd	228 7% cd	21 2%	13 2%	250 6% cd	213 6%	135 6%	148 7%	39 7%	227 6%	23 6%	42 6%	58 6%	150 6%
Yes, aged 3-4	284 7%	262 7% cd	246 8% cd	38 3%	23 3%	284 7% cd	248 7%	163 7%	179 8%	38 7%	265 7%	19 5%	43 6%	78 8%	163 6%
Yes, aged 5-10	603 14%	553 16% cd	539 17% cde	64 5%	50 7%	603 14% cd	514 14%	341 15%	361 17%	73 13%	554 14%	50 12%	84 12%	147 14%	372 14%
Yes, aged 11-15	579 13%	532 15% cd	508 16% cde	71 6%	47 6%	579 13% cd	496 13%	316 14%	349 16%	83 15%	525 14%	54 13%	79 11%	148 14%	353 14%
ANY CHILDREN AGED UNDER 16	1230 29%	1138 32% cde	1088 35% cde	142 12%	92 13%	1230 29% cd	1052 29%	685 30%	748 35% abef	176 32%	1119 29%	111 27%	172 25%	310 30%	748 29%
No children aged under 16	2996 70%	2367 66%	1959 63%	1037 87% abe	629 86% abe	2996 70% ab	2579 70% c	1602 69% c	1373 64%	355 65%	2717 70% c	280 69%	512 74%	690 68%	1794 70%
Don't know	19 *%	18 1%	16 1%	2 *%	* *%	19 *%	15 *%	12 1%	11 1%	4 1%	16 *%	2 1%	2 *%	3 *%	13 1%
Prefer not to say	50 1%	37 1%	33 1%	17 1%	13 2%	50 1%	33 1%	18 1%	17 1%	9 2%	37 1%	13 3%	9 1%	18 2%	22 1%

abce

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Base : Those in a household with any children aged under 16

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	~e	a	b	c	d	a	b	c	d	
Unweighted total	1233	531	699	175	312	511	187	48	307	352	300	274	781	129	166	157	
Effective Weighted Sample	962	435	525	138	248	410	154	40	251	269	243	213	734	123	158	152	
Total	1230	545	684	149	348	436	246	51	366	357	255	252	1045	74	67	45	
Yes	1102	486	616	61	324	428	242	**	335	322	222	222	942	63	59	38	
	90%	89%	90%	41%	93%	98%	99%	**	92%	90%	87%	88%	90%	85%	88%	86%	
No	124	56	67	86	24	8	4	**	31	34	31	28	101	10	7	6	
	10%	10%	10%	58%	7%	2%	1%	**	8%	10%	12%	11%	10%	14%	11%	14%	
				bcd	c												
Prefer not to say	4	3	-	1	1	1	-	**	-	*	1	2	2	1	*	*	
	*%	1%	-%	1%	*%	*%	-%	**	-%	*%	1%	1%	*%	1%	1%	1%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Base : Those in a household with any children aged under 16

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO ~b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	1233	1072	161	1233	-	1081	147	439	549	488	1081	961	255
Effective Weighted Sample	962	855	109	962	-	847	115	345	441	375	847	761	198
Total	1230	1106	125	1230	-	1102	124	436	569	494	1102	1016	200
Yes	1102	987	115	1102	**	1102	-	436	569	494	1102	945	146
	90%	89%	92%	90%	**	100%	-%	100%	100%	100%	100%	93%	73%
						b						b	
No	124	115	9	124	**	-	124	-	-	-	-	68	54
	10%	10%	7%	10%	**	-%	100%	-%	-%	-%	-%	7%	27%
						a							a
Prefer not to say	4	3	*	4	**	-	-	-	-	-	-	3	-
	*%	*%	*%	*%	**	-%	-%	-%	-%	-%	-%	*%	-%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

Base : Those in a household with any children aged under 16

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE ~d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	1233	1136	1087	146	97	1233	1035	655	708	154	1105	128	177	321	735
Effective Weighted Sample	962	887	848	114	76	962	813	526	567	126	867	96	141	250	572
Total	1230	1138	1088	142	92	1230	1052	685	748	176	1119	111	172	310	748
Yes	1102	1014	968	135	**	1102	947	623	667	162	1008	94	161	267	674
	90%	89%	89%	95%	**	90%	90%	91%	89%	92%	90%	85%	94%	86%	90%
No	124	121	118	7	**	124	102	60	78	14	108	16	10	42	72
	10%	11%	11%	5%	**	10%	10%	9%	10%	8%	10%	15%	6%	14%	10%
Prefer not to say	4	3	2	1	**	4	3	2	3	-	3	1	1	1	2
	*%	*%	*%	1%	**	*%	*%	*%	*%	-%	*%	1%	1%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 252

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Your husband/ wife/ partner	2413	1192	1217	103	423	469	475	943	726	724	478	485	2033	180	120	79	
	56%	57%	56%	20%	54%	68%	68%	59%	66%	55%	62%	44%	56%	52%	56%	61%	
					a	abe	abe	a	bd	d	bd					b	
Your parent/ parents	501	282	214	258	130	68	34	11	129	158	100	112	433	33	18	16	
	12%	13%	10%	50%	17%	10%	5%	1%	12%	12%	13%	10%	12%	10%	8%	13%	
		b		bcde	cde	de	e										
Your child/ children aged 16 or over	586	248	338	12	56	117	208	193	169	169	124	124	489	44	34	18	
	14%	12%	16%	2%	7%	17%	30%	12%	15%	13%	16%	11%	14%	13%	16%	14%	
			a		a	abe	abce	ab			d						
Your brother/s or sister/s	217	113	99	133	53	15	9	7	53	80	44	40	189	11	8	9	
	5%	5%	5%	25%	7%	2%	1%	1%	5%	6%	6%	4%	5%	3%	4%	7%	
				bcde	cde	e										b	
Any other relatives of yours	85	46	37	23	30	9	3	20	20	21	18	25	75	5	3	2	
	2%	2%	2%	4%	4%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	1%	
				cde	cde												
Your friend/s or housemates	92	55	33	39	20	15	7	10	17	47	13	16	80	7	4	2	
	2%	3%	2%	8%	3%	2%	1%	1%	2%	4%	2%	1%	2%	2%	2%	1%	
				bcde	e	e				ad							
Any other adults aged 16 or over	94	45	49	15	20	10	21	28	19	33	20	22	78	7	7	1	
	2%	2%	2%	3%	3%	1%	3%	2%	2%	3%	3%	2%	2%	2%	3%	1%	
None of these	1043	494	545	77	164	111	129	563	176	316	121	429	851	107	59	26	
	24%	24%	25%	15%	21%	16%	19%	35%	16%	24%	16%	39%	24%	31%	28%	20%	
								abcd		ac		abc		ad	d		
Prefer not to say	38	19	19	10	10	5	7	6	8	12	8	10	34	1	2	1	
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
				e										*			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 252

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Your husband/ wife/ partner	2413 56%	2025 55%	388 65% a	880 71% b	1499 50%	859 78% b	1519 49%	349 80%	451 79%	379 77%	859 78%	1638 62% b	743 48%
Your parent/ parents	501 12%	443 12%	58 10%	167 14%	326 11%	81 7%	410 13% a	38 9%	39 7%	31 6%	81 7%	338 13%	155 10%
Your child/ children aged 16 or over	586 14%	508 14%	78 13%	245 20% b	338 11%	232 21% b	351 11%	53 12%	102 18%	140 28% abd	232 21% a	428 16% b	150 10%
Your brother/s or sister/s	217 5%	198 5%	20 3%	61 5%	152 5%	20 2%	193 6% a	8 2%	8 1%	12 2%	20 2%	139 5%	77 5%
Any other relatives of yours	85 2%	78 2%	7 1%	23 2%	59 2%	17 2%	65 2%	9 2%	7 1%	7 1%	17 2%	51 2%	27 2%
Your friend/s or housemates	92 2%	88 2%	4 1%	12 1%	78 3% a	10 1%	81 3% a	5 1%	2 *%	4 1%	10 1%	60 2%	32 2%
Any other adults aged 16 or over	94 2%	85 2%	9 2%	24 2%	69 2%	19 2%	74 2%	7 2%	9 2%	11 2%	19 2%	60 2%	30 2%
None of these	1043 24%	925 25%	119 20%	119 10% a	919 31% a	118 11%	920 29% a	44 10%	64 11%	57 12%	118 11%	480 18%	528 34% a
Prefer not to say	38 1%	35 1%	3 1%	8 1%	13 *%	5 *%	14 *%	4 1%	1 *%	* *%	5 *%	27 1%	9 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 252

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G5A. Which of these people aged 16 or over do you usually share your home with?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Your husband/ wife/ partner	2413	2073	1822	591	340	2413	2164	1369	1336	312	2246	166	354	530	1529
	56%	58%	59%	49%	46%	56%	59%	59%	62%	57%	58%	41%	51%	52%	59%
		cd	cd			cd	f	f	ef	f	f				ab
Your parent/ parents	501	458	432	69	43	501	419	254	269	71	442	58	71	161	269
	12%	13%	14%	6%	6%	12%	11%	11%	13%	13%	11%	14%	10%	16%	10%
		cd	cde			cd								ac	
Your child/ children aged 16 or over	586	529	487	99	57	586	524	334	313	70	544	43	101	138	348
	14%	15%	16%	8%	8%	14%	14%	14%	15%	13%	14%	10%	14%	13%	14%
		cd	cd			cd									
Your brother/s or sister/s	217	201	193	24	16	217	175	106	114	29	189	28	27	71	119
	5%	6%	6%	2%	2%	5%	5%	5%	5%	5%	5%	7%	4%	7%	5%
		cd	cd			cd									
Any other relatives of yours	85	72	69	16	12	85	64	38	35	6	68	17	11	22	51
	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	4%	2%	2%	2%
												abcde			
Your friend/s or housemates	92	87	81	11	5	92	67	43	54	10	80	12	15	33	44
	2%	2%	3%	1%	1%	2%	2%	2%	3%	2%	2%	3%	2%	3%	2%
		cd	cd												
Any other adults aged 16 or over	94	84	77	16	10	94	76	53	47	13	81	13	12	27	55
	2%	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%
None of these	1043	722	563	480	322	1043	831	514	377	129	906	137	214	235	595
	24%	20%	18%	40%	44%	24%	23%	22%	18%	24%	23%	34%	31%	23%	23%
				abe	abe	ab	c	c		c	c	abcde	bc		
Prefer not to say	38	32	29	9	6	38	32	19	19	8	36	2	5	6	27
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 253

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
I have no formal qualifications (and I am not still studying)	410 10%	189 9%	220 10%	25 5%	24 3%	30 4%	51 7%	280 17%	20 2%	41 3%	69 9%	280 25%	326 9%	33 10%	34 16%	17 13%	
							b	abcd			ab	abc			ab	a	
Entry level qualification such as ESOL, ELC or Skills for Life	50 1%	25 1%	25 1%	6 1%	17 2%	8 1%	3 *%	15 1%	5 *%	6 *%	10 1%	29 3%	43 1%	3 1%	1 1%	2 2%	
												ab					
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	411 10%	192 9%	216 10%	48 9%	59 8%	60 9%	92 13%	152 9%	41 4%	92 7%	98 13%	179 16%	350 10%	33 10%	16 8%	12 9%	
							b			a	ab	ab					
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	687 16%	345 16%	338 16%	112 22%	101 13%	110 16%	115 17%	249 15%	105 9%	217 16%	154 20%	212 19%	591 16%	45 13%	37 17%	15 11%	
				be						a	a	a	d				
Level 1-2 vocational qualification or intermediate apprenticeship	266 6%	147 7%	120 5%	25 5%	51 7%	48 7%	43 6%	99 6%	24 2%	71 5%	91 12%	80 7%	229 6%	15 4%	16 7%	6 5%	
										a	abd	a					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 253

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	424	216	205	97	75	59	60	133	89	181	66	88	354	39	21	10	
	10%	10%	9%	19%	10%	8%	9%	8%	8%	14%	9%	8%	10%	11%	10%	8%	
				bcde						acd							
Level 3 vocational qualification or advanced apprenticeship	264	119	144	21	40	41	55	107	28	95	83	58	232	11	13	8	
	6%	6%	7%	4%	5%	6%	8%	7%	3%	7%	11%	5%	6%	3%	6%	7%	
										a	abd	a	b				
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	307	156	151	26	61	51	53	116	88	114	55	50	248	43	11	5	
	7%	7%	7%	5%	8%	7%	8%	7%	8%	9%	7%	5%	7%	12%	5%	4%	
									d	d				acd			
Level 4-5 vocational qualification or higher apprenticeship	137	65	71	8	20	19	26	64	41	49	34	12	122	7	3	5	
	3%	3%	3%	2%	3%	3%	4%	4%	4%	4%	4%	1%	3%	2%	1%	4%	
									d	d	d						
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	788	367	418	76	201	166	111	234	372	294	62	59	646	71	43	27	
	18%	17%	19%	15%	26%	24%	16%	15%	34%	22%	8%	5%	18%	21%	20%	21%	
					ade	ade			bcd	cd							

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Level 6 vocational qualification or degree apprenticeship	43	24	19	1	10	5	5	23	19	16	3	4	37	3	1	2	
	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	*%	*%	1%	1%	*%	1%	
									d								
University higher degree (e.g. Masters, PhD or equivalent)	405	203	202	41	103	85	68	108	260	105	23	17	347	30	14	14	
	9%	10%	9%	8%	13%	12%	10%	7%	23%	8%	3%	2%	10%	9%	7%	11%	
					ae	e			bcd	cd							
Still studying/ still at school	30	13	16	22	5	2	-	1	5	16	4	5	22	5	1	2	
	1%	1%	1%	4%	1%	*%	-%	*%	*%	1%	1%	*%	1%	1%	*%	1%	
				bcde													
Prefer not to say	64	35	29	8	12	11	11	22	8	17	12	25	53	4	3	4	
	1%	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	3%	
Don't know	10	7	3	4	2	*	1	4	-	3	1	6	7	2	*	*	
	*%	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	1%	*%	1%	*%	*%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 253

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
I have no formal qualifications (and I am not still studying)	410 10%	349 9%	61 10%	63 5%	344 11% a	58 5%	349 11% a	20 5%	24 4%	33 7%	58 5%	106 4%	284 18% a
Entry level qualification such as ESOL, ELC or Skills for Life	50 1%	44 1%	6 1%	23 2%	26 1%	19 2%	29 1%	6 1%	12 2%	9 2%	19 2%	27 1%	23 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	411 10%	353 10%	58 10%	106 9%	296 10%	94 9%	308 10%	39 9%	43 8%	45 9%	94 9%	245 9%	158 10%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	687 16%	579 16%	108 18%	188 15%	493 16%	156 14%	524 17%	66 15%	75 13%	74 15%	156 14%	389 15%	280 18% a
Level 1-2 vocational qualification or intermediate apprenticeship	266 6%	230 6%	36 6%	87 7%	178 6%	78 7%	187 6%	24 6%	55 10%	34 7%	78 7%	173 7%	87 6%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 253

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	424 10%	366 10%	58 10%	112 9%	303 10%	101 9%	314 10%	41 9%	53 9%	42 9%	101 9%	271 10%	145 9%
Level 3 vocational qualification or advanced apprenticeship	264 6%	226 6%	39 7%	83 7%	180 6%	74 7%	189 6%	34 8%	33 6%	33 7%	74 7%	170 6%	90 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	307 7%	262 7%	45 8%	107 9%	199 7%	97 9%	209 7%	32 7%	46 8%	48 10%	97 9%	209 8%	97 6%
Level 4-5 vocational qualification or higher apprenticeship	137 3%	104 3%	33 5% a	32 3%	101 3%	31 3%	101 3%	9 2%	20 4%	14 3%	31 3%	86 3%	44 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	788 18%	690 19%	97 16%	251 20%	523 17%	244 22% b	530 17%	92 21%	128 22%	103 21%	244 22%	596 22% b	187 12%
Level 6 vocational qualification or degree apprenticeship	43 1%	37 1%	5 1%	9 1%	34 1%	8 1%	35 1%	6 1%	4 1%	- -%	8 1%	21 1%	20 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
University higher degree (e.g. Masters, PhD or equivalent)	405 9%	368 10% b	37 6%	135 11%	264 9%	121 11%	278 9%	58 13%	64 11%	47 10%	121 11%	327 12% b	73 5%
Still studying/ still at school	30 1%	26 1%	3 1%	14 1%	14 *%	5 *%	24 1%	1 *%	5 1%	3 1%	5 *%	7 *%	22 1% a
Prefer not to say	64 1%	56 2%	8 1%	17 1%	35 1%	12 1%	38 1%	5 1%	5 1%	7 1%	12 1%	34 1%	25 2%
Don't know	10 *%	10 *%	- -%	3 *%	6 *%	3 *%	6 *%	2 *%	3 *%	- -%	3 *%	2 *%	8 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	VOD USERS				TOTAL	BBC CONTENT IN LAST 3 MONTHS				BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d		TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
I have no formal qualifications (and I am not still studying)	410 10%	186 5%	139 4%	270 23% abe	223 30% abce	410 10% ab	346 9% bcd	165 7% cd	72 3%	15 3%	357 9% cd	53 13% bcd	72 10%	98 10%	240 9%
Entry level qualification such as ESOL, ELC or Skills for Life	50 1%	34 1%	29 1%	21 2%	16 2%	50 1%	44 1%	23 1%	21 1%	4 1%	47 1%	3 1%	6 1%	18 2%	26 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	411 10%	348 10%	300 10%	111 9%	63 9%	411 10%	340 9%	216 9%	184 9%	42 8%	364 9%	47 12%	80 12%	97 9%	233 9%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	687 16%	592 17%	515 17%	172 14%	95 13%	687 16%	579 16%	338 15%	316 15%	74 14%	606 16%	81 20%	124 18%	174 17%	389 15%
Level 1-2 vocational qualification or intermediate apprenticeship	266 6%	198 6%	182 6%	85 7%	69 9% abe	266 6%	229 6%	142 6%	110 5%	25 5%	243 6%	23 6%	40 6%	83 8% c	143 6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	424	373	327	97	51	424	363	232	234	64	385	39	68	89	268
	10%	10%	11%	8%	7%	10%	10%	10%	11%	12%	10%	10%	10%	9%	10%
		d	d												
Level 3 vocational qualification or advanced apprenticeship	264	224	187	77	40	264	238	144	137	29	247	17	46	66	152
	6%	6%	6%	6%	5%	6%	6%	6%	6%	5%	6%	4%	7%	6%	6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	307	256	213	94	52	307	265	182	176	37	281	26	44	89	174
	7%	7%	7%	8%	7%	7%	7%	8%	8%	7%	7%	6%	6%	9%	7%
Level 4-5 vocational qualification or higher apprenticeship	137	113	92	45	24	137	120	79	80	18	128	8	24	24	89
	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%	2%	3%	2%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	788	737	657	130	50	788	687	463	504	156	733	54	124	159	504
	18%	21%	21%	11%	7%	18%	19%	20%	23%	29%	19%	13%	18%	16%	20%
		cd	cde	d		cd		f	aef	abef					
Level 6 vocational qualification or degree apprenticeship	43	39	34	9	4	43	36	27	18	6	36	7	6	15	22
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G6. Which one of these - if any - is the highest educational or professional qualification that you currently have?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
University higher degree (e.g. Masters, PhD or equivalent)	405	380	350	55	25	405	356	265	267	71	377	27	41	74	290
	9%	11%	11%	5%	3%	9%	10%	11%	12%	13%	10%	7%	6%	7%	11%
		cd	cd			cd		f	aef	f					ab
Still studying/ still at school	30	28	27	3	2	30	21	11	11	*	23	7	4	10	16
	1%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	2%	1%	1%	1%
Prefer not to say	64	45	39	25	18	64	46	24	18	2	51	13	17	19	28
	1%	1%	1%	2%	3%	1%	1%	1%	1%	*%	1%	3%	2%	2%	1%
												abcde			
Don't know	10	6	5	5	4	10	9	6	*	-	10	*	-	6	5
	*%	*%	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	-%	1%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 254

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G7. How long have you lived in the UK?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
All my life/ born in the UK	3357	1568	1772	393	585	515	527	1337	856	1053	589	857	2765	294	187	111	
	78%	75%	81%	75%	75%	74%	76%	83%	77%	80%	77%	78%	77%	86%	87%	86%	
			a					abcd						a	a	a	
Less than 6 months	22	15	8	6	9	2	3	1	6	9	2	6	20	1	1	-	
	1%	1%	*%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	*%	1%	-%	
				e	e												
6 months to 1 year	23	15	8	7	5	8	1	2	8	5	4	6	20	*	2	*	
	1%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%	1%	1%	*%	1%	*%	
				e		e											
1 to 2 years	38	22	15	17	14	7	-	1	11	14	8	5	35	3	*	*	
	1%	1%	1%	3%	2%	1%	-%	*%	1%	1%	1%	*%	1%	1%	*%	*%	
				cde	de	e											
3 to 5 years	66	40	26	16	34	11	5	1	14	26	13	13	59	5	1	1	
	2%	2%	1%	3%	4%	2%	1%	*%	1%	2%	2%	1%	2%	2%	*%	1%	
				de	cde	e											
6 to 10 years	72	40	32	12	26	14	12	8	18	25	13	16	67	2	2	1	
	2%	2%	1%	2%	3%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	*%	
				e	e	e											
11 to 15 years	80	42	38	13	15	25	22	5	20	25	18	17	71	6	2	2	
	2%	2%	2%	3%	2%	4%	3%	*%	2%	2%	2%	2%	2%	2%	1%	1%	
				e	e	e	e										
More than 15 years	599	337	261	51	86	106	115	241	165	152	109	174	540	30	19	10	
	14%	16%	12%	10%	11%	15%	17%	15%	15%	12%	14%	16%	15%	9%	9%	8%	
		b				a	a	a				b	bcd				
Prefer not to say	38	21	17	5	8	8	9	9	7	9	11	12	32	2	-	5	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%	4%	
																abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 254

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G7. How long have you lived in the UK?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
All my life/ born in the UK	3357	2835	523	881	2443	792	2528	323	400	353	792	2022	1259
	78%	77%	88% a	72%	82% a	72%	81% a	74%	70%	72%	72%	76%	82% a
Less than 6 months	22 1%	22 1%	- -%	12 1% b	8 *% b	11 1%	10 *% b	3 1%	4 1%	4 1%	11 1%	16 1%	6 *% b
6 months to 1 year	23 1%	23 1%	- -%	14 1% b	8 *% b	12 1% b	9 *% b	6 1%	8 1%	3 1%	12 1%	18 1%	4 *% b
1 to 2 years	38 1%	34 1%	4 1%	18 1%	19 1%	14 1%	24 1%	4 1%	9 2%	8 2%	14 1%	30 1%	8 1%
3 to 5 years	66 2%	64 2%	2 *% b	32 3% b	34 1%	23 2%	43 1%	18 4% c	8 1%	3 1%	23 2%	59 2% b	5 *% b
6 to 10 years	72 2%	67 2%	5 1%	30 2% b	37 1%	27 2%	40 1%	14 3%	16 3%	5 1%	27 2%	60 2% b	12 1%
11 to 15 years	80 2%	79 2% b	1 *% b	45 4% b	34 1% b	41 4% b	37 1% b	17 4%	22 4%	19 4%	41 4%	70 3% b	9 1%
More than 15 years	599 14%	549 15% b	50 8%	188 15%	399 13%	173 16%	414 13%	48 11%	99 17%	95 19% a	173 16%	366 14%	225 15%
Prefer not to say	38 1%	28 1%	10 2%	10 1%	16 1%	9 1%	16 1%	3 1%	6 1%	3 1%	9 1%	22 1%	16 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 254

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G7. How long have you lived in the UK?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
All my life/ born in the UK	3357	2803	2415	942	554	3357	2901	1836	1637	416	3056	301	571	745	2042
	78%	79%	78%	79%	75%	78%	79%	79%	76%	77%	79%	74%	82% b	73%	79% b
Less than 6 months	22 1%	21 1%	20 1%	3 *%	1 *%	22 1%	16 *%	13 1%	14 1%	3 1%	17 *%	5 1%	3 *%	10 1%	9 *%
6 months to 1 year	23 1%	19 1%	19 1%	4 *%	4 *%	23 1%	17 *%	13 1%	13 1%	4 1%	18 *%	4 1%	3 *%	7 1%	13 1%
1 to 2 years	38 1%	38 1%	36 1%	2 *%	- -%	38 1%	22 1%	20 1%	25 1%	4 1%	27 1%	11 3%	7 1%	16 2%	15 1%
		cd	cd								abe				
3 to 5 years	66 2%	61 2%	59 2%	7 1%	5 1%	66 2%	45 1%	42 2%	44 2%	8 1%	55 1%	11 3%	14 2%	15 1%	37 1%
			c												
6 to 10 years	72 2%	65 2%	56 2%	16 1%	7 1%	72 2%	56 2%	30 1%	29 1%	6 1%	62 2%	10 3%	8 1%	30 3%	33 1%
														c	
11 to 15 years	80 2%	66 2%	62 2%	18 1%	14 2%	80 2%	70 2%	42 2%	56 3%	12 2%	75 2%	5 1%	6 1%	33 3%	41 2%
														ac	
More than 15 years	599 14%	461 13%	407 13%	192 16%	138 19% abe	599 14%	522 14%	307 13%	321 15%	84 16%	547 14%	52 13%	81 12%	147 14%	371 14%
Prefer not to say	38 1%	27 1%	23 1%	15 1%	12 2%	38 1%	29 1%	14 1%	10 *%	5 1%	31 1%	7 2%	3 *%	19 2%	16 1%
												c		c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 255

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. 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. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Up to £199 per week / Up to £10,399p.a.	313 7%	159 8%	150 7%	41 8%	51 7%	31 5%	57 8%	132 8% c	23 2%	48 4%	35 5% a	206 19% abc	257 7%	25 7%	23 11% a	8 6%	
From £200 to £299 per week / From £10,400 to £15,599p.a.	401 9%	180 9%	221 10%	51 10%	56 7%	47 7%	59 8%	189 12% bc	30 3%	76 6% a	66 9% a	230 21% abc	326 9%	43 13%	21 10%	11 8%	
From £300 to £499 per week / From £15,600 to £25,999p.a.	676 16%	329 16%	345 16%	63 12%	120 15%	95 14%	96 14%	302 19% ac	104 9%	241 18% a	126 16% a	205 19% a	562 16%	57 17%	38 18%	18 14%	
From £500 to £699 per week / From £26,000 to £36,399p.a.	565 13%	294 14%	268 12%	59 11%	129 16%	92 13%	88 13%	198 12%	144 13% d	196 15% d	136 18% ad	89 8%	474 13%	53 15%	22 10%	16 13%	
From £700 to £999 per week / From £36,400 to £51,999p.a.	583 14%	321 15% b	262 12%	48 9%	110 14%	127 18% ae	112 16% a	186 12%	220 20% bd	190 14% d	125 16% d	48 4%	491 14%	51 15%	28 13%	14 11%	
From £1,000 to £1,499 per week / From £52,000 to £77,999p.a.	394 9%	194 9%	200 9%	47 9%	97 12% e	95 14% de	58 8%	98 6%	157 14% cd	152 12% d	73 10% d	12 1%	342 9%	27 8%	13 6%	12 9%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. 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. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

	Total	GENDER		AGE					SEG				NATION			
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
£1,500 per week and above / £78,000p.a. and above	239	128	109	18	46	70	53	52	171	44	18	6	212	19	6	3
	6%	6%	5%	4%	6%	10%	8%	3%	15%	3%	2%	*%	6%	5%	3%	2%
					e	abe	ae		bcd	d	d		cd	d		
Don't know	328	129	193	116	73	28	29	81	56	104	57	111	283	18	14	13
	8%	6%	9%	22%	9%	4%	4%	5%	5%	8%	7%	10%	8%	5%	7%	10%
			a	bcde	cde							a				b
Prefer not to say	796	365	429	77	99	109	144	367	200	266	129	199	661	51	49	35
	19%	17%	20%	15%	13%	16%	21%	23%	18%	20%	17%	18%	18%	15%	23%	27%
							b	abc							b	ab

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 255

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. 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. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Up to £199 per week / Up to £10,399p.a.	313 7%	269 7%	44 7%	57 5%	253 8% a	51 5%	259 8% a	34 8% c	22 4%	10 2%	51 5%	106 4%	193 12% a
From £200 to £299 per week / From £10,400 to £15,599p.a.	401 9%	363 10%	38 6%	85 7%	315 11% a	79 7%	321 10% a	26 6%	41 7%	35 7%	79 7%	162 6%	222 14% a
From £300 to £499 per week / From £15,600 to £25,999p.a.	676 16%	577 16%	99 17%	179 15%	484 16%	156 14%	506 16%	70 16%	78 14%	64 13%	156 14%	403 15%	262 17%
From £500 to £699 per week / From £26,000 to £36,399p.a.	565 13%	490 13%	76 13%	182 15%	382 13%	171 16%	392 13%	72 16%	83 15%	76 15%	171 16%	392 15% b	169 11%
From £700 to £999 per week / From £36,400 to £51,999p.a.	583 14%	515 14%	69 12%	215 17% b	361 12%	197 18% b	378 12%	75 17%	106 19%	94 19%	197 18%	461 17% b	118 8%
From £1,000 to £1,499 per week / From £52,000 to £77,999p.a.	394 9%	342 9%	52 9%	153 12% b	235 8%	141 13% b	246 8%	48 11%	82 14%	59 12%	141 13%	339 13% b	55 4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. 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. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
£1,500 per week and above / £78,000p.a. and above	239 6%	200 5%	40 7%	97 8% b	135 4%	93 8% b	139 4%	31 7%	62 11%	43 9%	93 8%	217 8% b	21 1%
Don't know	328 8%	276 7%	52 9%	92 7%	232 8%	58 5%	266 9% a	28 6%	30 5%	25 5%	58 5%	149 6%	173 11% a
Prefer not to say	796 19%	669 18%	126 21%	170 14%	600 20% a	156 14%	613 20% a	53 12%	65 11%	89 18% b	156 14%	434 16%	331 21% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 255

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. 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. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY	SVOD	NOT SVOD	NONE	TOTAL	TV	RADIO	APPS/ SITES	SOUNDS	ANY	NONE	1-4	5-6	7-10
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Up to £199 per week / Up to £10,399p.a.	313	242	189	123	71	313	256	138	124	40	264	49	65	82	166
	7%	7%	6%	10%	10%	7%	7%	6%	6%	7%	7%	12%	9%	8%	6%
				abe	b							abce			
From £200 to £299 per week / From £10,400 to £15,599p.a.	401	293	235	166	109	401	325	194	156	44	351	50	79	93	229
	9%	8%	8%	14%	15%	9%	9%	8%	7%	8%	9%	12%	11%	9%	9%
				abe	abe							c			
From £300 to £499 per week / From £15,600 to £25,999p.a.	676	558	456	220	117	676	579	371	341	108	617	59	114	151	410
	16%	16%	15%	18%	16%	16%	16%	16%	16%	20%	16%	14%	16%	15%	16%
				b											
From £500 to £699 per week / From £26,000 to £36,399p.a.	565	500	431	134	65	565	499	321	322	80	517	48	100	117	348
	13%	14%	14%	11%	9%	13%	14%	14%	15%	15%	13%	12%	14%	11%	14%
		d	d			d									
From £700 to £999 per week / From £36,400 to £51,999p.a.	583	534	477	107	49	583	525	349	356	86	545	38	89	135	360
	14%	15%	15%	9%	7%	14%	14%	15%	17%	16%	14%	9%	13%	13%	14%
		cd	cd			cd		f	f	f					
From £1,000 to £1,499 per week / From £52,000 to £77,999p.a.	394	375	357	38	19	394	366	246	258	56	380	14	35	96	264
	9%	11%	12%	3%	3%	9%	10%	11%	12%	10%	10%	4%	5%	9%	10%
		cd	cde			cd	f	f	f	f	f			a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 255

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G8. 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. Please note - If you or anyone in the household is currently furloughed, please respond base on the usual household income.)

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
£1,500 per week and above / £78,000p.a. and above	239	227	217	22	12	239	213	156	168	37	231	9	38	37	165
	6%	6%	7%	2%	2%	6%	6%	7%	8%	7%	6%	2%	5%	4%	6%
		cd	cd			cd	f	f	af	f	f				b
Don't know	328	242	218	110	86	328	254	125	103	18	273	55	57	110	161
	8%	7%	7%	9%	12%	8%	7%	5%	5%	3%	7%	13%	8%	11%	6%
					abe		cd				cd	abcde		c	
Prefer not to say	796	589	517	279	207	796	660	416	319	75	711	85	119	202	475
	19%	17%	17%	23%	28%	19%	18%	18%	15%	14%	18%	21%	17%	20%	18%
				abe	abe		c				c	c			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 256

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION			
		MAN a	WOMAN b	16-24 a	25-34 b	35-44 c	45-54 d	55+ e	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOTLAND b	WALES c	IRELAND d
Significance Level: 99%																
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129
Hearing? Poor hearing, partial hearing, or are deaf	191 4%	101 5%	89 4%	12 2%	20 3%	13 2%	12 2%	134 8% abcd	42 4%	55 4%	26 3%	68 6% c	151 4%	19 6%	14 7%	7 5%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	168 4%	84 4%	79 4%	26 5%	32 4%	18 3%	17 2%	76 5%	41 4%	48 4%	23 3%	57 5%	138 4%	17 5%	9 4%	5 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	374 9%	176 8%	195 9%	17 3%	35 5%	22 3%	36 5%	263 16% abcd	69 6%	90 7%	52 7%	162 15% abc	303 8%	33 9%	27 13% a	12 9%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	108 3%	43 2%	61 3%	14 3%	16 2%	8 1%	17 2%	54 3% c	21 2%	22 2%	20 3%	46 4% ab	88 2%	9 2%	9 4%	3 2%

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Breathing? Breathlessness or chest pains	256 6%	128 6%	124 6%	25 5%	20 3%	17 3%	33 5%	162 10% abcd	46 4%	44 3%	42 6%	123 11% abc	221 6%	16 5%	11 5%	8 6%	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	160 4%	80 4%	73 3%	41 8% bce	29 4%	22 3%	32 5% e	36 2%	18 2%	28 2%	28 4%	84 8% abc	138 4%	12 4%	7 3%	2 2%	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	95 2%	43 2%	46 2%	29 6% cde	33 4% ce	12 2%	11 2%	10 1%	20 2%	17 1%	16 2%	42 4% b	82 2%	8 2%	3 1%	3 2%	
Your mental health? Anxiety, depression, or trauma-related conditions, for example	430 10%	166 8%	252 12% a	72 14% ce	115 15% ce	57 8%	88 13% e	98 6%	84 8%	96 7%	55 7%	195 18% abc	342 9%	47 14% a	29 13% a	13 10%	
Difficulty with speech? e.g. due to stroke, stutter or stammer	36 1%	23 1%	11 1%	5 1%	5 1%	7 1%	7 1%	11 1%	6 1%	7 1%	4 1%	19 2% b	29 1%	3 1%	1 1%	2 2%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 256

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	183	94	88	8	20	13	32	109	39	49	28	67	154	12	11	7	
	4%	4%	4%	2%	3%	2%	5%	7%	4%	4%	4%	6%	4%	3%	5%	5%	
							a	abc									
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2582	1276	1304	320	473	483	438	869	721	906	462	493	2185	200	128	70	
	60%	61%	60%	61%	61%	70%	63%	54%	65%	69%	60%	45%	61%	58%	60%	54%	
				e		abe	e		d	cd	d						
Prefer not to say	409	213	195	61	77	74	76	121	109	116	72	112	350	30	9	20	
	10%	10%	9%	12%	10%	11%	11%	8%	10%	9%	9%	10%	10%	9%	4%	15%	
				e									c	c		abc	
Don't know	54	21	33	10	17	9	6	13	12	8	18	16	47	4	1	2	
	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	
											b				1%	1%	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Hearing? Poor hearing, partial hearing, or are deaf	191 4%	158 4%	33 6%	26 2%	162 5% a	23 2%	165 5% a	14 3%	10 2%	9 2%	23 2%	50 2%	133 9% a
Eyesight? Poor vision, colour blindness, partial sight, or are blind	168 4%	139 4%	30 5%	38 3%	128 4%	36 3%	131 4%	16 4%	14 3%	16 3%	36 3%	83 3%	80 5% a
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	374 9%	297 8%	77 13% a	52 4%	316 11% a	45 4%	322 10% a	16 4%	24 4%	15 3%	45 4%	89 3%	258 17% a
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	108 3%	89 2%	19 3%	25 2%	81 3%	20 2%	87 3%	10 2%	9 2%	6 1%	20 2%	36 1%	66 4% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Breathing? Breathlessness or chest pains	256 6%	215 6%	41 7%	49 4%	206 7% a	44 4%	211 7% a	16 4%	20 4%	21 4%	44 4%	82 3%	160 10% a
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	160 4%	140 4%	19 3%	41 3%	114 4%	36 3%	118 4%	17 4%	19 3%	12 3%	36 3%	63 2%	83 5% a
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	95 2%	83 2%	12 2%	29 2%	64 2%	18 2%	74 2%	7 2%	6 1%	7 1%	18 2%	39 1%	46 3% a
Your mental health? Anxiety, depression, or trauma-related conditions, for example	430 10%	383 10%	47 8%	118 10%	308 10%	106 10%	320 10%	49 11%	55 10%	38 8%	106 10%	208 8%	193 12% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Difficulty with speech? e.g. due to stroke, stutter or stammer	36 1%	27 1%	8 1%	9 1%	23 1%	6 1%	26 1%	4 1%	2 *%	2 *%	6 1%	11 *%	20 1% a
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	183 4%	157 4%	26 4%	26 2%	155 5% a	26 2%	155 5% a	5 1%	16 3%	14 3%	26 2%	65 2%	104 7% a
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2582 60%	2235 60%	347 58%	834 68% b	1720 57%	756 69% b	1798 58%	293 67%	396 70%	350 71%	756 69%	1834 69% b	733 47%
Prefer not to say	409 10%	356 10%	53 9%	103 8%	285 10%	83 7%	304 10%	28 7%	37 7%	43 9%	83 7%	259 10%	134 9%
Don't know	54 1%	47 1%	7 1%	22 2%	27 1%	21 2%	28 1%	12 3%	11 2%	5 1%	21 2%	40 2%	13 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 256

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Hearing? Poor hearing, partial hearing, or are deaf	191 4%	142 4%	114 4%	77 6% abe	49 7% ab	191 4%	171 5%	96 4%	75 3%	28 5%	174 4%	17 4%	35 5%	44 4%	111 4%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	168 4%	135 4%	119 4%	50 4%	33 4%	168 4%	141 4%	102 4%	77 4%	28 5%	151 4%	17 4%	33 5%	37 4%	99 4%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	374 9%	243 7%	197 6%	177 15% abe	131 18% abe	374 9% ab	319 9%	205 9%	147 7%	40 7%	331 9%	42 10%	90 13% bc	77 8%	206 8%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	108 3%	82 2%	70 2%	39 3%	26 4%	108 3%	88 2%	57 2%	45 2%	17 3%	93 2%	15 4%	27 4%	27 3%	53 2%
Breathing? Breathlessness or chest pains	256 6%	182 5%	151 5%	105 9% abe	74 10% abe	256 6%	203 6% c	129 6%	81 4%	22 4%	219 6% c	37 9% acd	67 10% bc	51 5%	139 5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	160 4%	130 4%	109 4%	51 4%	30 4%	160 4%	123 3%	71 3%	64 3%	21 4%	130 3%	29 7% abce	41 6% c	42 4%	77 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	95 2%	78 2%	71 2%	25 2%	18 2%	95 2%	64 2%	41 2%	40 2%	11 2%	75 2%	21 5% abce	30 4% c	29 3%	37 1%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	430 10%	373 10% c	344 11% c	86 7%	57 8%	430 10% c	340 9%	206 9%	194 9%	45 8%	368 9%	63 15% abcde	102 15% bc	89 9%	240 9%
Difficulty with speech? e.g. due to stroke, stutter or stammer	36 1%	27 1%	22 1%	14 1%	8 1%	36 1%	29 1%	17 1%	9 *%	5 1%	29 1%	7 2%	6 1%	7 1%	22 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G9. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents

	VOD USERS					BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
	Total	ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	183 4%	143 4%	113 4%	70 6% b	40 5%	183 4%	147 4%	94 4%	71 3%	18 3%	167 4%	16 4%	39 6%	37 4%	107 4%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2582 60%	2232 63% cd	1945 63% cd	637 53%	351 48%	2582 60% cd	2249 61%	1446 62% f	1405 65% aef	324 60%	2360 61%	222 55%	346 50%	620 61% a	1616 63% a
Prefer not to say	409 10%	310 9%	282 9%	127 11%	99 13% abe	409 10%	340 9%	165 7%	171 8%	50 9%	366 9% b	43 11%	83 12% c	110 11%	216 8%
Don't know	54 1%	48 1%	47 2%	7 1%	6 1%	54 1%	39 1%	31 1%	27 1%	9 2%	44 1%	10 2%	8 1%	15 2%	31 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G10. Which of these best describes you?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Heterosexual or straight	3908	1908	1998	440	678	632	650	1508	1004	1190	724	989	3280	315	200	112	
	91%	91%	92%	85%	87%	91%	94%	94%	91%	90%	95%	89%	91%	92%	93%	87%	
						a	ab	ab			abd				d		
Gay or lesbian	99	53	41	17	21	19	13	30	33	38	9	20	86	7	5	1	
	2%	3%	2%	3%	3%	3%	2%	2%	3%	3%	1%	2%	2%	2%	2%	1%	
Bisexual	118	62	51	37	37	17	12	16	29	38	11	39	97	13	6	2	
	3%	3%	2%	7%	5%	3%	2%	1%	3%	3%	1%	4%	3%	4%	3%	2%	
				cde	de	e						c					
Prefer to use another term (please state)	14	2	7	4	3	4	-	2	1	1	2	10	14	1	-	-	
	*%	*%	*%	1%	*%	1%	-%	*%	*%	*%	*%	1%	*%	*%	-%	-%	
Prefer not to say	156	75	79	23	42	22	20	49	38	50	20	48	131	8	3	13	
	4%	4%	4%	4%	5%	3%	3%	3%	3%	4%	3%	4%	4%	2%	2%	10%	
																abc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 257

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G10. Which of these best describes you?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Heterosexual or straight	3908	3365	543	1147	2703	1044	2803	416	535	465	1044	2430	1408
	91%	91%	91%	93% b	90%	95% b	90%	95%	94%	94%	95%	91%	91%
Gay or lesbian	99	89	10	12	85	9	88	5	3	2	9	62	33
	2%	2%	2%	1%	3% a	1%	3% a	1%	*%	*%	1%	2%	2%
Bisexual	118	104	14	33	82	22	94	7	12	13	22	74	39
	3%	3%	2%	3%	3%	2%	3%	2%	2%	3%	2%	3%	3%
Prefer to use another term (please state)	14	12	2	3	11	1	13	-	1	1	1	5	7
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
Prefer not to say	156	130	25	36	115	26	123	8	19	13	26	91	57
	4%	4%	4%	3%	4%	2%	4%	2%	3%	3%	2%	3%	4%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

OFCOM BBC PERFORMANCE TRACKER 2022-2023. April 2022 to March 2023.

Table 257

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G10. Which of these best describes you?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Heterosexual or straight	3908	3239	2811	1097	668	3908	3368	2121	1956	478	3550	357	619	922	2367
	91%	91%	91%	91%	91%	91%	92%	92%	91%	88%	91%	88%	89%	90%	92%
Gay or lesbian	99	88	72	27	11	99	84	64	56	19	92	7	23	20	57
	2%	2%	2%	2%	2%	2%	2%	3%	3%	4%	2%	2%	3%	2%	2%
Bisexual	118	112	103	16	6	118	100	69	75	28	108	10	15	36	67
	3%	3%	3%	1%	1%	3%	3%	3%	3%	5%	3%	3%	2%	4%	3%
		cd	cd			cd				ae					
Prefer to use another term (please state)	14	14	14	-	-	14	7	4	-	2	8	6	4	5	5
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	2%	1%	*%	*%
										c		abce			
Prefer not to say	156	107	97	59	49	156	120	60	62	15	131	25	35	40	81
	4%	3%	3%	5%	7%	4%	3%	3%	3%	3%	3%	6%	5%	4%	3%
				a	abe							abce			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G11. Is your current gender identity the same as that assigned at birth?

Base : All respondents

	Total	GENDER		AGE					SEG				NATION				N
		MAN	WOMAN	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	ENGLAND	SCOTLAND	WALES	IRELAND	
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	d	a	b	c	d	
Unweighted total	4295	2105	2174	558	688	827	583	1639	941	1271	896	1186	2762	567	519	447	
Effective Weighted Sample	3427	1744	1674	467	554	667	458	1337	775	1009	735	949	2586	539	497	433	
Total	4295	2101	2176	521	781	694	694	1605	1106	1317	765	1106	3608	344	215	129	
Yes	4163	2021	2136	499	741	676	672	1576	1076	1283	745	1057	3491	337	212	123	
	97%	96%	98%	96%	95%	97%	97%	98%	97%	97%	97%	96%	97%	98%	99%	96%	
			a					ab							d		
No	49	29	10	11	22	9	5	2	11	17	8	13	44	4	*	*	
	1%	1%	*%	2%	3%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	*%	
		b		e	e	e											
Prefer not to say	83	50	30	10	18	10	17	27	19	17	12	35	73	2	2	5	
	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	3%	2%	1%	1%	4%	
												b				bc	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d - a,b,c,d

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G11. Is your current gender identity the same as that assigned at birth?

Base : All respondents

	Total	URBANITY		CHILDREN IN HOUSEHOLD		PARENT OF UNDER 16		PARENT OF CHILD AGED			WORKING STATUS		
		URBAN a	RURAL b	YES a	NO b	YES a	NO b	0-4 a	5-10 b	11-15 c	TOTAL d	WORKING a	NOT WORKING b
Significance Level: 99%													
Unweighted total	4295	3634	661	1233	3000	1081	3147	439	549	488	1081	2455	1739
Effective Weighted Sample	3427	2926	502	962	2414	847	2528	345	441	375	847	1954	1442
Total	4295	3700	595	1230	2996	1102	3121	436	569	494	1102	2663	1544
Yes	4163	3584	579	1188	2911	1071	3026	427	550	481	1071	2579	1499
	97%	97%	97%	97%	97%	97%	97%	98%	97%	97%	97%	97%	97%
No	49	42	7	20	27	15	33	8	5	2	15	38	11
	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%
Prefer not to say	83	74	9	22	58	17	62	2	13	10	17	46	33
	2%	2%	1%	2%	2%	2%	2%	0%	2%	2%	2%	2%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

Interviewing conducted using a mix of face-to-face and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

G11. Is your current gender identity the same as that assigned at birth?

Base : All respondents

	Total	VOD USERS				BBC CONTENT IN LAST 3 MONTHS					BBC FAVOURABILITY				
		ANY a	SVOD b	NOT SVOD c	NONE d	TOTAL e	TV a	RADIO b	APPS/ SITES c	SOUNDS d	ANY e	NONE f	1-4 a	5-6 b	7-10 c
Significance Level: 99%															
Unweighted total	4295	3523	3072	1223	772	4295	3648	2276	2071	505	3861	434	708	1020	2567
Effective Weighted Sample	3427	2802	2428	1001	628	3427	2919	1832	1664	410	3088	339	571	820	2037
Total	4295	3561	3097	1199	735	4295	3678	2317	2149	543	3889	406	695	1022	2578
Yes	4163	3464	3008	1155	700	4163	3578	2265	2091	533	3774	389	663	984	2517
	97%	97%	97%	96%	95%	97%	97%	98%	97%	98%	97%	96%	95%	96%	98%
		d													a
No	49	45	42	7	4	49	41	24	31	3	43	6	21	10	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%
													bc		
Prefer not to say	83	52	47	36	31	83	59	28	28	6	71	12	11	28	43
	2%	1%	2%	3%	4%	2%	2%	1%	1%	1%	2%	3%	2%	3%	2%
				ab	abe										

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c