

	Page	Table	Title	Base Description	Base
●	1	1	Q.1 Types of television service in household	Base: All Adults 16+ in UK	1851
●	10	2	Q.2a Media providers used in the last year	Base: All Adults 16+ in UK	1851
●	22	3	Q.2b_01 Frequency of usage - BBC services	Base: All who have used BBC services in the last 12 months	1130
●	28	4	Q.2b_02 Frequency of usage - ITV services	Base: All who have used ITV services in the last 12 months	1012
●	34	5	Q.2b_03 Frequency of usage - Channel 4 services	Base: All who have used Channel 4 services in the last 12 months	905
●	40	6	Q.2b_04 Frequency of usage - Channel 5 services	Base: All who have used Channel 5 services in the last 12 months	746
●	46	7	Q.2b_05 Frequency of usage - Freeview/Youview	Base: All who have used Freeview/Youview in the last 12 months	592
●	52	8	Q.2b_06 Frequency of usage - Netflix	Base: All who have used Netflix in the last 12 months	872
●	58	9	Q.2b_07 Frequency of usage - Amazon Prime Video	Base: All who have used Amazon Prime Video in the last 12 months	474
	64	10	Q.2b_08 Frequency of usage - Disney +	Base: All who have used Disney + in the last 12 months	33
	70	11	Q.2b_09 Frequency of usage - Apple TV +	Base: All who have used Apple TV + in the last 12 months	46
●	76	12	Q.2b_10 Frequency of usage - Sky	Base: All who have used Sky in the last 12 months	565
●	82	13	Q.2b_11 Frequency of usage - Virgin TV	Base: All who have used Virgin TV in the last 12 months	193
●	88	14	Q.2b_12 Frequency of usage - Spotify	Base: All who have used Spotify in the last 12 months	319
●	94	15	Q.2b_13 Frequency of usage - Apple Music/Apple Podcasts	Base: All who have used Apple Music/Apple Podcasts in the last 12 months	115
●	100	16	Q.2b_14 Frequency of usage - YouTube	Base: All who have used YouTube in the last 12 months	855

	Page	Table	Title	Base Description	Base
	106	17	Q.2b Summary - Frequency of usage	Base: All who have used in the last 12 months	1130
	107	18	Q.2b Summary - Frequency of usage - Any PSB providers (net)	Base: All who have used PSB Providers in the last 12 months	1203
●	108	19	Q.3a Media provider ranked the most valuable	Base: All who have used media providers in the last 12 months	1721
●	120	20	Q.3a Media provider ranked 2nd most valuable	Base: All who have used media providers in the last 12 months	1721
●	132	21	Q.3a Media provider ranked 3rd most valuable	Base: All who have used media providers in the last 12 months	1721
●	144	22	Q.3a Summary - Media provider rankings (1st, 2nd,3rd)	Base: All who have used media providers in the last 12 months	1721
●	156	23	Q.3b Reason for ranking media provider 1st	Base: All who have used media providers in the last 12 months and value the most	1664
●	202	24	Q.4_01 Proportion of viewing - PSB usage	Base: All Adults 16+ in UK	1851
●	214	25	Q.4_02 Proportion of viewing - Other broadcast TV channels usage	Base: All Adults 16+ in UK	1851
●	226	26	Q.4_03 Proportion of viewing - On demand and catch up usage	Base: All Adults 16+ in UK	1851
●	238	27	Q.4_04 Proportion of viewing - SVoD usage	Base: All Adults 16+ in UK	1851
●	250	28	Q.5a Top 3 most valuable benefits for you personally	Base: All Adults 16+ in UK	1851
●	264	29	Q.5b Least 3 valuable benefits for you personally	Base: All who value any personally	1634
●	278	30	Q.5b Least 3 valuable benefits for you personally	Base: All Adults 16+ in UK	1851
●	292	31	Q.6a Top 3 most valuable benefits for family and friends	Base: All Adults 16+ in UK	1851
●	306	32	Q.6b Least 3 valuable benefits for family and friends	Base: All who value any friends/family	1315
●	320	33	Q.6b Least 3 valuable benefits for family and friends	Base: All Adults 16+ in UK	1851
●	334	34	Q.7a Top 3 most valuable benefits for UK society	Base: All Adults 16+ in UK	1851

	Page	Table	Title	Base Description	Base
●	348	35	Q.7b Least 3 valuable benefits for UK society	Base: All who value any society overall	1509
●	362	36	Q.7b Least 3 valuable benefits for UK society	Base: All Adults 16+ in UK	1851
●	376	37	Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally	Base: All Adults 16+ in UK	1851
●	388	38	Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society	Base: All Adults 16+ in UK	1851
●	400	39	Q.8a Value for money of TV licence fee	Base: All Adults 16+ in UK	1851
●	407	40	Q.8b Whether licence fee is currently paid	Base: All Adults 16+ in UK	1851
●	413	41	Q. Break by Break	Base: All Adults 16+ in UK	1851

Q.1 Types of television service in household
Base: All Adults 16+ in UK

	GENDER		AGE				AGE									SOCIAL GRADE			
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	
Unweighted Base	1851	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569	
Weighted Base	1851	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532	
Cable TV (through Virgin Media)	249	118	131	30	45	86	16	14	45	48	37	51	23	14	58	92	45	54	
	13%	13%	14%	12%	13%	15%	20%io	8%	15%	16%	14%	16%io	12%	9%	16%is	16%is	12%	10%	
Satellite TV from Sky	599	287	312	66	119	206	209	21	45	119	104	114	56	39	124	177	152	147	
	32%dos	32%	33%	26%	34%d	36%d	31%	26%	25%	34%o	33%o	36%io	29%	23%	34%is	31%	39%aqs	28%	
Satellite TV from Freesat	73	34	39	4	11	22	35	1	3	11	12	19	11	5	17	22	17	17	
	4%	4%	4%	2%	3%	4%	5%d	1%	2%	3%	4%	6%	5%	3%	5%	4%	4%	3%	
Satellite TV from anyone else	27	6	21	2	10	10	6	2	-	10	3	2	1	2	7	7	10	5	
	1%	1%	2%b	1%	3%g	2%	1%	2%	-	3%i	1%	2%	1%	1%	2%	1%	2%	1%	
Freeview (through a set-top box or digital television set)	657	307	349	53	79	182	343	19	34	79	90	133	101	108	144	177	116	219	
	35%dehij	34%	36%	21%	23%	32%de	51%adef	24%	19%	23%	29%i	34%ij	42%ahijk	52%ahijklm	40%qr	31%	30%	41%aqr	
YouView	27	10	17	2	5	14	5	-	2	5	6	8	3	2	9	14	1	4	
	1%	1%	2%	1%	1%	2%g	1%	-	1%	1%	2%	3%	1%	1%	2%rs	2%rs	*	1%	
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	161	80	81	18	20	55	69	4	14	20	25	39	21	9	32	45	36	48	
	9%	9%	8%	7%	6%	10%	10%e	5%	8%	6%	8%	11%j	12%jo	11%j	9%	8%	9%	9%	
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc	491	243	248	109	116	167	99	26	83	116	89	77	64	28	7	108	193	89	
	27%gmnos	27%	26%	42%afg	34%ag	29%g	15%	32%lmno	47%ahijklmno	34%amno	29%imno	29%imno	20%o	15%o	4%	30%rs	34%ars	23%	
Other	10	5	5	2	1	7	-	1	1	4	3	-	-	-	-	-	4	6	
	1%	1%	1%	1%g	*	1%g	-	2%lm	1%	1%	1%	-	-	-	-	-	1%q	1%q	
No TV in household and do not access TV content via the internet	128	81	47	30	45	35	17	10	20	45	24	11	8	7	2	10	39	31	
	7%cmop	9%c	5%	12%afg	13%afg	6%g	3%	12%lmno	11%almno	13%almno	8%mo	4%	3%	4%	1%	3%	7%p	8%p	
Don't know	14	9	4	4	2	3	5	-	4	2	1	2	2	1	1	1	7	5	
	1%	1%	*	2%	1%	*	1%	-	2%	1%	*	1%	1%	*	*	*	2%q	1%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.1 Types of television service in household
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Cable TV (through Virgin Media)	249	150	99	117	37	44	15	35	89	54	56	160
	13%	16% ^c	11%	16% ^f	16%	10%	10%	12%	18% ^{al}	15%	22% ^{ajl}	12%
Satellite TV from Sky	599	301	299	270	80	121	33	95	203	142	96	396
	32% ^g	32%	32%	36% ^{fg}	34%	29%	23%	31%	40% ^{al}	40% ^{al}	39% ^l	29%
Satellite TV from Freesat	73	39	34	28	6	22	2	14	14	10	7	59
	4%	4%	4%	4%	2%	5%	1%	5%	3%	3%	3%	4%
Satellite TV from anyone else	27	13	14	14	3	6	-	4	13	8	8	15
	1%	1%	2%	2%	1%	1%	-	1%	3% ^l	2%	3% ^l	1%
Freeview (through a set-top box or digital television set)	657	321	335	205	85	253	23	110	133	90	69	524
	35% ^{dgi}	35%	36%	28% ^g	38% ^{dg}	55% ^{kadegh}	17%	36% ^{dg}	26%	23%	28%	38% ^{ijk}
YouView	27	22	4	16	2	5	-	4	9	8	4	17
	1% ^c	2% ^c	-	2%	1%	1%	-	1%	2%	2%	2%	1%
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	161	78	84	65	15	41	5	34	40	30	21	121
	9%	8%	9%	9%	7%	10% ^g	4%	11% ^g	8%	8%	8%	9%
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc	491	302	189	235	71	49	64	71	171	121	91	319
	27% ^{cf}	32% ^{ac}	20%	32% ^{aft}	30% ^f	12%	46% ^{adefh}	23% ^f	34% ^{al}	34% ^{al}	37% ^{al}	24%
Other	10	-	10	4	2	-	1	2	4	2	2	6
	1% ^b	-	1% ^b	1%	1% ^f	-	1%	1%	1%	1%	1%	-
No TV in household and do not access TV content via the internet	128	49	79	55	12	9	24	28	28	26	8	100
	7% ^{fk}	5%	9% ^b	7% ^f	5%	2%	17% ^{adefh}	9% ^f	6%	7% ^k	3%	7% ^k
Don't know	14	2	12	7	1	2	2	2	4	3	1	10
	1%	-	1% ^b	1%	-	1%	1%	1%	1%	1%	-	1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/k/l

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Q.1 Types of television service in household
Base: All Adults 16+ in UK

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Cable TV (through Virgin Media)	249	239	10	11	16	2	240	19
	13% ^{cdefh}	14% ^c	6%	2%	3%	2%	24% ^{adefh}	3%
Satellite TV from Sky	599	567	33	577	52	4	584	59
	32% ^{cdefh}	34% ^c	19%	83% ^{aaefgh}	8%	4%	59% ^{aaefh}	9%
Satellite TV from Freesat	73	65	8	53	14	4	29	44
	4%	4%	5%	8% ^{aaeg}	2%	4%	3%	6% ^{aaeg}
Satellite TV from anyone else	27	24	4	19	7	4	21	9
	1%	1%	2%	3% ^e	1%	4%	2%	1%
Freeview (through a set-top box or digital television set)	657	549	108	106	535	35	154	550
	35% ^{dgh}	33%	62% ^{ab}	15%	86% ^{adefgh}	33% ^{dgh}	15%	81% ^{adfg}
YouView	27	26	*	10	13	4	14	13
	1%	2%	*	1%	2%	4% ^a	1%	2%
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	161	156	5	42	37	83	132	40
	9% ^{cdeh}	9% ^c	3%	6%	6%	79% ^{adefgh}	13% ^{adefh}	6%
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc	491	490	*	155	155	28	225	165
	27% ^{dgh}	29% ^c	*	22%	25%	27%	23%	24%
Other	10	10	-	1	1	-	2	1
	1%	1%	-	*	*	-	*	*
No TV in household and do not access TV content via the internet	128	114	14	5	17	2	5	19
	7% ^{dgh}	7%	8%	1%	3% ^{dgh}	2%	1%	3% ^{dgh}
Don't know	14	11	3	2	-	2	5	1
	1% ^e	1%	2%	*	-	2% ^{dgh}	*	*

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.1 Types of television service in household
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Cable TV (through Virgin Media)	249 13%l	7 10%	19 11%	14 11%	24 17%l	15 10%	48 24%abc dfjkl	40 16%l	39 14%l	18 11%	8 9%	10 7%	6 14%l	215 14%	31 13%	3 18%	-	-
Satellite TV from Sky	599 32%	29 45%ace him	50 27%	42 33%	40 27%	53 34%	71 36%	75 31%	80 30%	53 32%	42 46%acehi m	54 34%	12 28%	508 32%	88 36%	6 38%	1 22%	-
Satellite TV from Freesat	73 4%	1 1%	3 2%	4 3%	6 4%	15 9%abcdg im	5 2%	16 7%ckm	12 4%	6 4%	3 3%	2 1%	-	53 3%	17 7%kn	-	-	-
Satellite TV from anyone else	27 1%	2 3%ij	2 1%	2	7 5%agjl	1 1%	1 1%	10 4%agjl l	-	-	1 1%	1	*	22 1%	4 2%	-	-	-
Freeview (through a set-top box or digital television set)	657 35%gho	24 36%h	103 56%abdefg hikl	43 34%h	48 33%h	50 32%h	51 25%	51 21%	91 34%h	76 46%aef ghl	35 38%h	61 39%gh	24 58%abde fghikl	618 39%ao	38 15%	4 22%	3 48%	2 63%
YouView	27 1%	-	4 2%	3 3%	6 4%afi	-	1 1%	2 1%	2 1%	4 2%	1 2%	2 1%	-	25 2%	-	-	-	-
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	161 9%hkm	3	23 13%ghikm	10 8%	17 12%hkm	38 24%abcde ghjklm	11 5%	10 4%	15 6%	17 10%hkm	1 2%	14 9%km	1	131 8%	30 12%	3 20%	-	1 37%
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc	491 27%dh o	11 16%	47 26%h	21 17%h	33 23%h	27 17%h	55 27%h	21 9%	105 39%abc defgh	57 35%abd efh	24 26%h	69 44%abcode fghik	19 45%abcd efghk	436 28%o	48 20%	4 25%	2 30%	-
Other	10 1%	-	-	-	1 1%	1 1%	2 1%	1	1	2 1%	-	2 1%	-	6	4 2%kn	-	-	-
No TV in household and do not access TV content via the internet	128 7%	1 1%	7 4%	12 9%bck	12 8%	9 5%	8 4%	39 16%abcce fgikm	12 4%	9 5%	1 2%	15 10%bcgik	3 7%	94 6%	31 13%an	2 12%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.1 Types of television service in household
Base: All Adults 16+ in UK

Total (a)	GOVERNMENT REGIONS											ETHNIC ORIGIN ²						
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Don't know	14	-	2	3	2	1	1	2	-	-	-	2	-	11	1	-	-	-
	1%	-	1%	2%	2%	1%	1%	1%	-	-	-	1%	-	1%	4	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.1 Types of television service in household
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Cable TV (through Virgin Media)	249	172	77	143	120	94	135	80	119	100	79	141	55	37	187	19	11	201	5	1
	13% _p	15% _c	11% _c	14% _c	14% _c	14% _c	16% _c	20% _{abcd}	16% _c	13% _c	14% _c	15% _{kn}	14% _c	10% _c	15% _{kp}	8% _c	9% _c	14% _{ks}	6% _c	3% _c
Satellite TV from Sky	599	410	190	348	312	238	300	140	262	238	154	364	129	77	361	131	75	472	36	18
	32% _{ckno}	35% _c	27% _c	35% _c	37% _{ac}	35% _c	36% _c	36% _c	35% _{kk}	32% _c	27% _c	38% _{an}	34% _{kn}	21% _c	28% _c	53% _{ao}	63% _{ao}	33% _c	40% _c	58% _c
Satellite TV from Freesat	73	49	24	45	34	25	26	13	24	36	18	45	12	14	59	4	4	62	7	-
	4% _c	4% _c	3% _c	5% _c	4% _c	4% _c	3% _c	3% _c	3% _c	5% _c	3% _c	5% _c	3% _c	4% _c	5% _{sp}	2% _c	4% _c	4% _c	8% _c	-
Satellite TV from anyone else	27	12	16	10	8	6	13	-	11	8	4	17	2	7	23	1	1	22	1	1
	1% _h	1% _c	2% _{bh}	1% _c	1% _c	1% _c	2% _h	-	1% _c	1% _c	1% _c	2% _c	1% _c	2% _c	2% _c	1% _c	1% _c	2% _c	1% _c	3% _c
Freeview (through a set-top box or digital television set)	657	519	138	458	385	327	230	121	189	359	167	235	194	210	463	103	36	512	28	8
	35% _{cgiklw}	45% _{acgh}	20% _c	46% _{acgh}	46% _{acgh}	48% _{acgh}	27% _c	31% _c	25% _c	48% _{aik}	29% _c	24% _c	51% _{al}	58% _{al}	36% _c	41% _{iq}	30% _c	36% _c	32% _c	26% _c
YouView	27	25	2	20	20	15	16	7	13	17	9	10	10	6	25	1	-	25	-	1
	1% _{cw}	2% _c	0% _c	2% _c	2% _c	2% _c	2% _c	2% _c	2% _c	2% _c	1% _c	1% _c	3% _l	2% _c	2% _c	1% _c	-	2% _c	-	3% _c
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	161	106	55	95	80	61	73	26	63	81	55	90	33	29	125	16	5	125	12	3
	9% _c	9% _c	8% _c	10% _c	10% _c	9% _c	9% _c	7% _c	8% _c	11% _c	10% _c	9% _c	9% _c	8% _c	10% _c	6% _c	4% _c	9% _c	13% _c	10% _c
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc	491	333	158	285	236	195	388	188	339	177	219	334	74	39	384	39	10	380	34	12
	27% _{mnpqu}	29% _c	23% _c	29% _c	28% _c	29% _c	46% _{abcd}	48% _{abcd}	45% _{ajk}	24% _c	38% _{aj}	34% _{amm}	19% _{kn}	11% _c	30% _{apq}	16% _c	8% _c	27% _c	38% _{ar}	38% _c
Other	10	3	7	2	1	1	9	3	9	1	9	9	-	-	9	-	-	7	1	-
	1% _c	0% _c	1% _{ef}	0% _c	0% _c	0% _c	1% _{bdef}	1% _c	1% _{lj}	0% _c	2% _{aj}	1% _c	-	-	1% _c	-	-	1% _c	2% _c	0% _c

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.1 Types of television service in household
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Cable TV (through Virgin Media)	249 13%p	104 11%	63 25%auw	67 14%	120 15%	116 13%
Satellite TV from Sky	599 32%ckno w	366 39%aw	88 34%w	87 18%	259 32%	307 34%
Satellite TV from Freesat	73 4%	39 4%	13 5%	16 3%	39 5%	27 3%
Satellite TV from anyone else	27 1%h	14 1%	-	11 2%w	10 1%	17 2%
Freeview (through a set-top box or digital television set)	657 35%cgk lw	407 43%avw	76 30%w	88 18%	338 42%ay	293 33%
YouView	27 1%cw	20 2%w	6 2%w	-	14 2%	11 1%
TV via your broadband provider (e.g. BT TV or TalkTalk TV).	161 9%	78 8%	33 13%uw	37 8%	84 10%	74 8%
TV content via the internet - through a paid for subscription e.g. Netflix, Amazon, Now TV etc	481 27%mpq u	189 20%	118 46%auw	178 37%au	244 30%y	218 24%
Other	10 1%	2 *	-	8 2%au	7 1%	3 *

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.1 Types of television service in household
Base: All Adults 16+ in UK

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
No TV in household and do not access TV content via the internet	128	10	118	6	3	4	32	9	36	7	54	79	2	15	86	2	4	85	3	1
	7%bdefg	1%	17%abdef	1%	*	1%	4%bdef	2%def	5%j	1%	9%ij	8%mn	1%	4%n	7%p	1%	3%	6%	3%	2%
Don't know	14	4	9	4	3	2	5	1	5	2	3	8	1	3	12	1	-	11	-	1
	1%	*	1%bdef	*	*	*	1%	*	1%	*	1%	1%	*	1%	1%	*	-	1%	-	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.1 Types of television service in household
Base: All Adults 16+ in UK

	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE		
	Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)	
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
No TV in household and do not access TV content via the internet	128	32	3	85	26	64
Don't know	7% h/jmpuvx	3%	1%	18% kauv	3%	7% x
	14	7	1	6	2	8
	7%	1%	*	1%	*	1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
BBC services	1087	515	572	105	153	338	491	34	72	153	165	173	221	146	124	286	358	185	258
	59%dehijrs	58%	60%	41%	44%	59%de	73%adef	42%	40%	44%	54%ij	65%hijk	71%ahijk	74%ahijk	75%ahijks	79%aqr	69%rs	47%	46%
ITV services	958	444	514	82	130	281	465	26	56	130	137	145	207	139	119	238	323	155	242
	52%dehijkrs	50%	54%	32%	38%	49%de	69%adef	33%	31%	38%	45%i	54%hijk	66%ahijk	71%ahijk	72%ahijks	66%aqr	57%rs	40%	46%
Netflix	944	453	492	193	239	329	182	57	136	239	174	155	124	45	14	226	352	181	186
	51%gmnos	51%	51%	75%afg	69%afg	58%ag	27%	71%akmno	77%akmno	69%akmno	57%mno	58%mno	40%no	23%o	8%	63%ars	62%ars	46%rs	35%
YouTube	922	494	428	195	207	325	195	63	133	207	185	140	129	53	13	216	321	173	212
	50%cgmmos	55%ac	45%	76%aef	59%ag	57%ag	29%	79%ajkmno	75%ajkmno	59%amno	60%amno	53%mno	41%no	27%o	8%	60%ars	56%ars	44%	40%
Channel 4 services	847	396	451	70	113	258	406	23	47	113	120	138	181	126	99	217	289	140	202
	46%dehijrs	44%	47%	27%	33%	45%de	60%adef	29%	27%	33%	39%i	52%hijk	58%ahijk	64%ahijk	60%ahijks	60%aqr	51%rs	36%	38%
Channel 5 services	881	324	357	40	81	207	353	14	27	81	89	118	155	108	90	168	223	120	171
	37%dehijkrs	36%	37%	16%	23%cd	36%de	52%adef	17%	15%	23%i	29%i	44%ahijk	49%ahijk	55%ahijk	55%ahijks	47%aqr	39%rs	31%	32%
Sky	577	283	294	71	106	202	198	22	49	106	97	105	112	52	34	131	179	126	141
	31%o	32%	31%	27%	31%	35%dg	29%	28%	27%	31%o	32%o	39%aino	36%no	26%	21%	36%rs	31%	32%	27%
Freeview/Youview	531	261	270	45	61	150	275	11	34	61	69	80	120	79	76	130	161	91	149
	29%dehij	29%	28%	17%	18%	26%de	41%adef	14%	19%	18%	23%	30%hij	38%ahijk	41%ahijk	46%ahijks	36%aqr	28%	23%	28%
Amazon Prime Video	529	269	259	87	124	205	113	23	63	124	119	85	82	21	11	170	202	86	70
	29%gnors	30%	27%	34%g	36%ag	36%ag	17%	29%no	36%mno	36%amno	39%amno	32%no	26%no	11%	6%	47%aqr	36%ars	22%rs	13%
Spotify	352	178	174	116	85	98	52	32	84	85	56	43	42	7	3	87	145	56	64
	19%gmnos	20%	18%	45%aef	25%afg	17%g	8%	40%ajkmno	47%ajkmno	25%almno	18%no	16%no	14%no	4%	2%	24%ars	25%ars	14%	12%
Virgin TV	203	92	111	27	40	66	71	10	17	40	35	31	43	19	10	48	78	37	40
	11%os	10%	12%	10%	11%	12%	11%	12%	10%	11%o	11%	12%o	14%o	8%	6%	13%rs	14%rs	9%	8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Apple Music/Apple Podcasts	122	55	67	29	34	40	20	11	18	34	25	15	14	4	2	37	55	17	13
	7%gnos	6%	7%	11%ag	10%g	7%g	3%	14%almo	10%mmo	10%mmo	8%no	5%o	4%	2%	1%	10%ars	10%ars	4%	2%
Apple TV +	52	21	31	15	8	24	5	2	13	8	16	8	3	*	1	15	21	11	4
	3%gns	2%	3%	6%ag	2%g	4%g	1%	2%	7%ajmmo	2%	5%mmo	3%n	1%	*	1%	4%rs	4%rs	3%rs	1%
Disney +	39	19	20	7	10	18	3	1	6	10	10	8	2	1	1	9	19	2	9
	2%g	2%	2%	3%g	3%g	3%g	*	2%	3%mn	3%mn	3%mmo	3%lmm	*	*	*	2%	3%r	1%	2%
SUMMARY CODES																			
ANY PSB PROVIDERS	1160	541	619	115	163	361	520	35	81	163	180	182	235	155	130	292	383	202	282
	63%denhjs	61%	65%	45%	47%	63%de	77%adef	44%	45%	47%	59%hj	68%hijk	75%ahijk	79%ahijk	79%ahijk	81%aqr	67%rs	52%	53%
Non-PSB	1325	643	682	221	283	442	379	63	157	283	229	213	215	107	57	299	449	270	308
	72%gnos	72%	71%	86%afg	81%ag	77%ag	56%	80%no	88%aklmo	81%amno	75%no	80%amno	68%no	55%o	35%	83%ars	79%ars	69%rs	58%
ANY MEDIA PROVIDER	1718	825	893	241	326	520	631	73	167	326	274	246	300	176	155	355	550	345	468
	93%rs	93%	93%	94%	94%	91%	94%	93%	94%	94%	90%	92%	96%kn	90%	94%	99%ars	97%ars	88%	88%
ANY SVOD PROVIDER	1040	504	536	198	252	368	221	58	141	252	193	175	147	56	18	255	385	200	200
	56%gmnos	57%	56%	77%afg	73%afg	64%ag	33%	73%amno	79%aklmo	73%akmno	63%amno	66%amno	47%no	28%o	11%	71%ars	68%ars	51%rs	38%
None of these	133	67	66	17	22	52	43	6	11	22	31	20	14	20	9	5	19	46	64
	7%pq	7%	7%	6%	6%	9%	6%	7%	6%	6%	10%lm	8%	4%	10%lm	6%	1%	3%	12%apq	12%apq

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
BBC services	1087	644	443	434	126	317	53	156	257	168	134	830
		59% ^{cg} _{hi}	48%	58% ^g	53% ^{kg}	75% ^{adegh}	37%	51% ^g	51%	47%	54%	62% ^{ijk}
ITV services	958	561	397	368	112	301	35	143	220	149	110	738
		52% ^{cg} _{hi}	43%	49% ^g	47% ^{kg}	71% ^{adegh}	25%	47% ^g	44%	42%	44%	55% ^{ijk}
Netflix	944	578	367	482	148	79	101	134	351	242	179	593
		51% ^{cf} _{hi}	40%	65% ^{aaf}	62% ^{aafh}	19%	71% ^{aafh}	44% ^f	69% ^{aal}	68% ^{aal}	72% ^{aal}	44%
YouTube	922	536	385	440	135	88	110	149	329	221	170	593
		50% ^{cf} _{hi}	42%	59% ^{aaf}	57% ^{af}	9%	78% ^{adefh}	49% ^f	65% ^{aal}	62% ^{aal}	68% ^{aal}	44%
Channel 4 services	847	505	342	333	99	263	33	120	190	122	104	657
		48% ^{cg} _{hi}	37%	45% ^g	42% ^{kg}	62% ^{adegh}	23%	39% ^g	37%	35%	42%	49% ^{ijk}
Channel 5 services	681	390	291	256	74	231	17	103	153	97	88	528
		37% ^{cg} _{hi}	32%	35% ^g	31% ^{kg}	54% ^{adegh}	12%	34% ^g	30%	27%	35%	39% ^{ijk}
Sky	577	309	268	264	77	110	34	92	194	130	96	382
		31% ^f	29%	35% ^{fg}	33%	26%	24%	30%	38% ^{aal}	37% ^{ai}	39% ^{aal}	28%
Freeview/Youview	531	291	240	197	65	179	16	74	111	82	52	420
		29% ^g _{ijk}	26%	26% ^g	28% ^{kg}	42% ^{adegh}	12%	24% ^g	22%	23%	21%	31% ^{ijk}
Amazon Prime Video	529	373	156	292	76	48	48	65	193	135	99	336
		29% ^{cf} _{hi}	17%	39% ^{aaf}	32% ^{afh}	11%	34% ^{afh}	21% ^f	38% ^{aal}	38% ^{aal}	40% ^{aal}	25%
Spotify	352	232	120	182	49	19	67	38	108	65	61	244
		19% ^{cf} _{hi}	13%	24% ^{aaf}	20% ^{afh}	4%	47% ^{adefh}	12% ^f	21%	18%	24% ^{ai}	18%
Virgin TV	203	127	77	98	27	34	14	30	72	48	42	131
		11% ^c	8%	13% ^f	11%	8%	10%	10%	14% ^{ai}	14%	17% ^{aal}	10%
Apple Music/Apple Podcasts	122	92	30	67	14	11	17	13	44	30	20	78
		7% ^{cf}	3%	9% ^{fh}	6% ^f	3%	12% ^{aafh}	4%	9% ^{ai}	8%	8%	6%
Apple TV +	52	36	16	25	7	3	9	7	17	15	5	35
		3% ^f	2%	3% ^f	3% ^f	1%	7% ^{aafh}	2%	3%	4%	2%	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Disney +	39	28	11	25	3	1	4	6	19	14	7	20
	2% _f	3% _c	1% _g	3% _f	1% _g	*	3% _f	2% _f	4% _i	4% _i	3% _h	1% _h
SUMMARY CODES												
ANY PSB PROVIDERS	1160	676	484	462	138	333	54	174	284	191	141	876
	63% _{cpj}	73% _{ac}	52% _g	62% _{kg}	58% _{kg}	78% _{adegh}	38% _g	57% _{kg}	56% _g	54% _g	57% _g	65% _{ijk}
Non-PSB	1325	748	578	621	196	205	114	189	431	302	217	894
	72% _{cfhl}	81% _{ac}	63% _g	84% _{afh}	82% _{afh}	48% _g	81% _{afh}	62% _{fh}	85% _{al}	85% _{al}	87% _{al}	67% _h
ANY MEDIA PROVIDER	1718	904	813	703	226	390	127	272	477	334	236	1241
	93% _{chl}	97% _{ac}	88% _g	95% _{fh}	95% _{fh}	92% _g	90% _g	89% _g	94% _g	94% _g	95% _g	92% _g
ANY SVOD PROVIDER	1040	640	400	529	165	99	101	145	377	263	195	663
	56% _{cfhl}	69% _{ac}	43% _g	71% _{afh}	69% _{afh}	23% _g	72% _{afh}	48% _{fh}	74% _{al}	74% _{al}	78% _{al}	49% _h
None of these	133	24	109	40	12	34	13	33	30	20	13	103
	7% _b	3% _g	12% _{ab}	5% _g	5% _g	8% _g	10% _g	11% _{ade}	6% _g	6% _g	5% _g	8% _g

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/l/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
BBC services	1087	981	106	438	443	72	631	476
		59%	61%	63%	71%adg	69%	63%a	70%adg
ITV services	958	860	99	387	408	64	558	433
		52%	57%	56%	65%adg	61%	56%a	64%adg
Netflix	944	939	5	384	248	55	573	267
		51%ceh	3%	55%eh	40%	52%eh	58%aeh	39%
YouTube	922	918	4	346	276	56	523	295
		50%ceh	2%	50%h	44%	53%	53%eh	44%
Channel 4 services	847	765	82	334	375	55	473	399
		46%	47%	48%	60%adg	52%	48%	59%adg
Channel 5 services	681	608	73	286	305	43	382	329
		37%	42%	41%	49%adg	40%	38%	49%adg
Sky	577	544	33	504	58	8	536	60
		31%ceh	32%c	72%aefgh	9%	8%	54%aefh	9%
Freeview/Youview	531	459	72	129	349	45	196	364
		29%dg	27%	41%ab	56%adfg	42%adg	20%	54%adfg
Amazon Prime Video	529	528	1	205	143	22	315	158
		29%ceh	1%	29%eh	23%	21%	32%efh	23%
Spotify	352	352	-	141	107	15	193	113
		19%c	-	20%	17%	15%	19%	17%
Virgin TV	203	198	6	18	19	3	189	19
		11%cefh	3%	3%	3%	3%	19%adefh	3%
Apple Music/Apple Podcasts	122	122	-	55	28	4	81	34
		7%c	-	8%eh	5%	4%	8%eh	5%
Apple TV +	52	52	-	26	13	1	33	17
		3%c	-	4%	2%	1%	3%	2%
Disney +	39	39	-	22	8	2	30	10
		2%c	-	3%eh	1%	2%	3%e	1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1651	208	674	688	110	964	734
Weighted Base	1677	174	696	626	105*	966	677
SUMMARY CODES							
ANY PSB PROVIDERS	1160	111	472	470	78	680	503
	63%	64%	68%a	75%adg	74%a	68%a	74%adg
Non-PSB	1325	40	609	319	74	884	345
	72%ceh	23%	87%aeefh	51%	71%keh	89%aeefh	51%
ANY MEDIA PROVIDER	1718	140	665	577	101	971	613
	93%ic	81%	96%aeeh	92%	97%	98%adeh	91%
ANY SVOD PROVIDER	1040	5	420	274	65	635	299
	58%ceh	3%	60%eh	44%	62%keh	64%aeeh	44%
None of these	133	33	31	49	4	25	64
	7%dgj	19%ab	4%g	8%dg	3%	2%	9%dg

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/ef/gh
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (o)	Minority Ethnic (n)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3	
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**	
BBC services	1087	35	118	71	59	60	138	115	184	119	64	94	29	978	98	8	-	1	
ITV services	959	33	112	67	55	47	123	95	154	108	55	82	29	883	67	6	-	1	
Netflix	944	43	72	64	65	52	127	116	165	88	35	98	21	807	123	6	3	1	
YouTube	922	35	90	68	57	56	111	123	167	79	31	88	17	762	153	9	4	1	
Channel 4 services	847	31	93	59	47	41	110	75	143	98	43	77	29	794	45	3	-	1	
Channel 5 services	681	24	79	50	34	35	85	64	113	76	30	65	26	636	41	3	-	1	
Sky	577	29	51	39	34	34	79	67	91	50	33	58	12	497	78	5	-	-	
Freeview/Youview	531	17	82	41	42	35	47	28	85	61	19	52	22	506	22	3	-	1	
Amazon Prime Video	529	25	40	30	33	24	83	56	98	52	23	60	6	481	43	2	1	-	
Spotify	352	15	33	21	29	17	51	27	63	34	20	38	4	319	27	2	2	-	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Virgin TV	203	5	17	10	18	11	37	25	39	17	8	11	6	179	23	3	-	-
	11%	8%	9%	8%	12%	7%	18%acd fh	11%	15%il	10%	8%	7%	13%	11%	9%	17%	-	-
Apple Music/Apple Podcasts	122	8	12	6	7	5	11	12	27	14	4	16	1	110	10	-	-	-
	7%	12%f	6%	4%	5%	3%	5%	5%	10%f	8%	5%	10%afhm	3%	7%	4%	-	-	-
Apple TV +	52	3	3	2	8	-	8	7	8	4	3	6	1	47	3	-	-	-
	3%	4%f	1%	2%	5%f	-	4%f	3%	3%	2%	3%	4%f	2%f	3%	1%	-	-	-
Disney +	39	-	1	3	3	-	4	7	10	3	3	4	1	38	1	-	-	-
	2%	-	1%	2%	2%	-	2%	3%	4%f	2%	4%f	3%f	1%	2%	*	-	-	-
SUMMARY CODES																		
ANY PSB PROVIDERS	1160	37	127	78	73	62	146	124	189	123	68	103	31	1045	104	8	-	1
	63%efh o	57%f	70%efh	61%f	50%	39%	71%abe fh	51%f	70%aef h	74%abd efh	74%efh	65%efh	74%abef h	66%o	43%	46%	-	37%
Non-PSB	1325	55	115	88	102	85	171	158	220	122	60	123	26	1141	168	13	3	1
	72%cfm	84%acd efhkm	63%	70%f	69%f	54%	84%acd efhkm	65%	82%acd efhkm	74%f	65%	78%cfhkm	62%	72%	69%	79%	52%	33%
ANY MEDIA PROVIDER	1718	63	174	113	136	117	201	223	262	161	83	146	40	1480	219	17	4	3
	93%l	97%f	95%df	89%f	92%f	75%	98%ade fhkl	92%f	97%ade fhkl	97%dfk	90%f	93%l	95%l	94%o	90%	100%	74%	100%
ANY SVOD PROVIDER	1040	44	84	72	75	57	138	125	179	100	40	105	22	899	125	7	3	1
	56%cf	63%cef hkm	46%	56%f	51%f	36%	68%ace fhkm	52%f	68%ace fhkm	60%cfk	44%	66%acefh km	51%f	57%	51%	44%	52%	33%
None of these	133	2	8	14	11	39	4	19	7	5	9	11	2	102	26	-	2	-
	7%gj	3%	5%	11%cgj	8%gj	25%abcde ghjkm	2%	8%gj	3%	3%	10%gj	7%gj	5%	6%	10%n	-	26%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
BBC services	1087	1087	-	995	800	640	513	256	414	745	276	499	292	271	773	162	62	883	49	17
	59%ckw	94%acgh	-	100%kabce	95%aagh	95%aagh	61%c	65%ac	55%k	100%aik	48%	51%	76%al	75%al	61%	65%iq	51%	62%	55%	55%
ITV services	958	958	-	849	840	638	445	225	351	608	222	440	258	245	673	151	63	786	37	16
	52%ckd	83%acgh	-	85%acq	100%abcd	94%abcd	53%c	57%c	46%k	82%aik	39%	45%	67%al	68%al	53%	61%ao	53%	55%a	41%	52%
Netflix	944	620	324	518	423	339	842	332	755	332	382	618	156	83	704	96	36	752	55	15
	51%jimp	53%c	47%	52%	50%	50%	100%abcd	85%abc	100%ajk	45%	67%aj	64%amn	41%n	23%	55%apq	38%	30%	53%	61%	49%
YouTube	922	624	298	518	417	348	585	277	517	345	570	589	167	91	702	95	26	746	52	12
	50%cmpp	54%ac	43%	52%c	50%c	51%c	69%abcd	71%abcd	68%aj	46%	100%aj	61%amn	44%n	25%	55%apq	38%q	22%	52%	57%	40%
Channel 4 services	847	847	-	744	702	678	388	208	302	534	183	374	234	230	602	133	47	688	36	16
	46%ckd	73%acgh	-	75%acgh	84%abc	100%abcd	46%k	53%aag	40%k	72%aik	32%	39%	61%al	64%al	47%	53%aq	39%	49%	40%	50%
Channel 5 services	681	681	-	612	594	544	293	148	223	435	132	281	197	195	476	115	45	557	28	8
	37%ckd	59%acgh	-	61%acgh	71%abcd	80%abcd	35%k	38%k	30%k	58%aik	23%	29%	51%al	54%al	37%	46%ao	37%	39%	31%	27%
Sky	577	422	154	359	324	252	303	149	258	237	147	359	115	71	345	133	73	452	35	18
	31%ckno	36%ac	22%	36%ac	39%ac	37%ac	36%ac	38%ac	34%k	32%k	26%	37%amn	30%n	20%	27%	53%ao	61%ao	32%	39%	58%
Freeview/Youview	531	459	72	404	367	324	214	126	167	295	123	215	161	148	380	89	32	425	25	9
	29%ckd	40%acgh	10%	41%acgh	44%acgh	48%abcd	25%k	32%cg	22%	40%aik	22%	22%	42%al	41%al	30%	36%a	27%	30%	28%	27%
Amazon Prime Video	529	377	152	322	264	220	410	392	356	193	177	337	85	56	399	53	18	417	28	9
	29%cmpp	32%ac	22%	32%c	31%c	32%c	49%abc	100%abcd	47%ajk	26%	31%	35%amn	22%n	16%	31%pq	21%	15%	29%	31%	29%
Spotify	352	251	101	205	157	149	132	231	231	111	165	243	53	27	266	35	13	279	27	8
	19%qjm	22%c	15%	21%c	19%	22%c	31%abcd	34%abcd	31%aj	15%	29%aj	25%amn	14%n	6%	21%pq	14%	11%	20%	30%ar	25%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
BBC services	1087	678	174	145	582	466
	59%cklw	72%aw	68%aw	30%	72%ay	52%
ITV services	958	615	140	118	490	433
	52%cklw	65%aw	55%aw	24%	60%ay	48%
Netflix	944	388	214	332	432	462
	51%jmmq	41%	64%auw	69%au	53%	51%
YouTube	922	378	180	343	431	435
	50%cmpp	40%	70%au	71%au	53%	48%
Channel 4 services	847	553	121	95	442	375
	46%cklw	59%aw	47%w	20%	54%ay	42%
Channel 5 services	681	460	95	58	347	314
	37%cklw	49%aw	37%w	12%	43%ay	35%
Sky	577	354	94	78	259	285
	31%ckno	38%aw	37%w	16%	32%	32%
Freeview/Youview	531	348	67	61	270	245
	29%cklw	37%aw	26%w	13%	33%ay	27%
Amazon Prime Video	529	224	127	173	254	253
	29%cmpp	24%	50%auw	36%au	31%	28%
Spotify	352	136	79	133	173	160
	19%cjmm	14%	31%au	28%au	21%	18%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Virgin TV	203	148	55	122	110	85	108	73	95	73	57	119	42	28	150	17	12	159	5	2
	11%cp	13%c	8%	12%c	13%c	13%c	13%c	19%abcd	13%	10%	10%	12%n	11%	8%	12%p	7%	10%	11%	6%	8%
Apple Music/Apple Podcasts	122	104	19	90	69	65	99	60	82	40	53	98	11	8	100	10	3	99	15	2
	7%comm	9%ac	3%	9%ac	8%c	10%ac	12%ace	15%abcd	11%aj	5%	9%j	10%amn	3%	2%	8%p	4%	3%	7%	16%ar	7%
Apple TV +	52	39	13	33	27	27	42	29	34	15	15	42	6	2	40	3	3	40	7	1
	3%n	3%	2%	3%	3%	4%c	5%ac	7%abcde	5%aj	2%	3%	4%mn	2%	*	3%	1%	3%	3%	7%ar	4%
Disney +	39	34	4	32	23	19	27	19	23	19	13	29	6	2	29	7	1	29	4	1
	2%c	3%c	1%	3%c	3%c	3%c	3%c	5%ac	3%	3%	2%	3%n	2%	1%	2%	3%	1%	2%	5%	4%
SUMMARY CODES																				
ANY PSB PROVIDERS	1160	1160	-	995	840	678	842	271	446	745	304	546	303	286	822	168	70	941	52	21
	63%cklwy	100%acgh	-	100%acgh	100%acgh	100%acgh	64%c	69%ac	59%	100%aik	53%	56%	79%kal	79%kal	65%	67%	58%	66%	58%	68%
Non-PSB	1325	867	458	730	614	493	842	392	755	515	472	790	261	163	933	165	89	1031	76	29
	72%cmu	75%c	66%	73%c	73%c	73%c	100%abc	100%abc	100%ajk	69%	83%aj	81%amn	68%n	45%	73%p	66%	74%	72%	84%ar	95%
ANY MEDIA PROVIDER	1718	1160	558	995	840	678	842	392	755	745	570	901	358	332	1187	230	110	1334	83	30
	93%c	100%ac	81%	100%ac	100%ac	100%ac	100%ac	100%ac	100%a	100%a	100%a	93%	94%	92%	93%	92%	92%	94%	92%	97%
ANY SVOD PROVIDER	1040	682	357	570	467	377	842	392	755	383	408	659	181	106	779	106	39	826	60	17
	56%jmnpqu	59%c	52%	57%c	56%	56%	100%abc	100%abc	100%ajk	51%	72%aj	68%amn	47%n	29%	61%apq	43%	32%	58%	66%	56%
None of these	133	-	133	-	-	-	-	-	-	-	-	69	25	30	86	19	10	88	7	1
	7%bdefghijkvx	-	19%abdefgh	-	-	-	-	-	-	-	-	7%	6%	8%	7%	8%	8%	6%	8%	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2a Media providers used in the last year
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Virgin TV	203 11%cp	90 10%	52 20%auw	49 10%	98 12%	95 11%
Apple Music/Apple Podcasts	122 7%cmn	52 6%	33 13%auw	34 7%	74 9%ay	43 5%
Apple TV +	52 3%n	24 3%	13 5%	14 3%	31 4%y	15 2%
Disney +	39 2%c	19 2%	10 4%	7 2%	19 2%	19 2%
SUMMARY CODES						
ANY PSB PROVIDERS	1160 63%cklw y	719 77%aw	184 72%aw	161 33%	601 74%ay	518 58%
Non-PSB	1325 72%cnu	630 67%	237 92%auw	388 80%au	606 75%	642 72%
ANY MEDIA PROVIDER	1718 93%ic	871 93%	250 98%auw	453 94%	777 96%ay	831 93%
ANY SVOD PROVIDER	1040 56%jmn qu	447 48%	219 85%auw	359 74%au	481 59%	502 56%
None of these	133 7%bdefg hjbx	68 7%v	6 2%	29 6%v	36 4%	66 7%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_01 Frequency of usage - BBC services

Base: All who have used BBC services in the last 12 months

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1130	539	591	100	130	297	603	32	68	130	132	165	191	231	181	288	362	195	285
Weighted Base	1087	515	572	105*	153	338	491	34**	72*	153	165	173	221	146	124	286	358	185	258
Every day	685 63%deij	316 61%	370 66%	38 37%	61 40%	204 60%de	382 78%adef	12 36%	26 37%	61 40%	96 58%ij	108 63%ij	156 70%ijk	117 81%aijkl m	108 87%ail klm	189 66%q	207 58%	123 66%	167 66%
Several days each week	221 20%gno	112 22%	108 19%	35 33%ag	39 26%g	78 23%g	69 14%	11 34%	24 33%amno	39 26%no	41 25%no	37 21%o	41 19%o	19 13%o	8 6%	52 18%	89 25%	33 18%	47 18%
About once a week	89 8%gno	42 8%	48 8%	11 11%g	24 16%ag	33 10%g	21 4%	3 8%	8 12%no	24 16%amno	18 11%no	15 8%o	12 6%	5 3%	4 3%	17 6%	36 10%	17 9%	19 7%
A few times each month	58 5%gno	28 6%	29 5%	14 14%afg	19 13%afg	14 4%	10 2%	6 17%	9 12%aklmn o	19 13%aklmno	7 4%	7 4%o	8 3%	2 1%	1 7%	19 7%	18 5%	10 5%	11 4%
Less often	34 3%	17 3%	17 3%	6 6%g	9 6%g	9 3%	10 2%	1 4%	5 6%	9 6%	4 2%	6 3%	4 2%	2 2%	4 3%	9 3%	9 2%	1 1%	14 6%r
SUMMARY CODE																			
AT LEAST ONCE A WEEK	995 92%deij	470 91%	526 92%	85 80%	125 82%	315 93%de	471 96%ade	26 79%	58 81%	125 82%	155 94%ij	160 92%ij	209 95%ij	142 97%ajj	120 97%ajj	258 90%	331 93%	174 94%	233 90%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_01 Frequency of usage - BBC services

Base: All who have used BBC services in the last 12 months

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1130	650	480	369	113	450	47	151	224	147	117	906
Weighted Base	1087	644	443	434	128*	317	53*	156	257	168	134	830
Every day	685	396	289	246	75	280	17	86	143	92	78	542
	63% ^{dg}	62%	65%	57% ^g	60% ^{kg}	82% ^{adegh}	33%	56% ^g	56%	56%	59%	65% ^{ij}
Several days each week	221	140	80	99	29	37	20	35	56	39	27	165
	20% ^{ef}	22%	18%	23% ^f	23% ^{ef}	12%	39% ^{adfh}	22% ^{ef}	22%	23%	20%	20%
About once a week	89	53	37	46	8	11	5	19	24	15	11	65
	8% ^{ef}	8%	8%	11% ^f	7%	4%	10%	12% ^{ef}	9%	9%	8%	8%
A few times each month	58	37	21	29	7	2	7	12	22	16	10	36
	5% ^f	6%	5%	7% ^f	5% ^f	1%	13% ^{af}	8% ^f	8% ^{ef}	10% ^{ef}	8%	4%
Less often	34	18	15	13	6	7	3	5	11	6	7	22
	3%	3%	4%	3%	5%	2%	5%	3%	4%	3%	5%	3%
SUMMARY CODE												
AT LEAST ONCE A WEEK	995	589	406	392	113	308	43	140	224	146	116	772
	92% ^{gij}	91%	92%	90%	90%	97% ^{adegh}	81%	89%	87%	87%	87%	93% ^{ijk}

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_01 Frequency of usage - BBC services

Base: All who have used BBC services in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1130	998	132	433	506	79	622	538
Weighted Base	1087	981	106	438	443	72*	631	476
Every day	685	604	81	291	295	46	389	314
	63%	62%	76%ab	66%	66%	63%	62%	66%
Several days each week	221	204	17	70	91	17	129	99
	20%	21%	16%	16%	20%	24%	20%	21%
About once a week	89	85	4	43	26	4	57	31
	8%	9%	4%	10%e	6%	5%	9%	7%
A few times each month	58	58	-	21	19	3	36	19
	5% ^c	6% ^c	-	5%	4%	5%	6%	4%
Less often	34	30	4	12	13	2	20	13
	3%	3%	4%	3%	3%	3%	3%	3%
SUMMARY CODE								
AT LEAST ONCE A WEEK	995	893	102	404	411	67	575	444
	92%	91%	96%	92%	93%	92%	91%	93%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_01 Frequency of usage - BBC services

Base: All who have used BBC services in the last 12 months

	GOVERNMENT REGIONS												ETHNIC ORIGINZ					
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1130	43	136	77	54	64	122	97	160	105	62	145	75	1037	82	6	-	1
Weighted Base	1087	35*	118	71*	59*	60*	138	115*	184	119*	64*	94	29*	978	98*	8**	-**	1**
Every day	685	27	82	46	25	38	84	83	109	77	48	49	19	624	52	6	-	-
	63%el	77%eil	69%eil	64%ee	43%ef	63%ef	61%eg	72%elh	59%	65%ej	75%ek	52%	63%el	64%	53%	74%	-	-
Several days each week	221	5	23	10	20	13	41	18	43	22	6	15	7	199	22	1	-	1
	20%	15%	19%	14%	34%adhik	22%	29%adhik	15%	23%ak	18%	9%	15%	23%ak	20%	22%	10%	-	100%
About once a week	89	1	7	7	7	4	10	8	18	7	4	13	2	80	9	-	-	-
	8%	4%	6%	10%	11%	7%	8%	7%	10%	6%	7%	14%acj	8%	8%	10%	-	-	-
A few times each month	58	1	4	6	6	2	-	4	9	8	6	10	1	50	7	1	-	-
	5%kg	4%kg	4%kg	9%g	10%g	2%	-	4%g	5%g	6%g	10%g	10%acg	3%g	5%	7%	17%	-	-
Less often	34	-	2	3	1	3	3	2	5	6	-	8	1	26	8	-	-	-
	3%	-	2%	4%	2%	5%	2%	2%	3%	5%	-	8%acghik	2%	3%	8%an	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	965	33	112	62	52	56	135	108	169	105	57	77	28	903	83	6	-	1
	92%lo	96%lj	95%lj	86%	86%	93%lj	98%ade	94%lj	92%lj	89%	90%	81%	94%lj	92%lo	85%	83%	-	100%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_01 Frequency of usage - BBC services

Base: All who have used BBC services in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1130	1130	-	1039	860	691	474	232	378	804	261	472	314	321	798	178	65	918	54	16
Weighted Base	1087	1087	...	995	800	640	513	256	414	745	276	499	292	271	773	162	62*	883	49*	17**
Every day	685 63%gkl sw	685 63%g	-	685 69%kabgh	569 71%abgh	463 72%abgh	272 53%	149 58%	200 48%	552 74%aik	110 40%	241 48%	217 74%al	217 80%al	478 62%	115 71%o	36 59%	551 62%e	23 47%	13 76%
Several days each week	221 20%k	221 20%	-	221 22%	160 20%	126 20%	124 24%	64 25%	101 24%j	130 18%	76 27%aj	126 25%amm	51 18%	38 14%	167 22%	30 19%	7 12%	178 20%	18 37%ar	2 13%
About once a week	89 8%fgmn	89 8%f	-	89 9%f	51 6%	34 5%	60 12%kabef	24 9%f	55 13%aj	33 4%	35 13%aj	70 14%amn	11 4%	8 3%	64 8%	10 6%	10 16%ap	79 9%	4 8%	1 4%
A few times each month	58 5%defjn u	58 5%def	-	-	10 1%cd	11 2%cd	38 7%def	14 6%def	39 9%aj	17 2%	37 13%aj	43 9%amn	7 2%	3 1%	41 5%	4 3%	6 9%ip	50 6%	2 5%	1 8%
Less often	34 3%defx	34 3%def	-	-	10 1%cd	8 1%cd	19 4%def	5 2%cd	19 5%j	12 2%	19 7%aj	19 4%	6 2%	6 2%	23 3%	3 2%	3 4%	25 3%	1 3%	-
SUMMARY CODE																				
AT LEAST ONCE A WEEK	995 92%klw	995 92%	-	995 100%kabefgh	780 97%abgh	622 97%abgh	456 89%	237 93%	357 86%	715 96%aik	221 80%	437 88%	279 95%al	263 97%al	709 92%	155 96%q	53 86%	808 92%	45 92%	16 92%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_01 Frequency of usage - BBC services

Base: All who have used BBC services in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1130	742	156	128	603	491
Weighted Base	1087	678	174	145	582	466
Every day	685 63%gikl sw	490 72%avw	75 43%	47 32%	388 67%y	270 58%
Several days each week	221 20%n	117 17%	57 33%au	36 25%	122 21%	97 21%
About once a week	89 8%fmn	39 6%	22 13%u	24 16%au	41 7%	44 10%
A few times each month	58 5%defm u	19 3%	13 8%u	25 17%auv	23 4%	31 7%
Less often	34 3%defx	13 2%	6 4%	14 10%auv	7 1%	23 5%x
SUMMARY CODE						
AT LEAST ONCE A WEEK	995 92%iklw	646 95%avw	155 89%w	106 73%	551 95%ay	412 88%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_02 Frequency of usage - ITV services
Base: All who have used ITV services in the last 12 months

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1012	478	534	81	111	251	569	24	57	111	108	143	176	220	173	245	331	164	272
Weighted Base	958	444	514	82*	130	281	465	26**	56*	130	137*	145	207	139	119	238	323	155	242
Every day	448 47%dejp	188 42%	260 51%b	20 24%	38 29%	124 44%de	266 57%adef	5 21%	15 26%	38 29%	52 38%	72 50%ij	116 56%ajk	76 55%ijk	75 62%aijkl	92 39%	138 43%	81 52%p	136 56%apc
Several days each week	273	135	137	29	32	82	129	10	19	32	36	47	54	43	32	61	100	47	64
About once a week	119	63	56	15	28	37	38	5	11	28	21	16	23	11	4	42	44	16	17
A few times each month	71 12%gop	32 14%	39 11%	12 19%	23 22%ag	17 13%g	19 8%	4 18%	8 19%no	23 22%alimno	15 16%no	2 11%o	9 8%	6 4%	3 18%es	24 14%es	28 14%es	7 10%	12 7%
Less often	47 7%glo	25 7%	22 8%	5 15%afg	8 18%afg	21 6%	13 4%	2 15%	3 15%imno	8 18%alimno	13 11%ho	7 2%	5 4%	3 3%	5 10%es	19 9%	13 5%	3 5%	13 5%
SUMMARY CODE	5%	6%	4%	6%	6%	7%g	3%	7%	6%	6%	10%mn	5%	3%	2%	4%	8%r	4%	2%	5%
AT LEAST ONCE A WEEK	840 88%dejkp	387 87%	453 88%	64 79%	99 76%	244 87%e	433 93%adef	20 78%	44 79%	99 76%	109 79%	135 93%ijk	192 93%ijk	129 93%aijk	111 93%aijk	195 82%	282 87%	144 93%p	218 90%p

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_02 Frequency of usage - ITV services
Base: All who have used ITV services in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1012	576	436	317	89	427	33	136	196	133	99	816
Weighted Base	958	561	397	368	112*	301	35**	143	220	140	110*	738
Every day	448	231	217	144	41	181	7	75	89	57	53	359
	47% bc	41%	55% ab	39%	37%	60% ade	20%	53% de	40%	38%	48%	49% ij
Several days each week	273	161	112	108	42	84	10	29	56	42	24	216
	28%	29%	28%	29%	38% h	28%	29%	20%	26%	28%	22%	29%
About once a week	119	86	33	64	18	17	3	17	33	23	14	86
	12% cf	15% c	8%	17% af	16% f	6%	9%	12% fi	15%	15%	13%	12%
A few times each month	71	52	19	33	5	10	10	13	26	20	9	45
	7% f	9% c	5%	9% f	5%	3%	27%	9% f	12% al	13% al	8%	6%
Less often	47	31	16	18	6	8	5	9	15	8	9	32
	5%	6%	4%	5%	5%	3%	15%	7%	7%	5%	9%	4%
SUMMARY CODE												
AT LEAST ONCE A WEEK	840	477	362	316	101	282	20	120	179	122	91	661
	88% i	85%	91% b	86%	90%	94% adh	57%	84%	81%	82%	83%	90% ij

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_02 Frequency of usage - ITV services

Base: All who have used ITV services in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1012	887	125	386	471	70	558	495
Weighted Base	958	860	99	387	408	64*	558	433
Every day	448	379	69	190	200	32	259	209
	47%	44%	70%ab	49%	49%	50%	46%	48%
Several days each week	273	250	23	118	109	18	170	117
	28%	29%	23%	30%	27%	28%	30%	27%
About once a week	119	117	2	43	43	8	72	49
	12% ^c	14% ^c	2%	11%	11%	13%	13%	11%
A few times each month	71	69	2	25	27	3	39	29
	7%	8% ^c	2%	7%	7%	5%	7%	7%
Less often	47	44	3	12	28	3	18	28
	5%	5%	3%	3%	7% ^{dg}	4%	3%	7% ^{dg}
SUMMARY CODE								
AT LEAST ONCE A WEEK	840	746	93	350	353	58	501	375
	88%	87%	95% ^{ab}	90%	86%	91%	90%	87%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_02 Frequency of usage - ITV services
Base: All who have used ITV services in the last 12 months

Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	39	128	74	52	50	110	79	134	95	46	130	75	950	55	5	-	1	
Weighted Base	33*	112	67*	55*	47*	123*	95*	154	108*	55*	82	29*	883	67*	6**	-**	1**	
Every day	448	21	56	34	23	19	54	41	73	55	25	32	428	18	3	-	-	
	47%ko	65%laef	50%	42%	41%	44%	43%	48%	51%	45%	38%	52%	48%lo	27%	43%	-	-	
Several days each week	273	9	27	16	17	12	43	26	50	25	13	26	253	17	-	-	1	
	28%	24%	25%	24%	31%	26%	35%	28%	32%	23%	24%	31%	29%	25%	-	-	100%	
About once a week	119	1	13	6	6	9	19	15	15	14	7	13	99	17	2	-	-	
	12%	3%	12%	9%	11%	20%bm	15%	16%	10%	13%	12%	16%bm	11%	26%an	33%	-	-	
A few times each month	71	3	9	7	8	3	6	9	10	5	6	3	66	5	2	-	-	
	7%	8%	8%	10%	14%gj	6%	9%	7%	5%	10%	6%	10%	8%	7%	24%	-	-	
Less often	47	-	6	4	1	3	2	5	5	9	4	7	37	10	-	-	-	
	5%	-	6%	3%	6%	2%	5%	4%	8%g	8%	9%gm	1%	4%	15%an	-	-	-	
SUMMARY CODE																		
AT LEAST ONCE A WEEK	840	30	97	56	46	41	115	82	138	94	45	70	779	52	5	-	1	
	88%ko	92%	87%	84%	83%	88%	94%dek	86%	90%	87%	82%	86%	88%lo	78%	76%	-	100%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_02 Frequency of usage - ITV services

Base: All who have used ITV services in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1012	1012	-	903	900	692	413	206	324	675	209	420	281	296	708	165	67	830	44	14
Weighted Base	958	958	...	849	840	638	445	225	351	608	222	440	258	245	673	151	63*	786	37*	16**
Every day	448 47%gkl sw	448 47%g	-	424 50%gh	448 53%abgh	338 53%abgh	167 37%	92 41%	120 34%	309 51%ik	61 27%	155 35%	139 54%al	150 61%al	296 44%	76 51%	33 52%	361 46%e	9 25%	6 38%
Several days each week	273	273	-	256	273	206	133	65	101	174	54	122	82	65	198	48	13	225	13	4
About once a week	119	28%	-	30%	33%	32%	30%	29%	29%	29%	25%	28%	32%	26%	29%	31%	21%	29%	35%	22%
A few times each month	71	119	-	100	119	67	79	42	68	71	44	81	18	18	93	15	4	100	9	2
Less often	47	12%mmu	-	12%	14%f	10%	18%abdf	19%abdf	19%aj	12%	20%aj	19%amn	7%	7%	14%	10%	7%	13%	25%ar	14%
SUMMARY CODE	71	71	-	44	-	20	40	19	40	32	38	51	12	4	47	9	9	61	3	2
AT LEAST ONCE A WEEK	840	840	-	780	840	610	379	199	289	554	159	358	240	233	587	139	50	685	32	12
	88%klw	88%	-	92%abg	100%abdf	96%abdg	85%	88%	82%k	91%aik	72%	81%	93%al	95%al	87%	92%q	79%	87%	86%	74%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_02 Frequency of usage - ITV services

Base: All who have used ITV services in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1012	680	127	104	519	460
Weighted Base	958	615	140	118*	490	433
Every day	448 47%gkl sw	326 53%avw	41 29%	22 19%	224 46%	208 48%
Several days each week	273 28%	180 29%	43 31%	27 23%	149 30%	121 28%
About once a week	119 12%mmu	52 8%	32 23%au	31 26%au	65 13%	45 10%
A few times each month	71 7%efm	33 5%	20 14%au	16 15%au	32 7%	36 8%
Less often	47 5%def	24 4%	4 3%	19 16%auv	21 4%	23 5%
SUMMARY CODE						
AT LEAST ONCE A WEEK	840 88%klw	558 91%vw	116 83%w	81 69%	437 89%	374 86%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_03 Frequency of usage - Channel 4 services
Base: All who have used Channel 4 services in the last 12 months

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	905	427	478	71	95	230	509	22	49	95	95	135	161	203	145	227	298	149	231
Weighted Base	847	396	451	70*	113*	258	406	23**	47*	113*	120*	138	181	126	99	217	289	140	202
Every day	206	86	120	14	22	56	114	3	11	22	29	28	51	32	31	39	76	35	58
	24%	22%	27%	20%	19%	22%	28%	12%	24%	19%	24%	20%	28%	26%	31% ^{kl}	16%	20% ^{pd}	25%	28% ^{pd}
Several days each week	309	151	158	25	35	100	149	8	17	35	45	55	64	48	37	83	101	46	79
	36%	38%	35%	35%	31%	39%	37%	33%	36%	31%	37%	40%	35%	38%	38%	38%	35%	33%	39%
About once a week	162	80	82	12	27	42	81	4	9	27	19	23	39	25	16	50	54	27	30
	19%	20%	18%	18%	24%	16%	20%	17%	18%	24%	16%	17%	22%	20%	17%	23% ^{sa}	19%	19%	15%
A few times each month	107	43	64	13	21	33	40	5	8	21	10	23	20	12	8	27	38	20	22
	13%	11%	14%	18%	19% ^g	13%	10%	22%	16%	19% ^{kno}	8%	17% ^{lo}	11%	10%	8%	12%	13%	14%	11%
Less often	63	36	27	6	7	27	22	4	3	7	18	9	7	8	7	18	18	12	15
	7%	9%	6%	9%	7%	10% ^g	5%	16%	5%	7%	15% ^{ammn}	7%	4%	7%	7%	8%	6%	8%	7%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	678	318	360	51	84	198	344	14	37	84	92	106	154	105	85	172	232	108	165
	80%	80%	80%	73%	75%	77%	85% ^{adef}	62%	78%	75%	77%	76%	85%	84%	86%	79%	80%	78%	82%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_03 Frequency of usage - Channel 4 services
Base: All who have used Channel 4 services in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	905	525	380	289	89	380	29	118	170	109	83	735
Weighted Base	847	505	342	333	99*	263	33**	120	190	122*	104*	657
Every day	206	115	91	67	18	74	7	40	40	24	28	166
	24%	23%	27%	20%	18%	28% ^d	21%	33% ^{de}	21%	20%	27%	25%
Several days each week	309	184	125	122	39	105	10	33	62	44	26	247
	36% ^{kk}	36%	37%	37%	40%	40% ^{hh}	31%	27%	33%	36%	25%	38% ^{kk}
About once a week	162	105	57	73	22	44	5	17	37	23	24	125
	19%	21%	17%	22%	22%	17%	15%	14%	19%	19%	23%	19%
A few times each month	107	65	42	42	15	23	6	21	28	17	13	79
	13%	13%	12%	13%	15%	9%	19%	18% ^{ff}	15%	14%	15%	12%
Less often	63	36	26	28	5	17	5	8	23	14	13	40
	7%	7%	8%	8%	5%	6%	14%	7%	12% ^{ll}	12% ^{ll}	13% ^{ll}	6%
SUMMARY CODE												
AT LEAST ONCE A WEEK	678	404	274	262	80	224	22	90	139	91	77	539
	80%	80%	80%	79%	80%	85% ^{hh}	67%	75%	73%	74%	75%	82% ^{ll}

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_03 Frequency of usage - Channel 4 services

Base: All who have used Channel 4 services in the last 12 months

Total (a)	INTERNET ACCESS		TV PLATFORM					
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)	
Unweighted Base	905	801	104	336	439	62	479	461
Weighted Base	847	765	82*	334	376	55*	473	399
Every day	206	182	24	84	88	16	116	96
	24%	24%	29%	25%	23%	29%	24%	24%
Several days each week	309	282	27	131	134	21	189	139
	36%	37%	33%	39%	36%	38%	40%	35%
About once a week	162	146	16	56	70	9	85	76
	19%	19%	20%	17%	19%	16%	18%	19%
A few times each month	107	97	10	38	57	5	47	61
	13%	13%	12%	11%	15%g	9%	10%	15%g
Less often	63	57	5	25	26	5	37	26
	7%	7%	6%	8%	7%	9%	8%	7%
SUMMARY CODE								
AT LEAST ONCE A WEEK	678	610	67	271	292	45	389	311
	80%	80%	81%	81%	78%	82%	82%	78%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

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Q.2b_03 Frequency of usage - Channel 4 services

Base: All who have used Channel 4 services in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	905	37	108	65	43	47	98	64	122	87	98	121	75	859	39	3	-	1
Weighted Base	847	31*	93*	59*	47*	41*	110*	75*	143	98*	43*	77	29*	794	45*	3**	-**	1**
Every day	206	10	17	20	8	4	27	19	39	33	14	11	4	196	8	2	-	-
		24% <i>flm</i>	33% <i>flm</i>	33% <i>clm</i>	16%	10%	25%	25%	27% <i>flm</i>	34% <i>clm</i>	32% <i>fl</i>	15%	13%	25%	18%	51%	-	-
Several days each week	309	13	38	19	19	15	37	26	58	32	10	23	19	296	10	-	-	1
	36%	42%	41%	33%	40%	36%	33%	35%	41%	33%	24%	30%	63% <i>acde</i>	37%	23%	-	-	100%
About once a week	162	3	14	10	10	12	24	18	21	15	11	20	5	142	17	2	-	-
	19%	9%	15%	17%	22%	28% <i>b</i>	22%	23%	15%	15%	26%	25% <i>b</i>	17%	18%	37% <i>an</i>	49%	-	-
A few times each month	107	3	17	6	7	9	13	6	16	11	5	12	1	103	4	-	-	-
	13% <i>m</i>	11%	18% <i>m</i>	10%	15%	22% <i>m</i>	12%	9%	11%	11%	11%	16% <i>m</i>	4%	13%	8%	-	-	-
Less often	63	1	7	4	3	2	9	6	9	7	3	11	1	56	7	-	-	-
	7%	4%	7%	8%	6%	4%	8%	8%	6%	7%	7%	15% <i>aim</i>	2%	7%	15%	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	678	26	69	48	37	31	88	63	118	80	35	54	28	634	35	3	-	1
	80% <i>kl</i>	84%	75%	82%	79%	74%	80%	83%	83% <i>kl</i>	82%	82%	70%	94% <i>acef</i>	80%	77%	100%	-	100%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_03 Frequency of usage - Channel 4 services

Base: All who have used Channel 4 services in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC services (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	905	905	-	799	764	730	369	191	285	599	174	364	256	276	640	147	52	734	43	13
Weighted Base	847	847	...	744	702	678	388	208	302	534	183	374	234	230	602	133	47*	688	36*	16**
Every day	206	206	-	192	191	206	78	43	53	147	26	70	73	62	137	34	14	155	6	6
	24%kw	24%	-	26%kg	27%g	30%abgh	20%	21%	18%	27%ik	14%	19%	31%al	27%l	23%	26%	29%	23%	16%	37%
Several days each week	309	309	-	280	281	309	143	78	110	196	59	128	87	91	227	51	12	260	14	1
	36%	36%	-	38%	40%	46%abde	37%	38%	36%	37%	32%	34%	37%	40%	38%	38%	27%	38%	40%	5%
About once a week	162	162	-	150	139	162	85	46	66	103	37	77	39	43	119	21	8	135	8	3
	19%	19%	-	20%	20%	24%ab	22%	22%	22%	19%	20%	21%	17%	19%	20%	15%	17%	20%	21%	19%
A few times each month	107	107	-	85	65	-	48	28	42	63	38	61	25	21	75	20	5	85	7	5
	13%ef	13%ef	-	11%ef	9%ef	-	12%ef	13%ef	14%	12%	21%aj	15%kn	11%	9%	12%	15%	11%	12%	21%	31%
Less often	63	63	-	37	27	-	34	13	31	25	24	38	10	11	44	8	7	53	1	1
	7%ef	7%ef	-	5%ef	4%ef	-	9%def	6%ef	10%j	5%	13%aj	10%mn	4%	5%	7%	6%	16%aop	8%	2%	8%
SUMMARY CODE																				
AT LEAST ONCE A WEEK	678	678	-	622	610	678	306	167	230	446	122	275	199	197	483	106	34	550	28	9
	80%kw	80%	-	84%	87%abg	100%abde	79%	80%	76%k	84%ik	67%	74%	85%l	86%al	80%	79%	73%	80%	77%	61%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q.2b_03 Frequency of usage - Channel 4 services

Base: All who have used Channel 4 services in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	905	616	109	87	471	405
Weighted Base	847	553	121*	95*	442	375
Every day	206 24%klw	144 26%w	22 18%	10 10%	114 26%	83 22%
Several days each week	309 36%	211 38%	44 36%	25 28%	169 38%	132 35%
About once a week	162 19%	99 18%	30 25%	20 21%	83 19%	75 20%
A few times each month	107 13%f	64 12%	16 13%	21 22%au	54 12%	49 13%
Less often	63 7%ef	35 6%	9 7%	18 18%auv	22 5%	36 10%x
SUMMARY CODE						
AT LEAST ONCE A WEEK	678 80%klw	454 82%w	96 80%w	56 69%	366 83%	289 77%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_04 Frequency of usage - Channel 5 services
Base: All who have used Channel 5 services in the last 12 months

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	746	357	389	44	69	190	443	13	31	69	72	118	137	175	131	181	239	131	195
Weighted Base	681	324	357	40*	81*	207	353	14**	27**	81*	89*	118*	155	108	90	168	223	120	171
Every day	154	67	87	3	12	45	95	-	3	12	29	16	39	29	26	21	47	31	55
	23%do	21%	24%	7%	15%	22% <i>d</i>	27% <i>de</i>	-	10%	15%	33% <i>ij</i>	13%	25% <i>kl</i>	27% <i>klj</i>	29% <i>klj</i>	12%	21% <i>p</i>	26% <i>p</i>	32% <i>apc</i>
Several days each week	202	92	110	12	17	68	105	4	7	17	24	44	39	31	35	48	61	35	58
	30%	28%	31%	30%	20%	33%	30%	33%	28%	20%	27%	37% <i>j</i>	25%	29%	39% <i>jm</i>	29%	27%	30%	34%
About once a week	142	69	73	9	13	46	73	3	7	13	11	34	31	26	16	45	40	28	29
	21%	21%	20%	23%	16%	22%	21%	20%	24%	16%	13%	29% <i>k</i>	20%	24% <i>kl</i>	18%	27% <i>s</i>	18%	23%	17%
A few times each month	113	59	54	10	24	28	50	4	7	24	16	12	29	13	8	27	55	16	15
	17% <i>ks</i>	18%	15%	26%	30% <i>aafg</i>	14%	14%	26%	25%	30% <i>alno</i>	19%	10%	19%	12%	9%	16% <i>s</i>	25% <i>ars</i>	13%	9%
Less often	71	38	33	8	15	20	30	3	3	15	8	12	16	8	5	27	20	10	15
	10%	12%	9%	15%	19% <i>ag</i>	10%	8%	19%	13%	19% <i>ano</i>	9%	10%	11%	8%	5%	16% <i>qs</i>	9%	8%	9%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	498	228	270	24	42	159	273	7	17	42	64	94	109	87	77	114	148	94	142
	73% <i>ej</i>	70%	76%	59%	51%	77% <i>de</i>	78% <i>de</i>	53%	62%	51%	73% <i>j</i>	80% <i>j</i>	71% <i>j</i>	81% <i>j</i>	85% <i>ajk</i> m	68%	66%	79% <i>q</i>	83% <i>apc</i>

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_04 Frequency of usage - Channel 5 services

Base: All who have used Channel 5 services in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	746	420	326	231	67	331	17	100	139	88	80	607
Weighted Base	661	390	291	256	74*	231	17**	103*	153	97*	98*	528
Every day	154 23%	68 17%	86 30%ab	43 17%	14 19%	62 27%d	1 5%	34 33%ad	30 20%	19 19%	20 22%	124 23%
Several days each week	202 30%	109 28%	93 32%	67 26%	26 36%	74 32%	4 24%	30 29%	43 28%	32 33%	23 26%	159 30%
About once a week	142 21%h	85 22%	56 19%	63 25%h	13 17%	50 22%h	6 33%	10 10%	31 20%	16 17%	18 21%	111 21%
A few times each month	113 17%c	82 21%c	30 10%	47 19%	15 20%	28 12%	6 35%	16 16%	28 18%	16 16%	16 16%	85 16%
Less often	71 10%	46 12%	24 8%	36 14%f	6 8%	16 7%	1 4%	12 12%	21 14%	14 15%	12 13%	49 9%
SUMMARY CODE												
AT LEAST ONCE A WEEK	498 73%	262 67%	236 81%ab	173 68%	53 71%	187 81%ad	10 62%	75 72%	104 68%	67 69%	61 69%	394 75%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 1)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_04 Frequency of usage - Channel 5 services

Base: All who have used Channel 5 services in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	746	650	96	292	367	47	394	390
Weighted Base	681	608	73*	286	305	43*	382	329
Every day	154	125	29	61	74	10	88	78
	23%	21%	40%ab	21%	24%	24%	23%	24%
Several days each week	202	180	22	87	89	15	113	99
	30%	30%	30%	30%	29%	34%	30%	30%
About once a week	142	129	13	61	59	10	82	64
	21%	21%	18%	21%	19%	24%	21%	20%
A few times each month	113	106	6	42	46	5	56	59
	17%	18% ^c	8%	15%	15%	13%	15%	18%
Less often	71	68	3	35	26	2	43	29
	10%	11% ^c	4%	12%	9%	5%	11%	9%
SUMMARY CODE								
AT LEAST ONCE A WEEK	498	433	64	209	223	35	283	241
	73%	71%	88%ab	73%	73%	82%	74%	73%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_04 Frequency of usage - Channel 5 services
Base: All who have used Channel 5 services in the last 12 months

	Total (a)	GOVERNMENT REGIONS											ETHNIC ORIGINZ					
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	746	29	92	56	31	39	79	54	97	70	29	104	66	708	34	3	-	1
Weighted Base	681	24**	79*	50*	34**	35*	85*	64*	113*	76*	30**	65*	26*	636	41*	3**	-**	1**
Every day	154	9	11	17	8	3	14	17	24	31	9	8	3	149	5	2	-	-
	23%im	38%	14%	35%cfglm	24%	9%	16%	26%	21%	41%acfglm	29%	12%	11%	23%	13%	51%	-	-
Several days each week	202	8	22	12	13	11	27	18	35	15	6	19	16	186	14	-	-	1
	30%	34%	28%	25%	30%	31%	32%	28%	31%	19%	20%	29%	60%acdfghij	29%	34%	-	-	100%
About once a week	142	3	11	10	6	4	22	15	26	12	9	17	5	135	6	1	-	-
	21%	13%	15%	19%	10%	10%	26%	23%	23%	16%	31%	27%	20%	21%	15%	27%	-	-
A few times each month	113	2	19	8	5	11	16	7	16	14	4	9	2	108	5	1	-	-
	17%km	9%	25%km	16%	16%	30%ahilm	19%	11%	14%	19%	13%	13%	6%	17%	12%	22%	-	-
Less often	71	1	15	3	1	6	7	7	12	4	2	12	1	58	10	-	-	-
	10%kn	6%	19%adjm	5%	2%	19%jm	8%	12%	10%	5%	8%	19%adjm	2%	9%	25%kan	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	498	20	45	39	27	18	62	50	85	58	24	44	24	470	26	3	-	1
	73%cf	85%	57%	78%cf	82%	51%	73%cf	78%cf	76%cf	76%cf	80%	68%	91%acdfghij	74%	63%	78%	-	100%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_04 Frequency of usage - Channel 5 services

Base: All who have used Channel 5 services in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	746	746	-	675	657	604	282	140	210	501	128	280	219	239	519	128	50	607	36	7
Weighted Base	681	681	***	612	594	544	293	148	223	435	132	281	197	195	476	115	45*	557	28**	8**
Every day	154 23%gklv	154 23%g	-	138 23%kg	143 24%g	140 26%gh	45 15%	25 17%	28 13%	102 23%ik	15 11%	46 16%	49 25%l	58 30%al	96 20%	24 21%	12 27%	106 19%	3 11%	6 72%
Several days each week	202 30%	202 30%	-	188 31%	185 31%	184 34%g	76 26%	43 29%	57 26%	136 31%	30 22%	77 27%	61 31%	62 32%	147 31%	35 31%	10 23%	171 31%	9 31%	-
About once a week	142 21%	142 21%	-	133 22%	136 23%	126 23%	72 25%	35 24%	56 25%	90 21%	30 22%	62 22%	40 20%	39 20%	104 22%	27 23%	7 15%	122 22%	7 25%	-
A few times each month	113 17%f	113 17%f	-	95 16%	84 14%	64 12%	62 21%ef	27 18%	50 23%j	96 15%	39 30%ej	62 22%mm	26 13%	22 11%	79 17%	17 15%	8 17%	99 18%	3 10%	2 24%
Less often	71 10%f	71 10%f	-	57 9%f	46 8%	31 6%	37 13%ef	18 12%f	31 14%	41 9%	19 14%	35 12%	19 10%	14 7%	50 11%	11 10%	8 17%	59 11%	6 23%	-
SUMMARY CODE																				
AT LEAST ONCE A WEEK	498 73%gklw	498 73%g	-	460 75%g	464 78%abg	449 83%abdg	193 66%	104 70%	141 63%	328 75%ik	74 56%	185 66%	151 77%l	160 82%al	346 73%	86 75%	29 66%	399 72%	19 67%	6 76%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_04 Frequency of usage - Channel 5 services

Base: All who have used Channel 5 services in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	746	523	88	53	380	346
Weighted Base	681	460	95*	58*	347	314
Every day	154 23%gkl v	108 23%v	9 9%	7 12%	67 19%	82 26%x
Several days each week	202 30%	143 31%	27 29%	11 20%	109 31%	86 28%
About once a week	142 21%	94 20%	25 26%	12 21%	79 23%	59 19%
A few times each month	113 17%f	68 15%	21 22%	18 32%au	60 17%	49 16%
Less often	71 10%f	48 10%	13 13%	9 16%	32 9%	37 12%
SUMMARY CODE						
AT LEAST ONCE A WEEK	498 73%gkl w	344 75%w	61 64%	30 52%	255 73%	228 73%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_05 Frequency of usage - Freeview/Youview
Base: All who have used Freeview/Youview in the last 12 months

	GENDER		AGE				AGE								SOCIAL GRADE				
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	592	293	299	49	52	143	348	11	38	52	58	85	105	131	112	146	174	101	171
Weighted Base	531	261	270	45*	61*	150	275	11**	34*	61*	69*	80*	120*	79	76*	130	161	91*	149
Every day	312	153	159	19	35	91	168	3	16	35	46	45	67	51	50	72	92	55	93
	59%d	59%	59%	42%	57%	60%d	61%d	23%	47%	57%	66%	56%	64%	66%	64%	56%	57%	60%	62%
Several days each week	121	61	59	12	13	33	63	4	8	13	14	19	31	17	15	27	31	22	41
	23%	24%	22%	27%	21%	22%	23%	40%	22%	21%	20%	23%	26%	21%	20%	21%	19%	25%	27%
About once a week	35	22	13	4	6	8	17	1	3	6	1	7	7	5	4	11	12	4	7
	7%	8%	5%	9%	10%	5%	6%	11%	8%	10%k	1%	9%	6%	7%	5%	9%	8%	5%	5%
A few times each month	19	9	10	5	3	5	7	3	2	3	3	2	3	2	2	7	8	2	3
	4%	3%	4%	10%ag	4%	3%	3%	24%	6%	4%	4%	3%	3%	2%	3%	6%	5%	2%	2%
Less often	44	16	29	6	4	13	21	-	6	4	6	7	12	4	5	12	18	8	7
	8%	6%	11%	13%	7%	9%	8%	-	17%kn	7%	9%	10%	10%	5%	7%	9%	11%ks	9%	4%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	468	236	231	35	54	132	247	8	26	54	61	71	105	74	68	111	135	82	140
	88%d	91%	86%	77%	88%	88%	90%d	76%	72%	88%	87%	88%	88%	93%l	91%	85%	84%	90%	94%apc

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_05 Frequency of usage - Freeview/Youview

Base: All who have used Freeview/Youview in the last 12 months

Total (a)	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD			
	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base 562	320	272	178	60	261	17	76	102	76	46	490
Weighted Base 531	291	240	197	65*	179	16**	74*	111*	82*	52*	420
Every day 59%	164 57%	147 61%	102 52%	37 56%	114 64% ^d	8 49%	51 69% ^d	61 54%	48 59%	24 47%	251 60%
Several days each week 23%	58 20%	63 26%	53 27%	18 28%	35 20%	2 15%	12 17%	22 20%	16 19%	11 22%	99 24%
About once a week 7%	24 8%	11 5%	14 7%	4 6%	13 7%	2 11%	3 4%	9 8%	5 6%	6 11%	26 6%
A few times each month 4%	15 5% ^c	4 2%	9 5%	-	4 2%	2 10%	5 6%	5 4%	5 5%	4 2%	14 3%
Less often 8%	30 10%	14 6%	20 10%	7 10%	12 7%	2 14%	3 4%	15 14% ^h	9 11%	9 18% ^{al}	29 7%
SUMMARY CODE											
AT LEAST ONCE A WEEK 88%	246 85%	222 92% ^b	168 85%	59 90%	162 91%	12 76%	66 90%	91 82%	69 85%	41 80%	376 90% ⁱ

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_05 Frequency of usage - Freeview/Youview

Base: All who have used Freeview/Youview in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	592	505	87	138	403	49	211	418
Weighted Base	531	459	72*	129	349	45*	196	364
Every day	312 59% ^{dg}	264 58%	47 66%	56 43%	232 67% ^{adg}	25 57%	88 45%	240 66% ^{adg}
Several days each week	121 23%	105 23%	16 22%	34 26%	72 21%	9 20%	50 25%	76 21%
About once a week	35 7%	33 7%	2 3%	13 10% ^e	18 5%	2 5%	17 8%	20 5%
A few times each month	19 4%	17 4%	2 3%	5 4%	11 3%	5 11% ^{aeh}	9 4%	11 3%
Less often	44 8% ^{eh}	40 9%	4 6%	21 17% ^{aeh}	16 5%	3 8%	33 17% ^{aeh}	17 5%
SUMMARY CODE								
AT LEAST ONCE A WEEK	468 88% ^{dg}	402 87%	66 92%	103 80%	322 92% ^{dfg}	36 82%	154 79%	336 92% ^{adfg}

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_05 Frequency of usage - Freeview/Youview

Base: All who have used Freeview/Youview in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	592	21	97	41	39	38	47	24	71	55	22	80	57	589	19	3	-	1
Weighted Base	531	17**	82*	41*	42*	35*	47*	28**	85*	61*	19**	52*	22*	506	22**	3**	-**	1**
Every day	312	11	53	27	20	22	23	13	46	41	15	28	12	305	5	-	-	-
Several days each week	59%	65%	65%	67%	48%	61%	50%	46%	54%	67%	80%	54%	54%	60%	25%	-	-	-
About once a week	121	3	13	9	13	6	17	8	22	9	2	11	7	107	11	1	-	1
Less often	23%	19%	16%	23%	30%	18%	36%adj	28%	26%	15%	9%	21%	32%kd	21%	53%	41%	-	100%
AT LEAST ONCE A WEEK	35	-	5	-	4	3	2	5	9	9	-	3	1	31	4	1	-	-
AT LEAST ONCE A WEEK	7%	3%	6%	-	10%	10%	4%	18%	10%	4%	-	6%	3%	6%	17%	26%	-	-
AT LEAST ONCE A WEEK	19	1	2	2	-	3	1	1	2	3	1	1	1	18	1	1	-	-
AT LEAST ONCE A WEEK	4%	5%	3%	5%	-	9%	3%	5%	3%	5%	4%	2%	3%	4%	4%	33%	-	-
AT LEAST ONCE A WEEK	44	1	8	2	5	1	3	1	6	5	1	9	2	44	-	-	-	-
AT LEAST ONCE A WEEK	8%	8%	10%	4%	12%	2%	7%	4%	7%	8%	7%	18%adf	9%	9%	-	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	468	14	71	37	37	31	42	25	77	53	17	42	20	444	21	2	-	1
AT LEAST ONCE A WEEK	88%	87%	87%	90%	88%	89%	90%	91%	90%	87%	90%	81%	88%	88%	96%	67%	-	100%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_05 Frequency of usage - Freeview/Youview

Base: All who have used Freeview/Youview in the last 12 months

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	592	516	76	458	423	372	206	118	162	350	125	222	182	181	417	108	38	477	28	7
Weighted Base	531	459	72*	404	367	324	214	126	167	295	123	215	161	148	380	89*	32*	425	25**	8**
Every day	312	273	39	247	225	202	116	78	91	178	64	121	99	86	216	55	24	241	19	6
59%w	50%	54%	61%	61%	62%	54%	61%	55%	60%	52%	56%	61%	58%	57%	61%	74%	57%	74%	73%	
Several days each week	121	99	22	91	81	70	49	20	31	67	28	38	44	38	90	20	4	101	2	-
23%	21%	31%h	22%	22%	21%	23%	16%	19%	23%	23%	18%	28%	26%	24%	23%	14%	24%	8%	4%	
About once a week	35	32	3	28	24	22	15	9	14	22	9	15	9	11	26	7	-	29	2	-
7%	7%	4%	7%	7%	7%	7%	7%	8%	8%	7%	7%	6%	7%	7%	8%	-	7%	8%	-	
A few times each month	19	19	-	11	11	6	13	7	11	9	9	11	1	5	16	1	-	16	1	2
4%	4%	-	3%	3%	2%	6%cf	6%f	7%	7%	3%	7%	5%lm	1%	4%	4%	1%	-	4%	3%	23%
Less often	44	36	8	28	26	24	21	12	20	20	13	29	8	7	31	6	4	39	2	-
8%	8%	12%	7%	7%	7%	10%	10%	12%	7%	11%	14%am	5%	5%	8%	7%	13%	9%	7%	-	
SUMMARY CODE																				
AT LEAST ONCE A WEEK	468	404	64	366	330	294	180	107	136	267	101	174	152	135	333	82	28	371	23	6
88%w	88%	88%	90%g	90%	91%g	84%	84%	81%	90%k	82%	81%	94%al	91%	88%	92%	87%	87%	90%	90%	77%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_05 Frequency of usage - Freeview/Youview

Base: All who have used Freeview/Youview in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	592	401	65	59	302	274
Weighted Base	531	348	67*	61*	270	245
Every day	312 59%w	205 59%w	44 66%w	27 44%	157 56%	143 59%
Several days each week	121 23%	79 23%	11 17%	15 25%	94 24%	53 22%
About once a week	35 7%	27 8%	3 4%	4 7%	21 8%	14 6%
A few times each month	19 4%	10 3%	5 7%	3 5%	7 3%	12 5%
Less often	44 8%	27 8%	4 6%	11 19%auv	20 7%	23 9%
SUMMARY CODE						
AT LEAST ONCE A WEEK	468 88%w	311 89%w	58 87%	47 76%	242 90%	210 86%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_06 Frequency of usage - Netflix
Base: All who have used Netflix in the last 12 months

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	872	409	463	193	198	281	200	58	135	198	140	141	109	70	21	197	304	169	202
Weighted Base	944	453	492	193	239	329	182	57*	136	239	174	155	124*	45*	14**	226	352	181	186
Every day	433 48%gmm	200 44%	233 47%	107 55%afg	150 63%afg	136 41%g	40 22%	27 47%mn	80 59%almm	150 63%ahkmmn	86 49%lmm	50 32%n	31 25%	7 16%	1 11%	88 39%	168 48%	89 49%	88 48%
Several days each week	268 28%	133 29%	134 27%	53 27%	63 26%	93 28%	60 33%	20 36%	32 24%	63 26%	45 26%	48 31%	41 33%	13 29%	5 39%	67 30%	101 29%	54 30%	46 25%
About once a week	141 15%ej	72 16%	69 14%	18 9%	16 7%	58 18%de	49 27%adef	4 8%	14 10%	16 7%	26 15%j	32 21%hij	36 29%ahijk	10 21%hij	4 27%	40 18%	50 14%	22 12%	30 16%
A few times each month	70 7%	34 7%	36 7%	13 7%	9 4%	25 8%	22 12%ae	4 7%	9 7%	13 4%	12 8%	12 8%	9 10%j	1 21%ahijk lm	1 10%	21 9%r	27 8%	6 3%	16 9%r
Less often	33 3%ej	13 3%	20 4%	2 1%	1 1%	18 5%de	11 6%de	1 2%	1 *	1 1%	4 2%	14 9%aijk	4 3%	6 13%ahijk m	2 12%	9 4%	7 2%	10 5%	6 3%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	842 89%gn	406 90%	436 89%	178 92%g	229 96%afg	296 87%	148 81%	52 91%n	126 93%ln	229 96%akmm	157 90%n	129 83%n	108 87%n	30 66%	10 77%	195 87%	318 90%	165 91%	164 88%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_06 Frequency of usage - Netflix
Base: All who have used Netflix in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	872	501	371	408	128	108	87	131	312	213	164	560
Weighted Base	944	576	367	482	148	79*	101*	134	351	242	179	593
Every day	433	256	177	229	66	14	53	72	187	134	90	246
	46% ^f	44%	48%	47% ^f	44% ^f	18%	52% ^f	54% ^f	53% ^{al}	55% ^{al}	50%	41%
Several days each week	268	168	100	142	38	26	29	33	73	55	32	194
	28% ^{ik}	29%	27%	29%	25%	34%	28%	25%	21%	23%	18%	33% ^{ijk}
About once a week	141	90	52	70	30	17	10	15	58	33	37	84
	15%	16%	14%	14%	21% ^{kg}	21% ^g	10%	11%	16%	14%	20%	14%
A few times each month	70	48	22	32	11	13	8	7	23	16	13	47
	7%	8%	6%	7%	7%	16% ^{kadeh}	8%	5%	7%	7%	7%	8%
Less often	33	17	16	11	4	9	2	7	10	5	7	22
	3%	3%	4%	2%	3%	12% ^{kadeg}	2%	5%	3%	2%	4%	4%
SUMMARY CODE												
AT LEAST ONCE A WEEK	842	513	329	440	134	57	91	120	318	222	159	524
	89% ^f	89%	90%	91% ^f	90% ^f	72%	90% ^f	90% ^f	91%	92%	88%	88%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_06 Frequency of usage - Netflix

Base: All who have used Netflix in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	872	867	5	360	243	55	527	261
Weighted Base	944	939	5**	384	248	55*	573	267
Every day	433	432	1	165	95	27	253	104
	46%	46%	14%	43%	39%	49%	44%	39%
Several days each week	268	266	2	120	81	15	169	86
	28%	28%	31%	31%	33%	27%	29%	32%
About once a week	141	139	3	55	42	5	82	46
	15%	15%	55%	14%	17%	9%	14%	17%
A few times each month	70	70	-	27	21	6	46	22
	7%	7%	-	7%	8%	12%	8%	8%
Less often	33	33	-	17	8	2	24	9
	3%	3%	-	4%	3%	4%	4%	3%
SUMMARY CODE								
AT LEAST ONCE A WEEK	842	837	5	340	219	46	504	236
	89%	89%	100%	88%	88%	84%	88%	89%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_06 Frequency of usage - Netflix
Base: All who have used Netflix in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	872	43	74	59	51	43	98	89	140	74	24	127	50	761	89	5	3	1
Weighted Base	944	43*	72*	64*	65*	52*	127*	116*	165	88*	35**	98	21*	807	123*	6**	3**	1**
Every day	433	25	26	35	30	19	53	63	76	46	16	37	8	362	62	2	2	-
	46%	57% ^{kl}	37%	55% ^{cd}	46%	37%	42%	54% ^{cd}	46%	52%	44%	38%	37%	45%	51%	38%	58%	-
Several days each week	268	10	23	15	20	19	42	19	48	20	8	35	9	234	32	2	-	1
	28% ^{kh}	23%	33% ^h	24%	31%	36% ^h	33% ^h	16%	29% ^h	23%	21%	36% ^h	42% ^{kh}	29%	26%	33%	-	100%
About once a week	141	5	10	7	3	8	23	21	24	13	8	15	3	118	20	2	1	-
	15%	12%	14%	11%	5%	16%	18% ^{ae}	18% ^{ae}	14%	15%	24%	15%	13%	15%	17%	29%	42%	-
A few times each month	70	3	9	4	8	3	5	10	12	5	4	4	1	63	6	-	-	-
	7%	8%	13% ^{gl}	7%	13% ^g	6%	4%	9%	7%	6%	11%	4%	1	8%	5%	-	-	-
Less often	33	-	3	2	3	3	3	3	5	3	-	7	1	30	2	-	-	-
	3%	-	4%	3%	5%	5%	3%	2%	3%	4%	-	7%	4%	4%	2%	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	842	40	60	58	53	46	118	103	148	79	32	86	19	714	114	6	3	1
	89%	92%	83%	91%	83%	89%	93% ^{ace}	89%	90%	90%	89%	89%	92%	88%	93%	100%	100%	100%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_06 Frequency of usage - Netflix
Base: All who have used Netflix in the last 12 months

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC services (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	872	583	289	484	406	329	767	291	686	317	353	558	148	86	648	88	34	696	56	13
Weighted Base	944	620	324	518	423	339	842	332	755	332	382	618	156	83*	704	96*	36*	752	55*	15**
Every day	433	258	175	208	171	140	433	185	400	104	182	326	41	14	332	22	15	331	25	7
	46%mp	42%	54%abde	40%	40%	41%	51%abde	56%abde	53%aj	31%	47%j	53%amn	27%	17%	47%p	23%	42%p	44%	46%	45%
Several days each week	268	175	93	149	123	96	268	105	224	96	112	172	56	19	199	37	8	219	17	3
	28%w	28%	29%	29%	29%	28%	32%	31%	30%	29%	29%	28%	36%	23%	28%	39%a	24%	29%	30%	21%
About once a week	141	110	31	99	85	69	141	33	85	78	52	71	37	26	105	19	5	121	7	1
	15%chw	18%ch	10%	19%ch	20%ach	20%ach	17%ch	10%	11%	24%aik	14%	11%	24%al	32%al	15%	19%	14%	16%	13%	9%
A few times each month	70	49	21	39	27	18	-	8	36	32	28	39	14	14	50	12	4	59	3	2
	7%ghw	8%gh	6%gh	8%gh	6%gh	5%g	-	2%g	5%	10%i	7%	6%	9%	17%al	7%	13%	10%	8%	5%	16%
Less often	33	29	4	23	18	15	-	1	11	22	9	11	7	9	18	6	4	23	3	1
	3%ghw	5%cg	1%g	4%cg	4%cg	4%cg	-	*	1%	7%aik	2%	2%	5%	11%al	3%	6%	10%o	3%	6%	10%
SUMMARY CODE																				
AT LEAST ONCE A WEEK	842	542	299	456	379	306	842	323	709	278	345	568	134	60	636	78	28	671	49	11
	89%mpu	87%	92%b	88%	89%	90%	100%abcd	97%abcd	94%aj	84%	90%j	92%n	86%n	72%	90%p	81%	80%	89%	89%	74%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
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Q.2b_06 Frequency of usage - Netflix
Base: All who have used Netflix in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	872	378	191	292	398	432
Weighted Base	944	388	214	332	432	462
Every day	433 46%jmp ux	111 29%	104 49%u	215 65%auv	162 38%	243 53%ax
Several days each week	268 28%w	123 32%w	67 32%w	73 22%	138 32%y	114 25%
About once a week	141 15%chiw	82 21%avw	28 13%	30 9%	73 17%	63 14%
A few times each month	70 7%ghiw	48 12%avw	12 5%	10 3%	41 9%	28 6%
Less often	33 3%ghiw	25 6%avw	3 1%	3 1%	18 4%	14 3%
SUMMARY CODE						
AT LEAST ONCE A WEEK	842 89%jpu	316 81%	199 93%u	318 96%au	373 86%	420 91%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_07 Frequency of usage - Amazon Prime Video
Base: All who have used Amazon Prime Video in the last 12 months

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	474	237	237	86	100	167	121	23	63	100	91	76	67	37	17	147	172	80	75
Weighted Base	529	269	259	87*	124*	205	113*	23**	63*	124*	119*	85*	82*	21*	11**	170	202	86*	70*
Every day	126	65	61	22	39	51	13	3	19	39	30	21	10	1	2	31	49	29	17
	24%gmm	24%	23%	25%g	32%g	25%g	12%	12%	30%mm	32%mm	26%n	25%nn	12%	4%	22%	18%	24%	33%p	24%
Several days each week	159	80	78	28	37	56	38	10	18	37	28	28	27	9	3	49	68	22	20
	30%	30%	30%	32%	30%	27%	34%	43%	28%	30%	23%	32%	33%	41%	24%	29%	33%	25%	29%
About once a week	107	60	47	17	23	40	28	6	11	23	28	12	21	4	3	34	41	22	10
	20%	22%	18%	19%	18%	19%	25%	26%	17%	18%	24%	14%	26%	19%	25%	20%	20%	25%	15%
A few times each month	80	36	44	16	15	34	16	4	11	15	22	12	11	3	2	30	29	8	13
	15%	13%	17%	18%	12%	16%	14%	19%	18%	12%	18%	14%	13%	15%	15%	18%	15%	9%	18%
Less often	57	28	29	5	10	24	18	-	5	10	11	13	12	4	1	26	16	6	10
	11%	10%	11%	6%	8%	12%	16% ^d	-	8%	8%	9%	16%	15%	20% ^j	14%	15% ^q	8%	7%	14%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	392	205	187	66	100	147	79	19	47	100	87	60	58	13	8	115	157	72	48
	74%	76%	72%	76%	80%	72%	70%	81%	74%	80%	73%	70%	71%	64%	71%	67%	78% ^p	84% ^{ps}	68%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_07 Frequency of usage - Amazon Prime Video
Base: All who have used Amazon Prime Video in the last 12 months

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	474	319	155	242	64	66	44	58	160	112	83	314
Weighted Base	529	373	156	292	76*	48*	48*	65*	193	135	99*	336
Every day	126	80	46	73	20	6	8	19	47	34	25	79
	24%	22%	29%	25%	26%	13%	17%	30% ^f	24%	26%	25%	23%
Several days each week	159	117	42	82	23	18	16	20	60	36	37	99
	30%	31%	27%	28%	30%	39%	33%	31%	31%	27%	37%	29%
About once a week	107	75	32	66	18	7	10	8	40	32	17	67
	20%	20%	21%	22%	23%	14%	12%	12%	21%	23%	17%	20%
A few times each month	80	59	21	46	5	7	12	10	31	25	11	49
	15%	16%	13%	16%	6%	14%	26% ^e	15%	16%	19%	11%	14%
Less often	57	41	16	25	11	10	2	8	15	9	9	42
	11%	11%	10%	9%	15%	21% ^{adg}	5%	12%	8%	6%	9%	13%
SUMMARY CODE												
AT LEAST ONCE A WEEK	392	272	120	220	60	31	33	47	147	102	79	245
	74%	73%	77%	75%	79%	65%	69%	73%	76%	75%	80%	73%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_07 Frequency of usage - Amazon Prime Video
Base: All who have used Amazon Prime Video in the last 12 months

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	474	473	1	184	138	25	278	150
Weighted Base	529	528	1**	205	143	22**	315	158
Every day	126	126	-	47	32	4	72	34
	24%	24%	-	23%	22%	20%	23%	22%
Several days each week	159	158	1	68	42	8	103	44
	30%	30%	100%	33%	29%	34%	33%	28%
About once a week	107	107	-	41	33	5	61	40
	20%	20%	-	20%	23%	21%	19%	25%
A few times each month	80	80	-	26	21	5	43	21
	15%	15%	-	13%	15%	23%	14%	13%
Less often	57	57	-	23	15	1	36	20
	11%	11%	-	11%	11%	3%	12%	13%
SUMMARY CODE								
AT LEAST ONCE A WEEK	392	391	1	156	106	17	236	118
	74%	74%	100%	76%	75%	74%	75%	74%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_07 Frequency of usage - Amazon Prime Video
Base: All who have used Amazon Prime Video in the last 12 months

Total (a)	GOVERNMENT REGIONS											ETHNIC ORIGINZ						
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	474	24	42	29	27	20	65	38	79	44	15	79	12	437	33	2	1	-
Weighted Base	529	25**	40*	30**	33**	24**	83*	56*	98*	52*	23**	60*	6**	481	43*	2**	1**	**
Every day	126	9	8	7	4	3	18	19	23	22	4	10	1	112	14	-	1	-
	24%	37%	19%	23%	11%	10%	22%	34% <i>l</i>	23%	42% <i>acg</i>	16%	16%	10%	23%	32%	-	100%	-
Several days each week	159	5	11	7	14	8	27	12	35	10	6	22	2	148	9	-	-	-
	30%	21%	27%	23%	42%	32%	22%	36%	19%	25%	37%	30%	2	31%	21%	-	-	-
About once a week	107	8	9	6	6	3	16	13	21	8	3	13	2	93	12	1	-	-
	20%	33%	21%	20%	19%	11%	20%	23%	21%	15%	14%	21%	30%	19%	28%	57%	-	-
A few times each month	80	2	9	7	4	2	15	8	11	8	4	9	1	77	3	1	-	-
	15%	9%	23%	23%	11%	8%	18%	14%	11%	16%	18%	16%	18%	16%	6%	43%	-	-
Less often	57	-	3	3	5	9	6	4	9	4	6	6	1	50	6	-	-	-
	11%	-	9%	11%	16%	36%	8%	6%	9%	7%	27%	10%	11%	10%	13%	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	392	23	27	20	24	13	61	44	78	40	13	45	4	354	35	1	1	-
	74%	91%	68%	66%	73%	54%	74%	80%	80%	77%	55%	74%	71%	74%	81%	57%	100%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_07 Frequency of usage - Amazon Prime Video

Base: All who have used Amazon Prime Video in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	474	343	131	291	248	202	358	347	308	182	156	291	81	57	357	47	17	380	24	8
Weighted Base	529	377	152	322	264	220	410	392	356	193	177	337	85*	56*	399	53*	18**	417	28**	9**
Every day	126 24% _{lux}	75 20%	51 33% _{abde} f	66 21%	50 19%	41 18%	105 26%	126 32% _{abde} f	89 25% _j	27 14%	32 18%	77 23%	12 14%	7 12%	83 21%	8 15%	5 29%	82 20%	3 11%	3 32%
Several days each week	159 30% _w	113 30%	46 30%	100 31%	85 32%	76 35%	133 32%	159 41% _{abced} g	109 31%	59 31%	55 31%	113 33%	28 33%	13 23%	131 33%	18 33%	6 31%	135 32%	14 51%	2 21%
About once a week	107 20%	82 22%	25 16%	71 22%	63 24%	50 23%	85 21%	107 27% _{ac}	74 21%	52 27%	32 19%	63 19%	25 30% _i	12 22%	75 19%	14 27%	3 17%	85 20%	3 10%	2 25%
A few times each month	80 15% _h	60 16% _h	20 13% _h	47 15% _h	39 15% _h	30 13% _h	60 15% _h	-	56 16%	28 14%	38 21%	57 17%	8 9%	12 22%	67 17%	5 10%	2 13%	68 16%	5 17%	1 15%
Less often	57 11% _{gh}	46 12% _{gh}	11 7% _h	38 12% _{gh}	27 10% _h	23 11% _h	27 7% _h	-	28 8%	27 14% _i	20 11%	28 8%	13 15%	12 21% _{al}	43 11%	7 14%	2 10%	47 11%	3 11%	1 7%
SUMMARY CODE																				
AT LEAST ONCE A WEEK	392 74% _{kn}	271 72%	121 80%	237 74%	199 75%	167 76%	323 79% _b	392 100% _{abcd} dfg	272 76%	139 72%	119 67%	253 75% _n	65 76% _n	32 57%	289 72%	40 76%	14 78%	302 72%	20 72%	7 78%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_07 Frequency of usage - Amazon Prime Video
Base: All who have used Amazon Prime Video in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	474	212	109	150	228	228
Weighted Base	529	224	127*	173	254	253
Every day	126 24% ^{jux}	33 15%	23 18%	69 40% ^{kauv}	42 17%	72 28% ^x
Several days each week	159 30% ^w	75 34% ^w	50 40% ^w	33 19%	94 37% ^y	63 25%
About once a week	107 20%	50 22%	24 18%	32 18%	51 20%	51 20%
A few times each month	80 15% ^h	30 13%	20 16%	30 17%	42 17%	37 14%
Less often	57 11% ^{gh}	36 16% ^w	10 8%	10 6%	25 10%	30 12%
SUMMARY CODE						
AT LEAST ONCE A WEEK	392 74% ⁿ	198 71%	97 76%	134 77%	187 74%	186 74%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_08 Frequency of usage - Disney +
Base: All who have used Disney + in the last 12 months

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	33	16	17	7	9	13	4	1	6	9	7	6	1	2	1	8	15	3	7
Weighted Base	39**	19**	20**	7**	10**	18**	3**	1**	6**	10**	10**	8**	2**	1**	1**	9**	19**	2**	9**
Every day	5	3	2	-	3	1	-	-	-	3	1	-	-	-	-	1	1	3	1
	12%	15%	10%	-	34%	7%	-	-	-	34%	13%	-	-	-	-	15%	15%	28%	-
Several days each week	8	5	3	1	1	5	*	-	1	1	5	-	-	*	-	2	4	-	2
	21%	29%	14%	16%	13%	29%	11%	-	20%	13%	52%	-	-	50%	-	20%	22%	-	26%
About once a week	3	1	2	1	1	1	-	-	1	1	-	1	-	-	-	1	1	-	1
	8%	7%	9%	15%	13%	4%	-	-	19%	13%	-	8%	-	-	8%	7%	-	-	12%
A few times each month	8	2	5	1	2	4	-	-	1	2	2	2	-	-	-	1	4	-	3
	20%	11%	28%	19%	21%	22%	-	-	24%	21%	22%	23%	-	-	6%	22%	-	-	33%
Less often	15	7	8	3	2	7	3	1	2	2	1	8	2	*	1	5	6	2	3
	39%	36%	39%	49%	19%	38%	89%	100%	37%	19%	14%	69%	100%	50%	100%	51%	33%	72%	29%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	16	10	6	2	6	7	*	-	2	6	7	1	-	*	4	8	1	3	
	42%	51%	33%	32%	60%	40%	11%	-	39%	60%	64%	8%	-	50%	43%	44%	28%	38%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_08 Frequency of usage - Disney +
Base: All who have used Disney + in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	33	23	10	20	3	2	4	4	14	11	5	18
Weighted Base	39**	28**	11**	25**	3**	1**	4**	6**	19**	14**	7**	20**
Every day	5	4	1	3	-	-	-	2	5	5	1	-
	12%	15%	6%	11%	-	-	-	35%	26%	34%	18%	-
Several days each week	8	6	2	3	1	*	1	2	7	4	4	1
	21%	21%	20%	12%	49%	32%	28%	40%	36%	31%	50%	7%
About once a week	3	2	1	2	1	-	-	-	1	1	-	2
	8%	7%	10%	8%	40%	-	-	-	6%	8%	-	10%
A few times each month	5	5	3	8	-	-	1	-	4	3	2	3
	20%	17%	26%	25%	-	-	33%	-	23%	18%	25%	16%
Less often	15	11	4	11	*	1	2	1	2	1	*	13
	39%	39%	38%	43%	12%	68%	40%	25%	10%	9%	7%	66%
SUMMARY CODE												
AT LEAST ONCE A WEEK	16	12	4	8	2	*	1	4	13	10	5	3
	42%	44%	36%	32%	88%	32%	28%	75%	67%	73%	68%	17%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_08 Frequency of usage - Disney +
Base: All who have used Disney + in the last 12 months

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	33	-	17	8	1	23	9
Weighted Base	39**	-**	22**	8**	2**	30**	10**
Every day	5	-	5	-	-	3	1
	12%	-	12%	-	-	12%	14%
Several days each week	8	-	2	3	2	7	3
	21%	-	10%	38%	100%	22%	33%
About once a week	3	-	2	1	-	2	1
	8%	-	8%	16%	-	6%	14%
A few times each month	8	-	4	2	-	7	2
	20%	-	19%	19%	-	24%	16%
Less often	15	-	9	2	-	11	2
	39%	-	40%	27%	-	37%	23%
SUMMARY CODE							
AT LEAST ONCE A WEEK	16	-	9	4	2	12	6
	42%	-	41%	54%	100%	40%	60%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_08 Frequency of usage - Disney +
Base: All who have used Disney + in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	33	-	1	2	2	-	3	5	8	2	2	7	1	32	1	-	-	-
Weighted Base	39**	-**	1**	3**	3**	-**	4**	7**	10**	3**	3**	4**	1**	38**	1**	-**	-**	-**
Every day	5	-	-	-	-	-	-	1	3	-	-	1	-	5	-	-	-	-
Several days each week	12%	-	-	-	-	-	-	9%	31%	-	-	24%	-	13%	-	-	-	-
About once a week	8	-	-	-	-	-	-	2	1	1	3	*	-	8	-	-	-	-
Less often	21%	-	-	-	-	-	-	27%	13%	47%	100%	7%	-	22%	-	-	-	-
AT LEAST ONCE A WEEK	3	-	-	-	-	-	1	1	-	-	-	1	-	3	-	-	-	-
AT LEAST ONCE A WEEK	39%	-	-	-	-	-	36%	16%	-	-	-	15%	-	8%	-	-	-	-
Less often	8	-	1	-	1	-	-	3	-	-	-	1	1	8	-	-	-	-
AT LEAST ONCE A WEEK	20%	-	100%	-	49%	-	-	33%	-	-	-	22%	100%	20%	-	-	-	-
Less often	15	-	-	3	1	-	2	3	2	2	-	1	-	14	1	-	-	-
AT LEAST ONCE A WEEK	39%	-	-	100%	51%	-	64%	48%	23%	53%	-	32%	-	37%	100%	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	16	-	-	-	-	-	1	3	4	1	3	2	-	16	-	-	-	-
AT LEAST ONCE A WEEK	42%	-	-	-	-	-	36%	52%	44%	47%	100%	46%	-	42%	-	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_08 Frequency of usage - Disney +
Base: All who have used Disney + in the last 12 months

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE				
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)		
Unweighted Base	33	28	5	26	20	17	24	16	20	15	12	24	5	2	24	6	1	25	3	1	
Weighted Base	39**	34**	4**	32**	23**	19**	27**	19**	23**	19**	13**	29**	6**	2**	29**	7**	1**	29**	4**	1**	
Every day	5	2	2	2	1	2	3	1	3	2	1	5	-	-	4	1	-	2	3	-	
12%	7%	54%	7%	5%	13%	12%	7%	13%	13%	13%	5%	17%	-	-	13%	16%	-	7%	67%	-	
Several days each week	8	8	-	8	5	4	6	6	5	4	2	5	-	2	7	-	-	5	-	-	
21%	24%	-	24%	21%	23%	24%	29%	21%	22%	14%	17%	-	-	100%	25%	-	-	19%	-	-	
About once a week	3	3	-	3	3	3	2	2	1	2	3	2	1	-	2	1	-	2	-	1	
8%	9%	-	9%	13%	16%	7%	12%	6%	10%	23%	8%	11%	-	-	8%	10%	-	6%	-	100%	
A few times each month	8	7	1	5	4	4	4	5	4	3	3	4	3	-	5	3	-	8	-	-	
20%	21%	13%	17%	16%	19%	16%	25%	18%	18%	19%	15%	56%	-	18%	37%	-	26%	-	-	-	
Less often	15	13	1	13	10	5	11	5	10	7	5	12	2	-	10	3	1	12	1	-	
39%	39%	33%	42%	45%	28%	41%	27%	42%	37%	39%	43%	33%	-	36%	37%	100%	42%	33%	-	-	
SUMMARY CODE																					
AT LEAST ONCE A WEEK	16	14	2	13	9	10	11	9	9	9	5	12	1	2	13	2	-	9	3	1	
42%	40%	54%	41%	39%	52%	43%	49%	40%	45%	42%	42%	11%	100%	45%	26%	-	31%	67%	100%	-	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_08 Frequency of usage - Disney +**Base: All who have used Disney + in the last 12 months**

	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE		
	Total (a)	Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	33	15	7	9	15	18
Weighted Base	39**	19**	10**	7**	19**	19**
Every day	5	2	1	1	1	3
	12%	9%	13%	9%	7%	18%
Several days each week	8	2	4	2	2	6
	21%	11%	36%	34%	13%	29%
About once a week	3	3	-	-	1	2
	8%	16%	-	-	7%	9%
A few times each month	8	6	1	1	7	1
	20%	29%	14%	8%	37%	3%
Less often	15	7	4	4	7	8
	39%	35%	37%	50%	37%	41%
SUMMARY CODE						
AT LEAST ONCE A WEEK	16	7	5	3	5	11
	42%	36%	49%	43%	27%	56%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_09 Frequency of usage - Apple TV +
Base: All who have used Apple TV + in the last 12 months

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	46	18	28	13	6	20	7	2	11	6	12	8	4	1	2	14	16	12	4
Weighted Base	52*	21**	31**	15**	8**	24**	5**	2**	13**	8**	16**	8**	3**	1**	15**	21**	11**	4**	
Every day	13	6	7	2	2	8	1	-	2	2	6	2	-	1	6	3	3	1	
	23%	27%	24%	15%	24%	34%	12%	-	17%	24%	37%	28%	-	56%	38%	13%	26%	33%	
Several days each week	5	5	-	3	2	-	-	1	2	2	-	-	-	-	-	5	-	-	
	10%	24%	-	22%	22%	-	-	72%	15%	22%	-	-	-	-	-	24%	-	-	
About once a week	11	5	6	5	-	5	1	*	4	-	3	2	1	*	2	7	2	*	
	22%	26%	18%	32%	-	22%	26%	28%	33%	-	18%	29%	25%	100%	15%	32%	16%	11%	
A few times each month	10	5	5	2	2	5	1	-	2	2	4	1	1	-	3	1	3	2	
	19%	23%	16%	17%	20%	20%	19%	-	19%	20%	24%	11%	28%	-	17%	6%	31%	56%	
Less often	13	-	13	2	3	8	2	-	2	3	3	3	2	+	5	5	3	-	
	23%	-	42%	14%	35%	25%	42%	-	16%	35%	21%	32%	47%	-	30%	25%	27%	-	
SUMMARY CODE																			
AT LEAST ONCE A WEEK	29	16	13	10	4	13	2	2	8	4	9	5	1	*	8	14	5	2	
	56%	77%	42%	69%	45%	56%	38%	100%	65%	45%	55%	57%	25%	100%	53%	69%	42%	44%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_09 Frequency of usage - Apple TV +
Base: All who have used Apple TV + in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	46	30	16	22	5	5	7	7	14	12	4	32
Weighted Base	52*	36**	18**	25**	7**	3**	9**	7**	17**	15**	5**	35**
Every day	13	9	4	7	1	1	1	3	3	3	1	10
	25%	24%	28%	29%	19%	19%	9%	40%	19%	21%	28%	28%
Several days each week	5	5	-	3	-	-	2	-	1	-	1	4
	10%	14%	-	12%	-	-	21%	-	7%	-	26%	11%
About once a week	11	9	2	6	-	-	3	2	3	3	-	9
	22%	25%	15%	24%	-	14%	33%	24%	16%	18%	-	24%
A few times each month	10	4	6	4	2	1	1	1	5	5	-	5
	19%	11%	38%	15%	34%	30%	15%	17%	30%	33%	-	14%
Less often	13	10	3	5	3	1	2	1	5	4	2	8
	25%	27%	20%	20%	47%	37%	22%	19%	29%	28%	46%	23%
SUMMARY CODE												
AT LEAST ONCE A WEEK	29	22	7	16	1	1	6	4	7	6	3	22
	56%	62%	43%	65%	19%	33%	63%	64%	42%	39%	54%	63%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_09 Frequency of usage - Apple TV +
Base: All who have used Apple TV + in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	46	46	-	24	11	1	31	14
Weighted Base	52*	52*	-**	26**	13**	1**	33**	17**
Every day	13	13	-	6	6	-	6	8
	25%	25%	-	22%	51%	-	17%	46%
Several days each week	5	5	-	3	1	-	4	1
	10%	10%	-	12%	7%	-	12%	5%
About once a week	11	11	-	4	2	1	6	2
	22%	22%	-	16%	16%	100%	18%	13%
A few times each month	10	10	-	6	1	-	7	4
	19%	19%	-	24%	11%	-	22%	25%
Less often	13	13	-	7	2	-	10	2
	25%	25%	-	26%	14%	-	31%	10%
SUMMARY CODE								
AT LEAST ONCE A WEEK	29	29	-	13	10	1	16	11
	56%	56%	-	50%	76%	100%	47%	65%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_09 Frequency of usage - Apple TV +
Base: All who have used Apple TV + in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGINZ					
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	48	3	2	3	6	-	6	5	7	3	2	7	2	43	2	-	-	-	
Weighted Base	52*	3**	3**	2**	8**	-**	8**	7**	8**	4**	3**	6**	1**	47*	3**	-**	-**	-**	
Every day	13	1	-	-	2	-	1	3	3	3	-	-	1	12	1	-	-	-	
	25%	53%	-	-	26%	-	11%	38%	36%	67%	-	-	59%	26%	26%	-	-	-	
Several days each week	5	-	-	-	-	-	-	3	-	1	1	-	5	-	-	-	-	-	
	10%	-	-	-	-	-	-	33%	-	41%	20%	-	11%	-	-	-	-	-	
About once a week	11	1	-	4	2	-	1	2	-	-	4	4	9	2	-	-	-	-	
	22%	30%	-	19%	27%	-	17%	23%	-	-	70%	41%	19%	72%	-	-	-	-	
A few times each month	10	-	-	-	4	-	2	2	-	-	2	-	10	-	-	-	-	-	
	19%	-	-	-	47%	-	26%	35%	-	59%	-	-	21%	-	-	-	-	-	
Less often	13	-	3	2	-	-	4	2	1	1	-	1	11	-	-	-	-	-	
	25%	17%	100%	81%	-	-	45%	27%	8%	33%	-	11%	24%	-	-	-	-	-	
SUMMARY CODE																			
AT LEAST ONCE A WEEK	29	2	-	-	4	-	2	3	7	3	1	6	1	26	3	-	-	-	
	58%	53%	-	19%	53%	-	29%	38%	92%	67%	41%	89%	100%	56%	100%	-	-	-	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_09 Frequency of usage - Apple TV +
Base: All who have used Apple TV + in the last 12 months

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	46	36	10	29	26	26	37	26	30	14	13	35	7	2	35	4	3	37	5	1
Weighted Base	52*	39*	13**	33**	27**	27**	42*	29**	34**	15**	15**	42*	6**	2**	40*	3**	3**	40*	7**	1**
Every day	13	12	1	10	4	8	10	7	6	6	5	11	1	-	12	-	1	10	3	-
	25%	30%	11%	31%	16%	31%	23%	26%	19%	40%	33%	27%	24%	-	31%	-	18%	24%	51%	-
Several days each week	5	5	-	5	4	4	5	3	4	1	-	4	-	-	4	-	-	4	-	-
	10%	13%	-	15%	14%	14%	12%	11%	11%	8%	-	9%	-	-	10%	-	-	10%	-	-
About once a week	11	8	3	6	7	7	11	9	10	3	4	8	2	-	7	2	1	8	2	-
	22%	21%	23%	17%	25%	25%	26%	32%	29%	22%	24%	20%	31%	-	18%	46%	43%	20%	31%	-
A few times each month	10	8	2	8	8	4	6	6	8	1	3	9	1	-	8	1	-	7	1	1
	19%	19%	17%	23%	28%	15%	16%	21%	23%	9%	23%	21%	16%	-	19%	28%	-	18%	18%	100%
Less often	13	7	6	4	4	4	10	3	6	3	3	9	2	2	9	1	1	11	-	-
	25%	17%	49%	13%	16%	14%	24%	9%	18%	22%	20%	22%	30%	100%	23%	26%	40%	28%	-	-
SUMMARY CODE																				
AT LEAST ONCE A WEEK	29	25	4	21	15	19	25	20	20	10	8	24	3	-	23	2	2	21	5	-
	58%	64%	34%	64%	55%	71%	61%	69%	59%	69%	57%	56%	55%	-	56%	46%	60%	53%	82%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_09 Frequency of usage - Apple TV +
Base: All who have used Apple TV + in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	46	23	12	10	26	16
Weighted Base	52*	24**	13**	14**	31**	15**
Every day	13 29%	6 24%	4 32%	3 22%	7 22%	6 41%
Several days each week	5 10%	2 7%	2 16%	1 8%	4 13%	1 5%
About once a week	11 22%	7 29%	3 22%	1 10%	4 14%	5 31%
A few times each month	10 19%	3 14%	3 20%	3 21%	6 20%	2 13%
Less often	13 25%	6 26%	1 10%	5 39%	10 31%	1 9%
SUMMARY CODE						
AT LEAST ONCE A WEEK	29 56%	14 60%	9 70%	6 40%	15 48%	12 78%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_10 Frequency of usage - Sky
Base: All who have used Sky in the last 12 months

	GENDER		AGE				AGE								SOCIAL GRADE				
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	565	278	287	71	85	174	235	23	48	85	76	98	101	83	51	124	167	121	153
Weighted Base	577	283	294	71*	106*	202	198	22**	49*	106*	97*	105*	112*	52*	34*	131	179	126*	141
Every day	444	213	231	46	78	160	160	10	36	78	72	88	98	35	26	99	133	106	106
	77% <i>d</i>	76%	79%	65%	73%	79% <i>d</i>	81% <i>d</i>	46%	74%	73%	74%	84% <i>n</i>	88% <i>ajkm</i>	68%	77%	76%	74%	84%	75%
Several days each week	71	38	32	10	16	24	21	7	3	16	14	10	4	12	5	14	28	12	17
	12% <i>m</i>	14%	11%	15%	15%	12%	10%	32%	7%	15% <i>m</i>	14% <i>m</i>	9%	4%	23% <i>ailm</i>	13% <i>m</i>	11%	15%	9%	12%
About once a week	20	10	10	5	3	8	5	2	2	3	5	2	4	-	1	7	4	6	3
	4%	4%	3%	6%	3%	4%	3%	11%	4%	3%	6%	2%	4%	-	4%	6%	2%	5%	2%
A few times each month	19	11	8	7	5	2	4	2	5	5	1	1	1	3	-	4	8	1	7
	3%	4%	3%	10% <i>aafg</i>	5%	1%	2%	10%	10% <i>akim</i>	5%	1%	1%	1%	5%	-	3%	4%	1%	5%
Less often	23	10	13	2	5	8	7	-	2	5	5	3	4	2	2	6	6	1	9
	4%	3%	4%	3%	4%	4%	4%	-	5%	4%	5%	3%	3%	3%	6%	5%	4%	1%	6%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	535	262	273	61	97	192	186	20	41	97	91	101	106	47	32	121	165	124	126
	93%	93%	93%	86%	91%	95% <i>d</i>	94%	90%	85%	91%	94%	96% <i>i</i>	95% <i>i</i>	92%	94%	92%	92%	98% <i>apq</i>	89%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_10 Frequency of usage - Sky
Base: All who have used Sky in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	565	291	274	219	68	154	34	80	174	113	92	391
Weighted Base	577	309	288	264	77*	110	34**	92*	194	130	96*	382
Every day	444	232	213	206	63	87	14	74	157	105	75	288
	77%	75%	79%	78%	81%	79%	42%	81%	81%	81%	77%	75%
Several days each week	71	42	29	29	8	15	10	9	15	7	11	56
	12% <i>j</i>	14%	11%	11%	11%	13%	29%	10%	7%	5%	11%	15% <i>h</i>
About once a week	20	12	9	10	3	2	3	3	11	10	3	9
	4%	4%	3%	4%	4%	2%	8%	3%	6%	8%	3%	2%
A few times each month	19	11	7	7	2	3	6	1	5	1	3	14
	3%	4%	3%	3%	2%	3%	19%	1%	2%	1%	3%	4%
Less often	23	13	10	12	1	4	1	6	7	6	5	15
	4%	4%	4%	4%	1%	3%	2%	6%	4%	5%	5%	4%
SUMMARY CODE												
AT LEAST ONCE A WEEK	535	285	250	245	75	104	26	86	182	122	89	353
	93%	92%	93%	93%	96%	94%	79%	93%	94%	94%	92%	92%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_10 Frequency of usage - Sky
Base: All who have used Sky in the last 12 months

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	565	529	36	496	67	9	523	70
Weighted Base	577	544	33**	504	58*	8**	536	60*
Every day	444	424	21	420	36	4	432	38
	77%eh	78%	64%	83%aeh	63%	51%	81%eh	64%
Several days each week	71	63	7	54	10	3	62	11
	12%	12%	22%	11%	18%	39%	12%	18%
About once a week	20	19	1	15	2	-	18	2
	4%	3%	4%	3%	3%	-	3%	3%
A few times each month	19	16	2	7	5	-	11	5
	3%	3%	7%	1%	8%dg	-	2%	8%dg
Less often	23	22	1	8	5	1	14	5
	4%d	4%	4%	2%	8%dg	10%	3%	8%dg
SUMMARY CODE								
AT LEAST ONCE A WEEK	535	506	29	488	48	7	511	51
	93%eh	93%	90%	97%aeh	84%	90%	95%eh	84%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_10 Frequency of usage - Sky
Base: All who have used Sky in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	565	31	53	42	29	32	64	53	76	40	23	89	33	497	68	5	-	-
Weighted Base	577	29**	51*	39*	34**	34**	79*	67*	91*	50*	33**	58*	12*	497	78*	5**	-**	-**
Every day	444	28	41	32	18	23	57	57	65	44	29	42	10	393	51	4	-	-
Several days each week	77% 71	94% 1	82% 4	81% 3	54% 10	67% 10	72% 15	85% 6	72% 13	87% 3	86% -	73% 6	80% 1	79% 55	65% 15	86% -	-	-
About once a week	12% 20	3% -	7% 1	8% -	29% 1	29% -	19% 4	9% 2	14% 2	5% 3	- 2	10% 4	12% 1	11% 18	19% 2	- 1	-	-
A few times each month	4% 19	- -	3% 2	- 1	4% 5	- 1	5% 1	4% 1	2% 3	5% -	5% 3	7% 3	8% -	4% 16	3% 3	3% -	14% -	-
Less often	23	1	3	3	-	1	3	1	8	1	-	3	-	16	7	-	-	-
	4%	3%	5%	9%	-	2%	3%	1%	9%	2%	-	5%	-	3%	9% 9% 9%	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	535	29	46	35	29	33	75	66	80	49	30	52	12	465	68	5	-	-
	93%	97%	91%	89%	86%	97%	96%	98%	88%	98%	91%	89%	100%	94%	88%	100%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_10 Frequency of usage - Sky
Base: All who have used Sky in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE				
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	565	413	152	351	322	254	281	137	238	239	135	341	118	74	337	130	72	443	40	16	
Weighted Base	577	422	154	359	324	252	303	149	258	237	147	359	115*	71*	345	133	73*	452	35*	18**	
Every day	444	331	113	281	262	204	241	117	196	185	102	281	90	52	250	110	65	350	26	18	
77%vw	77%	78%	73%	78%	81%	81%	80%	78%	76%	78%	70%	78%	78%	74%	72%	83%o	89%ao	77%	74%	98%	
Several days each week	71	54	17	48	44	34	30	15	28	30	16	42	20	9	49	18	4	56	7	-	
12%	13%	11%	14%	13%	14%	10%	10%	11%	11%	13%	11%	12%	16%	12%	14%	13%	6%	12%	20%	2%	
About once a week	20	12	8	11	3	3	12	6	11	11	8	11	1	4	17	1	-	14	2	-	
4%e	3%	5%ef	3%	1%	1%	4%e	4%	4%	4%	4%	6%	3%	1%	6%	5%	1%	-	3%	5%	-	
A few times each month	19	8	10	8	5	2	6	6	7	3	9	13	1	1	13	1	3	15	-	-	
3%	2%	7%bdefg	2%	2%	1%	2%	4%	4%	3%	1%	6%j	4%	-	2%	4%	1%	4%	3%	-	-	
Less often	23	17	6	11	10	9	14	6	16	7	11	11	3	5	16	3	1	16	-	-	
4%	4%	4%	3%	3%	4%	5%	4%	4%	6%	3%	6%	3%	3%	7%	5%	2%	1%	4%	-	-	
SUMMARY CODE																					
AT LEAST ONCE A WEEK	535	397	138	340	309	241	283	137	236	226	127	335	111	65	316	129	70	421	35	18	
93%kw	94%	89%	95%	95%e	95%e	95%e	93%	92%	91%	95%k	86%	93%	97%	91%	92%	97%	95%	93%	100%	100%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_10 Frequency of usage - Sky
Base: All who have used Sky in the last 12 months

	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE		
	Total (a)	Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	565	360	86	69	254	283
Weighted Base	577	354	94*	78*	259	285
Every day	444 77% ^{ww}	295 83% ^{avw}	63 67%	45 58%	200 77%	223 78%
Several days each week	71 12%	39 11%	19 19%	8 10%	36 14%	31 11%
About once a week	20 4% ^e	6 2%	4 4%	9 12% ^{au}	9 4%	9 3%
A few times each month	19 3%	5 2%	4 4%	7 10% ^{au}	5 2%	10 4%
Less often	23 4%	8 2%	6 6%	8 11% ^{au}	9 3%	12 4%
SUMMARY CODE						
AT LEAST ONCE A WEEK	535 93% ^{kw}	340 96% ^{vw}	94 90%	82 80%	245 95%	263 92%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_11 Frequency of usage - Virgin TV
Base: All who have used Virgin TV in the last 12 months

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	193	86	107	26	35	56	76	8	18	35	29	27	32	30	14	42	69	37	45
Weighted Base	203	92*	111*	27**	40*	66*	71*	10**	17**	40*	35**	31**	43**	19**	10**	48*	78*	37*	40*
Every day	137	57	79	13	25	43	56	8	5	25	21	21	34	13	9	30	52	26	29
	67%	62%	72%	47%	62%	65%	79%	79%	29%	62%	62%	69%	79%	73%	92%	62%	67%	70%	72%
Several days each week	25	14	12	5	4	8	8	1	4	4	7	1	6	2	1	9	12	2	3
	12%	15%	11%	17%	11%	13%	12%	8%	22%	11%	20%	4%	13%	11%	6%	19%	15%	4%	8%
About once a week	9	4	5	4	1	3	1	-	4	1	-	3	1	-	*	1	4	3	2
	5%	4%	5%	14%	3%	5%	2%	-	23%	3%	-	11%	2%	-	2%	2%	5%	7%	4%
A few times each month	9	5	4	3	3	2	2	1	1	3	-	2	1	1	-	3	2	2	3
	5%	6%	4%	10%	7%	2%	3%	13%	8%	7%	-	5%	2%	8%	-	6%	2%	5%	7%
Less often	23	12	11	3	7	10	3	-	3	7	6	4	1	2	-	6	9	5	3
	11%	13%	9%	11%	17%g	15%	4%	-	18%	17%	18%	12%	3%	9%	-	12%	11%	13%	9%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	171	75	97	21	30	54	66	9	13	30	28	26	40	15	10	40	68	30	34
	84%	81%	87%	79%	76%	83%	93%e	87%	74%	76%	82%	83%	95%	83%	100%	82%	87%	82%	84%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_11 Frequency of usage - Virgin TV
Base: All who have used Virgin TV in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	183	111	82	82	24	48	12	27	64	43	36	129
Weighted Base	203	127*	77*	96*	27**	34*	14**	30**	72*	48*	42*	131
Every day	137	82	54	65	21	27	2	21	50	34	28	86
	67%	65%	71%	66%	78%	78%	18%	72%	70%	70%	67%	66%
Several days each week	25	21	5	13	2	4	4	2	7	5	4	19
	12%	16% ^c	6%	13%	9%	12%	27%	6%	9%	11%	10%	14%
About once a week	9	5	4	3	1	*	4	1	4	1	3	5
	5%	4%	6%	3%	4%	1%	28%	3%	6%	2%	8%	4%
A few times each month	9	5	5	4	-	1	3	1	-	-	-	9
	5%	4%	6%	4%	-	4%	19%	4%	-	-	-	7% ^d
Less often	23	14	8	13	2	2	1	4	11	8	6	12
	11%	11%	11%	13%	9%	6%	8%	14%	15%	17%	15%	9%
SUMMARY CODE												
AT LEAST ONCE A WEEK	171	108	64	82	25	31	10	24	62	40	35	110
	84%	85%	83%	83%	91%	90%	73%	81%	85%	83%	85%	84%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_11 Frequency of usage - Virgin TV

Base: All who have used Virgin TV in the last 12 months

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	193	186	7	18	22	3	179	22
Weighted Base	203	198	6**	18**	19**	3**	189	19**
Every day	137	132	5	5	6	1	134	6
	67%	67%	84%	30%	30%	21%	71%	30%
Several days each week	25	25	-	2	5	-	23	5
	12%	13%	-	12%	27%	-	12%	27%
About once a week	9	8	1	-	1	1	8	1
	5%	4%	16%	-	6%	30%	4%	6%
A few times each month	9	9	-	-	2	-	5	2
	5%	5%	-	-	13%	-	3%	13%
Less often	23	23	-	11	4	1	18	4
	11%	11%	-	58%	24%	49%	10%	24%
SUMMARY CODE								
AT LEAST ONCE A WEEK	171	166	6	8	12	2	166	12
	84%	84%	100%	42%	63%	51%	88%	63%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_11 Frequency of usage - Virgin TV
Base: All who have used Virgin TV in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	193	5	19	10	16	10	31	22	32	14	6	13	15	173	19	2	-	-
Weighted Base	203	5**	17**	10**	18**	11**	37**	25**	39**	17**	8**	11**	6**	179	23**	3**	-**	-**
Every day	137	5	13	7	10	7	26	19	24	8	3	10	4	126	9	-	-	-
	67%	100%	77%	73%	57%	66%	70%	75%	60%	50%	36%	91%	76%	70%	42%	-	-	-
Several days each week	25	-	2	-	1	3	4	2	5	7	1	-	-	22	4	-	-	-
	12%	-	12%	-	5%	23%	11%	9%	13%	42%	18%	-	-	12%	17%	-	-	-
About once a week	9	-	-	2	1	1	-	-	2	-	2	1	+	8	2	-	-	-
	5%	-	-	18%	5%	10%	-	-	6%	-	31%	6%	3%	4%	7%	-	-	-
A few times each month	9	-	-	-	2	-	1	1	6	-	-	-	-	5	4	2	-	-
	5%	-	-	-	13%	-	1%	4%	14%	-	-	-	-	3%	19%	53%	-	-
Less often	23	-	2	1	4	-	6	3	3	1	1	*	1	19	4	1	-	-
	11%	-	10%	9%	20%	-	17%	13%	7%	8%	15%	3%	21%	11%	16%	47%	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	171	5	16	9	12	11	30	21	31	15	6	10	4	155	15	-	-	-
	84%	100%	90%	91%	68%	100%	81%	83%	79%	92%	85%	97%	79%	87%	65%	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_11 Frequency of usage - Virgin TV
Base: All who have used Virgin TV in the last 12 months

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	193	142	51	118	110	87	92	60	83	75	52	106	44	30	141	16	11	148	8	2
Weighted Base	203	148	55*	122*	110*	85*	106*	73*	95*	73*	57*	119*	42*	28**	150	17**	12**	159	5**	2**
Every day	137	99	37	89	78	58	70	51	60	47	40	72	27	25	99	13	7	100	4	1
	67%	67%	68%	73%	71%	69%	65%	69%	63%	64%	70%	61%	66%	90%	66%	77%	64%	63%	88%	38%
Several days each week	25	19	7	14	15	10	18	9	14	11	7	21	4	1	19	-	1	22	-	-
	12%	13%	12%	11%	13%	11%	17%	12%	15%	15%	12%	17%	10%	2%	13%	-	11%	14%	-	-
About once a week	9	7	3	3	4	4	1	1	4	5	1	4	4	1	7	2	-	9	-	-
	5%	5%	5%	2%	4%	5%	1%	1%	4%	7%	1%	3%	11%	4%	5%	15%	-	6%	-	-
A few times each month	9	6	4	3	2	2	6	3	6	1	3	7	1	-	6	-	1	8	-	2
	5%	4%	7%	2%	2%	3%	5%	4%	6%	2%	5%	6%	2%	-	4%	-	13%	5%	-	62%
Less often	23	18	5	15	11	10	13	11	11	9	7	16	5	1	19	1	1	19	1	-
	11%	12%	9%	12%	10%	12%	14%	12%	12%	12%	12%	13%	12%	4%	12%	8%	12%	12%	12%	-
SUMMARY CODE																				
AT LEAST ONCE A WEEK	171	125	47	105	97	73	88	60	78	63	48	96	36	27	125	15	9	131	4	1
	84%	84%	84%	86%	88%	85%	83%	82%	82%	86%	83%	81%	86%	96%	83%	92%	75%	83%	89%	38%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/l/j/k - a/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_11 Frequency of usage - Virgin TV
Base: All who have used Virgin TV in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	193	93	46	41	93	90
Weighted Base	203	90*	52*	49*	98*	95*
Every day	137 67%	64 71%	33 65%	29 58%	63 65%	68 71%
Several days each week	25 12%	8 9%	11 22% ^{uv}	6 13%	16 16%	9 9%
About once a week	9 5%	5 6%	4 8%	-	5 5%	4 4%
A few times each month	9 5%	1 2%	-	6 11% ^{uv}	2 2%	4 4%
Less often	23 11%	11 12%	3 6%	9 17%	11 12%	11 12%
SUMMARY CODE						
AT LEAST ONCE A WEEK	171 84%	77 86%	49 94% ^{vw}	35 71%	84 86%	79 84%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/l/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_12 Frequency of usage - Spotify
Base: All who have used Spotify in the last 12 months

Total (a)	GENDER		AGE				AGE				AGE				SOCIAL GRADE			
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base 319	161	158	118	68	76	57	33	85	68	42	34	38	14	5	76	125	48	70
Weighted Base 352	178	174	116	85*	98*	52*	32**	84*	85*	56*	43**	42*	7**	3**	87*	145	56*	64*
Every day 202 57%gm	106 60%	95 58%	94 81%aefg	49 57%g	44 45%	14 28%	23 71%	71 85%ajkm	49 57%im	33 59%km	12 28%	12 29%	1 17%	1 34%	45 52%	79 54%	32 58%	45 71%apc
Several days each week 85 24%di	40 23%	45 26%	15 13%	31 36%d	28 29%d	11 20%	5 16%	11 12%	31 36%j	17 31%i	11 26%	9 21%	2 28%	-	23 27%	35 24%	15 27%	11 17%
About once a week 31 9%di	17 10%	14 8%	2 2%	4 4%	11 11%d	14 27%adeef	1 3%	1 1%	4 4%	3 5%	8 19%	13 32%ajjk	-	1 29%	8 9%	14 10%	6 10%	3 5%
A few times each month 15 4%	7 4%	7 4%	3 3%	-	5 5%	6 12%ade	2 5%	1 2%	-	2 3%	3 8%	3 7%j	3 46%	-	4 5%	7 5%	-	3 4%
Less often 20 6%ei	7 4%	13 7%	2 1%	3 3%	10 10%d	7 13%d	2 5%	-	3 3%	1 2%	8 20%	5 12%j	1 9%	1 37%	6 7%	9 6%	3 5%	2 2%
SUMMARY CODE AT LEAST ONCE A WEEK																		
317 90%g	164 92%	154 88%	112 96%fg	83 97%fg	83 85%	39 75%	29 90%	83 98%am	83 97%m	53 94%	31 72%	34 81%	3 45%	2 63%	76 87%	128 89%	53 95%	60 93%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_12 Frequency of usage - Spotify
Base: All who have used Spotify in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	319	201	118	153	42	26	65	33	88	53	50	231
Weighted Base	352	232	120*	182	49*	19**	67*	36**	108*	65*	61*	244
Every day	202	124	78	96	28	5	54	19	62	39	33	140
	57%	53%	65%	53%	57%	26%	82%ade	52%	57%	60%	54%	57%
Several days each week	85	59	26	50	14	2	9	9	32	18	18	53
	24%	25%	22%	28%g	30%	8%	14%	26%	30%	28%	30%	22%
About once a week	31	22	9	19	2	6	1	3	6	4	3	25
	9%	9%	7%	10%g	3%	34%	2%	9%	6%	7%	5%	10%
A few times each month	15	12	3	6	1	5	2	1	2	-	2	12
	4%	5%	2%	3%	2%	25%	3%	2%	2%	-	4%	5%
Less often	20	16	4	12	4	1	-	4	5	3	4	15
	6%	7%	4%	6%	8%g	6%	-	10%	5%	5%	6%	6%
SUMMARY CODE												
AT LEAST ONCE A WEEK	317	204	113	164	44	13	65	32	100	62	55	217
	90%	88%	94%	90%	90%	69%	97%	87%	93%	95%	90%	89%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_12 Frequency of usage - Spotify
Base: All who have used Spotify in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	319	319	-	123	97	17	172	102
Weighted Base	352	352	**	141	107*	15**	193	113*
Every day	202	202	-	72	58	9	104	59
	57%	57%	-	51%	54%	59%	54%	53%
Several days each week	85	85	-	37	27	5	50	31
	24%	24%	-	27%	25%	30%	26%	27%
About once a week	31	31	-	18	8	-	20	8
	9%	9%	-	13%	7%	-	10%	7%
A few times each month	15	15	-	5	5	1	7	6
	4%	4%	-	3%	5%	4%	4%	5%
Less often	20	20	-	9	9	1	12	9
	6%	6%	-	6%	9%	7%	6%	8%
SUMMARY CODE								
AT LEAST ONCE A WEEK	317	317	-	127	92	14	174	98
	90%	90%	-	91%	86%	89%	90%	87%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_12 Frequency of usage - Spotify

Base: All who have used Spotify in the last 12 months

	Total (a)	GOVERNMENT REGIONS											ETHNIC ORIGINZ					
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	319	14	37	19	24	13	40	21	50	28	14	50	9	290	24	2	2	-
Weighted Base	352	15**	33*	21**	29**	17**	51*	27**	63*	34**	20**	38*	4**	319	27**	2**	2**	**
Every day	202	13	20	11	18	6	26	12	40	18	12	23	3	184	15	2	2	-
Several days each week	85	1	9	7	7	6	10	11	15	7	7	5	1	58%	55%	100%	100%	-
About once a week	31	-	1	3	1	3	7	4	2	5	-	5	-	27	2	-	-	-
A few times each month	15	1	3	1	1	1	-	1	2	2	1	3	*	14	1	-	-	-
Less often	20	*	-	-	2	1	7	-	5	3	-	2	-	19	2	-	-	-
SUMMARY CODE	6%	3%	-	-	5%	7%	15%ac	-	8%	9%	-	5%	-	6%	5%	-	-	-
AT LEAST ONCE A WEEK	317	13	30	20	26	15	43	27	57	30	19	33	4	286	25	2	2	-
	90%	89%	91%	96%	91%	89%	88%	98%	90%	86%	97%	87%	93%	90%	91%	100%	100%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_12 Frequency of usage - Spotify
Base: All who have used Spotify in the last 12 months

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	319	223	96	179	144	134	235	117	204	98	159	216	47	28	242	33	10	254	25	6
Weighted Base	352	251	101*	205	157	149	261	132	231	111*	165	243	53*	27**	266	35**	13**	279	27**	8**
Every day	202	133	69	104	85	76	160	82	142	43	107	153	20	9	157	14	3	151	16	5
Several days each week	85	62	23	56	32	30	60	30	55	30	34	54	15	9	63	9	5	70	8	3
About once a week	31	26	5	25	22	19	17	12	11	22	10	17	7	5	20	9	2	28	-	-
A few times each month	15	12	3	6	6	8	9	2	9	7	8	6	5	2	12	2	-	15	-	-
Less often	20	17	3	13	12	11	16	6	14	10	6	12	5	2	13	1	4	16	2	-
SUMMARY CODE	6%	7%	3%	6%	8%	7%	6%	4%	6%	9%	3%	5%	10%	8%	5%	3%	30%	6%	9%	-
AT LEAST ONCE A WEEK	317	221	96	186	139	130	237	124	208	95	151	225	42	23	240	32	9	249	24	8
	90%	88%	95%	91%	88%	88%	91%	94%	90%	85%	92%	92% _m	80%	84%	90%	91%	70%	89%	91%	100%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_12 Frequency of usage - Spotify
Base: All who have used Spotify in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	319	124	70	122	155	148
Weighted Base	352	136	79*	133	173	160
Every day	202 57% <i>jm</i>	48 35%	56 71% <i>au</i>	93 70% <i>au</i>	91 52%	97 61%
Several days each week	85 24%	44 32% <i>w</i>	19 24%	22 17%	49 29%	30 22%
About once a week	31 9%	24 18% <i>avw</i>	2 3%	5 4%	19 11%	9 6%
A few times each month	15 4%	8 6%	1 2%	5 3%	6 3%	6 4%
Less often	20 6%	12 9% <i>v</i>	-	8 6% <i>v</i>	8 4%	12 8%
SUMMARY CODE						
AT LEAST ONCE A WEEK	317 90%	115 85%	77 98% <i>au</i>	120 90%	159 92%	142 89%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_13 Frequency of usage - Apple Music/Apple Podcasts
Base: All who have used Apple Music/Apple Podcasts in the last 12 months

	GENDER		AGE				AGE								SOCIAL GRADE				
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	115	53	62	30	28	34	23	12	18	28	20	14	12	7	4	33	48	18	16
Weighted Base	122	55*	67*	29**	34**	40*	20**	11**	18**	34**	25**	15**	14**	4**	2**	37**	55*	17**	13**
Every day	65	31	33	18	22	16	8	9	10	22	12	4	8	-	*	14	30	14	7
	53%	58%	52%	64%	64%	41%	41%	77%	58%	64%	50%	55%	59%	-	22%	38%	55%	76%	53%
Several days each week	22	11	12	5	6	8	3	1	4	6	6	2	1	2	1	10	8	1	4
	18%	19%	18%	18%	18%	19%	17%	12%	22%	18%	22%	14%	6%	40%	48%	27%	15%	3%	28%
About once a week	11	7	5	1	2	5	3	1	-	2	2	3	3	*	-	4	6	2	-
	9%	12%	7%	4%	5%	13%	16%	11%	-	5%	10%	19%	20%	11%	-	10%	10%	12%	-
A few times each month	14	3	11	1	4	5	4	-	1	4	1	4	3	1	-	7	7	-	-
	11%	5%	17%	3%	11%	13%	21%	-	6%	11%	5%	26%	19%	38%	-	19%	12%	-	-
Less often	10	4	6	3	1	6	1	-	3	1	3	2	-	-	1	2	4	1	2
	8%	8%	9%	10%	2%	14%	5%	-	16%	2%	13%	15%	-	11%	30%	6%	8%	7%	19%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	98	48	50	25	30	29	15	11	14	30	20	9	11	2	1	28	44	16	10
	80%	87%	75%	87%	87%	73%	74%	100%	78%	87%	82%	59%	81%	51%	70%	75%	80%	93%	81%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_13 Frequency of usage - Apple Music/Apple Podcasts
Base: All who have used Apple Music/Apple Podcasts in the last 12 months

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	115	81	34	59	13	15	17	11	39	27	17	76
Weighted Base	122	92*	30**	67*	14**	11**	17**	13**	44*	30**	20**	78*
Every day	65	44	20	35	7	4	12	7	25	15	12	40
	53%	48%	67%	52%	46%	38%	70%	54%	56%	51%	61%	51%
Several days each week	22	18	4	12	2	3	3	3	8	8	1	15
	18%	20%	14%	17%	17%	25%	16%	21%	18%	26%	7%	19%
About once a week	11	9	2	8	-	*	1	2	4	1	4	7
	9%	10%	7%	12%	-	4%	7%	14%	9%	5%	21%	9%
A few times each month	14	14	-	5	3	3	1	1	3	3	*	11
	11%	15%	-	8%	24%	30%	6%	6%	6%	10%	2%	14%
Less often	10	7	4	7	2	*	-	1	5	3	2	5
	8%	7%	12%	11%	12%	4%	-	5%	10%	9%	10%	7%
SUMMARY CODE												
AT LEAST ONCE A WEEK	98	72	26	55	9	7	16	12	37	24	18	61
	80%	78%	88%	81%	64%	66%	94%	89%	83%	81%	89%	79%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_13 Frequency of usage - Apple Music/Apple Podcasts
Base: All who have used Apple Music/Apple Podcasts in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	115	115	-	54	24	5	79	28
Weighted Base	122	122	**	55*	28**	4**	81*	34**
Every day	65	65	-	34	10	-	48	13
	53%	53%	-	61%	36%	-	60%	38%
Several days each week	22	22	-	9	6	2	11	10
	18%	18%	-	17%	23%	50%	13%	28%
About once a week	11	11	-	2	3	1	9	3
	9%	9%	-	4%	10%	17%	11%	8%
A few times each month	14	14	-	5	6	1	6	6
	11%	11%	-	9%	21%	16%	7%	18%
Less often	10	10	-	5	3	1	7	3
	8%	8%	-	8%	10%	16%	9%	9%
SUMMARY CODE								
AT LEAST ONCE A WEEK	98	98	-	46	19	3	68	25
	80%	80%	-	82%	68%	68%	84%	74%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_13 Frequency of usage - Apple Music/Apple Podcasts
Base: All who have used Apple Music/Apple Podcasts in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	115	8	12	6	5	4	10	10	22	11	3	20	4	104	9	-	-	-
Weighted Base	122	8**	12**	6**	7**	5**	11**	12**	27**	14**	4**	16**	1**	110*	10**	**	**	**
Every day	65	*	7	5	6	3	6	6	14	8	3	7	*	57	6	-	-	-
	53%	6%	64%	85%	80%	51%	56%	48%	53%	59%	69%	40%	24%	52%	62%	-	-	-
Several days each week	22	3	2	1	1	1	3	2	5	1	1	1	*	22	1	-	-	-
	18%	34%	14%	15%	20%	24%	30%	21%	19%	4%	31%	9%	25%	20%	7%	-	-	-
About once a week	11	2	1	-	-	-	2	3	-	-	-	4	-	8	3	-	-	-
	9%	24%	8%	-	-	-	15%	12%	-	-	-	22%	-	7%	31%	-	-	-
A few times each month	14	2	-	-	-	1	-	1	4	4	-	1	*	14	-	-	-	-
	11%	28%	-	-	-	24%	-	7%	16%	31%	-	6%	26%	13%	-	-	-	-
Less often	10	1	2	-	-	-	2	1	-	1	-	4	*	10	-	-	-	-
	8%	8%	15%	-	-	-	14%	9%	-	6%	-	24%	24%	9%	-	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	98	5	10	6	7	4	9	10	23	9	4	12	1	87	10	-	-	-
	80%	64%	85%	100%	100%	76%	86%	83%	84%	63%	100%	70%	50%	79%	100%	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.2b_13 Frequency of usage - Apple Music/Apple Podcasts
Base: All who have used Apple Music/Apple Podcasts in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	115	96	19	84	67	62	91	55	72	38	49	86	11	11	94	9	3	93	12	2
Weighted Base	122	104*	19**	90*	69*	65*	99*	60*	82*	40*	53*	98*	11**	8**	100*	10**	3**	99*	15**	2**
Every day	65	54	11	43	37	33	55	32	49	11	26	59	1	1	51	5	1	52	8	-
	53%	52%	55%	48%	54%	51%	55%	53%	60%	28%	50%	61%	8%	15%	51%	50%	44%	53%	58%	-
Several days each week	22	15	7	13	5	5	15	11	13	6	11	18	1	2	19	1	2	17	3	-
	18%	14%	36%	14%	7%	8%	15%	18%	16%	15%	21%	19%	11%	20%	19%	6%	56%	17%	22%	16%
About once a week	11	11	-	11	9	9	9	9	8	5	4	8	3	1	10	2	-	10	2	-
	9%	11%	-	13%	13%	14%	9%	14%	10%	13%	7%	8%	22%	17%	10%	15%	-	10%	13%	-
A few times each month	14	13	1	13	9	10	12	5	6	13	5	6	4	3	12	1	-	11	-	2
	11%	13%	5%	14%	13%	15%	12%	8%	8%	32%aik	9%	6%	36%	35%	12%	13%	-	11%	-	84%
Less often	10	10	-	10	9	7	8	4	5	5	7	6	3	1	8	2	-	9	1	-
	8%	10%	-	11%	13%	11%	8%	7%	7%	12%	14%	7%	23%	13%	8%	16%	-	9%	7%	-
SUMMARY CODE																				
AT LEAST ONCE A WEEK	98	80	18	67	51	48	79	51	70	23	41	85	5	4	80	7	3	79	14	-
	80%	78%	95%	74%	74%	74%	80%	85%	86%	57%	77%	87%	41%	52%	80%	71%	100%	80%	93%	16%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_13 Frequency of usage - Apple Music/Apple Podcasts
Base: All who have used Apple Music/Apple Podcasts in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	115	51	30	31	66	45
Weighted Base	122	52*	33**	34**	74*	43*
Every day	65 53%j	21 40%	19 56%	23 68%	37 50%	25 59%
Several days each week	22	8	5	9	15	7
	18%	16%	14%	26%	20%	17%
About once a week	11	6	4	1	7	3
	9%	11%	13%	4%	9%	8%
A few times each month	14	9	4	1	10	2
	11%	17%	12%	3%	14%	4%
Less often	10	8	2	-	5	5
	8%	15%	7%	-	7%	12%
SUMMARY CODE						
AT LEAST ONCE A WEEK	98 80%j	35 68%	27 82%	33 97%	59 79%	36 86%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/l/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_14 Frequency of usage - YouTube
Base: All who have used YouTube in the last 12 months

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	855	448	407	198	173	272	212	65	133	173	150	122	109	82	21	193	280	160	222
Weighted Base	922	494	428	195	207	325	195	63*	133	207	185	140	129*	53*	13**	216	321	173	212
Every day	494	275	219	143	131	166	54	49	94	131	102	64	35	14	5	94	169	96	135
	54%gmp	56%	51%	73%afg	64%afg	51%g	28%	78%akmn	71%akmn	64%almn	55%mn	45%mn	27%	27%	39%	44%	53%	56%p	64%apc
Several days each week	219	115	104	34	50	85	51	11	23	50	44	41	37	10	4	59	78	43	40
	24%	23%	24%	16%	24%	26%d	26%	16%	17%	24%	24%	29%	29%	19%	31%	27%	24%	25%	19%
About once a week	112	64	48	11	17	40	45	2	9	17	18	22	33	12	-	35	41	20	17
	12%dh	13%	11%	5%	8%	12%d	23%adef	3%	7%	8%	10%	16%hi	25%ahijk	23%ahijk	-	16%as	13%	11%	8%
A few times each month	59	27	33	6	8	23	22	-	6	8	16	7	12	8	2	19	22	6	12
	6%	5%	8%	3%	4%	7%	11%ade	-	5%	4%	9%h	5%	9%h	15%ahij	16%	9%	7%	4%	6%
Less often	37	13	23	1	1	11	23	1	-	1	5	8	13	9	2	9	13	7	7
	4%dej	3%	5%	-	1%	4%d	12%adef	2%	-	1%	3%	5%ij	10%ajk	16%ahijk	12%	4%	4%	4%	3%
SUMMARY CODE																			
AT LEAST ONCE A WEEK	826	454	372	188	197	290	150	62	126	197	164	126	105	36	9	188	285	160	193
	90%gmn	92%c	87%	96%afg	96%afg	89%g	77%	98%akmn	95%kmn	96%akmn	89%n	90%n	81%	69%	69%	87%	89%	92%	91%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 1)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_14 Frequency of usage - YouTube
Base: All who have used YouTube in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	855	473	382	370	116	120	107	142	287	194	150	568
Weighted Base	922	536	385	440	135	88	110*	149	329	221	170	593
Every day	494	262	232	222	66	25	85	96	204	143	111	290
	54% ^f	49%	60% ^{ab}	50% ^f	49% ^f	29%	77% ^{adefh}	65% ^{adef}	62% ^{al}	65% ^{al}	65% ^{al}	49%
Several days each week	219	135	84	114	38	23	15	29	68	46	27	152
	24% ^{gk}	25%	22%	26% ^g	28% ^g	27% ^g	14%	20%	21%	21%	16%	26% ^k
About once a week	112	75	37	67	16	17	5	7	27	18	13	85
	12% ^{gh}	14%	10%	15% ^{gh}	12% ^h	20% ^{agh}	5%	4%	8%	8%	8%	14% ^j
A few times each month	59	41	18	29	10	11	4	6	23	13	14	36
	6%	8%	5%	6%	9%	12% ^{agh}	3%	4%	7%	6%	9%	6%
Less often	37	22	14	9	6	11	1	10	6	1	4	31
	4% ^j	4%	4%	2%	4%	13% ^{adeg}	1%	7% ^{dg}	2%	1%	3%	5% ^j
SUMMARY CODE												
AT LEAST ONCE A WEEK	826	473	353	403	119	66	105	132	299	207	151	527
	90% ^f	88%	91%	92% ^f	88% ^f	75%	96% ^f	89% ^f	91%	94%	89%	89%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_14 Frequency of usage - YouTube

Base: All who have used YouTube in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	855	851	4	315	274	53	475	292
Weighted Base	922	918	4**	346	276	56*	523	295
Every day	494	492	2	165	131	37	265	138
	54%	54%	02%	48%	48%	66%deh	51%	47%
Several days each week	219	219	-	99	71	13	136	78
	24%	24%	-	29%	26%	24%	26%	26%
About once a week	112	111	1	44	43	3	65	48
	12%	12%	33%	13%	16%	5%	12%	16%h
A few times each month	59	59	-	23	18	2	36	20
	6%	6%	-	7%	7%	4%	7%	7%
Less often	37	36	1	15	12	1	22	12
	4%	4%	15%	4%	4%	2%	4%	4%
SUMMARY CODE								
AT LEAST ONCE A WEEK	826	823	3	308	245	53	466	263
	90%	90%	85%	89%	89%	95%	89%	89%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b_14 Frequency of usage - YouTube
Base: All who have used YouTube in the last 12 months

Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGINZ					
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	855	33	90	65	43	48	87	104	141	70	22	114	38	723	125	8	4	1
Weighted Base	922	35*	90*	68*	57*	56*	111*	123*	167	79*	31**	88	17*	762	153	9**	4**	1**
Every day	494	22	48	37	37	28	59	76	88	37	11	41	9	391	99	6	1	1
	54%	62%	53%	55%	66% <i>kl</i>	51%	53%	62% <i>kl</i>	62%	47%	34%	47%	56%	51%	65% <i>kan</i>	71%	14%	100%
Several days each week	219	4	24	13	8	18	25	33	38	16	17	19	4	177	41	3	3	-
	24%	12%	27%	19%	15%	31%	23%	27%	23%	20%	55%	21%	25%	23%	27%	29%	59%	-
About once a week	112	5	11	6	7	4	11	9	26	17	-	14	2	104	9	-	-	-
	12% <i>o</i>	13%	12%	9%	13%	7%	10%	7%	16%	22% <i>afm</i>	-	15%	9%	14% <i>o</i>	6%	-	-	-
A few times each month	59	4	5	6	4	4	9	3	9	3	4	8	1	56	3	-	1	-
	6%	11% <i>h</i>	6%	8%	6%	7%	8%	2%	5%	4%	12%	9% <i>h</i>	6%	7% <i>o</i>	2%	-	27%	-
Less often	37	-	2	6	-	2	6	2	6	5	-	6	1	36	1	-	-	-
	4%	1%	2%	9% <i>eh</i>	-	4%	6%	1%	4%	7%	-	7%	4%	5% <i>o</i>	1%	-	-	-
SUMMARY CODE																		
AT LEAST ONCE A WEEK	826	30	83	56	53	50	95	119	152	71	28	74	15	671	149	9	3	1
	90%	88%	92%	83%	94%	89%	86%	96% <i>adg</i>	91%	89%	88%	84%	90%	88%	97% <i>an</i>	100%	73%	100%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_14 Frequency of usage - YouTube
Base: All who have used YouTube in the last 12 months

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	855	580	275	475	393	328	526	244	467	327	535	533	159	92	655	87	24	693	50	12
Weighted Base	922	624	298	518	417	348	585	277	517	345	570	589	167	91*	702	95*	26**	746	52*	12**
Every day	494	286	208	220	181	144	332	162	302	122	398	358	59	20	372	38	11	391	24	5
	54%bdef	46%	70%abde	42%	44%	41%	57%bdef	58%bdef	58%j	35%	70%aj	61%amn	35%n	21%	53%p	40%	41%	53%	47%	43%
Several days each week	219	167	52	143	117	100	142	54	115	100	112	127	46	34	164	33	7	181	15	4
	24%cov	27%ch	18%	28%ch	28%ch	29%ch	24%c	19%	22%	29%ik	20%	22%	28%	37%al	23%	35%ao	25%	24%	28%	35%
About once a week	112	95	17	89	69	64	64	37	53	70	36	58	37	16	95	9	5	94	8	1
	12%ckw	15%c	6%	17%acg	17%cg	18%acg	11%c	14%c	10%k	20%aik	6%	10%	22%al	17%	14%	9%	21%	13%	15%	12%
A few times each month	59	47	13	40	25	25	29	17	32	32	18	30	15	13	48	7	2	51	2	1
	6%k	7%	4%	8%	6%	7%	5%	6%	6%k	9%k	3%	5%	9%	15%al	7%	7%	8%	7%	4%	11%
Less often	37	29	8	26	15	15	17	7	14	21	7	16	11	9	23	9	1	28	3	-
	4%k	5%	3%	5%	6%cg	4%	3%	3%	3%	6%ik	1%	3%	6%l	9%al	3%	9%ao	5%	4%	6%	-
SUMMARY CODE																				
AT LEAST ONCE A WEEK	826	548	278	452	367	308	538	253	470	292	546	543	142	69	631	80	23	666	47	11
	90%ju	88%	93%bde	87%	88%	88%	92%bd	91%	91%j	85%	96%aj	92%mn	85%	76%	90%	84%	87%	89%	90%	89%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b_14 Frequency of usage - YouTube
Base: All who have used YouTube in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	855	355	166	312	401	404
Weighted Base	922	378	180	343	431	435
Every day	494 54% bdef jmpux	130 35%	105 58% u	253 74% auv	188 44%	264 61% ax
Several days each week	219 24% cw	113 30% aw	41 23%	58 17%	114 27%	98 23%
About once a week	112 12% ckw	72 19% aw	23 13% w	12 4%	69 16% y	38 9%
A few times each month	59 6% k	39 10% avw	6 4%	13 4%	41 10% y	18 4%
Less often	37 4% k	23 6% w	5 3%	7 2%	18 4%	16 4%
SUMMARY CODE						
AT LEAST ONCE A WEEK	826 90% ju	315 83%	169 94% u	324 94% au	372 86%	401 92% x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.2b Summary - Frequency of usage
Base: All who have used in the last 12 months

	BBC services	ITV services	Channel 4 services	Channel 5 services	Freeview/ Youview	Netflix	Amazon Prime Video	Disney +	Apple TV +	Sky	Virgin TV	Spotify	Apple Music/ Apple Podcasts	YouTube
Unweighted Base	1130	1012	905	746	592	872	474	33	46	565	193	319	115	855
Weighted Base	1087	958	847	681	531	944	529	39	52	577	203	352	122	922
Every day	685 63%	448 47%	206 24%	154 23%	312 59%	433 46%	126 24%	5 12%	13 25%	444 77%	137 67%	202 57%	65 53%	494 54%
Several days each week	221 20%	273 28%	309 36%	202 30%	121 23%	268 28%	159 30%	8 21%	5 10%	71 12%	25 12%	85 24%	22 18%	219 24%
About once a week	89 8%	119 12%	162 19%	142 21%	35 7%	141 15%	107 20%	3 8%	11 22%	20 4%	9 5%	31 9%	11 9%	112 12%
A few times each month	58 5%	71 7%	107 13%	113 17%	19 4%	70 7%	80 15%	8 20%	10 3%	19 3%	9 5%	15 4%	14 11%	59 6%
Less often	34 3%	47 5%	63 7%	71 10%	44 8%	33 3%	57 11%	15 39%	13 25%	23 4%	23 11%	20 6%	10 8%	37 4%
SUMMARY CODE														
AT LEAST ONCE A WEEK	995 92%	840 88%	678 80%	498 73%	468 88%	842 89%	392 74%	16 42%	29 56%	535 93%	171 84%	317 90%	98 80%	826 90%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.2b Summary - Frequency of usage - Any PSB providers (net)
Base: All who have used PSB Providers in the last 12 months

	BBC services	ITV services	Channel 4 services	Channel 5 services	Freeview/ Youview	Netflix	Amazon Prime Video	Disney +	Apple TV +	Sky	Virgin TV	Spotify	Apple Music/ Apple Podcasts	YouTube
Unweighted Base	1203	1203	1203	1203	1203	1203	1203	1203	1203	1203	1203	1203	1203	1203
Weighted Base	1160	1160	1160	1160	1160	1160	1160	1160	1160	1160	1160	1160	1160	1160
Every day	685 59%	448 39%	206 18%	154 13%	273 24%	258 22%	75 6%	2 *	12 1%	331 29%	99 9%	133 11%	54 5%	286 25%
Several days each week	221 19%	273 24%	309 27%	202 17%	99 8%	175 15%	113 10%	8 1%	5 *	54 5%	19 2%	62 5%	15 1%	167 14%
About once a week	89 8%	119 10%	162 14%	142 12%	32 3%	110 9%	82 7%	3 *	8 1%	12 1%	7 1%	26 2%	11 1%	95 8%
A few times each month	58 5%	71 6%	107 9%	113 10%	19 2%	49 4%	60 5%	7 1%	8 1%	8 *	6 1%	12 1%	13 1%	47 4%
Less often	34 3%	47 4%	63 5%	71 6%	36 3%	29 2%	46 4%	13 1%	7 1%	17 1%	18 2%	17 2%	10 1%	29 2%
SUMMARY CODE														
AT LEAST ONCE A WEEK	995 86%	840 72%	678 58%	498 43%	404 35%	542 47%	271 23%	14 1%	25 2%	397 34%	125 11%	221 19%	80 7%	548 47%
Not used	73 6%	202 17%	313 27%	479 41%	701 60%	540 47%	783 68%	1126 97%	1121 97%	738 64%	1012 87%	909 78%	1057 91%	536 46%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1721	819	902	242	273	454	752	76	166	273	225	229	256	270	226	346	525	344	506
Weighted Base	1718	825	893	241	326	520	631	73*	167	326	274	246	300	176	155	355	550	345	468
BBC services	354 21%dehijks	171 21%	183 21%	13 5%	20 6%	85 16%de	237 38%adef	3 4%	10 6%	20 6%	37 13%hij	48 19%hij	101 34%ahijk	79 45%ahijk	56 36%ahij	118 33%aqr	116 21%rs	62 18%rs	58 12%
ITV services	124 7%bdeij	35 4%	90 10%ab	4 2%	6 2%	31 6%de	84 13%adef	1 2%	3 2%	6 2%	13 5%	18 7%ij	32 11%hijk	24 13%ahijk	29 18%ahij	15 4%	29 5%	27 8%	54 12%apq
Channel 4 services	17 1%	8 1%	9 1%	2 1%	3 1%	1 2%f	11 *	1 1%	1 1%	3 1%	-	1 1%	9 3%ak	1 1%	1 1%	4 1%	5 1%	2 1%	6 1%
Channel 5 services	19 1%	8 1%	11 1%	-	-	6 1%	13 2%de	-	-	-	4 2%j	2 1%	-	8 4%aijlm	5 3%aij	2 1%	3 1%	6 2%	8 2%
Freeview/Youview	117 7%de	60 7%	58 6%	7 3%	9 3%	26 5%	75 12%adef	1 1%	6 4%	9 3%	12 4%	15 6%	37 12%ahijkl	16 9%hijk	23 15%ahij	19 5%	29 5%	26 8%	44 9%pq
Netflix	314 18%gmnos	130 16%	184 21%b	64 27%ag	124 38%adfg	104 20%g	22 4%	18 25%lmno	46 27%almno	124 38%ahiklmno	69 25%almno	35 14%lmno	14 5%	6 3%	2 2%	62 17%	123 22%rs	69 20%rs	61 13%
Amazon Prime Video	34 2%g	18 2%	16 2%	2 1%	8 3%g	21 4%adg	2 *	1 1%	1 1%	8 3%lm	8 3%lm	14 6%almno	1 *	1 *	1 *	7 2%	13 2%	7 2%	6 1%
Disney +	4 *	3 *	1 *	-	4 1%afg	-	-	-	-	4 1%a	-	-	-	-	-	-	2 *	1 *	2 *
Apple TV +	3 *	2 *	2 *	-	-	2 *	2 *	-	-	-	-	-	1 1%	-	1 *	-	2 *	2 *	-
Sky	286 17%chm	140 17%	147 16%	14 6%	53 16%cd	122 23%ade	98 15%cd	3 5%	11 6%	53 16%hij	58 21%hino	64 26%ahijn	58 20%hino	20 12%	19 12%	63 16%	84 15%	60 17%	79 17%
Virgin TV	60 4%	26 3%	34 4%	6 2%	10 3%	15 3%	29 5%	4 5%	2 1%	10 3%	8 3%	7 3%	18 6%t	6 3%	6 4%	9 3%	20 4%	10 3%	22 5%
Spotify	73 4%ijmno	37 4%	36 4%	47 20%aefg	14 4%g	9 2%g	3 *	13 18%ajkm	34 21%ajklmn	14 4%lmno	7 3%no	2 1%	3 1%	-	-	8 2%	32 6%pr	8 2%	25 5%p

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1721	819	902	242	273	454	752	76	166	273	225	229	256	270	226	346	525	344	506
Weighted Base	1718	825	893	241	326	520	631	73*	167	326	274	246	300	176	155	355	550	345	468
Apple Music/Apple Podcasts	9 1%	2 *	7 1%	3 1%g	2 1%	4 1%	1 *	3 4%aijmno	-	2 1%	3 1%	1 1%	1 *	-	-	3 1%	1 *	2 1%	3 1%
YouTube	249 15%comno	155 19%ac	94 11%	79 33%aefg	66 20%afg	75 14%g	29 5%	26 35%aikmno	53 32%aikmno	66 20%almno	48 18%mo	27 11%no	17 6%o	9 5%	3 2%	36 10%	48 14%	51 15%	84 18%p
SUMMARY CODE																			
ANY PSB PROVIDER	514 30%dehijk	222 27%	292 33%b	19 8%	28 9%	123 24%de	345 55%adef	5 7%	14 8%	28 9%	54 20%hij	69 28%hij	142 47%ahijk	112 63%ahijk	91 59%ahijklm	138 39%aqr	152 28%	97 28%	127 27%
None	53 3%di	30 4%	23 3%	-	7 2%d	18 4%d	27 4%d	-	-	7 2%	7 3%	11 5%i	9 3%i	7 4%i	10 7%ahijk	14 3%	14 2%	12 3%	17 4%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1721	871	850	595	189	540	124	263	427	286	214	1294
Weighted Base	1718	904	813	703	226	390	127	272	477	334	236	1241
BBC services	354 21%cdgh ijk	234 26%ac	120 15%	111 16%g	39 17%g	167 43%adegh	6 5%	31 11%	45 10%	23 7%	32 14%j	309 25%aijk
ITV services	124 7%bcgij	44 5%	81 10%ab	28 4%	15 7%g	53 13%adeg	-	29 11%dg	17 4%	12 4%	9 4%	108 9%ijk
Channel 4 services	17 1%	8 1%	9 1%	9 1%	3 1%	2 1%	-	4 1%	3 1%	1 *	1 1%	14 1%
Channel 5 services	19 1%	5 1%	14 2%b	4 1%	1 *	11 3%ade	-	3 1%	3 1%	2 *	1 *	16 1%
Freeview/Youview	117 7%gik	48 5%	70 9%b	36 5%g	14 6%g	46 12%adeg	1 1%	21 8%g	17 3%	12 4%	5 2%	101 8%ijk
Netflix	314 18%h	185 20%c	130 16%	160 23%af	57 25%af	12 3%	30 23%f	56 21%f	143 30%al	104 31%al	70 29%al	171 14%
Amazon Prime Video	34 2%f	20 2%	13 2%	25 4%af	2 1%	1 *	1 1%	4 2%	15 3%l	11 3%	11 5%al	18 1%
Disney +	4 *	2 *	2 *	3 *	- -	- -	- -	1 *	4 1%l	4 1%al	- -	- -
Apple TV +	3 *	2 *	2 *	1 *	2 1%	1 *	- -	- -	- -	- -	- -	3 *
Sky	286 17%g	147 16%	139 17%	143 20%fg	39 17%g	53 14%g	6 5%	46 17%g	102 21%al	72 22%l	41 17%	185 15%
Virgin TV	60 4%	29 3%	31 4%	24 3%	8 4%	14 4%	2 1%	12 5%	19 4%	12 4%	12 5%	41 3%
Spotify	73 4%ef	40 4%	33 4%	20 3%f	16 7%df	-	29 23%adefh	8 3%f	25 5%	19 6%	12 5%	48 4%
Apple Music/Apple Podcasts	9 1%	4 *	5 1%	6 1%	- -	- -	2 1%f	1 1%	5 1%	2 1%	2 1%	5 1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1721	871	850	595	199	540	124	263	427	296	214	1294
Weighted Base	1718	904	813	703	226	390	127	272	477	334	236	1241
YouTube	249	114	135	115	24	12	50	49	67	48	32	182
	15% _f	13%	17% _b	16% _f	10% _f	3%	40% _{adefh}	18% _{ef}	14%	14%	14%	15%
SUMMARY CODE												
ANY PSB PROVIDER	514	291	224	151	57	233	6	67	67	38	44	447
	30% _{dgj}	32%	28%	21% _k	25% _{kg}	60% _{adegh}	5%	25% _g	14%	11%	19% _j	36% _{ajk}
None	53	24	29	20	7	19	-	7	13	11	6	40
	3%	3%	4%	3%	3%	5% _g	-	2%	3%	3%	3%	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1721	1553	168	648	640	106	941	674
Weighted Base	1718	1576	140	665	577	101*	871	613
BBC services	354 21%	315 20%	39 28%b	113 17%	176 31%adg	34 33%adg	175 18%	186 30%adg
ITV services	124 7%	97 6%	28 20%ab	51 8%	57 10%g	8 8%	62 6%	63 10%ag
Channel 4 services	17 1%	16 1%	1 +	7 1%	9 2%	1 1%	10 1%	10 2%
Channel 5 services	19 1%	9 1%	10 7%ab	4 1%	13 2%cd	1 1%	10 1%	13 2%cd
Freeview/Youview	117 7%dg	91 6%	27 19%ab	7 1%	103 18%adg	13 13%adg	21 2%	103 17%adg
Netflix	314 18%cddeh	313 20%c	2 1%	97 15%	78 14%	22 22%	167 17%	86 14%
Amazon Prime Video	34 2%	34 2%	-	10 1%	8 1%	1 1%	19 2%	12 2%
Disney +	4 +	4 +	-	2 +	-	-	4 +	-
Apple TV +	3 +	3 +	-	2 +	-	-	3 +	-
Sky	286 17%efh	268 17%	18 13%	272 41%aefgh	21 4%	1 1%	279 29%aefh	21 3%
Virgin TV	60 4%den	57 4%	3 2%	3 1%	4 1%	1 1%	58 6%adefh	4 1%
Spotify	73 4%cd	73 5%c	-	21 3%	19 3%	-	28 3%	19 3%
Apple Music/Apple Podcasts	9 1%	9 1%	-	1 +	4 1%	-	4 +	4 1%
YouTube	249 15%cddegh	247 16%c	2 1%	62 9%	63 11%	19 19%degh	110 11%	68 11%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked the most valuable**Base: All who have used media providers in the last 12 months**

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base 1721	1553	168	648	640	106	941	674
Weighted Base 1718	1576	140	665	577	101*	971	613
SUMMARY CODE							
ANY PSB PROVIDER	514	77	176	255	44	256	272
	30%	55%ab	26%	44%adg	43%adg	26%	44%adg
None	53	11	13	23	2	21	24
	3%	8%ab	2%	4%dg	2%	2%	4%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1721	69	196	116	117	111	173	188	227	143	66	212	103	1522	183	15	4	3
Weighted Base	1718	63*	174	113	136	117*	201	223	262	161	83*	146	40*	1480	219	17**	4**	3**
BBC services	354	12	43	19	18	26	38	46	50	43	31	20	7	310	38	3	-	1
	21% ^{kl}	19%	25% ^{kel}	17%	13%	22%	19%	21%	19%	27% ^{kel}	38% ^{abdef}	14%	17%	21%	17%	16%	-	37%
ITV services	124	6	16	12	13	6	13	12	15	12	5	13	2	119	5	-	-	-
	7% ^{ka}	9%	9%	11%	9%	5%	7%	5%	6%	8%	6%	9%	4%	8% ^o	2%	-	-	-
Channel 4 services	17	1	1	1	6	1	-	1	1	2	1	3	-	16	1	-	-	-
	1%	1%	1%	1%	4% ^{acghi}	1%	-	*	*	1%	1%	2%	-	1%	1%	-	-	-
Channel 5 services	19	-	5	3	2	1	2	4	2	-	1	-	-	19	-	-	-	-
	1%	-	3% ^{ajl}	3% ^{jl}	1%	1%	1%	2%	1%	-	1%	-	-	1%	-	-	-	-
Freeview/Youview	117	3	16	11	10	10	8	7	27	9	3	7	7	113	4	2	-	1
	7% ^{ko}	5%	9% ^{gh}	9% ^h	7%	9% ^h	4%	3%	10% ^{gh}	5%	3%	5%	19% ^{abccde}	8% ^o	2%	11%	-	31%
Netflix	314	12	13	25	30	15	39	47	51	34	12	30	5	265	43	1	1	-
	18% ^{kc}	18% ^c	8%	22% ^c	22% ^c	13%	19% ^c	21% ^c	20% ^c	21% ^c	15%	21% ^c	13%	18%	20%	8%	27%	-
Amazon Prime Video	34	-	3	2	1	3	7	2	7	5	2	2	-	33	1	-	-	-
	2%	-	2%	1%	1%	2%	3%	1%	3%	3%	3%	2%	-	2%	*	-	-	-
Disney +	4	-	-	-	-	-	-	1	3	-	-	-	-	4	-	-	-	-
	*	-	-	-	-	-	-	*	1% ^a	-	-	-	-	*	-	-	-	-
Apple TV +	3	-	-	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-
	*	-	-	-	1%	-	-	1%	-	-	-	-	-	*	-	-	-	-
Sky	286	21	23	15	19	20	35	35	42	25	15	27	9	248	38	3	-	-
	17%	33% ^{aacd}	13%	13%	14%	17%	17%	16%	16%	16%	18%	19%	24% ^{cd}	17%	17%	18%	-	-
Virgin TV	60	2	6	3	7	6	8	6	9	3	3	5	2	55	6	-	-	-
	4%	2%	4%	3%	5%	5%	4%	3%	3%	2%	3%	4%	6%	4%	3%	-	-	-
Spotify	73	3	7	3	11	4	10	4	13	4	4	8	2	65	5	1	-	-
	4%	5%	4%	3%	8% ^h	4%	5%	2%	5%	3%	4%	5%	4%	4%	2%	6%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1721	69	196	116	117	111	173	188	227	143	66	212	103	1522	183	15	4	3
Weighted Base	1718	63*	174	113	136	117*	201	223	262	161	83*	146	40*	1480	219	17**	4**	3**
Apple Music/Apple Podcasts	9	-	3	-	1	-	-	2	1	1	1	1	-	9	1	-	-	-
YouTube	249	3	31	17	13	23	25	51	33	21	5	24	5	177	73	4	3	1
	15%bn	5%	18%bk	15%b	10%	19%bek	12%	23%abe	13%	13%	6%	16%bk	12%	12%	33%an	24%	73%	33%
SUMMARY CODE																		
ANY PSB PROVIDER	514	19	65	35	38	34	54	62	68	58	38	36	8	464	44	3	-	1
	30%o	29%	38%agilm	31%	28%	29%	27%	28%	26%	36%lm	45%aefgh	25%	21%	31%o	20%	16%	-	37%
None	53	1	6	3	4	2	16	5	8	2	1	5	1	48	5	3	-	-
	3%	2%	3%	2%	3%	1%	8%afhl	2%	3%	1%	1%	4%	2%	3%	2%	17%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	1721	1203	518	1039	900	730	767	347	686	804	535	846	374	384	1180	244	114	1341	88	28	
Weighted Base	1718	1160	558	995	840	678	842	392	755	745	570	901	358	332	1187	230	110*	1334	83*	30**	
BBC services	354 21% kqvw	354 31% acgh	-	345 35% acgh	258 31% acgh	230 34% acgh	113 13% c	55 14% c	75 10% c	354 48% aik	52 9% c	58 6% c	156 43% al	139 42% al	284 24% q	49 21% q	3 3% c	302 23% c	16 19% c	7 24% c	
ITV services	124 7% cghi kvw	124 11% acgh	-	114 11% acgh	123 15% abcgh	88 13% acgh	35 4% c	12 3% c	17 2% c	90 12% aik	8 1% c	16 2% c	42 12% al	66 20% alm	86 7% c	16 7% c	7 6% c	94 7% c	2 2% c	-	
Channel 4 services	17 1% c	17 1% ch	-	10 1% c	10 1% c	14 2% acgh	4 * c	* * c	4 1% c	7 1% c	1 * c	4 * c	4 1% c	9 3% al	15 1% c	1 * c	-	14 1% c	1 1% c	-	
Channel 5 services	19 1% cghk	19 2% cgh	-	14 1% cgh	16 2% cgh	17 2% acgh	1 * c	* * c	1 1% aik	* * c	* * c	4 4% alm	14 4% alm	11 1% c	-	-	2 2% c	13 1% c	-	-	
Freeview/Youview	117 7% ghkl vw	81 7% gh	36 6% g	68 7% gh	65 8% gh	45 7% gh	16 2% c	13 3% c	14 2% c	58 8% aik	8 1% c	38 4% c	38 11% al	41 12% al	62 5% c	33 14% ao	17 15% ao	88 7% c	4 5% c	1 4% c	
Netflix	314 18% bdef jmnop	162 14% f	152 27% abde	125 13% f	99 12% c	81 12% c	307 37% abcd	118 30% abde	314 42% ajk	62 8% c	114 20% j	258 29% amm	16 5% n	5 2% c	267 22% app	7 3% c	-	253 19% c	19 23% c	1 2% c	
Amazon Prime Video	34 2% knpu	16 1% c	18 3% bd	12 1% c	12 1% c	11 2% c	18 2% c	28 7% abcde	13 2% c	6 1% c	3 1% c	22 2% n	5 2% c	1 * c	26 2% p	-	-	23 2% c	2 3% c	-	
Disney +	4 * c	2 * c	2 * c	-	-	-	-	-	2 * c	2 * c	2 * c	2 * c	2 * c	2 * c	2 1% c	-	-	2 * c	2 2% ar	-	-
Apple TV +	3 * c	-	3 1% bdeg	-	-	-	-	-	-	-	-	2 * c	1 * c	-	3 * c	-	1 1% c	3 * c	-	-	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1721	930	228	406	787	835
Weighted Base	1718	871	250	453	777	831
BBC services	354	288	31	4	265	75
	21%cg kqwy	33%avw	12%w	1%	34%ay	9%
ITV services	124	94	5	-	34	86
	7%cg kvw	11%avw	2%w	-	4%	10%ax
Channel 4 services	17	14	-	-	9	8
	1%c	2%w	-	-	1%	1%
Channel 5 services	19	15	-	-	5	13
	1%cg kw	2%w	-	-	1%	2%
Freeview/Youview	117	91	7	2	54	62
	7%gh kw	10%avw	3%w	*	7%	7%
Netflix	314	44	90	180	107	186
	18%bd mpq	5%	36%au	40%au	14%	22%ax
Amazon Prime Video	34	4	11	18	8	21
	2%kn pu	1%	4%au	4%au	1%	3%ax
Disney +	4	3	-	1	2	2
	*	*	-	*	*	*
Apple TV +	3	1	-	2	1	1
	*	*	-	*	*	*

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1721	1203	518	1039	900	730	767	347	686	804	535	846	374	384	1180	244	114	1341	88	28
Weighted Base	1718	1160	558	995	840	678	842	392	755	745	570	901	358	332	1187	230	110*	1334	83*	30**
Sky	286	181	106	146	141	104	133	67	117	86	66	207	45	20	115	93	67	210	20	17
	17%kno	16%	19%l	15%	17%	15%	16%	17%	15%j	12%	12%	23%amn	13%n	6%	10%	40%ao	61%aop	16%	24%	56%
Virgin TV	60	30	30	26	20	14	14	16	13	16	13	27	15	8	35	9	7	42	2	1
	4%gl	3%	5%bdefg	3%	2%	2%	2%	4%g	2%	2%	2%	3%	4%	3%	3%	4%	7%o	3%	3%	3%
Spotify	73	32	41	26	21	18	55	22	57	9	47	53	8	3	58	3	1	59	2	2
	4%demu	3%	7%abdef	3%	2%	3%	7%abdef	6%bde	8%aj	1%	8%aj	6%mn	2%	1%	5%p	1%	1%	4%	3%	7%
Apple Music/Apple Podcasts	9	5	4	3	1	1	4	1	4	3	5	8	-	-	8	-	-	6	1	-
	1%	-	1%	-	-	-	-	-	-	-	1%	1%	-	-	1%	-	-	-	2%	-
YouTube	249	102	147	74	48	38	127	50	125	42	249	185	13	10	195	7	1	194	10	-
	15%bdefj	9%ef	26%abdef	7%	6%	6%	15%bdef	13%bde	17%j	6%	44%aj	21%amn	4%	3%	16%pq	3%	1%	15%	13%	-
SUMMARY CODE																				
ANY PSB PROVIDER	514	514	-	484	407	350	154	68	98	461	62	83	203	227	397	65	11	423	19	7
	30%cmi	44%acgh	-	49%acgh	49%acgh	52%abog	18%k	17%k	13%	62%aik	11%	9%	57%al	69%alm	33%q	28%q	10%	32%	22%	24%
None	53	33	19	31	25	16	14	7	-	-	-	15	13	15	20	11	5	30	1	2
	3%iko	3%	3%g	3%	3%	2%	2%	2%	-	-	-	2%	4%	5%l	2%	5%o	5%o	2%	1%	2%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked the most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1721	930	228	406	787	835
Weighted Base	1718	871	250	453	777	831
Sky	286	208	27	15	124	143
	17% kno	24% avw	11% w	3%	16%	17%
Virgin TV	60	33	10	12	29	29
	4% gi	4%	4%	3%	4%	3%
Spotify	73	16	13	44	31	37
	4% de nu	2%	5% u	10% au	4%	4%
Apple Music/Apple Podcasts	9	4	-	5	7	2
	1%	*	-	1%	1%	*
YouTube	249	31	51	161	86	133
	15% bde f	4%	20% au	36% auv	11%	16% x
SUMMARY CODE						
ANY PSB PROVIDER	514	411	36	4	313	182
	30% c gh	47% avw	14% w	1%	40% ay	22%
None	53	24	5	10	15	34
	3% ko	3%	2%	2%	2%	4% x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a|ij/k - all/min - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked 2nd most valuable

Base: All who have used media providers in the last 12 months

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1721	819	902	242	273	454	752	76	166	273	225	229	256	270	226	346	525	344	506
Weighted Base	1718	825	893	241	326	520	631	73*	167	326	274	246	300	176	155	355	550	345	468
BBC services	232	105	127	15	23	75	119	7	7	23	30	45	51	35	33	56	62	42	71
	14%deij	13%	14%	6%	7%	14%de	19%ade	10%	4%	7%	11%i	18%ijk	17%ij	20%aijk	21%ahij	16%	11%	12%	15%
ITV services	181	80	101	1	8	35	137	-	1	8	6	29	48	47	42	34	55	41	51
	11%dehijk	10%	11%	*	3%	7%ide	22%adef	-	*	3%	2%	12%hijk	16%ahijk	27%ahijk	27%ahij	10%	10%	12%	11%
Channel 4 services	67	26	41	2	4	15	46	1	1	4	10	5	20	16	10	26	20	11	9
	4%deij	3%	5%	1%	1%	3%	7%adef	1%	1%	1%	4%	2%	7%ijl	9%ahijkl	7%ijl	7%aqr	4%	3%	2%
Channel 5 services	32	7	25	2	4	6	20	1	1	4	1	4	8	4	9	3	6	7	16
	2%	1%	3%b	1%	1%	1%	3%f	2%	*	1%	*	2%	3%	2%	6%aijk	1%	1%	2%	3%pq
Freeview/Youview	75	38	37	4	6	27	39	1	3	6	17	10	13	15	11	17	21	9	28
	4%ej	5%	4%	2%	2%	5%de	6%de	1%	2%	2%	6%j	4%	4%	8%ahij	7%ij	5%	4%	3%	6%r
Netflix	296	149	148	66	72	111	47	18	48	72	55	57	39	8	1	72	102	55	67
	17%gno	18%	17%	27%ag	22%g	21%g	7%	24%mno	29%amno	22%mno	20%mno	23%mno	13%no	5%o	*	20%e	19%	16%	14%
Amazon Prime Video	93	43	51	12	35	29	18	4	8	35	20	9	12	4	1	19	41	19	14
	5%gos	5%	6%	5%	11%adfg	6%g	3%	5%o	5%o	11%ailmno	7%no	4%	2%	1%	5%	7%e	6%	3%	3%
Disney +	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-
Apple TV +	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-
Sky	106	49	57	15	23	30	38	2	13	23	21	10	19	13	6	23	34	25	25
	6%	6%	6%	6%	7%	6%	6%	3%	8%	7%	8%	4%	6%	7%	4%	6%	6%	7%	5%
Virgin TV	29	10	19	3	7	10	9	-	3	7	5	6	6	2	1	11	11	5	3
	2%	1%	2%	1%	2%	2%	1%	-	2%	2%	2%	2%	2%	1%	*	3%e	2%	1%	1%
Spotify	90	49	41	39	17	27	7	10	29	17	19	8	6	1	-	23	39	14	14
	5%gmno	6%	5%	16%aefg	5%g	5%g	1%	14%ajlmn	17%ajklmn	5%no	7%mno	3%no	2%	*	6%e	7%e	4%	3%	
Apple Music/Apple Podcasts	20	16	4	3	8	5	3	1	2	8	5	-	2	1	1	3	10	6	1
	1%	2%c	*	1%	3%g	1%	1%	1%	1%	3%l	2%	-	1%	*	*	1%	2%e	2%e	*

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 2nd most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1721	819	902	242	273	454	752	76	166	273	225	229	256	270	226	346	525	344	506
Weighted Base	1718	825	893	241	326	520	631	73*	167	326	274	246	300	176	155	355	550	345	468
YouTube	177	93	84	51	38	63	25	18	32	38	39	24	18	6	1	31	66	30	50
	10%gmo	11%	9%	21%aefg	12%g	12%g	4%	25%ajlmo	19%ajlmo	12%mo	14%mo	10%no	6%o	3%	1%	9%	12%	9%	11%
SUMMARY CODE																			
ANY PSB PROVIDER	512	218	294	19	39	131	322	9	10	39	48	83	126	102	94	119	144	102	148
	30%dehijk	26%	33%b	8%	12%	25%de	51%adef	13%	6%	12%	17%i	34%ahijk	42%ahijk	58%ahijkln	61%ahijklm	33%q	26%	29%	32%
None	317	160	158	29	80	85	124	10	18	80	46	39	59	25	40	38	82	78	119
	18%dig	19%	18%	12%	25%adf	16%	20%d	14%	11%	25%aikln	17%	16%	20%i	14%	26%ahijkln	11%	15%	22%pq	25%apq

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 2nd most valuable

Base: All who have used media providers in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1721	871	850	565	189	540	124	263	427	286	214	1294
Weighted Base	1718	904	813	703	226	390	127	272	477	334	236	1241
BBC services	232	118	114	88	22	73	7	42	46	26	27	186
	14%gj	13%	14%	13%g	10%	19%adeg	5%	16%g	10%	8%	11%	15%ij
ITV services	181	88	92	47	15	106	-	13	17	13	8	164
	11%dghi	10%	11%	7%g	6%g	27%adegh	-	5%g	3%	4%	3%	13%aijk
Channel 4 services	67	46	21	19	6	37	1	4	8	4	4	59
	4%ij	5%k	3%	3%	3%	9%adegh	1%	2%	2%	1%	2%	5%ij
Channel 5 services	32	10	23	7	4	12	-	9	5	3	2	27
	2%	1%	3%b	1%	2%	3%d	-	3%d	1%	1%	1%	2%
Freeview/Youview	75	38	37	27	11	27	1	10	13	12	3	62
	4%k	4%	5%	4%	5%	7%adg	1%	4%	3%	3%	1%	5%k
Netflix	296	174	122	165	42	13	35	41	120	83	57	176
	17%h	19%c	15%	24%afh	19%f	3%	27%afh	15%f	25%al	25%al	24%al	14%
Amazon Prime Video	93	60	34	52	18	6	4	13	33	22	20	60
	5%f	7%c	4%	7%f	8%f	2%	3%	5%f	7%	7%	8%l	5%
Disney +	1	-	1	1	-	-	-	-	-	-	-	1
	*	-	*	*	-	-	-	-	-	-	-	*
Apple TV +	1	-	1	-	-	1	-	-	-	-	-	1
	*	-	*	-	-	*	-	-	-	-	-	*
Sky	106	56	50	37	14	25	6	24	37	27	17	69
	6%	6%	6%	5%	6%	6%	5%	9%	8%	8%	7%	6%
Virgin TV	29	21	8	17	7	3	-	3	11	9	6	18
	2%	2%c	1%	2%f	3%f	1%	-	1%	2%	3%	2%	1%
Spotify	90	62	28	49	5	1	26	9	24	11	14	66
	5%f	7%c	3%	7%ef	2%f	*	20%adefh	3%f	5%	3%	6%	5%
Apple Music/Apple Podcasts	20	12	7	13	3	2	2	-	3	1	3	17
	1%	1%	1%	2%h	1%	1%	1%	-	1%	*	1%	1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 2nd most valuable
Base: All who have used media providers in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1721	871	850	595	199	540	124	263	427	296	214	1294
Weighted Base	1718	904	813	703	226	390	127	272	477	334	236	1241
YouTube	177	97	80	71	28	11	30	37	82	58	44	95
	10% ^h	11%	10%	10% ^f	12% ^f	3%	24% ^{adefh}	14% ^f	17% ^{kal}	17% ^{kal}	19% ^{kal}	8%
SUMMARY CODE												
ANY PSB PROVIDER	512	263	249	161	47	228	8	69	76	46	41	436
	30% ^{degi}	29%	31%	23% ^g	21% ^g	58% ^{adegh}	6%	25% ^g	16%	14%	17%	35% ^{aijk}
None	317	121	197	109	51	75	15	67	78	65	32	239
	18% ^b	13%	24% ^{ab}	15%	23% ^{dg}	19%	12%	25% ^{adg}	16%	19%	14%	19%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 2nd most valuable

Base: All who have used media providers in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1721	1553	168	648	640	106	941	674
Weighted Base	1718	1576	140	665	577	101*	871	613
BBC services	232	205	27	105	95	11	138	107
	14%	13%	19%b	16%	16%	11%	14%	18%a
ITV services	181	147	34	55	101	16	81	107
	11%	9%	24%ab	8%	18%adg	16%dg	8%	17%adg
Channel 4 services	67	61	6	21	33	8	34	35
	4%	4%	4%	3%	6%d	8%d	4%	6%d
Channel 5 services	32	26	6	11	17	4	15	18
	2%	2%	4%ab	2%	3%	4%	2%	3%
Freeview/Youview	75	61	14	13	49	10	28	49
	4%d	4%	10%ab	2%	8%adg	10%adg	3%	8%adg
Netflix	296	295	1	141	68	15	191	75
	17%ceh	19%c	1%	21%aeh	12%	15%	20%eh	12%
Amazon Prime Video	93	93	-	23	24	3	48	25
	5%c	6%c	-	4%	4%	3%	5%	4%
Disney +	1	1	-	1	-	-	1	-
	-	-	-	-	-	-	-	-
Apple TV +	1	1	-	1	-	-	1	-
	-	-	-	-	-	-	-	-
Sky	106	100	6	91	8	5	99	8
	6%eh	6%	5%	14%aeh	1%	5%eh	10%aeh	1%
Virgin TV	29	29	-	1	1	-	29	1
	2%deh	2%	-	-	-	-	3%adeh	-
Spotify	90	90	-	32	27	3	51	27
	5%c	6%c	-	5%	5%	3%	5%	4%
Apple Music/Apple Podcasts	20	20	-	10	6	2	14	7
	1%	1%	-	1%	1%	2%	1%	1%
YouTube	177	177	-	56	50	15	95	51
	10%c	11%c	-	8%	9%	15%	10%	8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked 2nd most valuable

Base: All who have used media providers in the last 12 months

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base 1721	1553	168	648	640	106	941	674
Weighted Base 1718	1576	140	665	577	101*	971	613
SUMMARY CODE							
ANY PSB PROVIDER	512	72	192	246	40	268	267
30%	440	51%ab	29%	43%adg	39%g	28%	44%adg
None	317	46	104	97	10	145	102
18%fg	271	33%ab	16%	17%	9%	15%	17%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked 2nd most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGINZ				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1721	69	196	116	117	111	173	188	227	143	66	212	103	1522	183	15	4	3
Weighted Base	1718	63*	174	113	136	117*	201	223	262	161	83*	146	40*	1480	219	17**	4**	3**
BBC services	232	14	36	13	6	10	32	19	40	24	12	19	9	216	14	4	-	-
ITV services	181	4	24	20	7	9	15	17	24	29	17	10	7	171	8	1	7	1
Channel 4 services	67	2	4	5	8	8	6	6	8	6	4	9	1	62	3	2	-	-
Channel 5 services	32	1	4	3	5	6	3	3	3	4	5	6	2	30	3	-	-	-
Freeview/Youview	75	2	12	3	13	5	9	4	2	10	4	8	4	72	4	-	-	-
Netflix	296	13	20	19	14	22	48	36	57	21	7	30	10	242	51	1	1	1
Amazon Prime Video	93	8	5	6	9	3	9	12	15	14	4	8	1	83	11	-	1	-
Disney +	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
Apple TV +	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
Sky	106	3	13	14	2	6	12	11	16	8	10	11	1	87	19	1	-	-
Virgin TV	29	2	3	-	4	1	7	3	7	2	-	1	-	26	3	-	-	-
Spotify	90	2	7	4	11	2	11	5	17	10	8	11	1	84	6	1	1	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 2nd most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (o)	Minority Ethnic (p)	Any other Asian (q)	Any other Black (r)	Any other (s)
Unweighted Base	1721	69	196	116	117	111	173	188	227	143	66	212	103	1522	183	15	4	3
Weighted Base	1718	63*	174	113	136	117*	201	223	262	161	83*	146	40*	1480	219	17**	4**	3**
Apple Music/Apple Podcasts	20	-	1	1	1	-	1	1	5	7	2	1	*	19	1	-	-	-
	1%	-	*	1%	1%	-	1%	*	2%	4%acd	2%	1%	1%	1%	*	-	-	-
YouTube	177	8	19	11	18	10	20	33	25	12	4	16	2	139	35	1	-	-
	10% ^m	12%	11%	10%	13% ^m	8%	10%	15% ^m	10%	7%	5%	11%	4%	9%	16% ^{an}	6%	-	-
SUMMARY CODE																		
ANY PSB PROVIDER	512	20	67	40	31	29	53	47	72	61	33	41	17	479	29	6	-	1
	30% ^{ho}	32%	39% ^{kaefghi}	36% ^{eh}	22%	25%	26%	21%	28%	38% ^{efg}	40% ^{eh}	28%	43% ^{kaefg}	32% ^o	13%	38%	-	37%
None	317	6	26	16	34	40	29	70	44	17	13	19	5	249	62	6	1	1
	18% ^j	9%	15%	14%	25% ^{bcddj}	34% ^{abcd}	14%	31% ^{abc}	17%	10%	15%	13%	12%	17%	28% ^{an}	36%	30%	31%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - ai/o/p/q/r
 *small base; ** very small base (under 30) ineligible for sig testing

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Q.3a Media provider ranked 2nd most valuable
Base: All who have used media providers in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1721	1203	518	1039	900	730	767	347	686	804	535	846	374	384	1180	244	114	1341	88	28
Weighted Base	1718	1160	558	995	840	678	842	392	755	745	570	901	358	332	1187	230	110*	1334	83*	30**
BBC services	232	232	-	228	193	142	73	41	47	232	34	99	60	71	143	38	29	179	11	3
	14%cgik	20%acgh	-	23%acgh	23%acgh	21%acgh	9%k	10%k	6%	31%aik	6%	11%	17%	21%al	12%	17%	26%ao	13%	14%	11%
ITV services	181	181	-	165	175	132	35	15	22	150	9	51	66	64	116	43	12	154	6	3
	11%cohi	16%acgh	-	17%acgh	21%abcd	20%abogh	4%k	4%k	3%	20%aik	1%	6%	18%al	19%al	10%	19%ao	11%	12%	8%	10%
Channel 4 services	67	67	-	57	53	63	20	8	7	50	5	16	15	36	56	6	2	56	1	1
	4%cklw	6%acgh	-	6%acgh	6%acgh	9%abode	2%k	2%k	1%	7%aik	1%	2%	4%l	11%alm	5%	3%	2%	4%	1%	3%
Channel 5 services	32	32	-	22	20	20	5	3	4	12	4	7	10	15	25	4	-	23	3	-
	2%cgilw	3%cgh	-	2%cg	2%cg	3%cgh	1%	1%	1%	2%	1%	1%	3%l	5%al	2%	2%	-	2%	4%	-
Freeview/Youview	75	60	15	53	45	43	23	9	16	40	23	27	26	20	60	11	3	60	4	2
	4%kw	5%cgh	3%	5%cgh	5%cgh	6%cgh	3%	2%	2%	5%i	4%	3%	7%al	6%l	5%	5%	3%	4%	5%	7%
Netflix	206	183	113	145	120	95	285	109	206	79	142	198	50	19	196	42	20	236	16	4
	17%jn	16%	20%bdef	15%	14%	14%	34%abcd	28%abcd	39%ajk	11%	25%aj	22%amn	14%n	6%	17%	16%	16%	19%	19%	15%
Amazon Prime Video	93	44	49	36	24	18	72	86	73	19	25	66	4	8	74	4	2	67	2	4
	5%defjm	4%	9%abdef	4%	3%	3%	9%abde	22%abcd	10%ajk	3%	4%	7%mn	1%	2%	6%p	2%	2%	5%	2%	14%
Disney +	1	1	-	1	1	1	1	1	1	-	-	1	-	-	1	-	-	1	-	-
	*	*	-	*	*	*	*	*	*	-	-	*	-	-	*	-	-	*	-	-
Apple TV +	1	1	-	1	1	-	1	1	1	-	1	1	-	-	-	1	-	1	-	-
	*	*	-	*	*	-	*	*	*	-	*	*	-	-	*	o	-	*	-	-
Sky	106	88	19	77	61	43	55	20	44	55	26	57	29	14	85	14	4	89	5	-
	6%k	8%k	3%	8%k	7%k	6%k	7%k	5%	6%	7%	5%	6%	8%n	4%	7%	6%	4%	7%	6%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 2nd most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1721	930	228	406	787	835
Weighted Base	1718	871	250	453	777	831
BBC services	232	165	24	13	116	108
	14%cgik w	19%avw	10%vw	3%	15%	13%
ITV services	181	148	7	8	103	71
	11%cphi klww	17%avw	3%	2%	13%y	9%
Channel 4 services	67	52	5	1	38	25
	4%cllww	6%avw	2%	*	5%	3%
Channel 5 services	32	24	3	1	9	22
	2%cgllw	3%w	1%	*	1%	3%x
Freeview/Youview	75	48	11	9	42	30
	4%iw	5%w	4%	2%	5%	4%
Netflix	296	127	60	103	129	152
	17%jn	15%	24%au	23%au	17%	18%
Amazon Prime Video	93	22	22	49	40	49
	5%defm npu	3%	9%au	11%au	5%	6%
Disney +	1	1	-	-	-	1
	*	*	-	-	-	*
Apple TV +	1	1	-	-	-	1
	*	*	-	-	-	*
Sky	106	49	31	22	52	50
	6%c	6%	12%auw	5%	7%	6%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 2nd most valuable
Base: All who have used media providers in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1721	1203	518	1039	900	730	767	347	686	804	535	846	374	384	1180	244	114	1341	88	28
Weighted Base	1718	1160	558	995	840	678	842	392	755	745	570	901	358	332	1187	230	110*	1334	83*	30**
Virgin TV	29	23	7	19	20	15	20	11	17	10	6	15	8	5	22	1	-	23	-	-
Spotify	2%	2%	1%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	2%	1%	-	2%	-	-
Apple Music/Apple Podcasts	90	61	29	44	30	29	56	32	52	20	47	65	13	3	72	4	2	65	11	5
YouTube	5% ^{pqu}	5%	5%	4%	4%	4%	7% ^e	8% ^{ader}	7% ^j	3%	8% ^{aj}	7% ^{mn}	4% ⁿ	1%	6% ^p	2%	2%	5%	13% ^{ar}	15%
SUMMARY CODE	20	13	6	9	8	9	15	8	15	-	10	17	-	1	15	2	1	15	2	-
ANY PSB PROVIDER	1% ^j	1%	1%	1%	1%	1%	2%	2%	2% ^j	-	2% ^j	2% ^{mn}	-	-	1%	1%	1%	1%	1%	2%
None	177	96	81	71	45	38	112	33	108	55	177	119	29	13	134	20	6	146	10	3
	10% ^{defn}	8% ^{ef}	14% ^{abdef}	7%	5%	6%	13% ^{abdef}	8%	14% ^{aj}	7%	31% ^{aj}	13% ^{amm}	8% ⁿ	4%	11%	9%	6%	11%	12%	10%
ANY PSB PROVIDER	512	512	-	472	441	357	133	66	80	443	51	173	150	185	340	91	42	413	22	7
None	30% ^{cghi}	44% ^{acgh}	-	47% ^{acgh}	52% ^{abcd}	53% ^{abcd}	16% ^c	17% ^c	11%	60% ^{aik}	9%	19%	42% ^{al}	56% ^{alm}	29%	40% ^{ao}	38%	31%	27%	25%
	317	78	239	68	44	30	69	17	53	24	61	164	49	63	189	39	30	218	11	4
	18% ^{defg}	7%	43% ^{abdef}	7%	5%	4%	8% ^{efh}	4%	7% ^j	3%	11% ^{aj}	16%	14%	19%	16%	17%	27% ^{aop}	16%	13%	14%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 2nd most valuable

Base: All who have used media providers in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1721	930	228	406	787	835
Weighted Base	1718	871	250	453	777	831
Virgin TV	29 2%	14 2%	7 3%	8 2%	15 2%	12 1%
Spotify	90 5% ^j _{npu}	26 3%	26 11% ^{au}	34 8% ^{ku}	48 6%	39 5%
Apple Music/Apple Podcasts	20 1% ^j	6 1%	4 1%	9 2% ^{ku}	11 1%	7 1%
YouTube	177 10% ^{defn} _u	64 7%	31 12% ^{ku}	77 17% ^{ku}	76 10%	88 11%
SUMMARY CODE						
ANY PSB PROVIDER	512 30% ^{cghi} _{klw}	390 45% ^{avw}	39 16% ^w	24 5%	266 34% ^{ay}	227 27%
None	317 18% ^{bdef} _{ghikuv} x	123 14% ^v	19 8%	118 28% ^{auv}	97 13%	175 21% ^x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 3rd most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1721	819	902	242	273	454	752	76	166	273	225	229	256	270	226	346	525	344	506
Weighted Base	1718	825	893	241	326	520	631	73*	167	326	274	246	300	176	155	355	550	345	468
BBC services	158	69	89	21	22	61	54	6	16	22	31	30	28	17	9	39	58	29	34
ITV services	179	70	109	14	14	51	101	5	9	14	16	35	50	30	21	47	59	26	48
Channel 4 services	156	64	93	4	14	36	102	1	3	14	18	17	36	35	32	36	49	26	45
Channel 5 services	52	28	25	1	-	20	32	-	1	-	14	6	10	14	9	10	15	6	21
Freeview/Youview	76	34	42	6	9	16	44	1	5	9	8	14	16	8	15	15	23	12	27
Netflix	145	94	51	41	27	41	36	13	29	27	22	19	23	10	3	31	60	23	31
Amazon Prime Video	116	61	56	19	27	44	26	8	11	27	32	13	20	4	3	43	38	21	14
Disney +	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apple TV +	2	-	2	1	-	1	-	-	1	-	1	-	-	-	-	1	-	1	-
Sky	70	41	29	13	16	18	24	5	8	16	4	14	14	5	16	20	24	10	
Virgin TV	25	14	11	2	8	11	4	1	1	8	5	6	1	2	2	4	13	6	2
Spotify	62	29	32	17	21	16	8	4	13	21	9	6	7	1	-	14	23	12	12
Apple Music/Apple Podcasts	13	7	6	6	5	3	-	1	5	5	1	1	-	-	-	4	6	3	1

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 3rd most valuable
Base: All who have used media providers in the last 12 months

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1721	819	902	242	273	454	752	76	166	273	225	229	256	270	226	346	525	344	506
Weighted Base	1718	825	893	241	326	520	631	73*	167	326	274	246	300	176	155	355	550	345	468
YouTube	144	67	78	31	41	51	21	7	24	41	30	21	12	8	1	35	45	30	34
	8%gmn	8%	9%	13%ag	13%ag	10%g	3%	9%o	15%amno	13%amno	11%mo	8%o	4%	4%o	1%	10%	8%	9%	7%
SUMMARY CODE																			
ANY PSB PROVIDER	546	231	315	40	49	168	289	12	29	49	80	88	123	95	71	132	180	87	147
	32%dehijr	28%	35%b	17%	15%	32%de	46%adef	16%	17%	15%	29%hij	36%hij	41%ahijk	54%ahijk	45%ahij	37%r	33%r	25%	31%
None	518	247	271	64	123	152	180	22	42	123	81	70	87	37	55	60	142	127	190
	30%np	30%	30%	26%	38%adf	29%	29%	30%	25%	38%ailmm	30%n	28%	29%	21%	36%in	17%	26%p	37%apq	41%apq

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 3rd most valuable
Base: All who have used media providers in the last 12 months

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1721	871	850	595	189	540	124	263	427	296	214	1294
Weighted Base	1718	904	813	703	226	390	127	272	477	334	236	1241
BBC services	158	95	63	75	20	31	10	23	48	35	17	110
	9%	11%	8%	11%	9%	8%	8%	8%	10%	11%	7%	9%
ITV services	179	106	73	58	19	61	8	33	37	21	20	142
	10%	12%	9%	8%	8%	16%adeg	6%	12%	8%	6%	9%	11%ij
Channel 4 services	156	85	71	35	19	74	3	24	21	13	12	135
	9%dgj	9%	9%	5%	8%	19%adegh	3%	9%dg	4%	4%	5%	11%jk
Channel 5 services	52	25	27	12	4	25	1	10	3	5	5	44
	3%	3%	3%	2%	2%	7%adeg	1%	4%	2%	1%	2%	4%
Freeview/Youview	76	37	39	21	6	35	3	12	14	10	6	62
	4%	4%	5%	3%	3%	9%adegh	2%	4%	3%	3%	2%	5%
Netflix	145	91	54	70	19	15	27	13	37	25	25	108
	8%ef	10%c	7%	10%fh	9%f	4%	21%adeh	5%	8%	7%	11%	9%
Amazon Prime Video	116	81	35	67	17	9	11	13	46	35	18	70
	7%cf	9%c	4%	9%afh	8%f	2%	9%f	5%	10%i	11%al	8%	6%
Disney +	-	-	-	-	-	-	-	-	-	-	-	-
Apple TV +	2	1	1	1	-	-	-	1	1	1	1	1
	-	-	-	-	-	-	-	-	-	-	1%	-
Sky	70	36	34	29	13	14	6	7	22	12	17	48
	4%	4%	4%	4%	6%	4%	5%	3%	5%	4%	7%al	4%
Virgin TV	25	18	8	17	1	4	-	3	11	6	8	14
	1%	2%	1%	2%	-	1%	-	1%	2%	2%	3%il	1%
Spotify	62	38	24	38	11	3	4	6	19	12	9	43
	4%ef	4%	3%	5%f	5%f	1%	3%	2%	4%	4%	4%	3%
Apple Music/Apple Podcasts	13	10	3	7	1	-	2	2	3	3	-	10
	1%	1%	-	1%f	1%	-	2%f	1%	1%	1%	-	1%
YouTube	144	80	64	77	23	11	15	19	67	48	31	77
	8%h	9%	8%	11%f	10%f	3%	12%f	7%f	14%al	14%al	13%al	6%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/ef/gh - a/ij/kl

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 3rd most valuable

Base: All who have used media providers in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1721	871	850	565	189	540	124	263	427	296	214	1294
Weighted Base	1718	904	813	703	226	390	127	272	477	334	236	1241
SUMMARY CODE												
ANY PSB PROVIDER	546 32% ^{dqj} k	312 34% ^c	234 29%	181 26%	62 27%	192 49% ^{adegh}	22 18%	89 33% ^{dg}	114 24%	75 22%	54 23%	432 35% ^{hjk}
None	518 30% ^b	201 22%	317 39% ^{ab}	196 28%	73 32%	107 27%	37 29%	106 39% ^{adf}	141 30%	107 32%	66 28%	377 30%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/lj/kl

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 3rd most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1721	1553	168	648	640	106	941	674
Weighted Base	1718	1576	140	665	577	101*	871	613
BBC services	158	147	12	62	64	9	92	66
	9%	9%	8%	9%	11%	9%	9%	11%
ITV services	179	164	15	81	69	12	117	72
	10%	10%	11%	12%	12%	12%	12%	12%
Channel 4 services	156	126	30	47	82	11	66	89
	9%	8%	22%ab	7%	14%adg	11%	7%	14%adg
Channel 5 services	52	46	6	17	27	4	26	26
	3%	3%	4%	3%	5%g	4%	3%	5%g
Freeview/Youview	76	65	11	16	55	7	18	61
	4%dg	4%	8%	2%	10%adg	7%dg	2%	10%adg
Netflix	145	145	-	63	40	6	89	45
	8%c	9%c	-	9%	7%	6%	9%	7%
Amazon Prime Video	116	116	-	46	26	10	76	27
	7%c	7%c	-	7%	5%	10%h	8%eh	4%
Disney +	-	-	-	-	-	-	-	-
Apple TV +	2	2	-	2	-	-	1	1
	*	*	-	*	-	-	*	*
Sky	70	68	2	63	9	*	64	9
	4%eh	4%	1%	9%aeft	2%	*	7%aeft	2%
Virgin TV	25	24	1	3	2	1	24	2
	1%eh	2%	1%	*	*	1%	2%deh	*
Spotify	62	62	-	24	16	5	37	18
	4%c	4%c	-	4%	3%	5%	4%	3%
Apple Music/Apple Podcasts	13	13	-	8	-	-	10	-
	1%eh	1%	-	1%eh	-	-	1%eh	-
YouTube	144	144	1	61	48	7	85	50
	8%c	9%c	*	9%	8%	6%	9%	8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked 3rd most valuable

Base: All who have used media providers in the last 12 months

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1721	168	648	640	106	941	674
Weighted Base	1718	140	665	577	101*	971	613
SUMMARY CODE							
ANY PSB PROVIDER	546	64	207	241	36	302	255
	32%	45%ab	31%	42%adg	36%	31%	42%adg
None	518	63	172	139	29	266	145
	30%eh	45%ab	26%	24%	29%	27%	24%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked 3rd most valuable
Base: All who have used media providers in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1721	69	196	116	117	111	173	188	227	143	66	212	103	1522	183	15	4	3
Weighted Base	1718	63*	174	113	136	117*	201	223	262	161	83*	146	40*	1480	219	17**	4**	3**
BBC services	158	3	12	11	11	6	21	20	31	17	7	18	4	138	19	-	-	-
ITV services	179	5	26	9	8	8	24	25	26	17	10	12	9	165	11	3	-	-
Channel 4 services	156	7	19	16	9	8	22	12	17	23	10	13	2	151	4	1	-	1
Channel 5 services	52	2	3	4	4	2	5	5	8	7	3	7	1	45	7	2	-	-
Freeview/Youview	76	2	14	7	9	3	5	5	9	10	2	5	5	71	5	-	-	-
Netflix	145	10	19	7	12	7	16	12	20	15	7	18	3	126	17	2	1	-
Amazon Prime Video	116	4	8	8	9	6	18	13	21	11	3	13	1	108	9	-	-	-
Disney +	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apple TV +	2	-	-	-	-	-	1	1	-	-	-	-	-	2	-	-	-	-
Sky	70	2	5	4	5	3	7	9	13	10	4	7	1	59	11	1	-	-
Virgin TV	25	-	1	2	3	1	4	4	4	2	1	2	1	23	3	-	-	-
Spotify	62	4	5	6	5	6	7	6	7	4	7	3	1	54	6	-	1	-
Apple Music/Apple Podcasts	13	1	1	1	1	-	1	1	4	1	-	1	-	9	3	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 3rd most valuable
Base: All who have used media providers in the last 12 months

Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	1721	69	196	116	117	111	173	188	227	143	66	212	103	1522	183	15	4	3
Weighted Base	1718	63*	174	113	136	117*	201	223	262	161	83*	146	40*	1480	219	17**	4**	3**
YouTube	144	9	13	10	7	4	20	12	30	12	8	14	6	121	23	2	1	-
	8%	14%efh	8%	9%	5%	4%	10%	5%	11%fh	7%	9%	10%	14%aefh	8%	10%	12%	27%	-
SUMMARY CODE																		
ANY PSB PROVIDER	546	17	60	40	32	24	72	62	82	64	29	50	15	499	42	6	-	1
	32%fo	27%	34%f	36%ef	23%	21%	36%ef	28%	31%	40%efh	36%	34%f	39%ef	34%o	19%	33%	-	37%
None	518	14	48	28	54	62	51	99	70	32	21	33	8	408	102	6	1	2
	30%jm	21%	28%	24%	40%abodg ijm	53%abcd gijklm	25%	44%abc dgijkl m	27%	20%	25%	22%	20%	28%	46%an	36%	30%	63%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Media provider ranked 3rd most valuable
Base: All who have used media providers in the last 12 months

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1721	1203	518	1039	900	730	767	347	686	804	535	846	374	384	1180	244	114	1341	88	28
Weighted Base	1718	1160	558	995	840	678	842	392	755	745	570	901	358	332	1187	230	110*	1334	83*	30**
BBC services	158	158	-	142	103	74	92	43	75	158	54	99	36	18	103	32	8	130	6	1
ITV services	170	179	-	161	165	117	61	35	38	130	21	79	50	47	115	30	22	144	4	3
Channel 4 services	156	156	-	138	134	137	36	17	23	111	9	42	47	68	114	20	5	124	11	2
Channel 5 services	52	52	-	47	45	44	9	1	2	43	4	7	21	23	36	9	2	42	2	-
Freeview/Youview	76	66	10	55	48	42	26	12	20	43	20	28	19	26	65	8	1	60	6	-
Netflix	145	101	44	86	70	54	117	45	145	56	77	83	34	11	108	14	10	114	8	8
Amazon Prime Video	116	71	46	58	45	37	95	102	82	27	28	76	18	10	81	16	7	91	8	1
Disney +	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apple TV +	2	1	1	1	-	1	2	1	2	1	1	2	-	-	2	-	-	2	-	-
Sky	70	49	21	42	38	29	41	24	35	35	18	38	18	11	52	13	-	56	8	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Media provider ranked 3rd most valuable

Base: All who have used media providers in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1721	930	228	406	787	835
Weighted Base	1718	871	250	453	777	831
BBC services	158 9%cn	83 9%	37 15%auw	34 8%	77 10%	79 10%
ITV services	178 10%cgk w	119 14%avw	20 8%	19 4%	97 12%	78 9%
Channel 4 services	156 9%cohi lhw	115 13%avw	10 4%	10 2%	82 11%	68 8%
Channel 5 services	52 3%cohk lhw	43 5%avw	-	1 *	32 4%y	17 2%
Freeview/Youview	76 4%c	45 5%	12 5%	12 3%	40 5%	30 4%
Netflix	145 8%n	77 9%	35 14%auw	32 7%	76 10%	61 7%
Amazon Prime Video	116 7%jn	52 6%	27 11%au	36 8%	45 6%	65 8%
Disney +	-	-	-	-	-	-
Apple TV +	2 *	-	2 1%au	-	2 *	-
Sky	70 4%q	37 4%	13 5%	16 3%	30 4%	40 5%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

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Q.3a Media provider ranked 3rd most valuable

Base: All who have used media providers in the last 12 months

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1721	1203	518	1039	900	730	767	347	686	804	535	846	374	384	1180	244	114	1341	88	28
Weighted Base	1718	1160	558	995	840	678	842	392	755	745	570	901	358	332	1187	230	110*	1334	83*	30**
Virgin TV	25	17	8	15	12	9	18	8	19	7	8	20	1	3	24	1	-	22	-	-
	1%	1%	1%	1%	1%	1%	2%	2%	3%j	1%	1%	2%l	-	1%	2%	1%	-	2%	-	-
Spotify	62	43	19	39	26	23	52	16	45	10	31	46	5	6	45	8	1	54	1	-
	4%jm	4%	3%	4%	3%	3%	6%abode	4%	6%aj	1%	5%j	5%mn	1%	2%	4%	4%	1%	4%	2%	-
Apple Music/Apple Podcasts	13	11	2	10	7	8	12	6	9	2	4	12	-	-	12	-	-	12	1	-
	1%	1%	-	1%	1%	1%	1%	2%	1%	-	1%	1%mn	-	-	1%	-	-	1%	1%	-
YouTube	144	106	39	76	67	46	106	36	100	43	144	92	31	11	105	15	8	112	8	7
	8%jn	9%	7%	8%	8%	7%	13%abode	9%	13%aj	6%	25%aj	10%n	9%n	1%	9%	7%	7%	8%	10%	24%
SUMMARY CODE																				
ANY PSB PROVIDER	546	546	-	488	447	372	197	95	138	442	87	227	154	157	369	90	38	440	23	6
	32%cghe	47%acgh	-	49%acgh	53%abcg	55%abcd	23%k	24%k	18%	59%aik	15%	25%	43%al	47%al	31%	39%ao	34%	33%	28%	21%
None	518	150	368	126	80	56	175	46	159	79	152	278	78	96	325	63	45	372	19	7
	30%bdef	13%ef	66%abde	13%ef	9%	8%	21%bdef	12%	21%j	11%	27%j	31%l	22%	29%l	27%	27%	41%aop	28%	23%	23%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q.3a Media provider ranked 3rd most valuable

Base: All who have used media providers in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1721	930	228	406	787	835
Weighted Base	1718	871	250	453	777	831
Virgin TV	25 1%	9 1%	5 2%	10 2%	13 2%	11 1%
Spotify	62 4%jm	21 2%	15 6%u	25 6%u	28 4%	29 4%
Apple Music/Apple Podcasts	13 1%	1 *	4 1%u	8 2%u	8 1%	5 1%
YouTube	144 8%jn	69 8%	26 10%	47 10%	70 9%	71 9%
SUMMARY CODE						
ANY PSB PROVIDER	548 32%cg klw	360 41%avw	66 27%w	63 14%	287 37%ay	241 29%
None	518 30%bde ghjmv x	198 23%	45 18%	204 45%auv	177 23%	277 33%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q.3a Summary - Media provider rankings (1st, 2nd, 3rd)
Base: All who have used media providers in the last 12 months

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1721	819	902	242	273	454	752	76	166	273	225	229	256	270	226	346	525	344	506
Weighted Base	1718	825	893	241	326	520	631	73*	167	326	274	246	300	176	155	355	550	345	468
SUMMARY CODE																			
ANY PSB PROVIDER	902	395	507	63	85	276	478	19	44	85	130	146	213	147	118	238	278	160	225
	53%bdehij	48%	57%b	26%	26%	53%de	76%adef	26%	26%	26%	47%hij	59%hijk	71%ahijk	83%ahijk	76%ahij	67%saqr	51%	46%	48%
Netflix	755	373	383	171	223	256	105	49	123	223	146	111	75	24	6	164	285	147	159
	44%gnmos	45%	43%	71%afg	68%afg	49%g	17%	66%salmo	73%aklmo	68%aklmo	53%amno	45%mo	25%no	13%o	4%	46%sa	52%ars	42%sa	34%
BBC services	745	345	399	49	65	221	410	16	33	65	99	122	180	131	99	212	235	133	164
	43%dehijks	42%	45%	20%	20%	42%de	65%adef	22%	20%	20%	36%hij	50%hijk	60%ahijk	74%ahijk	64%ahij	60%aars	43%sa	39%	35%
YouTube	570	315	256	161	146	189	75	51	110	146	117	71	47	22	5	102	189	112	167
	33%cgmmo	38%ac	29%	67%kaefg	45%afg	36%g	12%	69%ajkmno	66%ajkmno	45%almo	43%almo	29%lmo	16%o	13%o	3%	29%	34%	32%	36%
ITV services	484	185	300	19	27	117	321	6	13	27	35	82	129	101	91	96	142	94	153
	28%bdehijk	22%	34%ab	8%	8%	22%de	51%adef	8%	8%	8%	13%	33%hijk	43%ahijk	57%ahijk	59%ahij	27%	26%	27%	33%q
Sky	463	230	233	42	92	170	159	11	31	92	83	87	92	38	30	102	138	109	114
	27%dhno	26%	26%	17%	28%ed	33%adg	25%ed	15%	19%	28%hio	30%hino	35%ahino	31%hino	21%	19%	29%	25%	32%sa	24%
Freeview/Youview	269	132	137	18	23	70	158	3	14	23	33	63	46	49	4	51	72	47	99
	16%dehij	16%	15%	7%	7%	13%de	25%adef	4%	9%	7%	14%hj	13%j	21%ahijk	26%ahijk	32%ahij	14%	13%	14%	21%apqr
Amazon Prime Video	243	121	122	34	70	95	45	13	20	70	59	35	32	9	5	69	91	48	35
	14%gnos	15%	14%	14%g	21%adg	18%ag	7%	18%no	12%no	21%aimno	22%aimno	14%no	11%no	5%	3%	20%as	17%sa	14%sa	7%
Channel 4 services	240	98	142	7	20	53	160	3	5	20	29	24	64	53	43	65	74	40	60
	14%dehij	12%	16%b	3%	6%	10%d	25%adef	4%	3%	6%	11%i	10%i	21%ahijk	30%ahijk	28%ahij	18%ars	14%	12%	13%
Spotify	224	115	109	103	52	52	17	27	77	52	36	16	15	1	44	95	35	51	
	13%glmno	14%	12%	43%kaefg	16%fg	10%g	3%	37%ajkmno	46%ajkmno	16%lmo	13%lmo	7%no	5%no	1%	13%	17%ars	10%	11%	
Virgin TV	115	50	65	10	26	36	42	5	6	26	18	18	25	8	24	44	20	28	
	7%	6%	7%	4%	8%	7%	7%	6%	3%	8%	6%	7%	8%	5%	7%	8%	6%	6%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/ef/g - a/h/ij/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Summary - Media provider rankings (1st, 2nd, 3rd)
Base: All who have used media providers in the last 12 months

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1721	819	902	242	273	454	752	76	166	273	225	229	256	270	226	346	525	344	506
Weighted Base	1718	825	893	241	326	520	631	73*	167	326	274	246	300	176	155	355	550	345	468
Channel 5 services	104	43	60	3	4	32	65	1	2	4	19	12	18	25	23	16	25	19	45
	6%deij	5%	7%	1%	1%	6%de	10%adef	2%	1%	1%	7%ij	5%ij	6%ij	14%ahijklm	15%ahijk	4%	4%	5%	10%apqr
Apple Music/Apple Podcasts	42	25	17	11	15	12	4	4	7	15	9	3	3	1	1	9	17	11	5
	2%gn	3%	2%	5%g	5%g	2%g	1%	6%lmno	4%lmno	5%lmno	3%n	1%	1%	-	-	3%	3%sa	3%sa	1%
Apple TV +	6	2	4	1	-	4	2	-	1	-	1	-	1	-	-	1	2	3	-
	*	*	*	*	-	1%	*	-	*	-	*	-	1%	-	-	*	*	1%	-
Disney +	5	4	1	-	4	1	-	-	-	4	-	1	-	-	-	-	2	2	2
	*	1%	*	-	1%ag	*	-	-	-	1%a	-	*	-	-	-	-	*	*	*
None	53	30	23	-	7	18	27	-	-	7	7	11	9	7	10	10	14	12	17
	3%di	4%	3%	-	2%d	4%ed	4%ed	-	-	2%	3%	5%ei	3%ei	4%ei	7%ahijk	3%	2%	3%	4%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Summary - Media provider rankings (1st, 2nd,3rd)
Base: All who have used media providers in the last 12 months

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1721	871	850	595	199	540	124	263	427	296	214	1294
Weighted Base	1718	904	813	703	226	390	127	272	477	334	236	1241
SUMMARY CODE												
ANY PSB PROVIDER	902	517	385	326	104	310	30	133	188	120	97	714
	53%cdgj	57%ac	47%	46%g	46%g	79%adeh	23%	49%g	39%	36%	41%	58%ajk
Netflix	755	450	306	395	119	41	92	109	301	212	151	455
	44%cfh	50%ac	38%	56%afh	53%afh	10%	72%adefh	40%f	63%al	63%al	64%al	37%
BBC services	745	447	297	274	80	272	23	96	139	84	76	605
	43%cegh	49%ac	37%	39%g	35%g	70%adeh	16%	35%g	29%	25%	32%	49%ajk
YouTube	570	291	279	262	74	33	95	106	216	154	108	354
	33%fi	32%	34%	37%f	33%f	9%	75%adefh	39%f	45%al	46%al	46%al	29%
ITV services	484	238	246	133	48	219	8	75	70	47	37	414
	28%dgj	26%	30%	19%g	21%g	56%adeh	6%	28%dg	15%	14%	16%	33%ajk
Sky	463	240	223	209	66	92	19	77	161	111	75	302
	27%g	26%	27%	30%fg	29%g	24%g	15%	28%g	34%al	33%al	32%l	24%
Freeview/Youview	269	123	146	84	30	107	5	43	44	34	14	225
	16%dgj	14%	18%b	12%g	13%g	27%adeh	4%	16%g	9%	10%	6%	18%ij
Amazon Prime Video	243	161	82	144	38	16	16	30	95	68	49	149
	14%cf	18%ac	10%	21%afh	17%f	4%	13%f	11%f	20%al	20%al	21%al	12%
Channel 4 services	240	140	100	63	28	113	4	32	32	19	17	208
	14%dgj	15%	12%	9%g	12%g	29%adeh	3%	12%g	7%	6%	7%	17%ajk
Spotify	224	139	85	106	32	4	59	24	67	42	36	157
	13%f	15%c	10%	15%fh	14%f	1%	46%adefh	9%f	14%	13%	15%	13%
Virgin TV	115	68	47	58	16	21	2	18	42	27	25	73
	7%g	8%	6%	8%g	7%g	5%	1%	7%g	9%	8%	11%al	6%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Summary - Media provider rankings (1st, 2nd, 3rd)

Base: All who have used media providers in the last 12 months

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1721	871	850	595	199	540	124	263	427	296	214	1294
Weighted Base	1718	904	813	703	226	390	127	272	477	334	236	1241
Channel 5 services	104	40	64	23	9	49	1	22	16	9	8	88
	6%dgj	4%	8%b	3%	4%	13%adeg	1%	8%dg	3%	3%	3%	7%gj
Apple Music/Apple Podcasts	42	26	16	26	4	2	6	4	10	6	5	32
	2%h	3%	2%	4%h	2%	1%	5%h	1%	2%	2%	2%	3%
Apple TV +	6	3	3	2	2	2	-	1	1	1	1	5
	*	*	*	*	*	*	-	*	*	*	*	1%
Disney +	5	2	3	4	-	-	-	1	4	4	-	1
	*	*	*	1%	-	-	-	*	1%l	1%al	-	*
None	53	24	29	20	7	19	-	7	13	11	6	40
	3%	3%	4%	3%	3%	5%g	-	2%	3%	3%	3%	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

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Q.3a Summary - Media provider rankings (1st, 2nd,3rd)
Base: All who have used media providers in the last 12 months

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1721	1553	168	648	640	106	941	674
Weighted Base	1718	1576	140	665	577	101*	871	613
SUMMARY CODE								
ANY PSB PROVIDER								
	902	803	99	349	394	67	503	422
	53%	51%	71%ab	52%	68%adg	66%adg	52%	69%adg
Netflix	755	752	3	300	187	43	447	205
	44%ceh	48%ac	2%	45%eh	32%	42%	46%eh	33%
BBC services	745	667	77	280	335	54	404	359
	43%	42%	55%ab	42%	58%adg	53%dg	42%	59%adg
YouTube	570	568	3	179	161	41	290	169
	33%ceeh	36%c	2%	27%	26%	40%degh	30%	26%
ITV services	484	407	77	187	227	36	261	242
	28%	26%	55%ab	28%	39%adg	36%	27%	39%adg
Sky	463	436	26	425	38	6	443	39
	27%cefh	28%c	19%	64%aeefgh	7%	6%	46%aeefh	6%
Freeview/Youview	269	217	52	36	207	30	67	212
	16%dg	14%	37%ab	5%	36%adg	30%adg	7%	35%adg
Amazon Prime Video	243	243	-	79	58	13	142	65
	14%ceh	15%c	-	12%	10%	13%	15%eh	11%
Channel 4 services	240	203	37	76	123	20	111	134
	14%	13%	26%ab	11%	21%adg	20%dg	11%	22%adg
Spotify	224	224	-	77	62	8	116	64
	13%c	14%c	-	12%	11%	7%	12%	10%
Virgin TV	115	111	4	8	6	2	111	6
	7%deh	7%	3%	1%	1%	1%	11%adefh	1%
Channel 5 services	104	81	22	32	57	9	50	60
	6%	5%	16%ab	5%	10%adg	9%	5%	10%adg
Apple Music/Apple Podcasts	42	42	-	19	10	2	28	12
	2%	3%	-	3%	2%	2%	3%	2%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Summary - Media provider rankings (1st, 2nd, 3rd)

Base: All who have used media providers in the last 12 months

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1721	1553	168	648	640	106	941	674
Weighted Base	1718	1576	140	665	577	101*	971	613
Apple TV +	6	6	-	6	-	-	5	1
	*	*	-	1%e	-	-	1%	*
Disney +	5	5	-	3	-	-	5	-
	*	*	-	1%	-	-	1%	-
None	53	42	11	13	23	2	21	24
	3%	3%	8%ab	2%	4%dg	2%	2%	4%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3a Summary - Media provider rankings (1st, 2nd, 3rd)
Base: All who have used media providers in the last 12 months

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGINZ				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1721	89	196	116	117	111	173	188	227	143	66	212	103	1522	183	15	4	3
Weighted Base	1718	63*	174	113	136	117*	201	223	262	161	83*	146	40*	1480	219	17**	4**	3**
SUMMARY CODE																		
ANY PSB PROVIDER	902	33	105	62	56	48	107	104	141	97	52	72	25	812	80	6	-	1
	53%efo	51%	60%efhl	55%ef	41%	41%	53%	47%	54%ef	61%efh	63%efh	49%	62%efhl	55%o	36%	38%	-	37%
Netflix	755	34	52	52	56	44	102	94	128	69	27	79	18	633	111	4	3	1
	44%ic	54%lck	30%	46%c	41%	38%	51%ckf	42%c	49%ck	43%c	32%	54%acefh	45%c	43%	51%	26%	70%	33%
BBC services	745	28	91	43	34	41	92	85	120	84	50	58	20	664	71	6	-	1
	43%eo	44%e	52%adehfl	38%e	25%	35%	46%e	38%e	46%e	52%def	60%adeh	39%e	49%e	45%o	32%	38%	-	37%
YouTube	570	20	63	38	38	37	65	95	88	44	17	54	12	437	130	7	4	1
	33%kh	31%	36%k	33%	28%	31%	32%	43%aej	34%	28%	20%	37%k	30%	30%	59%an	42%	100%	33%
ITV services	484	15	65	41	28	23	52	54	65	58	31	35	18	455	25	4	-	1
	28%io	23%	38%abefgh	36%efh	21%	20%	26%	24%	25%	36%efh	38%ef	24%	44%abef	31%o	11%	23%	-	37%
Sky	463	26	41	32	25	29	54	56	71	44	29	45	11	394	68	5	-	-
	27%	41%ace	23%	28%	19%	25%	27%	25%	27%	27%	35%e	31%e	29%	27%	31%	30%	-	-
Freeview/Youview	269	7	42	20	31	18	22	16	38	28	9	20	16	256	12	2	-	1
	16%ho	11%	24%abghk	18%h	23%aghkl	16%h	11%	7%	15%h	18%h	10%	14%h	41%abced	17%o	6%	11%	-	31%
Amazon Prime Video	243	12	17	15	20	11	34	27	43	30	9	23	2	223	20	-	1	-
	14%km	20%cm	10%	13%km	15%km	10%	17%km	12%km	17%km	19%cm	11%	16%km	4%	15%o	9%	-	27%	-
Channel 4 services	240	10	24	22	23	17	28	19	26	31	14	25	3	229	9	3	-	1
	14%ho	16%	14%	19%him	17%h	15%	14%	8%	10%	19%him	17%	17%him	7%	15%o	4%	16%	-	37%
Spotify	224	9	20	14	26	13	28	15	38	18	18	22	3	203	17	2	2	-
	13%ho	15%	12%	12%	19%hm	11%	14%h	7%	14%h	11%	21%hm	15%h	8%	14%o	8%	14%	43%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Summary - Media provider rankings (1st, 2nd,3rd)
Base: All who have used media providers in the last 12 months

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1721	69	196	116	117	111	173	188	227	143	66	212	103	1522	183	15	4	3
Weighted Base	1718	63*	174	113	136	117*	201	223	262	161	83*	146	40*	1480	219	17**	4**	3**
Virgin TV	115	4	10	5	13	8	19	13	20	7	4	9	3	104	11	-	-	-
Channel 5 services	104	3	12	10	15	6	7	15	11	9	4	10	1	94	10	2	-	-
Apple Music/Apple Podcasts	42	1	5	2	4	-	3	3	10	9	3	3	*	36	4	-	-	-
Apple TV +	6	-	-	-	2	-	1	3	1	-	-	-	-	5	-	-	-	-
Disney +	5	-	-	-	1%	-	-	1%	-	-	-	-	-	*	-	-	-	-
None	53	1	6	3	4	2	16	5	8	2	1	5	1	48	5	3	-	-
	3%	2%	3%	2%	3%	1%	8%ahj	2%	3%	1%	1%	4%	2%	3%	2%	17%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3a Summary - Media provider rankings (1st, 2nd, 3rd)
Base: All who have used media providers in the last 12 months

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1721	1203	518	1039	900	730	767	347	686	804	535	846	374	384	1180	244	114	1341	88	28
Weighted Base	1718	1160	558	995	840	678	842	392	755	745	570	901	358	332	1187	230	110*	1334	83*	30**
SUMMARY CODE																				
ANY PSB PROVIDER	902	902	-	809	680	551	345	166	280	745	171	340	284	267	641	138	55	735	42	14
	53%cghe	78%acgh	-	81%acgh	81%acgh	81%acgh	41%c	42%c	34%	100%aik	30%	38%	79%al	80%al	54%	60%a	50%	55%	50%	45%
Netflix	755	446	310	357	289	230	709	272	755	197	333	537	101	36	572	63	30	602	42	13
	44%bdef	38%	56%abde	36%	34%	34%	84%abcd	69%abcd	100%ajk	26%	58%aj	60%amm	28%n	11%	48%apq	27%	27%	45%	51%	44%
	jmnppqu	f	f	efh	efh	efh	efh	def	def	def	def	def	def	def	def	def	def	def	def	def
BBC services	745	745	-	715	554	446	278	139	197	745	139	255	251	228	531	119	40	612	33	12
	43%cmhi	64%acgh	-	72%acbe	66%acgh	66%acgh	33%c	35%c	26%	100%aik	24%	28%	70%al	69%al	45%	52%aq	36%	46%	40%	40%
YouTube	570	304	266	221	159	122	345	119	333	139	570	397	73	34	434	42	15	452	28	10
	33%bdef	26%def	48%abde	22%	19%	18%	41%abde	30%def	44%aj	19%	100%aj	44%amm	20%n	10%	37%pq	18%	14%	34%	34%	34%
	jmnppqu	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh
ITV services	484	484	-	440	462	337	131	62	78	369	38	146	158	177	317	88	40	393	13	6
	28%cghe	42%acgh	-	44%acgh	55%abcd	50%abcd	16%c	16%c	10%k	50%aik	7%	16%	44%al	53%alm	27%	38%ao	37%o	29%a	15%	21%
	klsvw	klsvw	klsvw	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh	gh
Sky	463	317	145	264	241	176	229	111	196	176	111	302	91	45	253	120	71	355	33	17
	27%knvw	27%	26%	27%	29%	26%	27%	28%	26%k	24%	19%	33%amm	26%n	14%	21%	52%ao	65%aop	27%	40%ar	56%
Freeview/Youview	260	208	61	176	159	129	65	35	50	140	52	93	83	88	186	52	21	208	14	3
	18%cghe	18%cgh	11%	18%cgh	19%cgh	19%cgh	8%	9%	7%	19%ik	9%	10%	23%al	27%al	16%	23%ao	19%	16%	17%	11%
	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw	klw
Amazon Prime Video	243	131	112	105	82	66	185	215	167	53	56	164	27	18	181	20	9	180	13	6
	14%bdef	11%	20%abde	11%	10%	10%	22%abde	55%abcd	22%ajk	7%	10%	18%amm	8%	6%	15%p	9%	9%	14%	16%	19%
	jmnppqu	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.3a Summary - Media provider rankings (1st, 2nd,3rd)
Base: All who have used media providers in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1721	930	228	406	787	835
Weighted Base	1718	871	250	453	777	831
SUMMARY CODE						
ANY PSB PROVIDER	902	627	116	75	501	372
	53% ^{cghi}	72% ^{avw}	46% ^{vw}	17%	65% ^{ay}	49%
Netflix	755	248	186	316	312	399
	44% ^{bdef}	28%	74% ^{au}	70% ^{au}	40%	48% ^x
BBC services	745	536	91	51	457	263
	43% ^{cdhi}	62% ^{avw}	36% ^w	11%	59% ^{ay}	32%
YouTube	570	164	108	285	233	292
	33% ^{bdef}	19%	43% ^{au}	63% ^{auv}	30%	35% ^x
ITV services	484	362	32	27	234	235
	28% ^{cghi}	42% ^{avw}	13% ^w	6%	30%	28%
Sky	463	294	71	52	207	233
	27% ^{knw}	34% ^{aw}	28% ^w	12%	27%	28%
Freeview/Youview	269	184	29	22	137	121
	16% ^{cghi}	21% ^{avw}	12% ^w	5%	18%	15%
Amazon Prime Video	243	79	60	103	93	135
	14% ^{bdefj}	9%	24% ^{au}	23% ^{au}	12%	16% ^x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.3a Summary - Media provider rankings (1st, 2nd,3rd)
Base: All who have used media providers in the last 12 months

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1721	1203	518	1039	900	730	767	347	686	804	535	846	374	384	1180	244	114	1341	88	28
Weighted Base	1718	1160	558	995	840	678	842	392	755	745	570	901	358	332	1187	230	110*	1334	83*	30**
Channel 4 services	240	240	-	206	197	214	59	25	34	168	15	63	65	112	185	27	7	194	12	2
	14% ^{cg} klqw	21% ^{acgh}	-	21% ^{acgh}	23% ^{acgh}	32% ^{abode} gh	7% ^c	7% ^c	4%	23% ^{aik}	3%	7%	18% ^l	34% ^{alm}	16% ^q	12%	6%	15%	15%	8%
Spotify	224	136	89	108	76	70	162	70	154	38	125	164	25	12	174	16	4	177	15	6
	13% ^{ei} mn	12%	16% ^{bdef}	11%	9%	10%	19% ^{kabde} f	18% ^{abde} f	20% ^{aj}	5%	22% ^{aj}	18% ^{amn}	7%	4%	15% ^{pq}	7%	3%	13%	18%	22%
Virgin TV	115	70	45	59	52	38	52	34	49	33	27	62	24	17	80	12	7	88	2	1
	7% ^j	6%	8%	6%	6%	6%	6%	9%	6%	4%	5%	7%	7%	5%	7%	5%	7%	7%	3%	3%
Channel 5 services	104	104	-	84	81	81	15	4	8	65	8	18	32	53	72	13	4	78	6	-
	6% ^{cg} hk	9% ^{acgh}	-	8% ^{acgh}	10% ^{acgh}	12% ^{acdgh}	2% ^c	1% ^c	1%	9% ^{aik}	1%	2%	9% ^l	16% ^{alm}	6%	6%	3%	6%	7%	-
Apple Music/Apple Podcasts	42	29	12	22	16	18	31	16	27	6	19	37	-	1	35	2	1	34	4	-
	2% ^{im} nn	3%	2%	2%	2%	3%	4% ^e	4% ^e	4% ^j	1%	3% ^k	4% ^{amm}	-	-	3%	1%	1%	3%	5%	-
Apple TV +	6	2	4	2	1	1	3	2	3	1	2	6	1	-	5	1	1	6	-	-
	*	*	1%	*	*	*	*	1%	*	*	*	1%	*	-	*	*	1%	*	-	-
Disney +	5	2	2	1	1	1	3	1	3	2	2	3	2	-	3	2	-	3	2	-
	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	1%	-	*	2% ^{ar}	-
None	53	33	19	31	25	16	14	7	-	-	-	15	13	15	20	11	5	30	1	2
	3% ^{iko}	3%	3% ^g	3%	3%	2%	2%	2%	-	-	-	2%	4%	5% ^l	2%	5% ^o	5% ^o	2%	1%	5%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.3a Summary - Media provider rankings (1st, 2nd,3rd)

Base: All who have used media providers in the last 12 months

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1721	930	228	406	787	835
Weighted Base	1718	871	250	453	777	831
Channel 4 services	240	182	15	11	120	101
	14% ^{cgh}	21% ^{avw}	6% ^w	2%	17% ^y	12%
Spotify	224	63	54	104	107	106
	13% ^{ei}	7%	22% ^{lau}	23% ^{au}	14%	13%
Virgin TV	115	56	22	30	56	52
	7% ^j	6%	9%	7%	7%	6%
Channel 5 services	104	81	3	1	47	51
	6% ^{cghk}	9% ^{avw}	1%	*	6%	6%
Apple Music/Apple Podcasts	42	11	7	23	25	14
	2% ^{jm}	1%	3%	5% ^{au}	3%	2%
Apple TV +	6	2	2	2	3	2
	*	*	1%	*	*	*
Disney +	5	4	-	1	2	3
	*	*	-	*	*	*
None	53	24	5	10	15	34
	3% ^{ikc}	3%	2%	2%	2%	4% ^x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a1/j/k - a11/min - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1664	787	877	242	267	439	716	76	166	267	221	218	247	257	212	336	509	330	489
Weighted Base	1665	795	870	241	318	502	604	73*	167	318	267	235	291	169	145	345	536	333	451
EASY TO USE OR ACCESS (NET)	94	48	46	12	40	25	17	4	8	40	18	7	11	4	2	28	33	15	17
	6%gp	6%	5%	5%	13%adfg	5%	3%	5%	5%	13%aikmno	7%no	3%	4%	2%	1%	8%ps	6%	5%	4%
Easy to access/ accessible/ availability	44	21	23	7	12	16	10	4	3	12	13	3	8	1	1	20	16	1	7
	3%nr	3%	3%	3%	4%	3%	2%	5%n	2%	4%n	5%no	1%	3%	*	1%	6%ars	3%r	*	1%
Easy to use	28	15	13	5	14	5	4	-	5	14	4	1	3	1	*	4	13	9	3
	2%	2%	2%	2%	4%afg	1%	1%	-	3%	4%almmo	1%	1%	1%	1%	*	1%	2%sa	3%sa	1%
Easy (no detail)	13	7	7	-	10	3	1	-	-	10	1	1	-	-	-	1	5	4	3
	1%	1%	1%	-	3%adfg	1%	*	-	-	3%aikmmo	*	1%	-	-	-	*	1%	1%	1%
Convenience/convenient	11	8	3	-	7	2	2	-	-	7	1	1	-	2	-	4	*	2	5
	1%	1%	*	-	2%adfg	*	*	-	-	2%am	*	1%	-	1%	-	1%	*	1%	1%
GOOD SERVICE/SIGNAL/ QUALITY OF PICTURE (NET)	27	14	13	3	2	8	14	1	2	2	4	4	7	2	6	4	8	8	7
	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	4%ajh	1%	1%	2%	2%
Good service	16	10	6	2	2	5	7	1	1	2	3	3	3	-	4	3	5	5	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%n	1%	1%	2%	1%
Good signal/quality of picture	11	4	7	1	-	2	8	-	1	-	1	1	4	2	2	1	2	2	5
	1%	1%	1%	*	*	*	1%	-	1%	*	*	1%	1%	1%	1%hj	*	*	1%	1%
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	59	44	16	12	16	18	13	3	10	16	8	10	7	4	2	11	22	8	19
	4%c	5%ac	2%	5%g	5%g	4%	2%	4%	6%o	5%	3%	4%	2%	2%	3%	4%	4%	2%	4%
Like the content	24	19	5	3	7	7	7	1	2	7	5	3	4	2	1	6	9	3	6
	1%	2%c	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	*	2%	2%	1%	1%
More content	35	25	11	9	10	11	6	2	7	10	3	7	3	2	1	4	12	5	13
	2%	3%c	1%	4%g	3%g	2%	1%	3%	4%rn	3%	1%	3%	1%	1%	1%	1%	2%	2%	3%
BETTER/INTERESTING PROGRAMMES (NET)	177	83	94	22	29	40	86	11	12	29	20	20	31	31	24	34	60	33	51
	11%	10%	11%	9%	9%	8%	14%aei	1%	7%	9%	7%	9%	11%	19%aijkl	16%aj	10%	11%	10%	11%
Best/better programmes	27	16	12	6	5	4	13	2	4	5	1	3	5	3	4	4	10	6	7
	2%	2%	1%	2%	1%	1%	2%	3%	2%	1%	*	1%	2%	3%k	2%	1%	2%	2%	2%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	
Unweighted Base	1664	787	877	242	267	439	716	76	166	267	221	218	247	257	212	336	509	330	489	
Weighted Base	1665	795	870	241	318	502	604	73*	167	318	267	235	291	169	145	345	536	333	451	
Interesting (more) interesting programmes	19 1%	14 2%	6 1%	2 1%	1 *	2 *	14 2% ^f	2 2% ^k	-	-	1 *	-	2 1%	5 2%	4 2% ^k	5 4% ^{ajk}	5 1%	5 1%	3 1%	6 1%
Entertaining (more) entertaining programmes	24 1%	14 2%	11 1%	8 3% ^{afg}	11 3% ^{afg}	2 *	3 *	3 4% ^{km}	6 3% ^{km}	11 3% ^{akm}	-	2 1%	1 *	1 1%	1 *	2 1%	13 2%	4 1%	5 1%	5 1%
Like/enjoy the programmes	107 6% ^d	40 5%	67 8% ^b	6 3%	12 4%	32 6%	57 9% ^{ade}	4 6% ⁱ	2 1%	12 4%	19 7% ⁱ	13 5% ⁱ	21 7% ⁱ	22 13% ^{ajkl}	15 10% ^j	23 7%	32 6%	19 6%	33 7%	33 7%
IPLAYER/CATCH UP (NET)	8	1	7	2	-	1	4	-	2	-	-	1	3	1	-	1	4	1	2	
I-player/catch up	* 8	* 1	* 7	* 2	* -	* 1	* 4	* -	* 2	* -	* -	* 1	* 3	* 1	* *	* 1	* 4	* 1	* 2	
SERIES/BOXSETS (NET)	24	10	13	2	5	15	2	1	1	5	5	10	2	-	-	5	10	5	3	
Series/I like the series	18 1% ^g	9 1%	8 1%	1 1%	5 2%	11 3% ^{ag}	-	1 1%	1 1%	5 2%	3 1%	9 4% ^{amno}	-	-	-	4 2%	8 1%	3 1%	3 1%	
Box sets/has good box sets	6 *	1 *	5 1%	1 *	-	3 1%	2 *	-	1 1%	-	2 1%	1 *	2 1%	-	-	1 *	3 1%	2 1%	-	
UNBIASED/TRUSTWORTHY/RELIABLE (NET)	47	26	21	1	-	5	41	-	1	-	2	3	22	10	8	15	25	3	5	
Unbiased/less bias/impartial/balanced	17 1% ^s	9 1%	8 1%	-	-	3 1%	14 2% ^{adef}	-	-	-	2 1%	1 *	10 3% ^{ajj}	3 2% ^j	1 1%	6 2% ^s	10 2% ^s	1 *	-	
Trusted/trustworthy	24 1%	10 1%	14 2%	-	-	2 *	22 4% ^{adef}	-	-	-	-	2 1%	11 4% ^{ajk}	5 3% ^{ijk}	6 4% ^{ajk}	7 2%	11 2%	2 1%	4 1%	
Reliable/more reliable	10 1%	9 1% ^c	1 *	1 *	-	-	9 2% ^{aef}	-	1 1%	-	-	-	4 2% ^{kl}	3 2% ^{kl}	2 1% ^j	1 *	8 2% ^{rs}	-	1 *	
INFORMATIVE/EDUCATIONAL (NET)	44	24	21	9	9	17	10	1	8	9	6	10	4	6	4	12	17	4	11	
	3%	3%	2%	4%	3%	3%	2%	2%	5% ^{mo}	3%	2%	4% ^o	1%	3% ^o	*	3%	3%	1%	2%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
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Unweighted Base	1664	787	877	242	267	439	716	76	166	267	221	218	247	257	212	336	509	330	489
Weighted Base	1665	795	870	241	318	502	604	73*	167	318	267	235	291	169	145	345	536	333	451
Informative/ educational	44	24	21	9	9	17	10	1	8	9	6	10	4	6	*	12	17	4	11
	3%	3%	2%	4%	3%	3%	2%	2%	5%mo	3%	2%	4%o	1%	3%o	*	3%	3%	1%	2%
SPECIFIC TYPES OF PROGRAMMES (NET)	503	230	273	79	92	134	198	26	52	92	77	57	90	58	50	93	157	106	147
	30%	29%	31%	33%	29%	27%	33%	36%	31%	29%	29%	24%	31%	34%	35%	27%	29%	32%	33%
Current affairs	5	3	2	1	-	2	2	-	1	-	1	1	1	1	*	4	1	-	1
	*	*	*	1%	-	*	*	-	1%	-	1%	*	*	*	*	1%	*	-	*
Documentaries/like the documentaries	35	15	20	-	7	7	21	-	-	7	1	5	14	4	3	8	10	9	9
	2% ^d	2%	2%	-	2% ^d	1%	3% ^d	-	-	2%	1%	2%	5% ^a	2% ⁱ	2%	2%	2%	3%	2%
Dramas/like the dramas	28	9	20	-	3	5	20	-	-	3	1	4	9	5	6	8	11	2	7
	2%	1%	2%	-	1%	1%	3% ^a	-	-	1%	*	2%	3% ^a	3% ^a	4% ^a	2%	2%	1%	2%
Movies/like the films	69	33	36	12	18	24	15	6	6	18	15	10	10	3	2	10	17	20	23
	4%	4%	4%	5%	6% ^g	5%	2%	8% ⁿ	3%	6% ^o	5% ^o	4%	3%	2%	1%	3%	3%	6%	5%
Nature/wildlife programmes	2	1	1	-	-	-	2	-	-	-	-	-	1	1	1	1	1	-	-
	*	*	*	-	-	-	*	-	-	-	-	-	*	1%	*	*	*	-	-
News/news is good	159	78	81	11	8	34	106	3	8	8	17	17	52	31	23	39	58	31	31
	10% ^d	10%	9%	5%	2%	7% ^e	17% ^a	4%	5%	2%	6% ^j	7% ^j	18% ^a	18% ^a	16% ^a	11%	11% ^s	9%	7%
Quiz shows/like the quizzes	8	4	5	-	-	2	6	-	-	-	-	2	-	1	5	-	1	2	5
	*	*	1%	-	-	*	1%	-	-	-	-	1%	-	1%	3% ^a	-	*	1%	1%
Videos/like the videos	11	3	8	2	1	6	2	1	1	1	5	1	2	-	-	4	3	-	4
	1%	*	1%	1%	*	1%	*	2%	*	*	2%	*	1%	-	-	1%	1%	-	1%
Soaps/I like the soaps	48	9	39	2	3	13	29	-	2	3	5	8	6	12	11	2	4	13	28
	3% ^b	1%	4% ^b	1%	1%	3%	5% ^a	-	1%	1%	2%	3%	2%	7% ^a	7% ^a	1%	1%	4% ^p	8% ^a
Sport/like the sport	54	44	10	4	14	14	23	2	1	14	8	5	13	5	5	8	17	13	15
	3% ^c	6% ^a	1%	2%	4%	3%	4%	3%	1%	4%	3%	2%	4%	3%	4%	2%	3%	4%	3%
Weather	5	2	3	-	-	1	4	-	-	-	1	-	1	3	*	1	2	2	1
	*	*	*	-	-	*	1%	-	-	-	*	-	*	2% ^a	*	*	*	*	*

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Q.3b Reason for ranking media provider 1st

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Unweighted Base	1664	787	877	242	267	439	716	76	166	267	221	218	247	257	212	336	509	330	489
Weighted Base	1665	795	870	241	318	502	604	73*	167	318	267	235	291	169	145	345	536	333	451
Music/like the music	86	43	43	42	24	15	5	13	29	24	10	5	2	1	2	10	38	14	24
	5%gmo	5%	5%	18%aefg	8%fg	3%g	1%	18%kajkm	17%ajkmn	8%lmo	4%mn	2%	1%	1%	3%	7%p	4%	5%	
Children's programmes/ children like it	50	8	42	7	22	20	2	2	5	22	16	4	1	2	-	11	17	8	15
	3%bgmo	1%	5%ab	3%g	7%ag	4%g	*	3%o	3%mo	7%almmo	6%almmo	2%	*	1%	-	3%	3%	2%	3%
Mentions of specific programmes/my favourite programmes	24	8	16	1	6	7	10	1	1	6	2	5	3	2	5	5	5	5	9
	1%	1%	2%	*	2%	1%	2%	1%	*	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%
QUALITY (NET)	44	29	15	2	6	14	22	-	2	6	4	9	13	7	3	20	13	8	3
	3%sa	4%c	2%	1%	2%	3%	4%d	-	1%	2%	2%	4%	4%	4%	2%	6%aqs	2%sa	2%	1%
Quality of programmes	28	19	10	1	4	12	11	-	1	4	4	7	4	5	2	11	11	4	2
	2%	2%	1%	-	1%	2%	2%	-	1%	1%	2%	3%	1%	3%	1%	3%sa	2%	1%	1%
Quality (no detail)	16	10	6	1	1	2	11	-	1	1	-	2	9	1	10	2	4	-	
	1%	1%	1%	1%	*	*	2%f	-	1%	*	-	1%	3%ajk	1%	3%aqs	*	1%	*	
VARIETY/CHOICE (NET)	387	192	194	53	87	148	99	16	37	87	73	75	57	26	15	95	133	85	73
	23%gnos	24%	22%	22%	27%g	29%ag	16%	22%o	22%o	27%no	27%no	32%aimno	20%o	16%	11%	28%sa	25%sa	26%sa	16%
Variety/choice of more programmes	63	29	34	10	8	26	20	3	7	8	16	9	8	8	4	21	16	13	15
	4%	4%	4%	4%	2%	5%	3%	4%	4%	2%	6%	4%	3%	5%	2%	6%q	3%	4%	3%
Variety/choice of more channels	43	28	15	1	3	22	17	1	1	3	6	16	10	5	2	10	14	9	11
	3%	4%c	2%	1%	1%	4%de	3%	1%	*	1%	2%	7%ajko	4%	3%	2%	3%	3%	3%	2%
Variety/more choice (no detail)	229	112	117	25	69	83	53	8	16	69	40	43	32	13	8	60	82	51	36
	14%gnos	14%	13%	10%	22%adg	16%dg	9%	1%	10%	22%aimno	15%no	18%imno	11%	7%	5%	17%sa	15%sa	15%sa	8%
Comprehensive/has everything	55	27	28	18	7	20	10	5	13	7	13	7	1	2	7	22	13	13	13
	3%gn	3%	3%	7%aag	2%	4%g	2%	8%no	8%ajlmmo	2%	5%no	3%	2%	1%	2%	2%	4%	4%	3%
VALUE (NET)	88	55	33	15	23	25	25	4	11	23	14	11	14	6	6	9	27	24	28
	5%p	7%c	4%	6%	7%	5%	4%	5%	6%	7%	5%	5%	5%	3%	4%	3%	5%	7%p	8%p
Good value/good deal	38	22	16	5	14	8	10	1	4	14	5	3	5	2	3	6	13	10	9
	2%	3%	2%	2%	4%fg	2%	2%	2%	2%	4%	2%	1%	2%	1%	2%	2%	2%	3%	2%
It is free/costs nothing	43	29	14	10	9	14	11	3	7	9	9	5	6	3	2	2	12	14	16
	3%p	4%c	2%	4%	3%	3%	2%	4%	4%	3%	3%	2%	2%	2%	1%	2%	2%	4%p	3%p

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Unweighted Base	1664	787	877	242	267	439	716	76	166	267	221	218	247	257	212	336	509	330	489
Weighted Base	1665	795	870	241	318	502	604	73*	167	318	267	235	291	169	145	345	536	333	451
Cost/I pay for it	7	4	3	-	1	3	4	-	-	1	-	3	3	1	*	1	2	-	4
	*	1%	*	-	*	1%	1%	-	-	*	-	1%	1%	*	*	*	*	-	1%
WATCH THE MOST/HABIT/ FAMILIAR (NET)	135	54	81	34	19	45	37	9	25	19	25	20	10	16	10	32	50	24	29
	8% <i>m</i>	7%	9%	14% <i>aeg</i>	6%	9%	6%	12% <i>m</i>	15% <i>ajjmo</i>	6%	9% <i>m</i>	8% <i>m</i>	4%	10% <i>m</i>	7%	9%	9%	7%	6%
Watch it the most/ everyday/used more	117	48	69	32	19	41	25	7	25	19	24	17	7	12	6	25	45	23	24
	7% <i>gm</i>	6%	8%	13% <i>aefg</i>	6%	8% <i>g</i>	4%	10% <i>m</i>	15% <i>ajjmo</i>	6%	9% <i>m</i>	7% <i>m</i>	2%	7% <i>m</i>	4%	7%	8%	7%	5%
Habit/familiar	19	6	13	2	-	5	12	2	-	-	2	3	3	5	4	8	5	2	4
	1%	1%	1%	1%	-	1%	2% <i>ee</i>	2% <i>j</i>	-	-	1%	1%	1%	3% <i>ajj</i>	3% <i>ajk</i>	2%	1%	*	1%
GOOD/LIKE/THE BEST (NET)	50	27	23	5	13	10	22	2	3	13	7	3	9	4	8	11	15	6	10
	3%	3%	3%	2%	4%	2%	4%	3%	2%	4%	2%	2%	3%	3%	6% <i>l</i>	3%	3%	2%	4%
Good/like it (no detail)	39	22	16	3	11	10	15	2	1	11	7	3	7	3	5	8	14	4	13
	2%	3%	2%	1%	3%	2%	2%	3%	1%	3%	2%	1%	2%	2%	4%	2%	3%	1%	3%
The best/better than others	11	5	7	2	3	-	7	-	2	3	-	-	2	1	3	4	1	1	5
	1%	1%	1%	1% <i>f</i>	1%	-	1% <i>f</i>	-	1%	1%	-	-	1%	-	2% <i>akl</i>	1%	*	*	1%
Listen/use whilst travelling/use with different devices	18	8	9	5	5	5	3	2	3	5	-	5	3	-	-	3	9	2	4
	1%	1%	1%	2%	2%	1%	1%	3% <i>kn</i>	2%	2%	-	2% <i>kk</i>	1%	-	-	1%	2%	1%	1%
Can record	19	4	15	-	3	8	8	-	-	3	3	5	4	3	1	3	7	6	3
	1%	1%	2% <i>b</i>	-	1%	2%	1%	-	-	1%	1%	2%	2%	2%	*	1%	1%	2%	1%
Radio/like the radio	14	4	9	-	-	2	11	-	-	-	-	2	7	1	3	9	1	1	3
	1%	1%	1%	-	-	*	2% <i>ade</i>	-	-	-	-	1%	3% <i>ajk</i>	1%	2% <i>jk</i>	3% <i>aqrs</i>	*	*	1%
YouTube/ like/can access YouTube	19	14	5	4	10	3	2	4	-	10	3	-	1	-	1	1	5	7	6
	1%	2% <i>c</i>	1%	2% <i>g</i>	3% <i>afg</i>	1%	*	6% <i>aklmm</i>	-	3% <i>allmm</i>	1%	-	*	-	1%	*	1%	2%	1%
Can access the channels I want/like	23	7	16	2	3	8	10	-	2	3	7	*	5	1	4	7	8	2	7
	1%	1%	2%	1%	1%	2%	2%	-	1%	3% <i>l</i>	1%	*	2%	1%	3% <i>l</i>	2%	1%	1%	1%
For family/all ages/ everyone	9	4	5	1	3	4	1	1	-	3	3	2	-	-	1	3	-	2	4
	1%	1%	1%	*	1%	1%	*	1%	-	1%	1%	1%	-	-	1% <i>q</i>	-	-	*	1% <i>q</i>
Factual	6	3	2	-	-	1	5	-	-	-	-	1	2	1	1	2	2	1	1
	*	*	*	-	-	*	1%	-	-	-	-	*	1%	1%	1%	1%	*	*	*

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Unweighted Base	1664	787	877	242	267	439	716	76	166	267	221	218	247	257	212	336	509	330	489
Weighted Base	1665	795	870	241	318	502	604	73*	167	318	267	235	291	169	145	345	536	333	451
No adverts	44	19	26	2	4	4	34	1	1	4	3	2	13	13	8	12	19	7	6
	3%f	2%	3%	1%	1%	1%	6%adef	1%	1%	1%	1%	1%	4%ikl	8%ahijkl	6%ajkl	4%	4%a	2%	1%
Up to date	11	6	5	2	1	7	1	-	2	1	4	3	1	-	-	-	2	6	3
	1%	1%	1%	1%	*	1%g	*	-	1%	*	2%	1%	*	-	-	-	*	2%p	1%
No choice/no other (accessible) provider	11	5	6	2	1	2	6	1	1	-	2	6	*	-	-	2	5	2	2
	1%	1%	1%	1%	*	*	1%	1%	*	*	-	1%	2%k	*	-	*	1%	1%	1%
Other answers	94	52	41	12	19	24	39	-	12	19	12	12	16	12	10	23	31	13	27
	6%h	7%	5%	5%	6%	5%	6%	-	7%h	6%h	5%	5%	6%	7%h	7%h	7%	6%	4%	6%
Don't watch a lot of TV/ do not like TV	6	4	3	2	2	2	-	1	1	2	-	2	-	-	-	2	3	1	1
	*	*	*	1%g	1%	*	-	2%km	*	1%	-	1%	-	-	1%	1%	*	*	*
No reason/don't know	90	33	58	6	22	24	38	1	5	22	13	11	24	6	8	11	18	20	41
	5%	4%	7%b	2%	7%d	5%	6%d	2%	3%	7%	5%	5%	8%	4%	6%	3%	3%	6%	9%apq

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1664	845	819	578	193	512	124	257	417	290	209	1247
Weighted Base	1665	881	785	683	219	371	127	266	464	323	230	1201
EASY TO USE OR ACCESS (NET)	94	61	33	58	7	7	6	16	35	22	17	59
	6% <i>f</i>	7% <i>c</i>	4% <i>f</i>	8% <i>aef</i>	3% <i>f</i>	2% <i>f</i>	5% <i>f</i>	6% <i>f</i>	8% <i>f</i>	7% <i>f</i>	7% <i>f</i>	5% <i>f</i>
Easy to access/available/availability	44	36	8	25	6	2	4	7	21	11	12	23
	3% <i>cf</i>	4% <i>c</i>	1% <i>f</i>	4% <i>f</i>	3% <i>f</i>	1% <i>f</i>	3% <i>f</i>	3% <i>f</i>	5% <i>f</i>	3% <i>f</i>	5% <i>f</i>	2% <i>f</i>
Easy to use	28	16	12	20	-	3	2	4	8	7	3	20
	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	3% <i>ef</i>	-	1% <i>f</i>	1% <i>f</i>	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	1% <i>f</i>	2% <i>f</i>
Easy (no detail)	13	6	7	10	2	-	-	2	4	3	1	9
	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	-	-	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>
Convenience/convenient	11	4	7	6	-	2	-	3	2	1	1	9
	1% <i>f</i>	* <i>f</i>	1% <i>f</i>	1% <i>f</i>	-	1% <i>f</i>	-	1% <i>f</i>	* <i>f</i>	* <i>f</i>	1% <i>f</i>	1% <i>f</i>
GOOD SERVICE/SIGNAL/QUALITY OF PICTURE (NET)	27	12	15	12	3	7	1	5	5	2	2	22
	2% <i>f</i>	1% <i>f</i>	2% <i>f</i>	2% <i>f</i>	1% <i>f</i>	2% <i>f</i>	1% <i>f</i>	2% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	2% <i>f</i>
Good service	16	8	8	7	2	4	1	2	3	2	1	13
	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	* <i>f</i>	1% <i>f</i>
Good signal/quality of picture	11	4	7	4	1	4	-	2	2	-	1	10
	1% <i>f</i>	* <i>f</i>	1% <i>f</i>	1% <i>f</i>	* <i>f</i>	1% <i>f</i>	-	1% <i>f</i>	* <i>f</i>	-	1% <i>f</i>	1% <i>f</i>
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	59	32	27	31	6	8	6	9	16	9	8	43
	4% <i>f</i>	4% <i>f</i>	3% <i>f</i>	5% <i>f</i>	3% <i>f</i>	2% <i>f</i>	5% <i>f</i>	3% <i>f</i>	3% <i>f</i>	3% <i>f</i>	4% <i>f</i>	4% <i>f</i>
Like the content	24	15	9	12	4	5	2	1	8	5	4	16
	1% <i>f</i>	2% <i>f</i>	1% <i>f</i>	2% <i>f</i>	2% <i>f</i>	1% <i>f</i>	1% <i>f</i>	* <i>f</i>	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	1% <i>f</i>
More content	35	17	18	19	1	3	4	8	7	4	4	28
	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	3% <i>f</i>	1% <i>f</i>	1% <i>f</i>	3% <i>f</i>	3% <i>f</i>	2% <i>f</i>	1% <i>f</i>	2% <i>f</i>	2% <i>f</i>
BETTER/INTERESTING PROGRAMMES (NET)	177	94	84	68	13	57	12	28	41	26	23	136
	11% <i>a</i>	11% <i>a</i>	11% <i>a</i>	10% <i>a</i>	6% <i>a</i>	15% <i>a</i>	9% <i>a</i>	10% <i>a</i>	9% <i>a</i>	8% <i>a</i>	10% <i>a</i>	11% <i>a</i>
Best/better programmes	27	14	14	13	2	8	3	2	5	2	5	22
	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	1% <i>f</i>	2% <i>f</i>	3% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	2% <i>f</i>	2% <i>f</i>

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1664	845	819	578	193	512	124	257	417	290	209	1247
Weighted Base	1665	881	785	653	219	371	127	266	464	323	230	1201
Interesting/(more) interesting programmes	19 1%	10 1%	10 1%	3 *	1 1%	11 3%ad	1 1%	3 1%	1 *	- -	1 *	19 2%j
Entertaining/(more) entertaining programmes	24 1%	15 2%	9 1%	11 2%	4 2%	3 1%	5 4%af	2 1%	10 2%	8 2%	5 2%	14 1%
Like/enjoy the programmes	107 6%a	55 6%	52 7%	41 6%	6 3%	37 10%adeg	3 2%	21 8%a	25 5%	16 5%	13 5%	82 7%
IPLAYER/CATCH UP (NET)	8	5	3	1	3	1	2	1	-	-	-	8
I-player/catch up	-	1%	*	*	1% d	*	2% d	*	-	-	-	1%
SERIES/BOXSETS (NET)	24	16	8	14	2	-	2	6	11	3	8	13
Series/I like the series	1% f	2% f	1% f	2% f	1% f	-	1% f	2% f	2% f	1% f	3% f	1% f
Box sets/has good box sets	6 *	4 *	2 *	2 *	- -	- -	1 1%	3 1%	3 1%	- -	3 1%	3 *
UNBIASED/TRUSTWORTHY/ RELIABLE (NET)	47	40	7	15	6	20	-	6	5	2	3	42
Unbiased/less bias/ impartial/balanced	3% c	5% ac	1% c	2% c	3% c	5% adg	-	2% c	1% c	1% c	1% c	3% j
Trusted/trustworthy	17 1%	16 2% c	1 *	5 1%	5 2%	5 1%	- -	2 1%	2 1%	- 1%	- 1%	14 1%
Reliable/more reliable	24 1%	18 2% c	6 1%	5 1%	3 1%	13 3% adg	- -	3 1%	3 1%	- -	3 1%	21 2% j
INFORMATIVE/EDUCATIONAL (NET)	44	29	15	16	3	7	8	10	12	8	5	32
Informative/ educational	3% c	3% c	2% c	2% c	1% c	2% c	6% adef	4% c	3% c	3% c	2% c	3% c

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/ef/gh - a/ij/kl

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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1664	845	819	578	193	512	124	257	417	290	209	1247
Weighted Base	1665	881	785	683	219	371	127	266	464	323	230	1201
SPECIFIC TYPES OF PROGRAMMES (NET)	503	250	253	177	64	125	46	92	154	117	79	349
	30%	28%	32%	26%	29%	34%^d	36%^d	35%^d	33%	36%ⁱ	34%	29%
Current affairs	5	4	1	3	-	1	1	-	-	-	-	5
	*	1%	*	*	-	*	1%	-	-	-	-	*
Documentaries/like the documentaries	35	18	17	13	7	10	-	6	9	6	4	26
	2%	2%	2%	2%	3%	3%	-	2%	2%	2%	2%	2%
Dramas/like the dramas	28	19	9	8	4	14	-	3	1	1	1	27
	2% ⁱ	2%	1%	1%	2%	4% ^{adgh}	-	1%	*	*	1%	2% ⁱ
Movies/like the films	69	27	42	31	11	5	18	29	29	20	19	41
	4% ^f	3%	5% ^b	4% ^f	5% ^f	1%	4%	7% ^f	6% ⁱ	6% ⁱ	8% ^{al}	3%
Nature/wildlife programmes	2	2	-	-	-	2	-	-	-	-	-	2
	*	*	-	*	-	1%	-	-	-	-	-	*
News/news is good	159	97	62	57	8	65	8	21	17	8	15	142
	10% ^{ej}	11%	8%	8% ^e	4%	17% ^{adegh}	6%	8%	4%	2%	7% ^j	12% ^{ijk}
Quiz shows/like the quizzes	8	1	7	-	-	8	-	-	-	-	-	8
	*	*	1% ^b	-	-	2% ^{adeh}	-	-	-	-	-	1%
Videos/like the videos	11	8	4	1	3	-	1	6	7	4	4	5
	1%	1%	*	*	1% ^f	-	1%	2% ^{adf}	1% ⁱ	1%	2% ⁱ	*
Soaps/I like the soaps	48	7	41	9	4	20	-	15	9	6	6	38
	3% ^{lb}	1%	5% ^{ab}	1%	2%	5% ^{adeg}	-	6% ^{adeg}	2%	2%	3%	3%
Sport/like the sport	54	26	28	24	7	12	4	7	11	10	3	43
	3%	3%	4%	3%	3%	3%	3%	3%	2%	3%	1%	4%
Weather	5	3	2	2	-	3	-	1	1	1	-	4
	*	*	*	*	-	1%	-	*	*	*	-	*
Music/like the music	86	48	38	35	8	2	29	12	30	21	16	57
	5% ^f	5%	5%	5% ^f	4% ^f	1%	22% ^{adefh}	5% ^f	6%	7%	7%	5%
Children's programmes/children like it	50	28	23	16	17	2	-	15	48	46	17	2
	3% ^l	3%	3%	2% ^f	8% ^{adfg}	*	-	6% ^{adfg}	10% ^{al}	14% ^{akl}	8% ^{al}	*

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
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	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1664	845	819	578	193	512	124	257	417	290	209	1247
Weighted Base	1665	881	785	685	219	371	127	266	464	323	230	1201
Mentions of specific programmes/my favourite programmes	24 1%	10 1%	14 2%	8 1%	2 1%	5 1%	-	10 4%adfg	6 1%	4 1%	4 2%	17 1%
QUALITY (NET)	44	34	11	18	8	14	-	4	8	4	5	37
Quality of programmes	3%	4%ic	1%	3%	4%	4%g	-	1%	2%	1%	2%	3%
Quality (no detail)	28 2%	22 2%	7 1%	11 2%	5 2%	9 2%	-	4 1%	6 1%	3 1%	5 2%	22 2%
VARIETY/CHOICE (NET)	16 1%	12 1%	4 1%	7 1%	3 1%	6 2%h	-	-	2 -	1 -	-	14 1%
Variety/choice of more programmes	63 4%	36 4%	27 3%	28 4%	10 5%	12 3%	5 4%	8 3%	21 4%	13 4%	8 4%	43 4%
Variety/choice of more channels	43 3%	24 3%	19 2%	23 3%	8 4%g	7 2%	-	4 2%	18 4%	10 3%	8 4%	26 2%
Variety/more choice (no detail)	229 14%f	142 16%k	87 11%	118 17%f	32 14%f	33 9%	13 10%	34 13%	84 18%al	62 19%al	39 17%	145 12%
Comprehensive/has everything	55 3%f	29 3%	26 3%	26 4%f	6 3%	5 1%	10 8%aef	9 3%	12 3%	9 3%	2 1%	43 4%
VALUE (NET)	88	36	52	43	9	13	-	14	22	17	7	66
Good value/good deal	5%	4%	7%b	6%f	4%	3%	8%	5%	5%	3%	5%	5%
It is free/costs nothing	38 2%	19 2%	19 2%	20 3%	5 2%	5 1%	2 2%	5 2%	14 3%	11 3%	4 2%	23 2%
Cost/I pay for it	43 3%	14 2%	30 4%b	20 3%	3 1%	6 2%	8 6%aef	6 2%	6 1%	5 2%	1 1%	37 3%
WATCH THE MOST/HABIT/ FAMILIAR (NET)	135	82	53	47	30	29	18	11	38	26	12	97
	8%h	9%	7%	7%	14%adh	8%	14%adh	4%	8%	8%	5%	8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1664	845	819	578	193	512	124	257	417	290	209	1247
Weighted Base	1665	881	785	683	219	371	127	266	464	323	230	1201
Watch it the most/ everyday/used more	117	70	47	43	27	18	18	10	37	26	11	80
Habit/familiar	19	13	6	4	2	12	-	1	1	-	1	18
GOOD/LIKE/THE BEST (NET)	50	26	24	18	9	15	2	7	4	4	1	47
Good/like it (no detail)	39	22	17	16	8	10	1	4	2	2	2	36
The best/better than others	11	5	7	2	1	5	1	3	1	1	-	10
Listen/use whilst travelling/use with different devices	18	12	6	8	-	-	4	6	7	4	3	11
Can record	19	10	8	8	5	5	-	2	3	3	2	16
Radio/like the radio	14	10	3	4	2	7	-	1	-	-	-	14
YouTube/ like/can access YouTube	19	6	13	11	3	1	4	1	7	5	4	12
Can access the channels I want/like	23	14	8	9	1	7	-	6	9	6	4	14
For family/all ages/ everyone	9	3	5	5	-	1	1	2	6	5	4	3
Factual	6	4	2	1	1	2	-	2	1	2	2	6
No adverts	44	32	13	12	5	24	1	2	4	1	3	40
Up to date	11	2	9	3	5	-	-	4	8	4	5	3

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
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Q.3b Reason for ranking media provider 1st

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	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1664	845	819	578	193	512	124	257	417	290	209	1247
Weighted Base	1665	881	785	683	219	371	127	266	464	323	230	1201
No choice/no other (accessible) provider	11	7	5	3	3	3	1	1	2	-	2	9
Other answers	94	54	40	33	13	25	9	14	18	16	9	75
Don't watch a lot of TV/ do not like TV	6	5	5	2	3	-	-	1	3	2	3	3
No reason/don't know	90	30	61	34	12	19	3	22	22	18	10	69
	5%b	3%	8%ab	5%	5%	5%	3%	8%q	5%	6%	4%	6%

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Q.3b Reason for ranking media provider 1st

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	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1664	1511	153	633	612	104	918	645
Weighted Base	1665	1536	129	653	554	100*	950	589
EASY TO USE OR ACCESS (NET)	94	92	2	37	27	3	56	32
Easy to access/ accessible/ availability	6% ^c	6% ^c	1%	6%	5%	3%	6%	5%
Easy to use	44	43	1	14	15	-	27	17
Easy (no detail)	3%	3%	1%	2%	3%	-	3%	3%
Convenience/convenient	28	28	-	14	8	1	17	11
Good service/signal/ quality of picture	2%	2%	-	2%	1%	1%	2%	2%
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	13	13	1	7	3	-	9	3
Like the content	1%	1%	1%	1%	1%	-	1%	1%
More content	11	11	-	4	3	1	6	3
BETTER/INTERESTING PROGRAMMES (NET)	1%	1%	-	1%	1%	1%	1%	1%
Best/better programmes	27	26	1	13	12	1	16	14
	2%	2%	1%	2%	2%	1%	2%	2%

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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1664	1511	153	633	612	104	918	645
Weighted Base	1665	1536	129	653	554	100*	950	589
Interesting/(more) interesting programmes	19 1%	13 1%	6 5%ab	3 1%	12 2%dg	-	7 1%	12 2%dg
Entertaining/(more) entertaining programmes	24 1%	24 2%	* 1%	6 1%	5 1%	-	9 1%	5 1%
Like/enjoy the programmes	107 6%	92 6%	15 11%ab	47 7%	37 7%	5 5%	62 7%	42 7%
IPLAYER/CATCH UP (NET)	8	8	-	2	1	1	6	1
I-player/catch up	* 1%	* 1%	-	* 1%	* 1%	1% 1%	1% 1%	* 1%
SERIES/BOXSETS (NET)	24	24	-	7	6	2	14	6
Series/I like the series	18 1%	18 1%	-	1% 1%	1% 1%	2% 2%	2% 1%	1% 1%
Box sets/has good box sets	6 *	6 *	-	2 *	2 *	-	4 *	2 *
UNBIASED/TRUSTWORTHY/ RELIABLE (NET)	47	44	3	13	19	5	24	23
Unbiased/less bias/ impartial/balanced	3% 17 1%	3% 16 1%	2% 1 *	2% 4 1%	3% 6 1%	5% 3 3%g	3% 5 1%	4% 10 2%
Trusted/trustworthy	24 1%	21 1%	* 2%	8 1%	13 2%	1 1%	12 1%	13 2%
Reliable/more reliable	10 1%	10 1%	-	2 *	2 *	1 1%	8 1%	2 *
INFORMATIVE/EDUCATIONAL (NET)	44	44	-	9	17	3	18	18
Informative/ educational	3% 44 3%	3% 44 3%	-	1% 9 1%	3% 17 3%	3% 3 3%	2% 18 2%	3% 18 3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1664	1511	153	633	612	104	918	645
Weighted Base	1665	1536	129	653	554	100*	950	589
SPECIFIC TYPES OF PROGRAMMES (NET)	503	453	51	186	176	35	264	189
	30%	29%	39%ab	29%	32%	35%	28%	32%
Current affairs	5	5	-	2	4	-	2	4
	-	-	-	-	1%	-	-	1%
Documentaries/like the documentaries	35	32	3	13	15	2	14	18
	2%	2%	3%	2%	3%	2%	1%	3%
Dramas/like the dramas	28	25	3	7	16	4	13	17
	2%	2%	2%	1%	3% ^d	4% ^d	1%	3% ^d
Movies/like the films	69	68	1	28	11	8	44	13
	4% ^{eh}	4%	1%	4% ^e	2%	8% ^{eh}	5% ^{eh}	2%
Nature/wildlife programmes	2	2	-	-	2	1	1	2
	-	-	-	-	-	1%	-	-
News/news is good	159	136	24	58	81	14	77	85
	10%	9%	16% ^{ab}	9%	15% ^{adg}	14%	8%	14% ^{adg}
Quiz shows/like the quizzes	8	3	5	3	4	-	3	5
	-	-	4% ^{ab}	-	1%	-	-	1%
Videos/like the videos	11	11	-	6	1	-	9	2
	1%	1%	-	1%	-	-	1%	-
Soaps/l like the soaps	48	33	14	17	21	2	25	23
	3%	2%	11% ^{ab}	3%	4%	2%	3%	4%
Sport/like the sport	54	49	5	40	11	-	47	12
	3%	3%	4%	6% ^{aefh}	2%	-	5% ^{aefh}	2%
Weather	5	5	-	3	2	-	3	2
	-	-	-	1%	-	-	-	-
Music/like the music	86	86	1	21	19	3	32	19
	5% ^c	6% ^c	1%	3%	3%	3%	3%	3%
Children's programmes/ children like it	50	49	2	14	16	4	22	17
	3%	3%	1%	2%	3%	4%	2%	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	INTERNET ACCESS			TV PLATFORM				
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1664	1511	153	633	612	104	918	645
Weighted Base	1665	1536	129	653	554	100*	950	589
Mentions of specific programmes/my favourite programmes	24 1%	22 1%	2 2%	10 2%	7 1%	5 5%aeg	15 2%	9 2%
QUALITY (NET)	44	43	1	15	17	4	28	17
Quality of programmes	3%	3%	1%	2%	3%	4%	3%	3%
Quality (no detail)	28 2%	27 2%	1 1%	8 1%	12 2%	3 3%	15 2%	13 2%
VARIETY/CHOICE (NET)	16 1%	16 1%	-	7 1%	5 1%	1 1%	13 1%	5 1%
Variety/choice of more programmes	63 4%	63 4%	1 1%	24 4%	29 5%	3 3%	35 4%	29 5%
Variety/choice of more channels	43 3%	41 3%	2 1%	24 4%	12 2%	3 3%	32 3%	12 2%
Variety/more choice (no detail)	229 14%	221 14%	8 6%	100 15%	71 13%	15 15%	139 15%	73 12%
Comprehensive/has everything	55 3%	54 3%	1 1%	16 2%	17 3%	3 3%	27 3%	17 3%
VALUE (NET)	88	83	5	23	36	8	40	38
Good value/good deal	5%	5%	4%	3%	7% ^d	8%	4%	7% ^d
It is free/costs nothing	38 2%	35 2%	3 2%	16 2%	10 2%	2 2%	25 3%	11 2%
Cost/I pay for it	43 3% ^{dj}	41 3%	3 2%	2 -	25 4% ^{adg}	4 4% ^{dj}	9 1%	25 4% ^{dj}
WATCH THE MOST/HABIT/ FAMILIAR (NET)	135	128	6	64	36	12	86	38
	8%	8%	5%	10% ^{eh}	6%	12%	9%	6%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1664	1511	153	633	612	104	918	645
Weighted Base	1665	1536	129	653	554	100*	950	589
Watch it the most/ everyday/used more	117 7%	111 7%	5 4%	56 9%eh	28 5%	8 8%	72 8%	31 5%
Habit/familiar	19 1%	18 1%	1 1%	9 1%	8 1%	4 4%a	15 2%	8 1%
GOOD/LIKE/THE BEST (NET)	50	41	9	19	14	1	29	14
Good/like it (no detail)	39 2%	34 2%	5 4%	17 3%	7 1%	1 1%	26 3%	7 1%
The best/better than others	11 1%	8 *	4 3%ab	2 *	6 1%	-	3 *	7 1%
Listen/use whilst travelling/use with different devices	18 1%	18 1%	-	7 1%	5 1%	-	8 1%	5 1%
Can record	19 1%	18 1%	1 1%	8 1%	3 *	3 3%eh	15 2%	3 *
Radio/like the radio	14 1%	13 1%	1 1%	6 1%	8 1%	1 1%	7 1%	8 1%
YouTube/like/can access YouTube	19 1%eh	18 1%	1 1%	4 1%	1 *	-	4 *	1 *
Can access the channels I want/like	23 1%	17 1%	6 5%ab	13 2%	6 1%	2 2%	14 1%	8 1%
For family/all ages/ everyone	9 1%	9 1%	-	4 1%	4 1%	-	6 1%	4 1%
Factual	6 *	6 *	-	-	4 1%cd	1 1%cd	2 *	4 1%cd
No adverts	44 3%	30 3%	5 4%	15 2%	18 3%	3 3%	23 2%	20 3%
Up to date	11 1%	11 1%	-	6 1%	3 *	-	8 1%	3 *

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Base: All who have used media providers in the last 12 months and value the most

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1664	1511	153	633	612	104	918	645
Weighted Base	1665	1536	129	653	554	100*	950	589
No choice/no other (accessible) provider	11	11	-	5	6	-	5	6
Other answers	94	87	6	37	38	4	47	42
Don't watch a lot of TV/ do not like TV	6	6	-	2	1	-	5	1
No reason/don't know	90	81	9	46	16	5	73	18
	5%eh	5%	7%	7%eh	3%	5%	8%aeh	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Total (a)	GOVERNMENT REGIONS											ETHNIC ORIGINZ					
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1664	67	189	113	113	108	157	184	221	142	65	204	101	1468	180	13	4	3
Weighted Base	1665	62*	168	110	132	115*	185	218	254	159	82*	141	39*	1433	214	14**	4**	3**
EASY TO USE OR ACCESS (NET)	94	1	9	10	10	1	17	4	20	14	4	5	1	86	8	2	-	-
	6%fh	2%	5%f	9%fh	8%fh	1%	9%fhlm	2%	8%fh	9%fh	5%	3%	2%	6%	4%	15%	-	-
Easy to access/ accessible/ availability	44	-	6	3	1	1	8	3	6	10	2	3	-	40	4	1	-	-
	3%	-	4%	3%	1%	1%	4%	1%	3%	6%afh	3%	2%	-	3%	2%	9%	-	-
Easy to use	28	-	2	3	5	-	5	1	8	1	2	2	*	26	2	-	-	-
	2%	-	1%	2%	4%h	-	3%	*	3%h	*	2%	1%	1%	2%	1%	-	-	-
Easy (no detail)	13	1	-	2	4	-	4	-	2	1	-	-	*	13	-	-	-	-
	1%	2%h	-	2%	3%ch	-	2%	-	1%	1%	-	-	1%	1%	-	-	-	-
Convenience/convenient	11	-	*	2	-	-	1	-	5	2	-	-	-	10	1	1	-	-
	1%	-	*	2%	-	-	1%	-	2%a	1%	-	-	-	1%	*	5%	-	-
GOOD SERVICE/SIGNAL/ QUALITY OF PICTURE (NET)	27	-	2	3	5	1	1	1	7	4	-	3	*	25	2	-	-	-
	2%	-	1%	2%	4%gh	1%	*	*	3%	3%	-	2%	1%	2%	1%	-	-	-
Good service	16	-	1	2	4	1	-	-	4	2	-	3	*	14	2	-	-	-
	1%	-	1%	2%	3%agh	*	-	-	2%	1%	-	2%h	1%	1%	1%	-	-	-
Good signal/quality of picture	11	-	1	1	1	1	1	1	3	3	-	-	-	11	-	-	-	-
	1%	-	1%	1%	1%	*	*	*	1%	2%	-	-	-	1%	-	-	-	-
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	59	3	8	3	2	3	9	4	10	5	5	8	*	51	7	2	-	-
	4%	5%	5%	2%	2%	2%	5%	2%	4%	3%	6%	6%h	1%	4%	3%	11%	-	-
Like the content	24	1	3	1	2	1	3	1	4	1	3	4	-	22	2	-	-	-
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	4%	3%	-	2%	1%	-	-	-
More content	35	3	5	2	-	1	6	2	6	3	2	5	*	28	5	2	-	-
	2%	4%e	3%	2%	-	1%	3%	1%	2%	2%	2%	3%e	1%	2%	3%	11%	-	-
BETTER/INTERESTING PROGRAMMES (NET)	177	2	16	14	25	5	26	20	24	14	6	14	10	160	17	-	1	-
	11%	3%	10%	13%bf	19%abcghi j	5%	14%bf	9%	9%	9%	8%	10%	10%	11%	8%	-	27%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
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	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1664	67	189	113	113	108	157	184	221	142	65	204	101	1468	180	13	4	3
Weighted Base	1665	62*	168	110	132	115*	185	218	254	159	82*	141	39*	1433	214	14**	4**	3**
Best/better programmes	27	-	3	4	-	2	3	2	2	4	2	2	5	27	-	-	-	-
	2%	-	2%	4%el	-	1%	2%	1%	1%	2%	3%	1%	13%abode fghijkl	2%	-	-	-	-
Interesting/(more) interesting programmes	19	-	2	3	2	-	2	2	3	2	2	1	-	19	1	-	-	-
	1%	-	1%	3%	1%	-	1%	1%	1%	1%	2%	1%	-	1%	*	-	-	-
Entertaining/(more) entertaining programmes	24	-	-	1	11	-	5	2	2	-	-	3	1	17	7	-	-	-
	1%	-	-	1%	8%abcdth ijkl	-	3%	1%	1%	-	-	2%	2%cl	1%	3%ln	-	-	-
Like/enjoy the programmes	107	2	11	7	13	4	16	14	17	9	3	8	4	98	9	-	1	-
	6%	3%	7%	6%	10%	3%	9%	7%	7%	5%	3%	6%	10%	7%	4%	-	27%	-
IPLAYER/CATCH UP (NET)	8	2	-	-	-	-	3	-	-	1	2	*	-	8	-	-	-	-
	*	3%achi	-	-	-	-	2%	-	-	*	3%ahi	*	-	1%	-	-	-	-
I-player/catch up	8	2	-	-	-	-	3	-	-	1	2	*	-	8	-	-	-	-
	*	3%achi	-	-	-	-	2%	-	-	*	3%ahi	*	-	1%	-	-	-	-
SERIES/BOXSETS (NET)	24	-	1	1	1	1	8	4	3	-	-	3	1	19	5	-	-	1
	1%	-	1%	1%	1%	1%	4%acj	2%	1%	-	-	2%	3%	1%	2%	-	-	37%
Series/i like the series	18	-	-	1	1	1	8	2	3	-	-	-	1	13	5	-	-	1
	1%	-	-	1%	1%	1%	4%acl	1%	1%	-	-	-	3%cl	1%	2%	-	-	37%
Box sets/has good box sets	6	-	1	-	-	-	2	-	-	-	-	3	-	6	-	-	-	-
	*	-	1%	-	-	-	1%	-	-	-	-	2%agi	-	*	-	-	-	-
UNBIASED/TRUSTWORTHY/RELIABLE (NET)	47	1	2	3	2	1	9	3	8	11	-	5	-	47	-	-	-	-
	3%o	2%	1%	3%	2%	1%	5%	1%	3%	7%achf km	-	4%	-	3%o	-	-	-	-
Unbiased/less bias/ impartial/balanced	17	1	*	2	-	1	3	-	2	5	-	2	-	17	-	-	-	-
	1%	1%	*	2%h	-	1%	2%	-	1%	3%ah	-	1%	-	1%	-	-	-	-
Trusted/trustworthy	24	1	2	1	1	-	5	3	5	3	-	3	-	24	-	-	-	-
	1%	2%	1%	1%	*	-	3%	1%	2%	2%	-	2%	-	2%	-	-	-	-
Reliable/more reliable	10	-	-	-	1	-	2	-	3	4	-	*	-	10	-	-	-	-
	1%	-	-	-	1%	-	1%	-	1%	2%a	-	*	-	1%	-	-	-	-

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Unweighted Base	1664	67	189	113	113	108	157	184	221	142	65	204	101	1468	180	13	4	3
Weighted Base	1665	62*	168	110	132	115*	185	218	254	159	82*	141	39*	1433	214	14**	4**	3**
INFORMATIVE/EDUCATIONAL (NET)	44	1%	4%	2%	2%	1%	7%	7%	8%	3%	1%	7%	1%	3%	12%	-	1%	-
Informative/educational	44	1%	4%	2%	2%	1%	7%	7%	8%	3%	1%	7%	1%	3%	12%	-	1%	-
SPECIFIC TYPES OF PROGRAMMES (NET)	503	30%	32%	31%	36%	28%	29%	35%	31%	23%	42%	32%	24%	42%	30%	33%	19%	37%
Current affairs	5	1%	-	-	-	-	-	1	1	-	1	1	-	5	-	-	-	-
Documentaries/like the documentaries	35	2%	1%	3%	1%	4%	5%	2%	4%	3%	8%	2%	-	32%	4%	1%	-	-
Dramas/like the dramas	28	2%	4%	2%	3%	3%	4%	5%	1%	1%	1%	2%	1%	28%	-	-	-	-
Movies/like the films	69	4%	3%	10%	6%	3%	6%	21%	9%	-	1%	10%	1%	51%	17%	1%	-	-
Nature/wildlife programmes	2	1%	-	-	1%	-	1%	-	-	-	-	-	-	2%	-	-	-	-
News/news is good	159	10%	8%	9%	9%	9%	11%	31%	28%	19%	15%	12%	2%	128%	29%	1%	-	1%
Quiz shows/like the quizzes	8	-	1%	-	-	1%	1%	2%	2%	1%	-	-	-	8%	-	-	-	-
Videos/like the videos	11	-	4%	-	-	-	1%	4%	1%	-	-	2%	-	7%	4%	-	-	-
Soaps/I like the soaps	48	3%	10%	6%	2%	7%	3%	2%	5%	3%	4%	3%	-	45%	2%	1%	-	-
Sport/like the sport	54	3%	7%	3%	6%	5%	1%	6%	12%	2%	1%	7%	3%	44%	10%	-	-	-

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	GOVERNMENT REGIONS											ETHNIC ORIGINZ						
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1664	67	189	113	113	108	157	184	221	142	65	204	101	1468	180	13	4	3
Weighted Base	1665	62*	168	110	132	115*	185	218	254	159	82*	141	39*	1433	214	14**	8**	3**
Weather	5	-	*	1	-	2	-	1	-	1	-	*	-	4	1	-	-	-
Music/like the music	86	3	8	9	9	6	12	8	15	1	5	10	2	75	9	1	-	-
	5%j	5%	5%	8%j	7%j	5%	6%j	4%	6%j	1%	6%	7%j	5%j	5%	4%	7%	-	-
Children's programmes/ children like it	50	5	3	8	3	1	7	7	7	7	-	4	1	46	5	-	-	-
	3%	8%ack	2%	7%ackk	2%	1%	4%	3%	3%	4%	-	3%	1%	3%	2%	-	-	-
Mentions of specific programmes/my favourite programmes	24	-	5	-	2	-	3	2	4	2	4	1	1	23	1	-	-	-
	1%	-	3%	-	2%	-	2%	1%	2%	1%	5%adfh	1%	1%	2%	*	-	-	-
QUALITY (NET)	44	2	6	-	4	6	9	4	2	7	1	4	2	43	-	-	-	-
	3%o	3%	3%	-	3%	5%idi	5%idi	2%	1%	4%idi	1%	3%	4%idi	3%o	-	-	-	-
Quality of programmes	28	2	3	-	4	1	7	2	2	5	-	2	1	28	-	-	-	-
	2%	3%	2%	-	3%	*	4%	1%	1%	3%	-	1%	3%id	2%	-	-	-	-
Quality (no detail)	16	-	3	-	-	6	2	2	-	2	1	2	*	14	-	-	-	-
	1%	-	2%	-	-	5%adehi	1%	1%	-	1%	1%	1%	1%	1%	-	-	-	-
VARIETY/CHOICE (NET)	387	11	30	25	30	22	48	38	80	29	25	40	10	340	44	5	-	-
	23%	17%	18%	22%	22%	19%	26%	18%	32%abc	19%	31%ch	28%ch	26%	24%	20%	37%	-	-
Variety/choice of more programmes	63	2	4	2	6	3	3	8	14	3	7	10	3	58	5	2	-	-
	4%	3%	3%	2%	4%	2%	2%	4%	5%	2%	8%g	7%dj	7%dj	4%	3%	13%	-	-
Variety/choice of more channels	43	1	5	4	3	3	5	-	9	2	4	6	2	42	2	-	-	-
	3%h	2%h	3%h	4%h	2%	2%h	3%h	-	4%h	1%	5%h	4%h	5%h	3%	1%	-	-	-
Variety/more choice (no detail)	229	7	15	17	20	17	28	23	43	20	16	18	5	199	27	1	-	-
	14%	11%	9%	16%	15%	15%	15%	11%	17%c	13%	19%	13%	12%	14%	13%	10%	-	-
Comprehensive/has everything	55	1	5	1	1	-	13	7	15	5	-	6	1	45	10	2	-	-
	3%	1%	3%	1%	1%	-	7%adef	3%	6%f	3%	-	4%f	3%f	3%	5%	14%	-	-
VALUE (NET)	88	6	14	5	1	2	8	14	20	7	3	8	2	73	15	1	-	-
	5%e	9%ef	8%ef	4%	*	2%	4%	6%e	8%e	4%	4%	5%e	6%e	5%	7%	8%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Total (a)	GOVERNMENT REGIONS											ETHNIC ORIGINZ					
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1664	67	189	113	113	108	157	184	221	142	65	204	101	1468	180	13	4	3
Weighted Base	1665	62*	168	110	132	115*	185	218	254	159	82*	141	39*	1433	214	14**	4**	3**
Good value/good deal	38	2	3	2	-	2	4	1	12	6	2	3	1	31	7	1	-	-
It is free/costs nothing	43	3%	10	2%	1	-	2%	1%	5%aeh	4%	2%	2%	2%	2%	3%	8%	-	-
Cost/I pay for it	7	1%	6%aejf	2%	*	-	2%	6%aejf	2%	1%	1%	2%	4%efj	2%	9	-	-	-
	*	3	1	-	-	-	-	-	1	-	1	1	-	7	-	-	-	-
		5%acde	1%	-	-	-	-	-	*	-	1%	1%	-	1%	-	-	-	-
WATCH THE MOST/HABIT/ FAMILIAR (NET)	135	16	15	6	11	2	20	8	11	25	5	13	2	118	15	2	1	-
	8%th	28%acde	9%tn	5%	8%f	2%	11%thi	4%	4%	15%adh	6%	9%thi	6%	8%	7%	11%	14%	-
Watch it the most/ everyday/used more	117	14	12	5	10	1	18	6	8	22	5	13	2	102	14	2	1	-
	7%th	22%acde	7%f	5%	7%f	1%	10%thi	3%	3%	14%adh	6%f	9%thi	6%f	7%	6%	11%	14%	-
Habit/familiar	19	3	3	1	1	1	1	2	3	2	-	1	-	17	2	-	-	-
	1%	5%a	2%	1%	1%	1%	1%	1%	1%	2%	-	1%	-	1%	-	-	-	-
GOOD/LIKE/THE BEST (NET)	50	1	6	6	2	-	9	18	3	1	3	2	2	40	9	1	-	1
	3%	1%	4%	6%fj	2%	-	3%	8%aefg	1%	1%	4%	2%	6%fij	3%	4%	5%	-	31%
Good/like it (no detail)	39	1	2	5	2	-	4	18	1	1	3	1	1	31	8	1	-	1
	2%	1%	1%	5%fj	2%	-	2%	8%acef	*	*	4%i	1%	1%	2%	4%	5%	-	31%
The best/better than others	11	-	4	1	-	-	1	-	2	1	-	1	2	10	1	-	-	-
	1%	-	2%ah	1%	-	-	1%	-	1%	*	-	1%	5%abdef	1%	1%	-	-	-
Listen/use whilst travelling/use with different devices	18	-	2	-	1	1	4	-	5	3	1	1	-	15	3	-	-	1
	1%	-	1%	-	1%	1%	2%	-	2%	2%	1%	1%	-	1%	1%	-	-	33%
Can record	19	-	1	4	4	-	2	-	3	1	2	2	-	19	-	-	-	-
	1%	-	1%	3%h	3%h	-	1%	-	1%	*	2%	2%	-	1%	-	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	GOVERNMENT REGIONS											ETHNIC ORIGIN ²						
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1664	67	189	113	113	108	157	184	221	142	65	204	101	1468	180	13	4	3
Weighted Base	1665	62*	168	110	132	115*	185	218	254	159	82*	141	39*	1433	214	14**	4**	3**
Radio/like the radio	14	-	3	-	-	3	-	-	3	1	3	*	*	14	-	-	-	-
%	1%	-	2%h	-	-	3%gh	-	-	1%	1%	3%gh	*	1%	1%	-	-	-	-
YouTube/I like/can access YouTube	19	-	-	1	1	3	-	13	-	-	-	1	-	14	5	-	-	-
%	1%	-	-	1%	1%	2%i	-	6%acdj	-	-	-	1%	-	1%	3%	-	-	3%
Can access the channels I want/like	23	2	3	3	1	3	1	4	1	1	1	2	2	13	9	1	1	-
%	1%	3%	2%	3%	1%	3%i	1%	2%	*	*	1%	1%	5%aegj	1%	4%an	10%	27%	-
For family/all ages/everyone	9	-	2	-	-	-	2	2	3	-	-	-	-	8	1	-	-	-
%	1%	-	1%	-	-	-	1%	1%	1%	-	-	-	-	1%	*	-	-	-
Factual	6	1	-	-	-	1	-	3	-	-	1	-	-	6	-	-	-	-
%	*	1%	-	-	-	1%	-	1%	-	-	1%	-	-	*	-	-	-	-
No adverts	44	2	5	4	2	5	2	3	7	9	3	2	1	43	-	-	-	-
%	3%o	3%	3%	3%	1%	4%	1%	1%	3%	6%aghl	4%	1%	2%	3%o	-	-	-	-
Up to date	11	2	-	-	-	2	1	2	1	2	-	2	-	11	-	-	-	-
%	1%	3%ci	-	-	-	2%	1%	1%	*	1%	-	2%	-	1%	-	-	-	-
No choice/no other (accessible) provider	11	-	-	-	-	3	-	2	3	1	-	3	-	11	-	-	-	-
%	1%	-	-	-	-	2%	-	1%	1%	*	-	2%	-	1%	-	-	-	-
Other answers	94	2	11	5	9	6	9	16	12	8	7	7	1	78	15	-	1	-
%	6%	4%	7%	5%	7%	5%	5%	7%	5%	5%	9%	5%	4%	5%	7%	-	30%	-
Don't watch a lot of TV/ do not like TV	6	1	-	1	1	-	1	1	-	1	-	-	-	4	2	-	-	-
%	*	2%i	-	1%	1%	-	1%	1%	-	*	-	-	-	*	1%	-	-	-
No reason/don't know	90	-	3	-	7	37	9	12	9	6	5	2	-	64	24	-	-	-
%	5%cdlm	-	2%	-	5%d	32%abcde	5%d	6%dlm	4%	4%d	6%d	1%	-	4%	11%an	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service S (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1664	1163	501	1003	869	711	755	341	686	804	535	830	358	367	1159	229	108	1305	87	27
Weighted Base	1665	1127	539	964	815	661	828	385	755	745	570	886	345	317	1168	220	105*	1304	82*	28**
EASY TO USE OR ACCESS (NET)	94	63	31	54	38	29	58	35	55	34	37	64	9	11	72	7	5	66	11	5
Easy to access/ accessible/ availability	6% _{km}	6%	6%	6%	5%	4%	7% _f	9% _{abdef}	7% _j	5%	7%	7% _{mn}	2%	3%	6%	3%	5%	5%	14% _{ar}	18%
Easy to use	44	33	11	28	20	14	25	15	23	18	24	29	5	6	35	3	3	34	4	2
Easy (no detail)	3%	3%	2%	3%	2%	2%	3%	4%	3%	2%	4%	3%	1%	2%	3%	1%	3%	3%	5%	8%
Convenience/convenient	28	22	7	20	15	12	24	12	23	10	7	22	1	3	23	1	-	17	5	1
Good service/signal/ quality of picture (NET)	2%	2%	1%	2%	2%	2%	3%	3%	3% _j	1%	1%	2% _{km}	*	1%	2%	*	-	1%	6% _{ar}	5%
Good service	13	7	7	4	4	4	7	5	7	3	3	10	2	1	12	1	-	10	2	2
Good signal/quality of picture	1%	1%	1%	*	*	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	-	1%	2%	5%
Content/more content/ like content (NET)	11	5	6	5	1	1	4	4	4	5	4	6	1	-	5	2	2	6	2	-
Like the content	1%	*	1% _{ef}	*	*	*	1%	1% _{se}	1%	1%	1%	1%	*	*	1%	1%	2%	*	2%	-
Content/more content/ like content (NET)	27	14	12	13	10	11	10	6	10	9	4	14	4	8	17	4	6	19	3	1
Like the content	2% _{wy}	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	5% _{ao}	1%	4%	5%
Content/more content/ like content (NET)	16	8	8	7	5	7	6	2	8	5	3	10	2	4	10	2	3	13	2	-
Like the content	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3% _{ao}	1%	2%	-
Content/more content/ like content (NET)	11	6	5	6	5	4	4	4	2	4	1	4	2	4	7	2	2	6	1	1
Like the content	1% _{ky}	1%	1%	1%	1%	1%	*	1%	*	1%	*	*	1%	1%	1%	1%	2%	*	1%	5%
Content/more content/ like content (NET)	59	42	18	34	30	20	40	20	40	18	32	39	8	7	40	6	5	46	-	-
Like the content	4%	4%	3%	3%	4%	3%	5%	5%	5% _j	2%	6% _{aj}	4%	2%	2%	3%	3%	5%	4%	-	-
Like the content	24	15	9	10	9	8	14	5	15	10	17	12	4	6	20	1	-	21	-	-
Like the content	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	3% _{ea}	1%	1%	2%	2%	1%	-	2%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1664	899	224	398	772	796
Weighted Base	1665	846	245	443	762	797
EASY TO USE OR ACCESS (NET)	94	48	22	23	56	35
	6% ^m	6%	9%	5%	7% ^y	4%
Easy to access/ accessible/ availability	44	22	13	9	27	16
	3%	3%	5% ^{law}	2%	4%	2%
Easy to use	28	14	6	9	17	11
	2%	2%	2%	2%	2%	1%
Easy (no detail)	13	9	2	3	9	4
	1%	1%	1%	1%	1%	1%
Convenience/convenient	11	7	1	3	5	4
	1%	1%	1	1%	1%	1
GOOD SERVICE/SIGNAL/ QUALITY OF PICTURE (NET)	27	22	1	-	21	4
	2% ^{wy}	3% ^w	1%	-	3% ^y	1%
Good service	16	13	1	-	12	4
	1%	2% ^w	1%	-	2%	1%
Good signal/quality of picture	11	8	-	-	9	-
	1% ^y	1%	-	-	1% ^y	-
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	59	21	9	28	25	29
	4%	2%	4%	6% ^{au}	3%	4%
Like the content	24	9	4	11	10	12
	1%	1%	2%	2%	1%	2%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y

* small base; ** very small base (under 30) ineligible for sig testing

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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1664	1163	501	1003	869	711	755	341	686	804	535	830	358	367	1159	229	108	1305	87	27
Weighted Base	1665	1127	539	964	815	661	828	385	755	745	570	886	345	317	1168	220	105*	1304	82*	28**
More content	35	27	8	24	21	12	27	15	24	7	16	26	4	2	20	4	5	25	-	-
	2%	2%	2%	2%	3%	2%	3%	4%	3%	1%	3%	3%	1%	*	2%	2%	5%	2%	-	-
BETTER/INTERESTING PROGRAMMES (NET)	177	132	45	117	103	97	79	41	70	97	46	84	37	50	132	21	11	149	6	2
	11%	12%	8%	12%	13%	15%	10%	11%	9%	13%	8%	9%	11%	16%	11%	9%	10%	11%	7%	5%
Best/better programmes	27	25	3	23	19	19	17	6	15	17	4	15	4	7	24	2	-	25	1	-
	2%	2%	*	2%	2%	3%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	-	2%	2%	-
Interesting/(more) interesting programmes	19	16	4	13	13	11	4	4	5	12	6	5	7	7	10	4	1	13	-	-
	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	-	-
Entertaining/(more) entertaining programmes	24	6	18	4	4	5	16	10	17	2	15	21	*	1	19	3	-	19	2	2
	1%	1%	3%	*	*	1%	2%	3%	2%	*	3%	2%	*	*	2%	2%	-	1%	3%	5%
Like/enjoy the programmes	107	86	21	78	69	62	42	22	32	66	21	43	26	34	79	12	9	93	2	-
	6%	8%	4%	8%	8%	9%	5%	6%	4%	9%	4%	5%	8%	11%	7%	6%	9%	7%	3%	-
IPLAYER/CATCH UP (NET)	8	8	-	6	3	2	4	-	3	8	1	2	4	2	7	1	-	8	-	*
	*	1%	-	1%	*	*	*	-	*	1%	*	*	1%	1%	1%	*	-	1%	-	1%
I-player/catch up	8	8	-	6	3	2	4	-	3	8	1	2	4	2	7	1	-	8	-	*
	*	1%	-	1%	*	*	*	-	*	1%	*	*	1%	1%	1%	*	-	1%	-	1%
SERIES/BOXSETS (NET)	24	16	8	11	12	9	22	12	21	9	10	15	8	-	20	-	2	18	2	-
	1%	1%	1%	1%	2%	1%	3%	3%	3%	1%	2%	2%	2%	-	2%	-	1%	1%	2%	-
Series/I like the series	18	11	7	9	7	5	17	6	17	8	8	11	4	-	14	-	2	15	*	-
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	-	1%	-	1%	1%	*	-
Box sets/has good box sets	6	5	1	2	5	4	5	6	4	1	2	4	1	-	6	-	-	4	1	-
	*	*	*	*	1%	1%	1%	2%	1%	*	*	*	*	-	1%	-	-	*	2%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing
 Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1664	899	224	398	772	796
Weighted Base	1665	846	245	443	762	797
More content	35 2%	12 1%	5 2%	17 4%u	15 2%	17 2%
BETTER/INTERESTING PROGRAMMES (NET)	177 11%	111 13%vw	17 7%	36 8%	84 11%	83 10%
Best/better programmes	27 2%	18 2%	4 1%	6 1%	17 2%	10 1%
Interesting(more) interesting programmes	19 1%	10 1%	1 1%	3 1%	7 1%	11 1%
Entertaining(more) entertaining programmes	24 1%bde	12 1%	3 1%	10 2%	9 1%	12 1%
Like/enjoy the programmes	107 6%ck	73 9%vw	9 4%	18 4%	50 7%	51 6%
IPLAYER/CATCH UP (NET)	8 *	6 1%	2 1%	- -	6 1%	2 *
I-player/catch up	8 *	6 1%	2 1%	- -	6 1%	2 *
SERIES/BOXSETS (NET)	24 1%n	5 1%	11 4%au	8 2%u	10 1%	11 1%
Series/I like the series	18 1%	5 1%	7 3%u	7 1%	8 1%	8 1%
Box sets/has good box sets	6 *	- -	4 2%au	2 *	2 *	3 *

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1664	1163	501	1003	869	711	755	341	686	804	535	830	358	367	1159	229	108	1305	87	27
Weighted Base	1665	1127	539	964	815	661	828	385	755	745	570	886	345	317	1168	220	105*	1304	82*	28**
UNBIASED/TRUSTWORTHY/RELIABLE (NET)	47	46	1	46	37	36	20	9	12	40	5	7	15	24	42	2	2	45	-	-
	3%ckwy	4%c	*	5%acg	5%acg	6%acgh	2%c	2%c	2%	5%aik	1%	1%	4%l	8%al	4%	1%	2%	3%	-	-
Unbiased/less bias/impartial/balanced	17	17	-	17	14	16	9	2	7	15	1	2	8	7	15	-	2	16	-	-
	1%c	2%c	-	2%c	2%c	2%ach	1%c	*	1%	2%k	*	*	2%l	2%l	1%	-	2%	1%	-	-
Trusted/trustworthy	24	24	-	24	20	20	9	3	4	23	1	3	3	17	22	1	-	23	-	-
	1%ckw	2%c	-	2%c	2%c	3%acgh	1%c	1%	*	3%aik	*	*	1%	5%alm	2%	1%	-	2%	-	-
Reliable/more reliable	10	10	1	10	7	5	4	4	2	6	3	1	5	3	8	1	-	9	-	-
	1%	1%	*	1%	1%	1%	-	1%	*	1%	1%	*	1%l	1%l	1%	1%	-	1%	-	-
INFORMATIVE/EDUCATIONAL (NET)	44	26	18	23	13	13	25	11	19	23	36	20	13	4	30	5	1	35	3	-
	3%	2%	3%	2%	2%	2%	3%	3%	2%	3%	6%aj	2%	4%	1%	3%	2%	1%	3%	3%	-
Informative/educational	44	26	18	23	13	13	25	11	19	23	36	20	13	4	30	5	1	35	3	-
	3%	2%	3%	2%	2%	2%	3%	3%	2%	3%	6%aj	2%	4%	1%	3%	2%	1%	3%	3%	-
SPECIFIC TYPES OF PROGRAMMES (NET)	503	363	140	324	274	221	258	104	225	273	165	247	112	116	358	66	30	399	24	9
	30%	32%c	26%	34%ch	34%ch	33%c	31%	27%	30%	37%aik	29%	28%	33%	36%al	31%	30%	29%	31%	29%	30%
Current affairs	5	5	-	5	2	3	3	2	1	5	1	1	3	1	5	-	-	4	-	-
	*	*	-	1%	*	*	1%	*	*	1%	*	*	1%	*	*	-	-	*	-	-
Documentaries/like the documentaries	35	23	12	21	20	19	17	12	11	19	7	20	3	12	23	7	5	29	3	-
	2%	2%	2%	2%	3%	3%	2%	3%	1%	3%	1%	2%	1%	4%l	2%	3%	4%	2%	4%	-
Dramas/like the dramas	28	28	-	28	25	18	16	5	9	24	1	5	13	11	22	3	-	22	2	-
	2%ckw	3%c	-	3%c	3%ac	3%c	2%c	1%c	1%	3%aik	*	1%	4%al	3%l	2%	1%	-	2%	3%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1664	899	224	398	772	796
Weighted Base	1665	846	245	443	762	797
UNBIASED/TRUSTWORTHY/ RELIABLE (NET)	47	43	1	1	38	9
	3%ckhvy	5%avw	1%	*	5%ay	1%
Unbiased/less bias/ impartial/balanced	17	16	-	-	13	4
	1%c	2%vw	-	-	2%y	*
Trusted/trustworthy	24	22	-	1	19	5
	1%cklw	3%avw	-	*	3%y	1%
Reliable/more reliable	10	8	1	1	9	1
	1%	1%	1%	*	1%y	*
INFORMATIVE/EDUCATIONAL (NET)	44	12	9	19	24	17
	3%	1%	4%	4%u	3%	2%
Informative/ educational	44	12	9	19	24	17
	3%	1%	4%	4%u	3%	2%
SPECIFIC TYPES OF PROGRAMMES (NET)	503	255	81	124	230	244
	30%	30%	33%	28%	30%	31%
Current affairs	5	4	1	-	5	1
	*	*	1%	-	1%	*
Documentaries/like the documentaries	35	22	4	6	17	18
	2%	3%	2%	1%	2%	2%
Dramas/like the dramas	28	21	4	-	13	15
	2%cklw	2%w	2%w	-	2%	2%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y

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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1664	1163	501	1003	869	711	755	341	686	804	535	830	358	367	1159	229	108	1305	87	27
Weighted Base	1665	1127	539	964	815	661	828	385	755	745	570	886	345	317	1168	220	105*	1304	82*	28**
Movies/like the films	69	30	39	25	24	16	60	22	61	19	26	52	8	5	55	7	6	59	1	-
Nature/wildlife programmes	2	2	1	2	2	1	1	1	1	2	-	-	2	-	2	1	-	2	-	-
News/news is good	159	156	3	147	116	100	59	22	37	145	32	30	64	65	125	18	6	137	8	2
Quiz shows/like the quizzes	8	8	-	7	7	3	-	-	-	6	-	2	2	4	6	-	2	6	-	-
Videos/like the videos	11	7	4	5	4	3	8	4	8	3	10	8	-	-	7	-	-	9	1	-
Soaps/I like the soaps	48	47	*	44	47	35	10	1	5	36	4	6	14	27	26	10	3	33	1	-
Sport/like the sport	54	34	20	30	29	23	22	14	20	24	9	36	12	1	18	17	17	35	3	5
Weather	5	5	*	4	4	4	2	1	-	5	1	-	3	2	5	-	-	4	-	-
Music/like the music	86	37	50	30	16	16	56	22	56	15	60	64	7	4	68	4	1	69	2	2
Children's programmes/children like it	50	22	28	18	11	8	38	13	38	11	27	40	4	3	38	6	1	39	4	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1664	899	224	398	772	796
Weighted Base	1665	846	245	443	762	797
Movies/like the films	69 4%nu	19 2%	14 6%u	35 8%au	23 3%	39 5%
Nature/wildlife programmes	2 *	2 *	-	-	2 *	-
News/news is good	159 10%chik lw	126 15%avw	17 7%w	5 1%	96 13%ay	57 7%
Quiz shows/like the quizzes	8 *	6 1%	-	-	2 *	6 1%
Videos/like the videos	11 1%u	-	5 2%au	1%u	4 *	8 1%
Soaps/I like the soaps	48 3%cgjik hw	32 4%vw	2 1%	-	11 1%	35 4%x
Sport/like the sport	54 3%now	36 4%w	8 3%w	2 *	28 4%	25 3%
Weather	5 *	5 1%	-	-	4 1%	1 *
Music/like the music	86 5%bdeff mpu	16 2%	16 6%u	53 12%auv	38 5%	42 5%
Children's programmes/ children like it	50 3%effr	14 2%	12 5%u	24 5%au	16 2%	28 4%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service S (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1664	1163	501	1003	869	711	755	341	686	804	535	830	358	367	1159	229	108	1305	87	27
Weighted Base	1665	1127	539	964	815	661	828	385	755	745	570	886	345	317	1168	220	105*	1304	82*	28**
Mentions of specific programmes/my favourite programmes	24 1%	20 2%	4 1%	18 2%	18 2%	17 3% ^c	11 1%	8 2%	9 1%	13 2%	6 1%	11 1%	6 2%	7 2%	14 1%	4 2%	1 1%	18 1%	1 1%	- -
QUALITY (NET)	44	43	2	40	34	31	24	16	17	38	10	14	18	10	36	6	-	39	3	1
Quality of programmes	3% ^{cqv}	4% ^c	*	4% ^c	4% ^c	5% ^{ac}	3% ^c	4% ^c	2%	5% ^{aik}	2%	2%	5% ^{al}	3%	3%	3%	-	3%	3%	5%
Quality (no detail)	16 1% ^{co}	16 1% ^c	-	16 2% ^c	13 2% ^c	10 1% ^c	13 2% ^c	7 2% ^c	7 1%	16 2% ^{ak}	2 *	5 1%	6 2%	4 1%	14 1%	2 1%	-	15 1%	1 1%	-
VARIETY/CHOICE (NET)	387	276	111	220	197	149	230	109	220	151	142	255	62	37	252	66	29	304	19	10
Variety/choice of more programmes	23% ^{mn}	25%	21%	23%	24%	22%	28% ^{acdf}	28% ^c	29% ^{aj}	20%	25%	29% ^{amm}	18% ⁿ	12%	22%	30% ^{ao}	27%	23%	23%	37%
Variety/choice of more channels	63 4%	49 4%	14 3%	40 4%	37 4%	27 4%	40 5%	22 6% ^c	38 5%	32 4%	15 3%	36 4%	14 4%	9 3%	46 4%	8 3%	6 6%	54 4%	2 2%	1 8%
Variety/more choice (no detail)	229 14% ^{jmmu}	163 14%	66 12%	124 13%	111 14%	84 13%	148 18% ^{acde}	61 16%	144 19% ^{aj}	79 11%	89 16% ^j	169 19% ^{amm}	27 8% ⁿ	13 4%	151 13%	36 17%	17 16%	174 13%	15 19%	6 22%
Comprehensive/has everything	55 3%	32 3%	22 4%	29 3%	21 3%	18 3%	25 3%	16 4%	22 3%	22 3%	31 5% ^{aj}	30 3%	10 3%	8 2%	38 3%	6 3%	1 1%	42 3%	1 2%	* 1%
VALUE (NET)	88	50	38	40	26	16	35	11	37	28	42	50	14	13	64	9	6	69	5	*
	5% ^{ef}	4% ^f	7% ^{bd}	4% ^h	3%	2%	4% ^e	3%	5%	4%	7% ^j	6%	4%	4%	5%	4%	6%	5%	6%	1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q.3b Reason for ranking media provider 1st**Base: All who have used media providers in the last 12 months and value the most**

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1664	899	224	398	772	796
Weighted Base	1665	846	245	443	762	797
Mentions of specific programmes/my favourite programmes	24 1%	9 1%	5 2%	4 1%	7 1%	16 2%
QUALITY (NET)	44	36	7	1	37	7
Quality of programmes	3% ^{cwv}	4% ^{aw}	3% ^w	*	5% ^{ay}	1%
Quality (no detail)	2% ^{cw}	3% ^w	2% ^w	*	3% ^y	1%
	16 1% ^{cy}	14 2% ^w	2 1%	-	15 2% ^y	1 *
VARIETY/CHOICE (NET)	387	166	76	118	166	209
Variety/choice of more programmes	23% ^{mn}	20%	31% ^{au}	27% ^u	22%	26%
Variety/choice of more channels	63 4%	31 4%	8 3%	20 5%	26 3%	35 4%
Variety/more choice (no detail)	43 3% ^w	34 4% ^w	6 2% ^w	1 *	15 2%	29 4%
Comprehensive/has everything	229 14% ^{jmmu}	79 9%	53 21% ^{au}	79 18% ^{au}	95 12%	126 16%
	55 3%	23 3%	11 4%	18 4%	31 4%	21 3%
VALUE (NET)	88	43	6	35	35	43
	5% ^{ef}	5%	2%	8% ^w	5%	5%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y

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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service S (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1664	1163	501	1003	869	711	755	341	686	804	535	830	358	367	1159	229	108	1305	87	27
Weighted Base	1665	1127	539	964	815	661	828	385	755	745	570	886	345	317	1168	220	105*	1304	82*	28**
Good value/good deal	38	23	15	17	9	6	20	6	23	10	15	25	5	3	28	4	5	27	4	*
2%	2%	3%ef	2%	1%	1%	2%	2%	3%	3%	1%	3%	3%	2%	1%	2%	2%	5%	2%	5%	1%
It is free/costs nothing	43	22	21	19	14	7	13	5	12	14	26	21	6	11	31	3	1	34	1	-
3%fx	2%	4%bdefg	2%	2%	1%	2%	1%	2%	2%	5%aj	2%	2%	3%	3%	1%	1%	3%	3%	1%	-
Cost/I pay for it	7	5	2	5	2	3	3	1	1	4	1	4	3	-	5	2	*	7	-	-
*	*	*	1%	*	*	*	*	*	*	*	*	*	1%	-	*	1%	*	1%	-	-
WATCH THE MOST/HABIT/FAMILIAR (NET)	135	90	45	72	63	58	76	33	70	53	58	78	23	26	99	14	8	104	7	4
8%	8%	8%	8%	8%	8%	9%	9%	9%	9%	7%	10%	9%	7%	8%	9%	6%	7%	8%	9%	14%
Watch it the most/ everyday/used more	117	73	43	57	49	47	70	32	66	38	53	75	17	17	84	11	7	88	7	3
7%	7%	8%	6%	6%	7%	8%	8%	8%	9%	5%	9%	8%	5%	5%	7%	5%	6%	7%	9%	11%
Habit/familiar	19	17	2	16	15	12	7	2	3	16	5	3	6	9	15	3	1	17	-	1
1%w	2%	*	2%c	2%c	2%c	1%	*	2%i	*	2%i	1%	*	2%i	3%al	1%	1%	1%	1%	-	3%
GOOD/LIKE/THE BEST (NET)	50	29	21	25	22	19	23	8	21	19	9	24	10	15	37	6	2	41	2	-
3%	3%	4%	3%	3%	3%	3%	3%	2%	3%	2%	2%	3%	3%	5%	3%	3%	2%	3%	2%	-
Good/like it (no detail)	39	19	19	16	14	11	17	3	16	12	7	19	7	10	29	4	1	30	2	-
2%	2%	4%bdfh	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	3%	2%	2%	1%	2%	2%	-
The best/better than others	11	9	2	8	7	9	6	4	5	6	2	5	2	4	8	2	*	11	-	-
1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	-	-
Listen/use whilst travelling/use with different devices	18	12	6	10	3	3	9	3	10	6	12	10	2	2	15	-	-	11	2	-
1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	-	1%	1%	3%	-
Can record	19	17	2	13	16	8	11	3	9	8	2	9	5	1	12	4	1	15	1	1
1%	1%	*	1%	2%c	1%	1%	1%	1%	1%	1%	*	1%	2%	*	1%	2%	1%	1%	2%	2%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.3b Reason for ranking media provider 1st**Base: All who have used media providers in the last 12 months and value the most**

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1664	899	224	398	772	796
Weighted Base	1665	846	245	443	762	797
Good value/good deal	38 2%	21 2%	2 1%	13 3%	22 3%	15 2%
It is free/costs nothing	43 3%fx	16 2%	3 1%	21 5%auv	9 1%	25 3%x
Cost/I pay for it	7 *	6 1%	1 *	1 *	4 1%	3 *
WATCH THE MOST/HABIT/ FAMILIAR (NET)	135 8%	74 9%	16 7%	38 8%	60 8%	63 8%
Watch it the most/ everyday/used more	117 7%	57 7%	16 7%	38 8%	51 7%	56 7%
Habit/familiar	19 1%w	17 2%vw	- -	- -	9 1%	7 1%
GOOD/LIKE/THE BEST (NET)	50 3%	24 3%	8 3%	14 3%	20 3%	26 3%
Good/like it (no detail)	39 2%	18 2%	8 3%	10 2%	15 2%	20 2%
The best/better than others	11 1%	7 1%	1 *	4 1%	5 1%	7 1%
Listen/use whilst travelling/use with different devices	18 1%	6 1%	3 1%	9 2%	10 1%	8 1%
Can record	19 1%	13 2%	1 *	4 1%	9 1%	10 1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y

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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1664	1163	501	1003	869	711	755	341	686	804	535	830	358	367	1159	229	108	1305	87	27
Weighted Base	1665	1127	539	964	815	661	828	385	755	745	570	886	345	317	1168	220	105*	1304	82*	28**
Radio/like the radio	14	14	-	14	12	10	4	3	3	14	*	5	5	4	8	4	1	12	1	*
1%	1%	1% ^c	-	1%	1%	1%	*	1%	*	2% ^{aik}	*	1%	1%	1%	1%	2%	1%	1%	1%	1%
YouTube/like/can access YouTube	19	2	17	1	-	1	3	1	3	-	19	19	-	-	17	1	1	19	-	-
1% ^{bdef}	*	*	3% ^{abdef}	*	-	*	*	*	*	-	3% ^{aj}	2% ^{mn}	-	-	1%	*	1%	1%	-	-
Can access the channels I want/like	23	14	9	12	9	7	9	5	7	9	11	18	*	3	14	2	6	19	1	1
1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2% ^m	*	1%	1%	5% ^{aop}	1%	1%	1%	5%
For family/all ages/ everyone	9	4	4	3	3	2	7	5	7	1	6	4	2	-	6	-	1	6	2	-
1%	*	1%	*	*	*	*	1%	1%	1%	*	1% ^j	*	1%	-	*	-	1%	*	2%	-
Factual	6	6	-	4	3	3	2	3	1	6	3	3	2	1	5	1	-	5	-	1
*	1%	-	*	*	1%	*	1%	1%	*	1%	*	*	1%	*	*	*	-	*	-	3%
No adverts	44	42	2	40	39	38	16	8	12	39	5	15	13	15	34	7	-	39	1	*
3% ^{ckw}	4% ^{cg}	*	4% ^{cg}	5% ^{aogh}	6% ^{aogh}	2% ^c	2% ^c	2%	2%	5% ^{aik}	1%	2%	4% ^l	5% ^{al}	3%	3%	-	3%	1%	1%
Up to date	11	5	6	4	4	2	10	4	11	1	5	10	-	-	9	-	1	8	2	-
1%	*	1%	*	*	*	1%	1%	1%	1% ^j	*	1%	1%	-	-	1%	-	1%	1%	2%	-
No choice/ho other (accessible) provider	11	3	9	2	-	-	2	2	1	-	3	2	2	7	9	2	*	6	-	-
1% ^{ef}	*	2% ^{bdefg}	*	*	*	*	*	*	*	-	*	*	1%	2% ^{al}	1%	1%	*	*	-	-
Other answers	94	71	23	65	43	42	33	16	34	52	30	50	21	18	75	11	4	79	3	3
6%	6% ^g	4%	7% ^g	5%	6%	7% ^g	4%	4%	4%	7%	5%	6%	6%	6%	6%	5%	4%	6%	4%	10%
Don't watch a lot of TV/ do not like TV	6	2	4	1	-	1	3	1	4	1	2	4	2	-	5	-	-	5	-	-
*	*	1% ^e	*	*	-	*	*	*	1%	*	*	*	1%	-	*	-	-	*	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1664	899	224	398	772	796
Weighted Base	1665	846	245	443	762	797
Radio/like the radio	14 1%	12 1%w	2 1%	-	10 1%y	2 *
YouTube/like/can access YouTube	19 1%bdef	2 *	-	17 4%auv	5 1%	5 1%
Can access the channels I want/like	23 1%	12 1%	5 2%	6 1%	5 1%	15 2%x
For family/all ages/everyone	9 1%	3 *	2 1%	4 1%	3 *	6 1%
Factual	6 *	5 1%	-	1 *	4 1%	2 *
No adverts	44 3%ckw	29 3%w	7 3%	4 1%	26 3%	17 2%
Up to date	11 1%	3 *	2 1%	6 1%	5 1%	6 1%
No choice/no other (accessible) provider	11 1%ef	4 1%	-	2 *	5 1%	5 1%
Other answers	94 6%	60 7%	9 4%	19 4%	50 7%	40 5%
Don't watch a lot of TV/ do not like TV	6 *	1 *	2 1%	3 1%	5 1%	2 *

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	1664	1163	501	1003	869	711	755	341	686	804	535	830	358	367	1159	229	108	1305	87	27
Weighted Base	1665	1127	539	964	815	661	828	385	755	745	570	886	345	317	1168	220	105*	1304	82*	28**
No reason/don't know	90	32	59	24	17	13	28	12	25	21	19	45	25	15	60	17	5	63	7	-
	5% ij	3% bdefg	11% abdefg	2% gh	2% gh	2% gh	3% gh	3% gh	3% gh	3% gh	3% gh	5% gh	7% gh	5% gh	5% gh	8% gh	5% gh	5% gh	9% gh	- gh

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/min - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE		
	Total (a)	Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1664	899	224	398	772	796
Weighted Base	1665	846	245	443	762	797
No reason/don't know	90	45	11	22	29	47
	5% ^{bdefg}	5%	4%	5%	4%	6%
	ii					

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a1/j/k - a11/min - a1o/p/q - a1r/s/t - a1u/v/w - a1x/y

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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Q.3A Media provider ranked the most valuable															
	Total (a)	BBC services (b)	ITV services (c)	Channel 4 services (d)	Channel 5 services (e)	Freeview/ Youview (f)	Netflix (g)	Amazon Prime Video (h)	Disney + (i)	Apple TV + (j)	Sky (k)	Virgin TV (l)	Spotify (m)	Apple Music/ Apple Podcasts (n)	YouTube (o)	None (p)
Unweighted Base	1664	402	136	18	21	131	275	27	3	3	279	59	72	9	229	-
Weighted Base	1665	354	124	17**	19**	117	314	34**	4**	3**	286	60*	73*	9**	249	-**
EASY TO USE OR ACCESS (NET)	94	6	1	-	-	12	28	3	-	-	18	3	6	1	15	-
	6%bc	2%	1%	-	-	10%bc	9%abc	9%	-	-	6%bc	5%	8%bc	15%	6%bc	-
Easy to access/ accessible/ availability	44	3	-	-	-	6	11	1	-	-	7	2	2	-	12	-
	3%	1%	-	-	-	5%bc	3%b	4%	-	-	3%	3%	3%	-	5%bc	-
Easy to use	28	-	1	-	-	4	13	-	-	-	4	-	3	1	1	-
	2%b	-	1%	-	-	4%bo	4%abo	-	-	-	1%b	-	5%bo	15%	*	-
Easy (no detail)	13	-	-	-	-	1	4	-	-	-	5	1	-	-	2	-
	1%	-	-	-	-	1%	1%b	-	-	-	2%b	2%b	-	-	1%	-
Convenience/convenient	11	3	-	-	-	1	2	2	-	-	3	-	-	-	1	-
	1%	1%	-	-	-	1%	*	5%	-	-	1%	-	-	-	*	-
GOOD SERVICE/SIGNAL/ QUALITY OF PICTURE (NET)	27	2	1	1	2	1	3	-	-	2	10	5	-	-	-	-
	2%	1%	1%	6%	8%	1%	1%	-	-	45%	4%abo	8%abcfmno	-	-	-	-
Good service	16	1	1	1	2	1	2	-	-	1	4	3	-	-	4	-
	1%	*	1%	6%	8%	1%	1%	-	-	17%	1%	4%abgo	-	-	-	-
Good signal/quality of picture	11	1	-	-	-	-	1	-	-	1	6	2	-	-	-	-
	1%	*	-	-	-	-	*	-	-	28%	2%abo	4%abgo	-	-	-	-
CONTENT/MORE CONTENT/ LIKE CONTENT (NET)	59	7	1	1	-	5	17	1	-	-	5	-	-	-	22	-
	4%	2%	*	6%	-	4%	5%bck	4%	-	-	2%	-	-	-	9%abcklm	-
Like the content	24	6	1	1	-	6	-	-	-	-	8	-	-	-	9	-
	1%	2%k	*	6%	-	-	2%k	-	-	-	-	-	-	-	4%afk	-
More content	35	1	-	-	-	5	9	1	-	-	5	-	-	-	13	-
	2%b	*	-	-	-	4%bc	3%b	4%	-	-	2%	-	-	-	5%abok	-
BETTER/INTERESTING PROGRAMMES (NET)	177	44	29	7	4	9	34	3	-	-	25	2	3	-	18	-
	11%	12%l	23%abifkl mo	40%	22%	8%	11%	7%	-	-	9%	3%	4%	-	7%	-
Best/better programmes	27	6	3	2	1	3	8	-	-	-	4	*	-	-	1	-
	2%	2%	3%	11%	5%	2%	2%	-	-	-	1%	1%	-	-	*	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p

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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Q.3A Media provider ranked the most valuable															
	Total (a)	BBC services (b)	ITV services (c)	Channel 4 services (d)	Channel 5 services (e)	Freeview/ Youview (f)	Netflix (g)	Amazon Prime Video (h)	Disney + (i)	Apple TV + (j)	Sky (k)	Virgin TV (l)	Spotify (m)	Apple Music/ Apple Podcasts (n)	YouTube (o)	None (p)
Unweighted Base	1664	402	136	18	21	131	275	27	3	3	279	59	72	9	229	-
Weighted Base	1665	354	124	17**	19**	117	314	34**	4**	3**	286	60*	73*	9**	249	**
Interesting (more) interesting programmes	19 1%	4 1%	3 2%g	1 6%	2 8%	3 2%g	1 *	1 4%	-	-	1 *	-	-	-	4 1%	-
Entertaining (more) entertaining programmes	24 1%b	* -	- -	- -	- -	1 1%	10 3%b	- -	- -	- -	3 1%	1 1%	3 4%bc	-	6 3%b	-
Like/enjoy the programmes	107 6% <i>m</i>	33 9% <i>fglmo</i>	23 18% <i>abfgklmo</i>	4 24%	2 8%	3 3%	16 5%	1 3%	-	-	16 6%	1 1%	-	-	8 3%	-
IPLAYER/CATCH UP (NET)	8 *	7 2% <i>ago</i>	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-
I-player/catch up	8 *	7 2% <i>ago</i>	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-
SERIES/BOXSETS (NET)	24 1%	1 *	-	-	-	-	18 6% <i>abcfko</i>	4 11%	-	-	2 1%	-	-	-	-	-
Series/I like the series	18 1%	1 *	-	-	-	-	14 4% <i>abcfko</i>	2 4%	-	-	2 1%	-	-	-	-	-
Box sets/has good box sets	6 *	-	-	-	-	-	4 1%	2 7%	-	-	-	-	-	-	-	-
UNBIASED/TRUSTWORTHY/RELIABLE (NET)	47 3% <i>gko</i>	31 9% <i>afgkmo</i>	7 6% <i>gko</i>	2 11%	1 5%	2 1%	-	-	-	-	1 *	4 6% <i>gko</i>	-	-	-	-
Unbiased/less bias/ impartial/balanced	17 1%	12 3% <i>agko</i>	5 4% <i>afko</i>	-	-	-	-	-	-	-	-	-	-	-	-	-
Trusted/trustworthy	24 1%	18 5% <i>agko</i>	2 2% <i>gk</i>	2 11%	1 5%	2 1%	-	-	-	-	-	-	-	-	-	-
Reliable/more reliable	10 1%	6 2% <i>g</i>	-	-	-	-	-	-	-	-	1 *	4 6% <i>acfgko</i>	-	-	-	-
INFORMATIVE/EDUCATIONAL (NET)	44 3% <i>gk</i>	10 3% <i>gk</i>	2 2% <i>g</i>	-	-	1 1%	-	2 4%	-	-	2 1%	-	-	-	28 11% <i>abcfgklm</i>	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
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Q.3b Reason for ranking media provider 1st

Base: All who have used media providers in the last 12 months and value the most

	Q.3A Media provider ranked the most valuable															
	Total (a)	BBC services (b)	ITV services (c)	Channel 4 services (d)	Channel 5 services (e)	Freeview/ Youview (f)	Netflix (g)	Amazon Prime Video (h)	Disney + (i)	Apple TV + (j)	Sky (k)	Virgin TV (l)	Spotify (m)	Apple Music/ Apple Podcasts (n)	YouTube (o)	None (p)
Unweighted Base	1664	402	136	18	21	131	275	27	3	3	279	59	72	9	229	-
Weighted Base	1665	354	124	17**	19**	117	314	34**	4**	3**	286	60*	73*	9**	249	-**
Informative/ educational	44	10	2	-	-	1	-	2	-	-	2	-	-	-	28	-
	3%gk	3%gk	2%g	-	-	1%	-	4%	-	-	1%	-	-	-	11%abcfgklm	-
SPECIFIC TYPES OF PROGRAMMES (NET)	503	156	62	5	6	12	80	6	2	-	63	3	52	8	47	-
	30%klo	44%afgklo	50%afgklo	31%	34%	10%	25%fl	19%	61%	-	22%fl	5%	71%abcfgklo	85%	19%l	-
Current affairs	5	3	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
Documentaries/like the documentaries	35	17	1	1	-	2	6	-	-	-	7	-	-	-	2	-
	2%	5%aco	1%	7%	-	2%	2%	-	-	-	2%	-	-	-	1%	-
Dramas/like the dramas	28	18	8	-	-	2	1	-	-	-	-	-	-	-	-	-
	2%k	5%agko	6%agkmo	-	-	1%	*	-	-	-	-	-	-	-	-	-
Movies/like the films	69	-	-	1	*	4	49	3	-	-	11	-	-	-	2	-
	4%bco	-	-	9%	2%	3%b	15%abcklm	9%	-	-	4%bco	-	-	-	1%	-
Nature/wildlife programmes	2	2	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
News/news is good	159	128	18	2	-	2	-	-	-	-	7	-	1	-	2	-
	10%fgkmo	36%acfgklmo	14%fgkmo	11%	-	2%g	-	-	-	-	2%g	-	2%g	-	1%	-
Quiz shows/like the quizzes	8	4	3	-	-	2	-	-	-	-	-	-	-	-	-	-
	*	1%	2%agko	-	-	1%	-	-	-	-	-	-	-	-	-	-
Videos/like the videos	11	-	-	-	-	-	-	1	-	-	-	-	-	-	10	-
	1%	-	-	-	-	-	-	4%	-	-	-	-	-	-	4%abcfgk	-
Soaps/I like the soaps	48	2	38	-	6	1	-	-	-	-	-	-	-	-	-	-
	3%bgo	1%	31%abfgklm	-	31%	1%	-	-	-	-	-	-	-	-	-	-
Sport/like the sport	54	6	*	-	-	-	-	-	-	-	45	3	-	-	1	-
	3%go	2%g	*	-	-	-	-	-	-	-	16%abcfqjm	4%fgo	-	-	*	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Q.3A Media provider ranked the most valuable															
	Total (a)	BBC services (b)	ITV services (c)	Channel 4 services (d)	Channel 5 services (e)	Freeview/ Youview (f)	Netflix (g)	Amazon Prime Video (h)	Disney + (i)	Apple TV + (j)	Sky (k)	Virgin TV (l)	Spotify (m)	Apple Music/ Apple Podcasts (n)	YouTube (o)	None (p)
Unweighted Base	1664	402	136	18	21	131	275	27	3	3	279	59	72	9	229	-
Weighted Base	1665	354	124	17**	19**	117	314	34**	4**	3**	286	60*	73*	9**	249	-**
Weather	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Music/like the music	86	3	-	-	-	-	-	-	-	1	-	-	51	8	23	-
	5%bcdgk	1%	-	-	-	-	-	-	-	*	-	-	69%abcfjk lo	85%	9%abcfjkl	-
Children's programmes/ children like it	50	4	-	-	-	-	26	2	2	-	3	1	2	-	10	-
	3%	1%	-	-	-	-	8%abcfk	6%	61%	-	1%	1%	2%	-	4%bcf	-
Mentions of specific programmes/my favourite programmes	24	4	9	1	1	1	5	-	-	-	1	-	-	-	2	-
	1%	1%	7%abfgklm o	4%	4%	1%	2%	-	-	-	*	-	-	-	1%	-
QUALITY (NET)	44	35	*	-	-	-	2	-	-	-	5	1	-	-	1	-
	3%g	10%acfgklm o	*	-	-	-	1%	-	-	-	2%	1%	-	-	1%	-
Quality of programmes	28	22	*	-	-	-	1	-	-	-	3	1	-	-	1	-
	2%	6%acfgkmo	*	-	-	-	*	-	-	-	1%	1%	-	-	1%	-
Quality (no detail)	16	14	-	-	-	-	1	-	-	-	2	-	-	-	-	-
	1%	4%acfgko	-	-	-	-	*	-	-	-	1%	-	-	-	-	-
VARIETY/CHOICE (NET)	387	35	12	2	2	39	104	9	2	-	92	16	6	1	67	-
	23%bcm	10%	9%	15%	8%	34%abcm	33%abcm	28%	39%	-	32%abcm	26%bcm	8%	15%	27%bcm	-
Variety/choice of more programmes	63	12	5	-	1	5	21	2	-	-	11	1	-	-	7	-
	4%	3%	4%	-	3%	4%	7%im	5%	-	-	4%	2%	-	-	3%	-
Variety/choice of more channels	43	-	1	-	-	14	-	-	-	-	23	5	-	-	-	-
	3%bgo	-	1%	-	-	12%abcmgo	-	-	-	-	8%abcmgo	9%abcmgo	-	-	-	-
Variety/more choice (no detail)	229	17	6	2	1	17	79	8	2	-	48	8	5	1	35	-
	14%bc	5%	5%	15%	5%	15%bc	25%abcfkm o	23%	39%	-	17%bcm	13%b	7%	15%	14%bc	-
Comprehensive/has everything	55	6	*	-	-	3	4	-	-	-	13	2	1	-	26	-
	3%	2%	*	-	-	3%	1%	-	-	-	4%cg	3%	1%	-	10%abcfkml	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p
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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Q.3A Media provider ranked the most valuable															
	Total (a)	BBC services (b)	ITV services (c)	Channel 4 services (d)	Channel 5 services (e)	Freeview/ Youview (f)	Netflix (g)	Amazon Prime Video (h)	Disney + (i)	Apple TV + (j)	Sky (k)	Virgin TV (l)	Spotify (m)	Apple Music/ Apple Podcasts (n)	YouTube (o)	None (p)
Unweighted Base	1664	402	136	18	21	131	275	27	3	3	279	59	72	9	229	-
Weighted Base	1665	354	124	17**	19**	117	314	34**	4**	3**	286	60*	73*	9**	249	-**
VALUE (NET)	88	3	1	-	-	22	18	1	2	-	14	4	-	-	24	-
	5%bc	1%	1%	-	-	19%abogklm	6%bc	2%	30%	-	5%b	7%bcm	-	-	10%abckm	-
Good value/good deal	38	1	1	-	-	3	17	1	2	-	9	4	-	-	1	-
	2%b	*	1%	-	-	2%b	5%abco	2%	39%	-	3%bo	7%abcmo	-	-	-	-
It is free/costs nothing	43	1	-	-	-	20	-	-	-	-	-	-	-	-	23	-
	3%bkg	*	-	-	-	17%abogklm	-	-	-	-	-	-	-	-	9%abogklm	-
Cost/I pay for it	7	1	-	-	-	1	-	-	-	-	5	-	-	-	-	-
	*	*	-	-	-	*	-	-	-	-	2%a	-	-	-	-	-
WATCH THE MOST/HABIT/ FAMILIAR (NET)	135	20	3	-	-	10	20	2	-	-	45	5	13	-	16	-
	8%c	6%	3%	-	-	9%	6%	5%	-	-	16%abgo	9%	17%abgo	-	6%	-
Watch it the most/ everyday/used more	117	11	3	-	-	10	20	2	-	-	38	4	13	-	16	-
	7%b	3%	3%	-	-	9%b	6%	5%	-	-	13%abgo	7%	17%abgo	-	6%	-
Habit/familiar	19	10	-	-	-	-	-	-	-	-	7	2	-	-	-	-
	1%	3%ago	-	-	-	-	-	-	-	-	2%go	2%go	-	-	-	-
GOOD/LIKE/THE BEST (NET)	50	10	6	-	4	6	11	1	-	-	2	3	3	-	5	-
	3%k	3%	5%k	-	21%	5%k	4%k	2%	-	-	1%	5%k	4%k	-	2%	-
Good/like it (no detail)	39	7	4	-	4	3	8	1	-	-	2	3	2	-	4	-
	2%	2%	3%	-	21%	3%	2%	2%	-	-	1%	5%k	3%	-	2%	-
The best/better than others	11	3	1	-	-	3	3	-	-	-	-	-	1	-	1	-
		1%	1%	-	-	2%k	1%	-	-	-	-	-	1%	-	*	-
Listen/use whilst travelling/use with different devices	18	4	-	-	-	-	1	-	-	-	-	-	5	1	6	-
	1%	1%	-	-	-	-	*	-	-	-	-	-	6%abcfjk	15%	2%k	-
Can record	19	4	-	-	1	2	1	-	-	-	8	2	-	-	1	-
	1%	1%	-	-	5%	2%	*	-	-	-	3%go	3%	-	-	*	-
Radio/like the radio	14	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	4%adfgko	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p
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Q.3b Reason for ranking media provider 1st
Base: All who have used media providers in the last 12 months and value the most

	Q.3A Media provider ranked the most valuable															
	Total (a)	BBC services (b)	ITV services (c)	Channel 4 services (d)	Channel 5 services (e)	Freeview/ Youview (f)	Netflix (g)	Amazon Prime Video (h)	Disney + (i)	Apple TV + (j)	Sky (k)	Virgin TV (l)	Spotify (m)	Apple Music/ Apple Podcasts (n)	YouTube (o)	None (p)
Unweighted Base	1664	402	136	18	21	131	275	27	3	3	279	59	72	9	229	-
Weighted Base	1665	354	124	17**	19**	117	314	34**	4**	3**	286	60*	73*	9**	249	-**
YouTube/i like/can access YouTube	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	19 8%abdfgklm	-
Can access the channels I want/like	23 1%	1	-	1	*	2	4	-	-	-	8	1	-	-	6 2%b	-
For family/all ages/ everyone	9 1%	-	-	-	-	-	6	-	-	-	3	-	-	-	-	-
Factual	6	5	-	-	-	-	-	-	-	-	-	-	-	-	1	-
No adverts	* 3%ko	1%a 36 10%acdfakm o	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to date	11 1%	-	-	-	-	-	4	-	-	-	1	-	2	-	3 1%b	-
No choice/ho other (accessible) provider	11 1%	-	-	-	-	5	-	1	-	-	5	-	-	-	1	-
Other answers	94 6%	31 9%ak	7 5%	2 10%	-	4 3%	16 5%	1 4%	-	-	11 4%	3 5%	3 4%	-	17 7%	-
Don't watch a lot of TV/ do not like TV	6 *	-	-	-	-	2 1%b	2 1%	-	-	-	-	1 2%abko	1 2%bk	-	-	-
No reason/don't know	90 5%	15 4%	4 3%	2 10%	-	6 5%	12 4%	3 10%	-	2 55%	19 7%km	14 22%abdfgklm o	-	-	13 5%	-

Fieldwork: 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p
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Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
1-10%	556	287	269	121	175	184	76	40	81	175	112	72	47	15	14	94	178	129	154
	30%gmmo	32%	28%	47%afg	51%afg	32%g	11%	50%akmm	45%almmo	51%aklmm	37%almmo	27%kmno	15%kn	9%	9%	26%	31%	33%	29%
11-20%	176	84	93	28	38	69	41	8	21	38	44	25	23	11	8	30	61	35	50
	10%gno	9%	10%	11%g	11%g	12%g	6%	10%	12%no	11%no	14%amno	9%	7%	5%	5%	8%	11%	9%	9%
21-30%	237	116	121	31	43	82	81	9	22	43	47	35	53	16	12	60	67	48	62
	13%no	13%	13%	12%	13%	14%	12%	11%	12%	13%	15%no	13%	17%no	8%	7%	17%se	12%	12%	12%
31-40%	88	38	50	7	15	25	41	2	4	15	11	14	19	15	7	18	32	17	21
	5%	4%	5%	3%	4%	4%	6%ld	3%	2%	4%	4%	5%	6%	8%ij	4%	5%	6%	4%	4%
41-50%	197	99	98	18	15	76	87	5	13	15	32	45	37	30	21	39	63	45	49
	11%ej	11%	10%	7%	4%	13%de	13%de	6%	7%	4%	10%j	17%ahjk	12%j	15%ahij	13%j	11%	11%	11%	9%
51-60%	98	46	52	2	3	27	66	1	1	3	6	21	33	21	12	20	26	24	28
	5%dejk	5%	5%	1%	1%	5%de	10%adef	2%	1%	1%	2%	8%ijk	10%ahijk	11%ahijk	8%ijk	6%	5%	6%	5%
61-70%	103	38	65	1	4	27	71	1	-	4	14	13	28	25	18	32	31	13	28
	6%deij	4%	7%b	-	1%	5%de	11%adef	1%	-	1%	5%ij	5%ij	9%ahij	13%ahijk	11%ahij	9%ar	6%	3%	5%
71-80%	92	37	55	7	3	11	70	-	7	3	11	8	25	26	19	20	28	16	28
	5%efjk	4%	6%	3%	1%	2%	10%adef	-	4%jk	1%	1%	3%	8%hjkl	13%ahijk	12%ahij	6%	5%	4%	5%
81-90%	62	30	32	-	2	13	47	-	-	2	4	9	20	11	16	18	18	8	17
	3%deij	3%	3%	-	1%	2%ld	7%adef	-	-	1%	1%	4%ij	6%ahijk	6%hijk	10%ahij	5%	3%	2%	3%
91-100%	104	39	65	6	7	17	75	1	4	7	9	8	20	34	7	22	23	53	
	6%deip	4%	7%b	2%	2%	3%	11%adef	2%	2%	2%	3%	3%	7%j	10%ahijk	2%	4%	6%p	10%apqr	
SUMMARY CODES																			
LOW	970	487	483	180	257	335	198	56	123	257	203	133	123	41	34	185	306	213	267
	52%gmmo	55%	50%	70%afg	74%afg	59%ag	29%	71%almmo	69%almmo	74%almmo	66%almmo	50%mmo	39%no	21%	21%	51%	54%	54%	50%
MEDIUM	383	183	200	27	33	128	195	9	19	33	49	79	89	66	40	78	121	86	98
	21%dehij	21%	21%	11%	9%	22%de	29%adef	11%	10%	9%	16%j	30%ahijk	28%ahijk	34%ahijk	24%hij	22%	21%	22%	18%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base
 Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base 1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base 1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
HIGH 361	144	217	14	17	68	263	2	11	17	29	39	93	83	87	77	99	59	126
20%dehijk	16%	23%b	5%	5%	12%de	39%adef	3%	6%	5%	10%j	15%hij	30%ahijk	42%ahijk	53%ahijkmn	21%	17%	15%	24%aqr
Not watched in last month 137	77	60	37	41	41	18	12	25	41	24	16	9	6	3	21	43	32	41
7%gmno	9%	6%	14%afg	12%afg	7%g	3%	15%almno	14%almno	12%almno	8%imno	6%no	3%	3%	2%	6%	8%	8%	8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - ah/ij/kl/mn/o - a/p/q/r/s
 * small base

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Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
1-10%	556	273	283	255	83	38	71	110	221	159	104	335
30%#		29%	31%	34%f	35%f	9%	50%adefh	36%f	44%al	45%al	42%al	25%
11-20%	176	91	86	85	21	24	16	31	61	43	26	115
10%f		10%	9%	11%f	9%	6%	12%f	10%f	12%j	12%	10%	9%
21-30%	237	127	110	106	32	41	17	42	72	53	38	165
13%		14%	12%	14%f	13%	10%	12%	14%	14%	15%	15%	12%
31-40%	88	50	38	32	10	27	6	13	25	19	8	63
5%		5%	4%	4%	4%	6%	4%	4%	5%	5%	3%	5%
41-50%	197	102	94	76	27	57	3	34	38	26	19	159
11%g		11%	10%	10%g	11%g	14%g	2%	11%g	7%	7%	8%	12%j
51-60%	98	46	52	31	16	41	-	10	15	10	12	83
5%g		5%	6%	4%g	7%g	10%adgh	-	3%	3%	3%	5%	6%j
61-70%	103	63	41	29	18	44	-	12	18	6	13	86
6%g		7%g	4%	4%g	7%g	10%adgh	-	4%g	4%	2%	5%j	6%j
71-80%	92	48	43	21	6	51	1	12	8	4	7	83
5%dj		5%	3%	3%	3%	12%adegh	1%	4%	2%	1%	3%	6%j
81-90%	62	36	26	20	7	28	-	6	7	5	2	55
3%gi		4%	3%	3%	3%	7%adgh	-	2%	1%	2%	1%	4%jk
91-100%	104	28	76	16	5	63	2	19	8	6	3	96
6%bdgij		3%	8%ab	2%	2%	15%adegh	1%	6%deg	2%	2%	1%	7%jk
jk												
SUMMARY CODES												
LOW	970	490	480	445	135	103	104	182	355	254	169	615
52%#		53%	52%	60%af	57%f	24%	74%adefh	60%af	70%al	72%al	68%al	46%
MEDIUM	383	198	184	139	53	125	9	57	77	55	39	305
21%gij		21%	20%	19%g	22%g	29%adgh	6%	19%g	15%	15%	16%	23%jk
HIGH	361	176	186	88	36	186	3	49	41	22	25	321
20%dgij		19%	20%	12%g	15%g	44%adegh	2%	16%g	8%	6%	10%	24%ajk
k												

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

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Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

Total (a)	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD			
	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base 1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base 1851	928	923	743	238	424	141	305	507	354	249	1344
Not watched in last month 137	64	73	71	14	10	24	17	33	24	17	104
	7% 7% 7%	8% 8% 8%	10% 10% 10%	6% 6% 6%	2% 2% 2%	17% 17% 17%	adeh adeh adeh	6% 6% 6%	7% 7% 7%	7% 7% 7%	8% 8% 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

	INTERNET ACCESS			TV PLATFORM				
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	996	677
1-10%	556	537	19	207	122	28	295	133
	30%cen	32%c	11%	30%eh	19%	26%	30%eh	20%
11-20%	176	173	3	94	46	12	128	51
	10%c	10%c	2%	14%aeh	7%	12%	13%aeh	8%
21-30%	237	222	15	118	60	7	156	69
	13%a	13%	9%	17%aefh	10%	7%	16%efh	10%
31-40%	88	77	11	31	46	3	42	49
	5%	5%	6%	5%	7%adg	3%	4%	7%adg
41-50%	197	172	24	77	90	9	111	94
	11%	10%	14%	11%	14%a	9%	11%	14%a
51-60%	98	88	10	36	42	9	60	44
	5%	5%	6%	5%	7%	8%	6%	7%
61-70%	103	89	14	35	51	8	52	56
	6%	5%	8%	5%	8%adg	8%	5%	8%adg
71-80%	92	75	17	35	46	8	51	49
	5%	4%	10%ab	5%	7%a	8%	5%	7%a
81-90%	62	47	15	12	39	6	21	40
	3%	3%	8%ab	2%	8%adg	6%dg	2%	6%adg
91-100%	104	62	42	16	63	8	27	66
	6%bdg	4%	24%ab	2%	10%adg	8%dg	3%	10%adg
SUMMARY CODES								
LOW	970	933	37	419	228	47	579	254
	52%cen	56%c	21%	60%aefh	36%	45%	58%aefh	36%
MEDIUM	383	338	45	145	178	21	213	187
	21%	20%	26%	21%	28%adg	20%	21%	28%adg
HIGH	361	274	88	99	200	31	152	211
	20%bdg	16%	51%ab	14%	32%adg	29%adg	15%	31%adg

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base 1851	1643	208	674	688	110	964	734
Weighted Base 1851	1677	174	696	626	105*	996	677
Not watched in last month 137 7%cd ^{eh}	133 8% ^c	4 2%	34 5%	20 3%	6 6%	53 5%	25 4%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (o)	Minority Ethnic (n)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3	
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**	
1-10%	556 30%j	21 32%	56 31%	44 34%j	43 29%	47 30%	63 31%	93 39%kaj	66 25%	35 21%	25 27%	53 34%j	10 23%	434 27%	109 44%an	3 15%	2 30%	1 33%	
11-20%	176 10%k	6 9%k	4 2%	11 8%k	12 8%k	18 12%k	18 9%k	34 7%k	25 12%k	8 15%kac	8 9%k	15 9%k	8 19%kacde	157 10%	18 8%	5 32%	-	-	
21-30%	237 13%	8 13%	18 10%	12 10%	27 19%kch	19 12%	32 16%h	21 9%	44 16%h	19 11%	9 10%	18 11%	9 22%kacdh	199 13%	38 16%	2 15%	2 26%	-	
31-40%	88 5%	4 6%	8 4%	9 7%ghj	10 8%ghj	12 8%ghj	4 2%	6 2%	13 5%	2 1%	9 9%ghj	8 5%	4 9%ghj	82 5%	6 3%	-	-	-	
41-50%	197 11%l	12 18%cdhl	34 19%kadehilm	9 7%	13 9%	15 9%	27 13%lm	20 8%	31 11%l	19 11%l	9 10%	7 4%	2 5%	173 11%	22 9%	2 11%	1 22%	-	
51-60%	98 5%	3 5%	5 3%	7 6%	8 5%	15 9%chi	8 4%	9 4%	10 4%	14 8%k	7 8%	8 5%	4 9%ch	91 6%o	6 2%	-	-	1 37%	
61-70%	103 6%o	1 1%	13 7%b	7 6%	10 7%	8 5%	13 6%	17 7%	13 5%	9 7%	6 5%	5 3%	2 4%	99 6%o	3 1%	-	-	-	
71-80%	92 5%o	4 7%	11 6%	9 7%	10 7%	8 5%	10 5%	11 5%	9 3%	6 4%	7 7%	4 3%	1 4%	85 5%o	3 1%	-	-	-	
81-90%	62 3%	4 6%h	6 3%	4 3%	3 2%	4 2%	5 2%	2 1%	9 3%	12 7%ah	3 3%	8 5%h	1 2%	58 4%o	2 1%	-	-	-	
91-100%	104 6%	3 4%	19 10%afilm	9 7%	10 7%	7 4%	12 6%	13 5%	9 3%	8 5%	8 8%	7 5%	1 2%	95 6%	9 4%	2 10%	1 -	1 31%	
SUMMARY CODES																			
LOW	970 52%k	35 53%	79 43%	67 52%	83 56%k	85 54%	114 56%k	132 55%k	144 54%k	79 47%	42 46%	86 54%k	27 63%kajk	790 50%	165 68%an	10 63%	3 56%	1 33%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
MEDIUM	383	19	46	26	30	42	38	35	55	35	25	23	9	346	34	2	1	1
HIGH	361	12	49	30	33	26	40	43	40	36	23	25	5	338	16	2	-	1
Not watched in last month	137	-	8	4	1	4	12	32	31	16	2	24	1	108	28	3	1	-
	7%bef	-	5%	4%	1%	3%	6%e	13%abc defgkm	11%abc defkm	10%bef	2%	15%abcdef gkm	3%	7%	11%n	17%	22%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
1-10%	556 30%bdef jmnop	240 21%def	316 46%abdef	169 17%	136 16%	96 14%	348 41%abde	156 40%abde	348 46%aj	80 11%	273 48%aj	556 57%amn	-	-	438 34%ap	39 16%	68 57%aop	483 34%a	39 44%a	22 70%
11-20%	176 10%cmnw	131 11%c	45 7%	108 11%c	96 11%c	78 12%c	113 13%ac	46 12%c	102 14%aj	67 9%	65 11%	176 18%amn	-	-	117 9%	30 12%	17 14%	128 9%	23 26%ar	5 16%
21-30%	237 13%cmnw	175 15%c	63 9%	161 16%ac	126 15%c	100 15%c	107 13%c	51 13%	87 12%	109 15%k	59 10%	237 24%amn	-	-	166 13%	45 18%a	20 17%	205 14%	13 14%	-
31-40%	86 5%lmw	67 6%c	21 3%	61 6%cg	51 6%cg	40 6%c	31 4%	13 3%	23 3%	56 8%aik	21 4%	-	88 22%aln	-	48 4%	38 15%aoq	1 1%	72 5%	7 8%	-
41-50%	197 11%ckd nqw	158 14%acg	39 6%	145 15%acgh	126 15%acgh	106 16%acgh	68 8%	39 10%c	51 7%	129 17%aik	36 6%	-	197 51%aln	-	112 9%q	74 30%aoq	-	154 11%	6 6%	-
51-60%	98 5%cklnq vw	78 7%cgh	20 3%	73 7%acgh	62 7%acgh	53 8%acgh	35 4%	13 3%	27 4%	66 9%aik	17 3%	-	98 26%aln	-	81 6%q	14 6%q	-	89 6%a	1 1%	-
61-70%	103 6%ckld mpqsvw	85 7%cgh	19 3%	76 8%acgh	67 8%acgh	60 9%acgh	23 3%	13 3%	16 2%	64 9%aik	17 3%	-	-	103 29%alm	101 8%apq	1 *	-	90 6%a	-	-
71-80%	92 5%ckld mpqsvw	75 6%cgh	17 2%	72 7%acgh	60 7%acgh	47 7%cgh	19 2%	11 3%	12 2%	63 8%aik	8 1%	-	-	92 25%alm	88 7%apq	-	-	78 5%a	-	-
81-90%	62 3%ckld mpqw	54 5%cgh	8 1%	49 5%cgh	46 5%acgh	39 6%acgh	13 2%	8 2%	5 1%	43 6%aik	4 1%	-	-	62 17%alm	58 5%pq	-	-	51 4%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
1-10%	556 30%bdef jnpux	117 12%	97 38%au	338 70%auv	180 22%	308 34%ax
11-20%	176 10%cmnw	70 7%	67 26%auw	28 6%	92 11%	81 9%
21-30%	237 13%cmnw	172 18%aw	47 18%aw	7 2%	119 15%	103 12%
31-40%	88 5%imn	66 7%aw	17 7%aw	-	54 7%y	31 3%
41-50%	197 11%ckl nqvw	146 16%avw	16 6%w	-	100 12%	87 10%
51-60%	98 5%ckhq vw	84 9%avw	3 1%w	-	62 8%ay	35 4%
61-70%	103 6%caik mpqsv w	94 10%avw	-	-	54 7%	47 5%
71-80%	92 5%cgkl mpqsvw	80 9%avw	-	-	51 6%y	33 4%
81-90%	62 3%caikl mpvw	52 6%avw	-	-	32 4%	26 3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
91-100%	104	72	32	66	61	51	5	-	3	57	5	-	-	104	54	-	-	52	-	-
	6%ghikl mpqrsww	6%gh	5%gh	7%gh	7%cgh	8%cgh	1%	-	-	8%ik	1%	-	-	29%alm	4%pq	-	-	4%	-	-
SUMMARY CODES																				
LOW	970	546	424	437	358	275	568	253	537	255	397	970	-	-	721	114	105	817	75	26
	52%bdef jmu	47%f	61%abde f	44%	43%	41%	67%abcd ef	64%abde f	71%aj	34%	70%aj	100%amn	-	-	57%ap	46%	87%aop	57%a	84%ar	86%
MEDIUM	383	303	79	279	240	199	134	65	101	251	73	-	383	-	241	127	1	316	14	-
	21%cgik lnqwyf	26%acgh	11%	28%acgh	29%acgh	25%acgh	16%c	17%c	13%	34%aik	13%	-	100%aln	-	19%q	51%aoq	1%	22%	15%	-
HIGH	361	286	76	263	233	197	60	32	36	228	34	-	-	361	301	1	-	271	-	-
	20%cohi klmpqvw	25%acgh	11%g	26%acgh	28%acgh	25%acgh	7%	8%	5%	31%aik	6%	-	-	100%alm	24%apq	*	-	19%a	-	-
Not watched in last month	137	25	112	16	9	6	80	42	81	10	67	-	-	-	10	9	14	19	1	4
	7%bdefj lmnoprs ux	2%	16%abdef gh	2%	1%	1%	9%bdef	11%bdef	11%aj	1%	12%aj	-	-	-	1%	3%o	12%op	1%	1%	14%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_01 Proportion of viewing - PSB usage
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
91-100%	104	52	-	-	36	53
	6%ghkl mpqrsvw	6%vw	-	-	4%	6%
SUMMARY CODES						
LOW	970	359	211	374	390	493
	52%bdef jmnw	38%	82%au	78%au	48%	55%ax
MEDIUM	383	295	36	-	216	153
	21%cgik lnqvwy	31%avw	14%sw	-	27%ay	17%
HIGH	361	279	-	-	173	160
	20%cdhl kmopqr w	30%avw	-	-	21%	18%
Not watched in last month	137	6	10	109	34	92
	7%bdefj lmoprs ux	1%	4%u	22%auv	4%	10%ax

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_02 Proportion of viewing - Other broadcast TV channels usage
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
1-10%	763	364	399	143	167	228	225	46	97	167	128	99	105	63	57	165	240	161	198
	41%gmm	41%	42%	56%afg	48%afg	40%kg	33%	58%akmm	54%akmm	48%aimno	42%kn	37%	33%	32%	35%	46%se	42%	41%	37%
11-20%	245	107	138	25	44	83	93	9	16	44	55	28	34	36	22	52	91	46	56
	13%	12%	14%	10%	13%	15%	14%	11%	9%	13%	18%aim	10%	11%	18%aim	14%	15%	16%se	12%	11%
21-30%	265	130	135	29	44	87	105	7	23	44	42	46	54	31	20	49	94	55	67
	14%	15%	14%	11%	13%	15%	16%	8%	13%	13%	14%	17%	16%	17%	12%	14%	17%	14%	13%
31-40%	76	43	33	5	12	21	38	*	4	12	5	16	17	10	11	10	22	16	27
	4%	5%	3%	2%	4%	4%	6%kd	1%	2%	4%	2%	6%k	5%k	5%k	7%hk	3%	4%	4%	5%
41-50%	132	75	57	6	15	45	65	3	4	15	18	27	34	16	15	22	30	32	47
	7%di	8%	6%	3%	4%	8%kd	10%ade	4%	2%	4%	6%	10%ij	11%aj	8%ki	9%ij	6%	5%	8%	9%q
51-60%	42	14	28	2	4	15	21	1	1	4	6	9	6	1	6	10	9	10	13
	2%	2%	3%	1%	1%	3%	3%	1%	1%	1%	2%	3%	3%	3%	4%j	3%	2%	3%	2%
61-70%	41	24	16	2	6	11	22	-	8	6	4	8	10	7	4	9	9	6	16
	2%	3%	2%	1%	2%	2%	3%kd	-	1%	2%	1%	3%	3%	4%	2%	3%	3%	2%	3%
71-80%	37	20	17	1	4	13	19	1	-	4	4	9	11	4	3	9	9	6	12
	2%	2%	2%	*	1%	2%	3%kd	1%	-	1%	1%	3%ki	3%ki	2%ki	2%	3%	2%	1%	2%
81-90%	14	4	10	-	3	3	8	-	-	3	1	2	5	2	1	4	4	2	5
	1%	*	1%	-	1%	1%	1%	-	-	1%	*	1%	2%	1%	1%	1%	1%	*	1%
91-100%	29	17	11	-	4	7	17	-	-	4	3	8	2	7	2	2	4	10	12
	2%	2%	1%	-	1%	1%	3%kd	-	-	1%	1%	3%	3%	1%	4%aik	1%	1%	2%	2%
SUMMARY CODES																			
LOW	1273	601	672	197	255	399	422	62	136	255	226	173	193	130	100	267	425	262	320
	69%gmos	67%	70%	77%ag	73%g	70%g	63%	78%lmo	76%lmo	73%lmo	74%lmo	65%	61%	67%	60%	74%se	75%ars	67%se	60%
MEDIUM	250	132	118	13	32	81	124	4	9	32	30	51	60	32	32	42	62	59	87
	13%dehj	15%	12%	5%	9%	14%kd	18%ade	5%	5%	9%	10%	19%ahjk	19%ahjk	16%hijk	20%ahj	12%	11%	15%	16%q

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
Base: All Adults 16+ in UK

Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base 1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base 1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
HIGH 120 6% ^d	66	54	2	17	34	66	1	2	17	13	21	34	16	16	24	27	23	46
Not watched in last month 208 11%	93	115	44	44	59	62	13	32	44	37	22	27	18	17	27	55	47	80
	10%	12%	17% ^{ka}	13%	10%	9%	16%	18% ^{ka}	13%	12%	8%	8%	9%	10%	7%	10%	12%	15% ^{app}

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - ah/ij/kl/m/n/o - ap/q/r/s
 *small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
1-10%	763	405	358	320	104	137	81	121	229	164	111	534
	41% <i>f</i>	44% <i>c</i>	39% <i>f</i>	43% <i>f</i>	43% <i>f</i>	32% <i>f</i>	58% <i>adefh</i>	40% <i>f</i>	45% <i>f</i>	46% <i>l</i>	44% <i>f</i>	40% <i>f</i>
11-20%	245	143	102	100	37	61	11	37	80	48	44	165
	13% <i>f</i>	15% <i>c</i>	11% <i>f</i>	13% <i>f</i>	15% <i>f</i>	14% <i>f</i>	8% <i>f</i>	12% <i>f</i>	16% <i>f</i>	14% <i>f</i>	18% <i>l</i>	12% <i>f</i>
21-30%	265	143	122	100	44	64	15	43	60	44	35	205
	14% <i>f</i>	15% <i>f</i>	13% <i>f</i>	13% <i>f</i>	18% <i>f</i>	15% <i>f</i>	11% <i>f</i>	14% <i>f</i>	12% <i>f</i>	12% <i>f</i>	14% <i>f</i>	15% <i>f</i>
31-40%	76	32	43	29	9	25	-	13	22	15	11	54
	4% <i>g</i>	3% <i>f</i>	4% <i>f</i>	4% <i>g</i>	4% <i>g</i>	8% <i>g</i>	-	4% <i>g</i>	4% <i>f</i>	4% <i>f</i>	4% <i>f</i>	4% <i>f</i>
41-50%	132	52	79	11	55	42	2	21	30	22	9	102
	7% <i>g</i>	6% <i>f</i>	9% <i>b</i>	7% <i>g</i>	5% <i>f</i>	10% <i>aeg</i>	1% <i>f</i>	7% <i>g</i>	6% <i>f</i>	6% <i>f</i>	4% <i>f</i>	8% <i>f</i>
51-60%	42	19	23	12	5	17	1	7	12	7	5	30
	2% <i>f</i>	2% <i>f</i>	3% <i>f</i>	2% <i>f</i>	2% <i>f</i>	4% <i>ad</i>	1% <i>f</i>	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>
61-70%	41	19	22	14	4	11	2	10	7	4	4	34
	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	3% <i>f</i>	1% <i>f</i>	3% <i>f</i>	1% <i>f</i>	1% <i>f</i>	2% <i>f</i>	3% <i>f</i>
71-80%	37	19	19	14	2	9	4	8	7	6	4	29
	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	2% <i>f</i>	1% <i>f</i>	2% <i>f</i>	3% <i>f</i>	3% <i>f</i>	1% <i>f</i>	2% <i>f</i>	1% <i>f</i>	2% <i>f</i>
81-90%	14	8	7	7	-	3	-	4	4	3	1	10
	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	-	1% <i>f</i>	-	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>
91-100%	29	6	22	7	1	12	-	9	5	5	2	24
	2% <i>f</i>	1% <i>f</i>	2% <i>b</i>	1% <i>f</i>	* <i>f</i>	3% <i>de</i>	-	3% <i>de</i>	1% <i>f</i>	1% <i>f</i>	1% <i>f</i>	2% <i>f</i>
SUMMARY CODES												
LOW	1273	692	582	519	184	262	107	201	368	256	190	905
	69% <i>cf</i>	75% <i>ac</i>	63% <i>f</i>	70% <i>f</i>	77% <i>afh</i>	62% <i>f</i>	76% <i>af</i>	66% <i>f</i>	73% <i>kl</i>	72% <i>f</i>	76% <i>al</i>	67% <i>f</i>
MEDIUM	250	104	146	96	25	84	2	42	63	44	25	186
	13% <i>g</i>	11% <i>f</i>	16% <i>b</i>	13% <i>g</i>	11% <i>g</i>	20% <i>adegh</i>	2% <i>f</i>	14% <i>g</i>	13% <i>f</i>	12% <i>f</i>	10% <i>f</i>	14% <i>f</i>
HIGH	120	51	69	42	6	35	5	32	23	17	10	97
	6% <i>e</i>	6% <i>f</i>	7% <i>f</i>	6% <i>f</i>	3% <i>f</i>	8% <i>e</i>	4% <i>f</i>	10% <i>adeg</i>	5% <i>f</i>	5% <i>f</i>	4% <i>f</i>	7% <i>f</i>

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
Base: All Adults 16+ in UK

Total (a)	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD			
	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base 1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base 1851	928	923	743	238	424	141	305	507	354	249	1344
Not watched in last month 208 11%	82 9%	127 14%b	86 12%	23 10%	43 10%	25 18%aefh	30 10%	52 10%	37 10%	25 10%	157 12%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
 Base: All Adults 16+ in UK

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	996	677
1-10%	763	708	55	225	267	51	349	288
	41%cdg	42%e	32%	32%	43%dg	49%gdg	35%	43%dg
11-20%	245	230	14	88	97	19	156	104
	13%	14%e	8%	13%	15%	19%	16%	15%
21-30%	265	237	28	126	82	12	168	89
	14%	14%	16%	18%aeh	13%	12%	17%	13%
31-40%	76	61	15	35	32	4	46	34
	4%	4%	9%ab	5%	5%	4%	5%	5%
41-50%	132	117	15	72	51	4	82	51
	7%	7%	9%	10%a	8%	4%	8%	8%
51-60%	42	39	3	29	13	-	30	13
	2%	2%	2%	4%ah	2%	-	3%	2%
61-70%	41	37	4	26	12	-	26	14
	2%	2%	2%	4%a	2%	-	3%	2%
71-80%	37	33	4	29	7	-	31	7
	2%	2%	2%	4%aefh	1%	-	3%efh	1%
81-90%	14	14	1	9	*	-	13	*
	1%h	1%	*	1%eh	*	-	1%eh	*
91-100%	29	20	8	13	14	-	16	14
	2%	1%	5%ab	2%	2%	-	2%	2%
SUMMARY CODES								
LOW	1273	1175	98	439	445	83	673	481
	69%cd	70%e	56%	63%	71%d	79%adg	68%	71%d
MEDIUM	250	216	33	136	96	8	158	88
	13%	13%	19%ab	19%afh	15%	8%	16%f	14%
HIGH	120	104	16	77	33	-	86	35
	6%f	6%	9%	11%afh	5%f	-	9%efh	5%f

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
Base: All Adults 16+ in UK

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base 1851	1643	208	674	688	110	964	734
Weighted Base 1851	1677	174	696	626	105*	996	677
Not watched in last month 11%dog	182	27	45	51	14	79	62
	11%	15%	7%	8%	13% ^d	8%	9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_02 Proportion of viewing - Other broadcast TV channels usage
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS											ETHNIC ORIGIN ²					
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
1-10%	763	20	73	74	74	67	86	100	94	59	35	67	15	640	106	5	3	1
	41%	30%	40%	58% abcdfg hijk	50% bijk	43%	42%	41%	35%	35%	38%	43%	36%	40%	43%	27%	52%	33%
11-20%	245	17	22	12	16	21	31	33	33	22	16	14	8	220	22	2	-	1
	13%	26% acd efhij	12%	10%	11%	14%	15%	14%	12%	13%	17%	9%	10% d	14%	9%	11%	-	37%
21-30%	265	12	29	10	33	19	28	22	43	31	13	20	5	228	36	1	2	-
	14% d	19% cdh	16% d	8%	22% adfh	12%	14%	9%	16% d	19% cdh	14%	13%	12%	14%	15%	8%	26%	-
31-40%	76	2	9	7	7	6	6	6	14	5	5	6	4	65	11	1	-	-
	4%	3%	5%	5%	5%	4%	3%	2%	5%	3%	6%	4%	9% aghy	4%	5%	4%	-	-
41-50%	132	7	11	10	9	13	16	13	17	11	9	12	5	117	14	-	-	-
	7%	10%	6%	8%	6%	8%	8%	5%	6%	6%	10%	8%	11% h	7%	6%	-	-	-
51-60%	42	4	2	2	-	8	3	8	6	1	2	7	*	39	3	1	-	-
	2%	6% cegj	1%	2%	-	5% cej	1%	3%	2%	1%	2%	4% cej	1%	2%	1%	4%	-	-
61-70%	41	1	6	5	-	7	3	3	5	4	3	2	1	32	8	3	-	-
	2%	2%	3% e	4% e	-	5% el	2%	1%	2%	3%	3%	1%	3% e	2%	3%	16%	-	-
71-80%	37	3	8	2	4	3	2	5	4	4	1	1	*	30	5	-	-	-
	2%	4%	4% al	2%	3%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	2%	-	-
81-90%	14	-	2	1	1	1	2	2	1	-	2	2	1	12	1	-	-	-
	1%	-	1%	1%	*	1%	1%	1%	*	-	2%	1%	2% j	1%	1%	-	-	-
91-100%	29	-	6	-	-	3	3	7	3	3	1	3	1	25	3	-	-	-
	2%	-	3% de	-	-	2%	1%	3%	1%	2%	1%	2%	1%	2%	1%	-	-	-
SUMMARY CODES																		
LOW	1273	49	124	96	123	107	145	156	170	111	65	101	28	1089	164	8	5	2
	69%	75%	68%	75% a	83% acdfgh ijklm	68%	71%	65%	63%	67%	70%	64%	67%	69%	67%	46%	78%	69%
MEDIUM	250	13	21	19	15	27	24	26	37	17	17	25	9	221	29	1	-	-
	13%	19%	12%	15%	10%	17%	12%	11%	14%	10%	18%	16%	21% aceg h	14%	12%	9%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
Base: All Adults 16+ in UK

Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3	
Weighted Base	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851	1583	245	17**	6**	3**	
HIGH	120	4	22	7	4	14	10	17	13	11	6	7	100	18	3	-	-	
Not watched in last month	208	6%	12%aeqil	6%	3%	9%e	5%	7%	5%	7%	6%	5%	6%	7%	16%	-	-	
	11%bcdef	-	8%b	4%	3%	5%	8	25	43	48	27	5	173	34	5	1	1	
							12%bde	18%abc	18%abc	16%bcde	6%	15%bcdefk	11%	14%	29%	22%	31%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
 Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
1-10%	763 41%empq u	454 39%	309 45%bdef	385 39%	305 36%	250 37%	419 50%kabde f	182 46%bdef	385 51%aj	290 39%	308 54%aj	473 49%am	76 20%	211 59%alm	763 60%apq	-	-	680 48%a	47 52%	20 64%
11-20%	245 13%cpqw	178 15%c	67 10%	156 16%bc	137 16%ac	119 18%ac	114 14%c	57 15%c	102 13%	123 17%ak	64 11%	104 11%	82 21%alh	55 15%l	245 19%apq	-	-	207 15%	18 20%	1 3%
21-30%	265 14%cknp qw	191 16%cg	75 11%	167 17%cg	145 17%cg	114 17%cg	103 12%	50 13%	84 11%	118 16%ik	61 11%	145 15%kn	83 22%knh	34 9%	265 21%apq	-	-	234 16%	12 13%	-
31-40%	76 4%inoqw	53 5%g	23 3%	47 5%g	45 5%gh	32 5%g	21 3%	10 3%	15 2%	42 6%ik	17 3%	25 3%kn	49 13%aln	1 -	-	76 30%aoq	-	59 4%	7 8%	-
41-50%	132 7%knqcs w	88 8%g	43 6%	81 8%g	69 8%g	53 8%g	43 5%	20 5%	37 5%	61 8%ik	18 3%	55 6%kn	70 18%aln	-	132 53%aoq	-	-	97 7%a	1 1%	-
51-60%	42 2%now	27 2%	15 2%	26 3%	24 3%	21 3%	14 2%	10 3%	12 2%	15 2%	7 1%	34 3%kn	8 2%n	-	42 17%aoq	-	-	33 2%	-	-
61-70%	41 2%mpopv w	29 3%	12 2%	23 2%	22 3%	17 3%	14 2%	4 1%	11 2%	24 3%k	5 1%	38 4%amn	1 -	-	-	-	41 34%aop	32 2%	-	-
71-80%	37 2%mpopv w	28 2%	9 1%	23 2%	24 3%g	16 2%	11 1%	7 2%	12 2%	11 2%	6 1%	36 4%amn	-	-	-	-	37 30%aop	27 2%	-	-
81-90%	14 1%efc	6 -	9 1%efg	5 1%	1 -	-	2 -	2 -	2 -	4 1%	4 1%	11 1%	-	-	-	-	14 12%aop	13 1%	-	-
91-100%	29 2%defg ijkmnow x	8 1%	21 3%abdef gh	2 -	3 -	1 -	2 -	2 -	3 -	1 -	1 -	20 2%mn	-	-	-	-	29 24%aop	18 1%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing
 Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
 Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
1-10%	763 41%empq u	285 30%	128 50%au	339 70%auv	330 41%	366 41%
11-20%	245 13%cpqw	153 16%aw	56 22%aw	21 4%	139 17%ay	97 11%
21-30%	265 14%cknp qw	214 23%avw	29 11%w	5 1%	132 16%y	111 12%
31-40%	76 4%inogw	58 6%aw	9 3%w	-	43 5%	30 3%
41-50%	132 7%knogs w	86 9%w	17 7%w	-	51 6%	73 8%
51-60%	42 2%now	32 3%vw	2 1%	-	22 3%	17 2%
61-70%	41 2%mnopv w	37 4%avw	-	-	18 2%	18 2%
71-80%	37 2%mnopv w	29 3%vw	-	-	16 2%	19 2%
81-90%	14 1%efo	13 1%w	-	-	2 *	11 1%x
91-100%	29 2%odefj klnnow x	18 2%vw	-	-	1 *	25 3%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/l/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing
 Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
 Base: All Adults 16+ in UK

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
SUMMARY CODES																				
LOW	1273	822	451	709	587	483	636	289	573	531	434	721	241	301	1273	-	-	1121	77	21
	69%mpcy	71%c	69%	71%c	70%	71%c	76%abce	74%c	76%a	71%	76%a	74%am	63%	83%alm	100%apq	-	-	79%a	86%a	68%
MEDIUM	250	168	81	155	139	106	78	40	63	119	42	114	127	1	-	250	-	189	8	-
	13%akn	15%g	12%	16%cgh	17%cgh	16%gh	9%	10%	8%	16%ik	7%	12%n	33%aln	-	100%aoq	-	-	13%	9%	-
HIGH	120	70	50	53	50	34	28	14	30	40	15	105	1	-	-	-	120	89	-	-
	6%gikm	6%g	7%gh	5%	6%g	5%	3%	4%	4%	5%k	3%	11%amn	-	-	-	100%aop	6%se	-	-	-
Not watched in last month	208	99	109	78	64	55	100	48	91	55	80	30	14	60	-	-	-	23	5	10
	11%bdefj	9%	16%abdef	8%	8%	8%	12%bdef	12%bdef	12%j	7%	14%j	3%	4%	17%alm	-	-	-	2%	5%r	32%
	x		g																	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/min - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_02 Proportion of viewing - Other broadcast TV channels usage
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
SUMMARY CODES						
LOW	1273	651	213	365	601	573
	69%mpgy	69%	83%auw	76%au	74%ay	64%
MEDIUM	250	176	28	-	116	120
	13%qkn oqw	19%avw	11%w	-	14%	13%
HIGH	120	97	-	-	38	73
	6%ghk mnopsv w	10%avw	-	-	5%	8%x
Not watched in last month	208	15	15	118	58	131
	11%bdeff lmpozv x	2%	6%u	24%auv	7%	15%ax

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
1-10%	1033	505	528	143	187	290	413	49	94	187	150	140	189	121	102	196	309	226	302
	56%	57%	55%	56%	54%	51%	61%aef	62%	53%	54%	49%	53%	60%k	62%kl	62%kl	54%	54%	56%	57%
11-20%	229	107	121	30	43	84	72	8	22	43	40	43	39	25	8	57	98	39	34
	12%os	12%	13%	12%	12%	15%	11%	9%	13%o	12%o	13%o	16%o	13%o	13%o	5%	16%rs	17%ars	10%	6%
21-30%	161	77	84	26	42	56	37	6	20	42	32	24	21	11	5	36	59	30	36
	9%go	9%	9%	10%g	12%g	10%g	5%	8%	11%o	12%mo	11%o	9%o	7%	6%	3%	10%	10%	8%	7%
31-40%	54	22	31	7	13	21	13	2	5	13	13	8	6	3	4	7	16	17	13
	3%	3%	3%	3%	4%	4%	2%	3%	3%	4%	3%	2%	2%	1%	2%	2%	3%	4%	2%
41-50%	25	14	12	6	2	14	4	2	4	2	11	2	1	2	9	3	7	7	
	1%	2%	1%	2%g	1%	2%g	1%	3%um	2%	1%	4%ajmm	1%	1%	1%	3%q	1%	2%	1%	
51-60%	11	4	7	2	2	7	2	*	-	2	3	3	1	1	-	6	1	4	
	1%	1%	1%	1%	1%	1%	*	*	-	1%	1%	1%	*	*	-	1%	*	1%	
61-70%	11	5	6	2	3	5	1	-	2	3	4	1	1	-	4	2	4	1	
	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	*	*	-	1%	*	1%	*	
71-80%	10	4	6	-	2	5	4	-	-	2	1	3	1	2	1	4	3	2	
	1%	*	1%	-	*	1%	1%	-	-	*	*	1%	*	*	1%	1%	3	2	
81-90%	4	2	2	-	-	2	2	-	-	-	2	-	1	-	1	2	1	1	
	*	*	*	-	-	*	*	-	-	-	1%	-	-	-	1%	*	*	*	
91-100%	6	4	2	1	-	3	2	-	1	-	*	3	1	-	1	2	1	3	
	*	*	*	*	-	1%	*	-	*	-	1%	*	*	-	1%	1%	*	1%	
SUMMARY CODES																			
LOW	1423	689	733	199	272	430	522	63	136	272	223	207	250	158	115	289	466	295	373
	77%os	77%	76%	77%	78%	75%	77%	79%	76%	78%o	73%	78%	80%o	81%o	69%	80%rs	82%ars	76%	70%
MEDIUM	90	40	50	13	17	41	19	5	8	17	28	13	8	5	6	17	25	25	24
	5%g	4%	5%	5%	5%	7%g	3%	6%	5%	5%	9%ammo	5%	3%	3%	3%	5%	4%	6%	5%
HIGH	31	15	16	2	5	15	9	-	2	5	8	7	4	2	3	11	6	9	5
	2%	2%	2%	1%	1%	3%	1%	-	1%	1%	2%	3%	1%	1%	2%	3%rs	1%	2%	1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Not watched in last month	307	148	159	43	54	86	124	12	31	54	47	39	52	31	41	44	71	62	131
	17% ^q	17%	17%	17%	16%	15%	18%	15%	18%	16%	16%	15%	16%	16%	25% ^a Imm	12%	13%	16%	25% ^a qr

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
1-10%	1033	505	528	391	135	257	74	177	289	200	147	744
	56%	54%	57%	53%	57%	61% ^d	52%	58%	57%	56%	59%	55%
11-20%	229	155	73	107	19	47	17	38	62	41	33	166
	12% ^c	17% ^{ac}	8%	14% ^{ae}	8%	11%	12%	12%	12%	11%	13%	12%
21-30%	161	95	66	69	34	20	14	25	52	40	22	109
	9% ^f	10% ^{bc}	7%	9% ^{fd}	14% ^{af}	5%	10% ^{fd}	8%	10%	11%	9%	8%
31-40%	54	24	30	25	6	6	5	11	13	11	4	41
	3%	3%	3%	3% ^f	3%	1%	4%	4% ^{fd}	2%	3%	2%	3%
41-50%	25	12	13	14	4	4	3	1	8	6	5	17
	1%	1%	1%	2%	2%	1%	2% ^h	*	2%	2%	2%	1%
51-60%	11	6	5	4	3	1	*	3	5	4	2	6
	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	*
61-70%	11	5	5	7	2	*	*	*	6	4	2	5
	1%	1%	1%	1%	1%	*	*	*	1%	1%	1%	*
71-80%	10	6	4	4	2	4	-	-	4	3	3	6
	1%	1%	*	1%	1%	1%	-	-	1%	1%	1%	*
81-90%	4	3	1	2	1	1	-	-	2	-	2	2
	*	*	*	*	*	*	-	-	*	-	1%	*
91-100%	6	3	3	3	-	1	1	1	1	-	1	5
	*	*	*	*	-	*	*	*	*	-	1%	*
SUMMARY CODES												
LOW	1423	755	688	566	188	324	105	240	404	280	202	1019
	77% ^{bc}	81% ^{ac}	72% ^c	76% ^c	79% ^c	76% ^c	75% ^c	79% ^c	80% ^c	79% ^c	81% ^c	76% ^c
MEDIUM	90	41	49	43	13	10	9	15	26	21	11	64
	5% ^f	4%	5%	6% ^f	5%	2%	6% ^f	5%	5%	6%	4%	5%
HIGH	31	17	14	16	5	7	1	2	14	7	8	17
	2%	2%	1%	2%	2%	2%	1%	1%	3%	2%	3% ^l	1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)	
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Not watched in last month	307	115	193	118	32	83	26	49	63	46	28	244
	17%b	12%	21%ab	16%	14%	20%	18%	16%	13%	13%	11%	18%ajk

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_03 Proportion of viewing - On demand and catch up usage
 Base: All Adults 16+ in UK

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
1-10%	1033	932	101	380	375	58	544	397
	56%	56%	56%	55%	60%g	55%	55%	59%
11-20%	229	223	6	88	71	20	150	77
	12% ^c	13% ^c	4%	13%	11%	19% ^{ae}	15% ^h	11%
21-30%	161	148	12	75	38	6	97	45
	9%	9%	7%	11% ^{eh}	6%	6%	10% ^{eh}	7%
31-40%	54	51	2	32	13	3	35	16
	3%	3%	1%	5% ^{ae}	2%	3%	4%	2%
41-50%	25	24	2	11	11	1	11	13
	1%	1%	1%	2%	2%	1%	1%	2%
51-60%	11	10	1	5	4	-	6	4
	1%	1%	1%	1%	1%	-	1%	1%
61-70%	11	10	1	7	4	1	7	5
	1%	1%	1%	1%	1%	1%	1%	1%
71-80%	10	10	-	9	2	-	9	2
	1%	1%	-	1%	*	-	1%	*
81-90%	4	4	-	3	1	-	4	1
	*	*	-	*	*	-	*	*
91-100%	6	6	-	1	3	1	4	3
	*	*	-	*	*	1%	*	*
SUMMARY CODES								
LOW	1423	1303	120	543	485	85	791	519
	77% ^c	78% ^c	69%	78%	77%	81%	79%	77%
MEDIUM	90	85	5	48	27	4	52	32
	5%	5%	3%	7%	4%	4%	5%	5%
HIGH	31	30	1	19	10	2	22	11
	2%	2%	1%	3%	2%	2%	2%	2%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base 1851	1643	208	674	688	110	964	734
Weighted Base 1851	1677	174	696	626	105*	996	677
Not watched in last month 17%dg	259	48	86	104	14	131	115
	15%	28%ab	12%	17%d	13%	13%	17%dg

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
1-10%	1033	45	111	99	96	90	92	137	107	75	72	86	22	887	127	7	2	1
	56% _{gji}	70% _{agi}	61% _{gij}	78% _{acefg}	65% _{agij}	57% _{gij}	45%	57% _{gij}	40%	45%	78% _{acdfgh}	55% _{ki}	53% _{ki}	56%	52%	43%	30%	33%
11-20%	229	8	19	9	18	16	36	24	38	25	8	23	4	197	30	3	2	1
	12%	12%	10%	7%	12%	10%	18% _{dh}	10%	14% _d	15% _d	9%	15% _d	9%	12%	12%	19%	26%	37%
21-30%	161	8	13	7	18	7	29	16	30	12	4	11	6	132	29	1	-	-
	9%	12%	7%	6%	12% _f	5%	14% _{acdf}	7%	11% _f	7%	5%	7%	15% _{acdfh}	8%	12%	8%	-	-
31-40%	54	1	8	2	4	13	2	4	13	2	1	2	2	40	14	-	1	-
	3%	1%	4%	1%	3%	8% _{adghj}	1%	2%	5% _{gij}	1%	2%	1%	5% _{ghj}	3%	6% _{kan}	-	22%	-
41-50%	25	2	4	4	1	-	2	3	3	1	-	5	2	23	2	-	-	-
	1%	3%	2%	3% _f	1%	-	1%	1%	1%	*	-	3% _f	4% _{fk}	1%	1%	-	-	-
51-60%	11	-	1	-	1	-	-	-	2	4	-	1	1	11	-	-	-	-
	1%	-	1%	-	1%	-	-	-	1%	3% _{agh}	-	1%	1% _{gh}	1%	-	-	-	-
61-70%	11	1	-	1	2	1	1	2	2	-	-	-	1	9	2	-	-	-
	1%	1%	-	1%	1%	1%	1%	1%	1%	-	-	-	2% _{acj}	1%	1%	-	-	-
71-80%	10	-	*	-	1	-	3	-	-	6	-	-	*	10	-	-	-	-
	1%	-	*	-	1%	-	1%	-	-	3% _{achf}	-	-	1% _i	1%	-	-	-	-
81-90%	4	1	1	-	-	-	-	2	-	-	-	-	-	4	-	-	-	-
	*	1%	1%	-	-	-	-	1%	-	-	-	-	-	*	-	-	-	-
91-100%	6	-	1	-	-	-	-	2	2	2	1	*	4	2	2	-	-	-
	*	-	*	-	-	-	-	1%	1%	-	1%	1%	*	1%	9%	-	-	-
SUMMARY CODES																		
LOW	1423	61	142	115	133	113	157	177	176	112	85	120	32	1216	185	12	3	2
	77% _{kij}	93% _{acdf}	78% _{kij}	90% _{acdfgh}	90% _{acdfgh}	72%	77% _{ki}	73%	65%	68%	92% _{acdfgh}	76% _{ki}	76%	77%	76%	71%	56%	69%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_03 Proportion of viewing - On demand and catch up usage
 Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (o)	Minority Ethnic (p)	Any other Asian (q)	Any other Black (r)	Any other (r)	
Unweighted Base	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3	
Weighted Base	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**	
MEDIUM	90	3	13	6	7	13	4	7	18	6	1	7	74	16	-	1	-	
	5%	4%	7%kg	5%	8%gh	2%	3%	7%g	4%	2%	5%	10%adhk	5%	7%	-	22%	-	
HIGH	31	2	2	1	3	1	4	6	8	-	1	2	27	3	2	-	-	
	2%	3%	1%	1%	1%	2%	1%	2%	5%afhi	-	1%	4%fhkl	2%	1%	9%	-	-	
Not watched in last month	307	-	25	5	29	40	56	70	39	6	29	4	266	40	3	1	1	
	17%bdek	-	14%bde	4%	19%bdek	19%bde	23%abc	26%abc	24%abcd	6%	18%bdek	10%be	17%	16%	20%	22%	31%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
1-10%	1033	645	388	548	467	372	468	196	426	430	335	552	213	257	790	145	88	1033	-	-
	56%sv	56%	56%	55%	56%	55%	56%	50%	56%	58%	59%	57%	56%	71%alm	62%a	58%	73%aop	73%as	-	-
11-20%	229	184	45	168	134	117	125	69	107	125	69	125	87	12	162	37	-	229	-	-
	12%cvgs	16%ac	7%	17%ac	16%ac	17%ac	15%ac	17%ac	14%	17%ak	12%	13%cn	23%aln	3%	14%iq	15%iq	-	16%as	-	-
21-30%	161	112	49	93	85	61	77	37	70	57	48	140	16	2	149	7	1	161	-	-
	9%mpq	10%	7%	9%	10%	9%	9%	9%	9%	8%	8%	14%amn	4%n	*	12%apq	3%	1%	11%as	-	-
31-40%	54	23	30	22	19	16	30	13	27	15	12	45	9	-	44	8	-	-	54	-
	3%nw	2%	4%bde	2%	2%	2%	4%	3%	4%	2%	2%	5%an	2%n	-	3%	3%	-	-	60%ar	-
41-50%	25	18	7	14	10	7	17	5	14	11	10	21	5	-	24	-	-	-	25	-
	1%nw	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%n	1%n	-	2%p	-	-	-	28%ar	-
51-60%	11	11	*	9	3	5	3	2	1	7	6	10	-	-	9	-	-	-	11	-
	1%r	1%c	*	1%c	*	1%	*	1%	*	1%i	1%i	1%	-	-	1%	-	-	-	12%ar	-
61-70%	11	5	6	3	2	2	6	6	7	2	3	11	-	-	11	-	-	-	-	11
	1%r	*	1%	*	*	*	1%	1%de	1%	*	1%	1%	-	-	1%	-	-	-	-	35%
71-80%	10	9	2	6	5	4	5	*	4	4	5	10	-	-	6	-	-	-	-	10
	1%r	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	*	-	-	-	-	33%
81-90%	4	4	-	4	4	2	-	1	-	2	2	4	-	-	2	-	-	-	-	4
	*	*	-	*	*	*	-	*	-	*	*	*	-	-	*	-	-	-	-	12%
91-100%	6	4	2	4	1	1	1	-	2	4	*	2	-	-	2	-	-	-	-	6
	r	*	*	*	*	*	*	-	*	*	*	*	-	-	*	-	-	-	-	19%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
1-10%	1033 56% <i>av</i>	572 61% <i>av</i>	117 45%	335 69% <i>auw</i>	434 53%	510 57%
11-20%	229 12% <i>cnps</i> <i>w</i>	126 13% <i>w</i>	70 27% <i>auw</i>	24 5%	131 16% <i>ay</i>	89 10%
21-30%	161 9% <i>mnpq</i> <i>sw</i>	131 14% <i>avw</i>	18 7% <i>w</i>	7 1%	79 10%	65 7%
31-40%	54 3% <i>nnw</i>	33 4% <i>w</i>	17 7% <i>aw</i>	-	22 3%	30 3%
41-50%	25 1% <i>nnw</i>	11 1% <i>w</i>	13 5% <i>auw</i>	-	14 2%	10 1%
51-60%	11 1% <i>r</i>	8 1%	2 1%	-	7 1%	3 *
61-70%	11 1% <i>r</i>	11 1% <i>w</i>	-	-	7 1%	4 *
71-80%	10 1% <i>r</i>	7 1%	-	-	5 1%	5 1%
81-90%	4 *	2 *	-	-	2 *	2 *
91-100%	6 *	4 *	-	-	2 *	4 *

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
SUMMARY CODES																				
LOW	1423	941	482	808	685	550	671	302	602	612	452	817	316	271	1121	189	89	1423	-	-
	77%cs	81%ac	70%	81%ac	82%ac	81%ac	80%ac	77%sc	80%	82%ia	79%	84%an	82%an	75%	88%apq	76%	74%	100%as	-	-
MEDIUM	90	52	38	45	32	28	49	20	42	33	28	75	14	-	77	8	-	-	90	-
	5%ncnw	4%	6%	5%	4%	4%	6%	5%	6%	4%	5%	8%amn	4%an	-	6%q	3%	-	-	100%ar	-
HIGH	31	21	10	16	12	9	11	7	13	12	10	26	-	-	21	-	-	-	-	31
	2%mnrv	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	3%mn	-	-	2%	-	-	-	-	100%
Not watched in last month	307	146	162	126	111	90	111	63	98	88	80	52	53	90	54	52	31	-	-	-
	17%bdeg	13%	23%abde	13%	13%	13%	13%	16%	13%	12%	14%	5%	14%	25%alm	4%	21%o	26%ao	-	-	-
	ijorsu vx		ign																	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q.4_03 Proportion of viewing - On demand and catch up usage
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
SUMMARY CODES						
LOW	1423	828	205	366	645	664
	77%cs	88%avw	80%	76%	79%y	74%
MEDIUM	90	52	33	-	44	43
	5%ngw	6%w	13%auw	-	5%	5%
HIGH	31	23	-	-	15	15
	2%mnw	2%vw	-	-	2%	2%
Not watched in last month	307	35	19	117	108	175
	17%bdegi orsuv	4%	7%u	24%auv	13%	20%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
1-10%	632	290	341	23	45	159	405	5	17	45	59	100	177	124	104	143	186	123	180
	34%dehijk	33%	36%	9%	13%	28%de	60%adef	7%	10%	13%	19%hi	38%hijk	56%ahijk	64%ahijk	63%ahij	40%r	33%	31%	34%
11-20%	120	54	66	13	13	43	51	3	10	13	16	28	29	14	7	23	36	31	29
	6%	6%	7%	5%	4%	8%e	7%e	4%	6%	4%	5%	10%ajko	9%jo	7%	4%	6%	6%	8%	5%
21-30%	188	94	94	25	46	79	37	6	20	46	46	33	21	10	6	41	61	41	44
	10%gno	11%	10%	10%g	13%g	14%ag	5%	7%	11%no	13%mno	15%amno	12%mno	7%	5%	3%	11%	11%	10%	8%
31-40%	78	37	40	13	25	32	7	6	7	25	19	13	3	2	3	18	30	14	15
	4%gmn	4%	4%	5%g	7%ag	6%g	1%	8%mno	4%m	7%amno	6%mo	5%mn	1%	1%	2%	5%	5%	4%	3%
41-50%	108	51	57	21	28	46	13	6	14	28	31	15	9	3	1	28	41	18	20
	6%gno	6%	6%	8%g	8%g	8%g	2%	8%no	8%mo	8%mo	10%amno	6%no	3%	1%	*	8%e	7%e	5%	4%
51-60%	71	31	40	14	21	22	14	3	10	21	12	10	13	1	-	24	23	12	12
	4%gno	3%	4%	5%g	6%g	4%	2%	4%o	6%no	4%no	4%no	4%no	1%	-	7%ars	4%	3%	2%	2%
61-70%	111	57	54	31	39	28	14	11	20	39	19	9	20	4	1	23	30	27	31
	6%gno	6%	6%	12%afg	11%afg	5%g	2%	14%almno	11%almno	11%almno	6%no	3%o	2%	*	6%	5%	7%	6%	
71-80%	81	40	41	23	25	26	7	10	13	25	18	8	5	*	2	12	34	15	21
	4%gmno	4%	4%	9%afg	7%g	5%g	1%	13%almno	7%mo	7%mo	6%mo	3%n	2%	*	1%	3%	6%	4%	4%
81-90%	51	20	32	16	18	16	1	4	12	18	10	6	1	-	1	4	24	14	10
	3%gmno	2%	3%	6%afg	5%ag	3%g	*	5%mo	7%almno	5%amno	3%mo	2%mn	*	*	1%	4%ps	4%p	2%	
91-100%	239	139	100	72	79	73	15	23	49	79	51	22	10	5	1	25	74	58	82
	13%gmnop	16%c	10%	28%afg	23%afg	13%g	2%	30%akmn	28%akmn	23%almno	17%lmno	8%mo	3%	2%	*	7%	13%p	15%p	
SUMMARY CODES																			
LOW	939	438	501	61	104	282	492	14	47	104	121	161	226	149	117	207	284	195	254
	51%dehijk	49%	52%	24%	30%	49%de	73%adef	18%	26%	30%h	40%hij	60%ahijk	72%ahijk	76%ahijk	71%ahij	57%aqs	50%	50%	48%
MEDIUM	256	119	137	48	74	100	35	16	32	74	62	38	25	6	4	70	94	45	47
	14%gmnos	13%	14%	18%g	21%ag	18%g	5%	20%mo	18%mo	21%amno	20%amno	14%mo	8%no	3%	2%	19%ars	17%e	12%	9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	GENDER		AGE				AGE								SOCIAL GRADE				
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
HIGH	483	255	227	143	160	143	37	48	95	160	98	45	25	8	4	64	162	113	143
	26%glnnop	29%c	24%	56%kaef	46%afg	25%kg	5%	61%ajkm	53%aklmno	46%aklmno	32%lmno	17%lmno	8%o	4%	2%	18%	29%p	29%p	27%p
Not watched in last month	173	79	94	6	9	47	111	1	5	9	24	22	37	32	41	19	29	37	88
	9%dehjpq	9%	10%	2%	3%	8%de	16%adef	2%	3%	3%	8%ij	8%ij	12%hij	17%kahijk	25%ahijklmn	5%	5%	10%pq	17%apqr

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
1-10%	632 34% djk	329 35% k	303 33% k	201 27% g	70 29% g	253 60% adegh	6 5% k	100 33% g	99 20% k	66 19% k	53 21% k	532 40% ajk
11-20%	120 6% k	59 6% k	60 7% k	48 6% k	20 8% g	29 7% k	3 2% k	20 7% k	31 6% k	17 5% k	20 8% k	89 7% k
21-30%	189 10% f	102 11% f	85 9% f	89 12% f	31 13% f	24 6% f	16 11% f	28 9% f	62 12% f	48 13% f	27 11% f	126 9% f
31-40%	78 4% f	48 5% f	29 3% f	39 5% f	13 5% f	7 2% f	10 7% f	9 3% f	35 7% f	27 8% f	16 7% f	43 3% f
41-50%	108 6% f	69 7% c	39 4% f	59 8% f	12 5% f	3 1% f	9 6% f	24 8% f	49 10% f	31 9% f	28 11% f	59 4% f
51-60%	71 4% f	47 5% c	24 3% f	37 5% f	9 4% f	7 2% f	10 7% f	7 2% f	23 4% f	17 5% f	8 3% f	48 4% f
61-70%	111 6% f	54 6% f	58 6% f	50 7% f	17 7% f	4 1% f	16 12% f	24 8% f	41 8% f	29 8% f	21 8% f	70 5% f
71-80%	81 4% f	46 5% f	35 4% f	39 5% f	14 6% f	2 * f	11 8% f	16 5% f	42 8% f	28 8% f	21 8% f	39 3% f
81-90%	51 3% f	28 3% f	24 3% f	20 3% f	14 6% adh	1 * f	11 8% adh	4 1% f	22 4% f	13 4% f	11 4% f	30 2% f
91-100%	239 13% f	99 11% f	140 15% b	119 16% f	27 11% f	6 1% f	44 31% adefh	43 14% f	79 16% f	62 17% f	35 14% f	161 12% f
SUMMARY CODES												
LOW	939 51% djk	490 53% k	449 49% k	338 46% g	120 51% g	306 72% adegh	25 18% k	149 49% g	193 38% k	131 37% k	100 40% k	746 56% ajk
MEDIUM	256 14% c	164 18% ac	92 10% f	135 18% af	34 14% f	17 4% f	29 21% af	41 13% f	107 21% af	75 21% af	53 21% af	150 11% f

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
HIGH	483	226	257	228	72	13	82	87	183	133	87	300
	26% <i>fi</i>	24%	28%	31% <i>af</i>	30% <i>fe</i>	3%	59% <i>adefh</i>	29% <i>fh</i>	36% <i>ai</i>	37% <i>aj</i>	35% <i>ak</i>	22%
Not watched in last month	173	48	125	42	12	87	4	28	24	16	10	149
	9% <i>bbegi</i>	5%	14% <i>ab</i>	6%	5%	21% <i>adefh</i>	2%	9% <i>g</i>	5%	4%	4%	11% <i>jk</i>

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
1-10%	632	526	106	258	292	39	341	306
	34%	31%	61% ^{ab}	37%	47% ^{adg}	37%	34%	45% ^{adg}
11-20%	120	115	4	62	38	6	86	39
	6% ^c	7% ^c	3%	9% ^h	6%	5%	9% ^h	6%
21-30%	188	179	9	89	57	5	114	62
	10% ^c	11% ^c	5%	13% ^{efh}	9%	5%	11%	9%
31-40%	78	77	1	36	23	6	52	27
	4% ^c	5% ^c	*	5%	4%	6%	5%	4%
41-50%	108	107	1	39	26	11	78	29
	6% ^c	6% ^c	*	6%	4%	11% ^{eh}	8% ^{eh}	4%
51-60%	71	69	2	28	20	2	43	24
	4%	4% ^c	1%	4%	3%	2%	4%	4%
61-70%	111	110	1	45	25	9	72	28
	6% ^c	7% ^c	1%	6%	4%	9%	7% ^{eh}	4%
71-80%	81	79	2	33	19	6	52	22
	4% ^c	5% ^c	1%	5%	3%	6%	5%	3%
81-90%	51	51	-	12	16	3	20	17
	3% ^c	3% ^c	-	2%	3%	3%	2%	2%
91-100%	239	236	3	26	31	8	53	38
	13% ^{cddegh}	14% ^c	2%	4%	5%	8%	5%	6%
SUMMARY CODES								
LOW	939	820	119	409	387	50	541	406
	51%	49%	68% ^{ab}	59% ^{af}	62% ^{afg}	47%	54%	60% ^{afg}
MEDIUM	256	253	3	103	68	20	174	79
	14% ^c	15% ^c	2%	15%	11%	19% ^{eh}	17% ^{eeh}	12%
HIGH	483	477	6	115	92	26	197	105
	26% ^{cddegh}	28% ^c	4%	17%	15%	25% ^{deh}	20% ^{eh}	16%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base 1851	1643	208	674	688	110	964	734
Weighted Base 1851	1677	174	696	626	105*	996	677
Not watched in last month 173 9%	127 8%	46 26%ab	70 10%	78 12%ag	9 8%	84 8%	86 13%ag

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGINZ				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
1-10%	632	34	80	59	55	59	47	64	67	65	45	43	15	587	38	4	1	1
	34%ghilo	52%agham	44%aghill	46%aghill	37%gpi	38%ghil	23%	27%	25%	39%ghil	48%aghill	27%	36%gj	37%o	15%	23%	22%	37%
11-20%	120	9	11	3	8	13	7	27	10	4	8	4	4	104	15	2	2	-
	6%	14%acdhkl	6%	3%	6%	8%dh	8%h	3%	10%dh	6%	4%	5%	9%dh	7%	6%	14%	26%	-
21-30%	188	7	12	10	28	5	30	22	28	11	11	18	7	151	35	2	-	-
	10%kf	10%kf	6%	8%	19%acdhij	3%	15%cfj	9%	10%kf	7%	12%kf	11%kf	16%cfj	10%	14%kn	12%	-	-
31-40%	78	1	9	6	10	7	8	6	9	6	6	5	5	57	18	-	-	-
	4%	2%	5%	4%	7%	4%	4%	3%	3%	3%	6%	3%	11%abighj	4%	7%an	-	-	-
41-50%	108	2	5	6	4	4	27	13	26	5	3	9	3	94	13	-	-	-
	6%	4%	3%	5%	3%	2%	13%abcd	5%	10%acefj	3%	4%	6%	8%cf	6%	5%	-	-	-
51-60%	71	1	2	4	6	7	13	10	10	9	3	4	2	63	8	1	-	-
	4%	2%	1%	3%	4%	5%	6%cehijkl	4%	5%	3%	3%	3%	4%	4%	3%	8%	-	-
61-70%	111	*	11	21	1	17	10	13	15	9	3	9	1	82	26	1	-	-
	6%e	1%	6%e	16%abceghikm	1%	11%abem	5%e	6%e	6%e	3%	6%e	2%	5%	11%an	8%	-	-	
71-80%	81	5	5	4	5	3	7	24	9	5	5	10	-	56	20	2	-	-
	4%lm	8%fm	3%	3%	4%	2%	3%	10%acdfgijm	3%	3%	6%	7%fm	-	4%	8%an	12%	-	-
81-90%	51	-	1	3	6	1	3	11	12	6	2	*	*	38	13	-	-	1
	3%	-	1%	2%	4%	1%	1%	4%c	4%c	4%	3%	4%	1%	2%	5%an	-	-	33%
91-100%	239	4	21	10	20	13	22	51	35	19	9	6	3	198	39	2	3	-
	13%	6%	11%	8%	14%	8%	11%	21%abcdgijm	13%	11%	10%	20%abcdfgjm	8%	13%	16%	10%	53%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS											ETHNIC ORIGINZ					
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
SUMMARY CODES																		
LOW	939 51%ho	50 78%acd eighj lm	103 56%ghil	72 57%hil	91 62%aghil	77 49%	93 45%	93 38%	121 45%	87 52%h	59 64%aghil	69 44%	25 60%ghil	842 53%o	87 36%	8 49%	3 47%	1 37%
MEDIUM	256 14%	5 8%	17 9%	16 13%	19 13%	18 11%	48 24%abc defhj	29 12%	45 17%c	19 12%	12 13%	18 12%	10 23%abcd hij	215 14%	39 16%	1 8%	-	-
HIGH	483 26%bm	10 15%	38 21%km	37 29%bm	33 22%km	35 22%km	41 41%abc defgij km	99 26%km	70 24%km	39 24%km	20 21%	57 36%abcef gijkm	4 10%	374 24%	98 40%an	5 30%	3 53%	1 33%
Not watched in last month	173 9%bdek	* 1%	25 14%bdek	2 2%	4 3%	27 17%abde hkjm	22 11%bdek	21 9%bd	33 12%bde	21 12%bdek	2 2%	14 9%bdek	3 6%bd	152 10%	21 9%	2 13%	-	1 31%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service S (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
1-10%	632	501	131	450	394	318	145	81	102	390	75	166	204	258	408	130	87	569	29	18
	34% kknw	43% acgh	19%	45% acgh	47% aogh	47% aogh	17%	21%	14%	52% aik	13%	17%	53% al	72% alm	32%	52% ao	73% aop	40% a	32%	57%
11-20%	120	90	30	84	68	55	63	33	46	74	37	52	51	16	81	28	5	91	13	3
	6% wvy	8% c	4%	8% c	8% c	8% c	7% c	8% c	6%	10% aik	6%	5%	13% alh	4%	6%	11% ao	5%	6%	15% ar	10%
21-30%	188	128	60	112	96	81	108	44	100	71	53	141	41	4	162	18	4	168	10	2
	10% nqvw	11%	9%	11% c	11% c	12% c	13% c	11%	13% ajk	10%	9%	15% an	11% n	1%	13% apq	7%	3%	12% c	11%	8%
31-40%	78	50	27	37	32	27	55	21	51	27	39	59	16	-	62	11	-	52	24	-
	4% ncuw	4%	4%	4%	4%	4%	7% acdef	5%	7% aj	4%	7% aj	8% an	4% n	-	5% q	4% q	-	4%	26% ar	-
41-50%	108	78	29	67	52	44	86	37	78	42	42	84	18	-	83	15	-	84	9	-
	6% ncuw	7% c	4%	7% c	6% c	6% c	10% abcde	9% ac	10% aj	6%	7%	9% am	5% n	-	7% q	6% q	-	6%	10%	-
51-60%	71	55	16	50	32	25	58	39	57	22	27	68	2	-	67	3	-	69	-	-
	4% mnpqu	5% c	2%	5% c	4%	4%	7% acef	10% abcde	7% aj	3%	5%	7% am	-	-	5% pq	1%	-	5% s	-	-
61-70%	111	67	44	47	39	34	77	29	76	22	65	108	-	-	107	-	-	105	-	-
	6% mnpq	6%	6%	5%	5%	5%	9% abdef	7%	10% aj	3%	11% aj	11% am	-	-	8% apq	-	-	7% s	-	-
71-80%	81	53	28	38	28	12	59	34	57	18	48	70	-	-	66	-	-	66	-	-
	4% fmnp	5% f	4% f	4% f	3%	2%	7% abcde	9% abcde	8% aj	2%	8% aj	7% am	-	-	5% pq	-	-	5%	-	-
81-90%	51	21	30	14	8	7	39	14	38	5	39	44	-	-	39	-	-	42	-	-
	3% defm	2%	4% bdef	1%	1%	1%	5% cabdef	4% def	5% aj	1%	7% aj	4% am	-	-	3% p	-	-	3%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
1-10%	632	632	-	-	312	286
	34%cg kvw	67%avw	-	-	38%ay	32%
11-20%	120	120	-	-	74	39
	6%vw y	13%avw	-	-	9%ay	4%
21-30%	188	188	-	-	93	80
	10%ngw w	20%avw	-	-	11%	9%
31-40%	78	-	78	-	38	38
	4%ngw w	-	30%auw	-	5%	4%
41-50%	108	-	108	-	42	63
	6%ngw w	-	42%auw	-	5%	7%
51-60%	71	-	71	-	36	32
	4%mpcu w	-	28%auw	-	4%	4%
61-70%	111	-	-	111	39	64
	6%jnpq suv	-	-	23%auw	5%	7%
71-80%	81	-	-	81	35	39
	4%fmpp quv	-	-	17%auw	4%	4%
81-90%	51	-	-	51	17	31
	3%dfm npuv	-	-	11%auw	2%	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
91-100%	239	20	219	8	6	3	143	57	144	7	133	153	-	-	153	-	-	153	-	-
	13%bdefj mnpqsuvx	2%f	32%abdef gh	1%	1%	*	17%abde f	14%bde f	19%aj	1%	23%aj	16%mm	-	-	12%pq	-	-	11%a	-	-
SUMMARY CODES																				
LOW	939	719	220	646	558	454	316	158	248	536	164	359	295	279	651	176	97	828	52	23
	51%cg h k v w y	62%acgh	32%	65%acgh	66%acgh	67%ab c g h	38% c	40% c	33%	72%a k	29%	37%	77% a l	77% a l	51%	71% a o	81% a o	58% a	58%	75%
MEDIUM	256	184	72	155	116	96	199	97	186	91	108	211	36	-	213	28	-	205	33	-
	14%cm n q u w	16% c	10%	16% c	14%	14%	24% a b c d e f	25% a b c d e f	25% a j k	12%	19% a j	22% a m n	9% n	-	17% a p q	11% q	-	14%	36% a r	-
HIGH	483	161	322	106	81	56	318	134	316	51	285	374	-	-	365	-	-	366	-	-
	26% b d e f j m n o p q s u v x	14% d e f	47% a b d e f g h	11%	10%	8%	38% a b d e f i	34% a b d e f i	42% a j	7%	50% a j	39% a m n	-	-	29% p q	-	-	26% a	-	-
Not watched in last month	173	96	76	89	85	71	9	3	6	66	13	26	51	83	45	45	23	23	5	8
	9% g h i k l	8% g h	11% g h	9% g h	10% g h	10% g h	1%	1%	1%	9% i k	2%	3%	13% a l	23% a l m	3%	18% a o	19% a o	2%	6% r	25%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.4_04 Proportion of viewing - SVoD usage
Base: All Adults 16+ in UK

	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE		
	Total (a)	Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
91-100%	239	-	-	239	53	141
	13%bdefj mnpqsuvx	-	-	50%auw	7%	16%ix
SUMMARY CODES						
LOW	939	939	-	-	479	406
	51%cgh jkvw	100%avw	-	-	59%ay	45%
MEDIUM	256	-	256	-	116	133
	14%cmnqu w	-	100%auw	-	14%	15%
HIGH	483	-	-	483	144	275
	26%bdefj mnpqsuvx	-	-	100%auw	18%	31%ax
Not watched in last month	173	-	-	-	74	84
	9%ghkl oruw	-	-	-	9%	9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	GENDER		AGE				AGE								SOCIAL GRADE				
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Trusted and accurate UK news	630	344	287	86	76	191	278	28	57	76	98	93	124	74	80	154	215	111	150
	34%cejs	39%ac	30%	33%ve	22%	33%ve	41%adef	36%kj	32%kj	22%	32%kj	35%kj	39%j	38%j	49%kaj	43%ars	30%rs	29%	28%
Programmes that helps to understand what is going on in the world today	477	222	255	56	68	152	202	18	38	68	73	79	97	62	43	112	157	93	114
	26%ej	25%	27%	22%	20%	27%e	30%ade	23%	21%	20%	24%	30%j	31%ij	32%kaj	26%	31%rs	28%sa	24%	21%
High-quality productions	453	238	215	53	97	129	174	16	36	97	58	71	92	48	34	112	148	76	117
	24%	27%	22%	20%	28%	23%	26%	21%	20%	28%k	19%	27%	29%ko	25%	21%	31%ars	28%r	19%	22%
Programmes that I can watch with and talk about with my family and friends	439	171	268	63	102	133	141	23	41	102	68	66	62	42	36	81	151	82	126
	24%b	19%	28%ab	25%	29%g	23%	21%	29%	23%	29%mm	22%	25%	20%	21%	22%	22%	26%	21%	24%
A wide range of different types of programmes for me	368	165	204	39	72	120	138	15	24	72	60	59	69	41	28	66	121	73	108
	20%	18%	21%	15%	21%	21%	20%	18%	14%	21%	20%	22%i	22%i	21%	17%	18%	21%	19%	20%
Programmes that make me stop and think	344	160	184	48	70	100	126	3	45	70	50	50	64	36	26	66	120	65	94
	19%h	18%	19%	19%	20%	17%	19%	4%	25%hko	20%h	16%h	19%h	20%h	18%h	16%h	18%	21%	17%	18%
Services which are available to everyone	275	113	162	54	50	88	83	15	38	50	48	40	39	26	17	45	80	63	88
	15%	13%	17%b	21%ag	15%	15%	12%	20%	22%amno	15%	16%	15%	12%	13%	10%	12%	14%	16%	16%
Programmes which reflect UK life and values	237	120	117	35	38	71	93	8	27	38	33	37	47	24	22	42	63	49	83
	13%	13%	12%	14%	11%	12%	14%	10%	15%	11%	11%	14%	13%	13%	12%	12%	11%	13%	16%q
Programmes with new ideas and different approaches	209	111	98	39	41	72	57	8	31	41	38	34	32	16	10	40	70	52	48
	11%o	12%	10%	15%g	12%	13%g	9%	10%	18%amno	12%o	13%o	13%o	10%	8%	6%	11%	12%	13%	9%
Reflects the diversity of the UK	197	92	105	49	38	67	44	14	35	38	43	24	26	12	5	40	69	38	51
	11%gno	10%	11%	19%aef	11%g	12%g	7%	18%lmo	19%ajmn	11%o	14%no	9%o	8%o	6%	11%	11%	12%	10%	10%
Programmes that bring the nation together for a shared viewing experience	158	70	88	16	40	39	64	8	7	40	21	18	25	22	17	28	48	33	49
	9%	8%	9%	6%	11%df	7%	9%	11%	4%	11%i	7%	7%	8%	11%i	10%i	8%	8%	8%	9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5a Top 3 most valuable benefits for you personally
 Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
A wide range of high-quality programmes for children made in the UK	150 8%gn	52 6%	98 10%b	20 8%	38 11%g	63 11%g	30 4%	8 10%n	11 6%	38 11%mo	47 15%aimno	16 6%	16 5%	5 3%	8 5%	30 8%	38 7%	30 8%	51 10%
Provision of regional programmes and content (including news)	148 8%dh	66 7%	81 8%	3 1%	18 5%d	46 8%d	81 12%adef	1 1%	2 1%	18 5%i	20 7%i	26 10%hi	37 12%ahijk	23 12%ahijk	21 13%ahj	33 9%	43 8%	27 7%	44 8%
Encourages the development of new talent	134 7%o	64 7%	71 7%	25 10%	29 8%	42 7%	39 6%	8 10%o	17 9%o	29 8%o	26 9%o	16 6%	23 7%	10 5%	5 3%	26 7%	38 7%	27 7%	44 8%
Features people like me and the places I know	99 5%	54 6%	45 5%	12 5%	15 4%	29 5%	44 6%	8 10%il	4 2%	15 4%	19 6%	10 4%	16 5%	16 8%il	12 7%i	13 4%	30 5%	27 7%	30 6%
None	225 12%amp	127 14%c	98 10%	40 16%g	57 16%g	65 11%	62 9%	14 17%am	27 15%am	57 16%lm	40 13%am	25 10%	21 7%	22 10%	25 7%	56 10%	69 18%apq	74 14%p	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q.5a Top 3 most valuable benefits for you personally
 Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Trusted and accurate UK news	630	369	261	239	68	185	53	85	148	103	73	483
	34% <i>c</i>	40% <i>ac</i>	28%	32%	29%	44% <i>adeh</i>	38%	28%	29%	29%	29%	36% <i>aj</i>
Programmes that helps to understand what is going on in the world today	477	270	208	193	51	121	35	78	120	74	62	357
	26%	29% <i>c</i>	22%	26%	21%	29%	25%	25%	24%	21%	25%	27%
High-quality productions	453	260	193	187	57	101	32	75	113	80	54	340
	24%	28% <i>c</i>	21%	25%	24%	24%	23%	25%	22%	23%	22%	25%
Programmes that I can watch with and talk about with my family and friends	439	231	209	178	68	88	39	66	146	103	65	293
	24%	25%	22%	24%	29% <i>f</i>	21%	28%	22%	29% <i>al</i>	29% <i>aj</i>	26%	22%
A wide range of different types of programmes for me	368	187	182	143	41	94	28	61	105	74	43	264
	20%	20%	20%	19%	17%	22%	20%	20%	21%	21%	17%	20%
Programmes that make me stop and think	344	186	159	138	47	73	30	56	83	54	43	262
	19%	20%	17%	19%	20%	17%	21%	18%	16%	15%	17%	19%
Services which are available to everyone	275	125	151	106	35	50	22	62	73	55	32	202
	15%	13%	16%	14%	15%	12%	16%	20% <i>adf</i>	14%	16%	13%	15%
Programmes which reflect UK life and values	237	105	132	95	34	49	17	42	65	40	39	172
	13%	11%	14%	13%	14%	12%	12%	14%	13%	11%	15%	13%
Programmes with new ideas and different approaches	209	110	99	94	29	37	26	23	51	27	36	158
	11%	12%	11%	13% <i>fh</i>	12%	9%	18% <i>afh</i>	8%	10%	8%	14% <i>aj</i>	12% <i>j</i>
Reflects the diversity of the UK	197	108	89	77	35	25	28	33	72	48	38	126
	11% <i>f</i>	12%	10% <i>f</i>	10% <i>f</i>	15% <i>f</i>	6%	20% <i>adh</i>	11% <i>f</i>	14% <i>aj</i>	13% <i>aj</i>	15% <i>aj</i>	9%
Programmes that bring the nation together for a shared viewing experience	158	76	82	62	17	40	12	27	41	33	18	117
	9%	8%	9%	8%	7%	9%	8%	9%	8%	9%	7%	9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/k/l

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Q.5a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
A wide range of high-quality programmes for children made in the UK	150 8% ^{fl}	68 7%	82 9%	53 7% ^f	35 15% ^{adfg}	16 4%	8 5%	39 13% ^{adfg}	102 20% ^{al}	89 25% ^{kaki}	38 15% ^{al}	48 4%
Provision of regional programmes and content (including news)	148 8% ^{kg}	76 8%	72 8%	59 8% ^g	12 5%	48 11% ^{aeg}	2 1%	26 8% ^g	28 5%	17 5%	17 7%	120 9% ^{ij}
Encourages the development of new talent	134 7%	63 7%	71 8%	51 7%	22 9% ^f	21 5%	17 12% ^f	23 7%	38 7%	24 7%	18 7%	97 7%
Features people like me and the places I know	99 5%	43 5%	56 6%	38 5%	8 3%	31 7%	9 6%	13 4%	18 3%	12 3%	10 4%	82 6% ^{il}
None	225 12% ^{ab}	81 9%	144 16% ^{ab}	96 13%	27 12%	44 10%	18 13%	39 13%	56 11%	43 12%	25 10%	168 13%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

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Q.5a Top 3 most valuable benefits for you personally
 Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Trusted and accurate UK news	630 34%	576 34%	54 31%	221 32%	247 40%adg	43 41%	341 34%	260 38% ^d
Programmes that helps to understand what is going on in the world today	477 26%	443 26%	34 20%	181 26%	173 28%	26 25%	266 27%	187 28%
High-quality productions	453 24%	413 25%	40 23%	185 27%	158 25%	23 22%	249 25%	173 26%
Programmes that I can watch with and talk about with my family and friends	439 24%	400 24%	39 22%	189 27%	148 24%	21 20%	257 26%	159 23%
A wide range of different types of programmes for me	368 20%	337 20%	31 18%	154 22%	128 20%	24 23%	219 22%	141 21%
Programmes that make me stop and think	344 19% ^c	324 19% ^c	20 12%	119 17%	135 22%	23 21%	179 18%	138 20%
Services which are available to everyone	275 15%	254 15%	21 12%	113 16%	92 15%	15 14%	160 16%	100 15%
Programmes which reflect UK life and values	237 13%	213 13%	24 14%	87 12%	75 12%	14 14%	135 14%	79 12%
Programmes with new ideas and different approaches	209 11% ^c	199 12% ^c	10 6%	71 10%	68 11%	15 14%	103 10%	73 11%
Reflects the diversity of the UK	197 11% ^c	188 11% ^c	9 5%	84 12% ^e	53 8%	6 6%	112 11%	64 9%
Programmes that bring the nation together for a shared viewing experience	158 9%	136 8%	22 13% ^b	63 9%	60 10%	5 5%	80 8%	70 10%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

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Q.5a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
A wide range of high-quality programmes for children made in the UK	150 8%	143 9% ^c	7 4%	74 11% ^{eh}	40 6%	7 7%	90 9%	48 7%
Provision of regional programmes and content (including news)	148 8%	129 8%	19 11%	59 8%	65 10%	12 11%	80 8%	76 11% ^{ag}
Encourages the development of new talent	134 7%	126 8%	8 5%	44 6%	37 6%	7 7%	64 6%	41 6%
Features people like me and the places I know	99 5%	87 5%	13 7%	44 6%	29 5%	5 5%	63 6%	30 4%
None	225 12% ^{dg}	199 11%	36 20% ^{ab}	61 9%	58 9%	6 6%	85 9%	62 9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Trusted and accurate UK news	630	22	84	26	39	42	86	71	87	77	25	58	13	557	69	5	2	1
	34% ^d	33%	46% ^{kade}	21% ^h	27%	27%	42% ^{ade}	29%	32% ^d	46% ^{kade}	27%	37% ^d	32%	35%	28%	28%	36%	37%
Programmes that helps to understand what is going on in the world today	477	18	31	23	42	46	58	51	72	45	33	46	14	401	72	5	-	1
	26% ^{co}	27%	17%	18%	28% ^c	29% ^{cd}	28% ^c	21%	27% ^c	27% ^c	36% ^{cdh}	30% ^{cd}	32% ^{cdh}	25%	29%	30%	-	37%
High-quality productions	453	15	39	26	28	51	67	54	81	34	17	31	11	380	65	2	3	-
	24%	23%	21%	20%	19%	33% ^{acde}	30% ^{acej}	22%	30% ^{cej}	20%	18%	20%	26%	24%	27%	11%	48%	-
Programmes that I can watch with and talk about with my family and friends	439	20	44	36	25	28	55	61	76	27	23	32	13	385	49	6	-	-
	24%	30% ^{ej}	24%	28% ^{ej}	17%	18%	27% ^j	25%	28% ^{efj}	16%	24%	20%	30% ^{efj}	24%	20%	33%	-	-
A wide range of different types of programmes for me	368	9	28	29	26	33	40	37	65	34	17	33	19	332	31	-	-	-
	20% ^{ko}	13%	15%	22%	17%	21%	19%	15%	24% ^{sch}	20%	18%	21%	46% ^{abcd}	21% ^o	13%	-	-	-
Programmes that make me stop and think	344	8	33	22	28	30	38	43	59	30	19	26	7	317	27	2	-	-
	19% ^{ko}	12%	18%	17%	19%	19%	19%	18%	22%	18%	21%	17%	17%	20% ^o	11%	14%	-	-
Services which are available to everyone	275	11	40	14	19	35	33	26	33	22	12	25	5	227	45	2	1	2
	15%	16%	22% ^{kadehim}	11%	13%	23% ^{adhi}	16%	11%	12%	13%	13%	16%	11%	14%	19%	11%	22%	67%
Programmes which reflect UK life and values	237	9	18	16	28	27	33	23	26	11	14	27	4	205	30	3	-	-
	13% ^j	13%	10%	13%	19% ^{chij}	17% ^{hij}	16% ^j	10%	9%	7%	15%	17% ^{hij}	10%	13%	12%	15%	-	-
Programmes with new ideas and different approaches	209	5	19	17	21	18	18	21	35	16	18	16	6	189	20	-	-	-
	11%	7%	10%	14%	14%	12%	9%	9%	13%	9%	20% ^{abghj}	10%	14%	12%	8%	-	-	-
Reflects the diversity of the UK	197	3	17	13	18	18	15	38	31	12	12	18	3	154	39	5	-	-
	11%	4%	9%	10%	12%	11%	8%	18% ^{abg}	12%	7%	13%	11%	7%	10%	16% ^{an}	28%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.5a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGINZ				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Programmes that bring the nation together for a shared viewing experience	158 9%	5 8%	16 9%	9 7%	17 12%	15 10%	15 7%	25 10%	29 11%	5 3%	6 6%	13 9%	2 4%	145 9%	13 5%	1 8%	1 22%	- -
A wide range of high-quality programmes for children made in the UK	150 8%	3 5%	11 6%	14 11%	14 10%	9 6%	19 9%	28 12%	22 8%	10 6%	6 6%	10 6%	4 9%	127 8%	20 8%	1 4%	- -	- -
Provision of regional programmes and content (including news)	148 8% ^{po}	3 4%	16 9% ^g	17 13% ^{aalgh}	13 9% ^g	9 6%	6 3%	10 4%	28 10% ^{gh}	16 10% ^g	9 10% ^g	12 7%	8 19% ^{labce}	136 9% ^o	9 4%	1 8%	1 22%	- -
Encourages the development of new talent	134 7%	4 6% ^j	8 5%	15 12% ^{cgj}	11 8%	11 7%	10 5%	26 11% ^{cj}	29 11% ^{cj}	1 1%	5 6% ^j	10 7%	3 7%	102 6%	30 12% ^{an}	1 8%	3 48%	- -
Features people like me and the places I know	99 5%	7 10% ^j	9 5%	10 8%	9 6%	6 4%	13 6%	11 5%	14 5%	5 3%	5 5%	7 5%	3 7%	86 5%	12 5%	- -	- -	- -
None	225 12%	6 9%	22 12%	10 8%	21 14%	16 10%	16 8%	38 16% ^{idgim}	24 9%	32 13% ^{adfgim}	9 10%	28 18% ^{adfgim}	2 6%	178 11%	40 16%	3 20%	1 20%	1 33%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.5a Top 3 most valuable benefits for you personally
 Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service S (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Trusted and accurate UK news	630 34% <i>cov</i>	470 41% <i>acgh</i>	161 23%	415 42% <i>acgh</i>	347 41% <i>acgh</i>	277 41% <i>acgh</i>	281 33% <i>c</i>	131 33% <i>c</i>	235 31%	342 46% <i>aik</i>	176 31%	300 31%	161 42% <i>al</i>	138 38% <i>l</i>	447 35%	100 40% <i>q</i>	35 29%	492 35%	29 32%	12 37%
Programmes that helps to understand what is going on in the world today	477 26% <i>cov</i>	362 31% <i>ac</i>	115 17%	320 32% <i>ac</i>	256 31% <i>ac</i>	197 29% <i>c</i>	234 28% <i>c</i>	113 29% <i>c</i>	187 25%	244 33% <i>al</i>	164 29%	243 25%	116 30%	95 26%	346 27% <i>q</i>	72 29% <i>q</i>	21 16%	386 27%	26 29%	7 24%
High-quality productions	453 24% <i>cov</i>	317 27% <i>c</i>	136 20%	288 29% <i>ac</i>	227 27% <i>c</i>	190 28% <i>c</i>	234 28% <i>c</i>	120 31% <i>ac</i>	201 27%	220 30% <i>a</i>	144 25%	243 25%	107 28%	79 22%	323 25%	70 28% <i>q</i>	20 17%	368 26%	22 24%	9 29%
Programmes that I can watch with and talk about with my family and friends	439 24%	289 25%	150 22%	247 25%	220 26%	177 26%	218 26%	100 26%	195 26%	179 24%	137 24%	244 25%	91 24%	82 23%	301 24%	78 31% <i>ao</i>	25 21%	345 24%	19 21%	8 25%
A wide range of different types of programmes for me	368 20%	250 22% <i>c</i>	119 17%	221 22% <i>c</i>	191 23% <i>c</i>	162 24% <i>ac</i>	172 20%	92 23% <i>c</i>	155 21%	157 21%	96 17%	179 18%	97 25% <i>aln</i>	68 19%	248 20%	56 22%	22 19%	272 19%	27 30% <i>ar</i>	8 25%
Programmes that make me stop and think	344 19%	226 19%	118 17%	193 19%	159 19%	138 20%	174 21%	89 23%	153 20%	145 19%	116 20%	168 17%	78 20%	63 17%	237 19%	46 18%	18 15%	258 18%	13 14%	10 32%
Services which are available to everyone	275 15% <i>kn</i>	156 13%	119 17% <i>bdf</i>	128 13%	116 14%	83 12%	124 15%	58 15%	113 15%	102 14%	91 16%	156 16% <i>kn</i>	66 17% <i>kn</i>	38 10%	191 15%	44 18%	17 14%	213 15%	21 24% <i>ar</i>	6 20%
Programmes which reflect UK life and values	237 13%	153 13%	83 12%	136 14%	110 13%	86 13%	101 12%	56 14%	97 13%	103 14%	89 12%	133 14%	40 10%	53 15%	177 14%	28 11%	10 8%	186 13%	12 13%	3 9%
Programmes with new ideas and different approaches	209 11%	128 11%	81 12%	108 11%	80 9%	70 10%	114 14% <i>e</i>	50 13%	109 14% <i>aj</i>	77 10%	84 15% <i>j</i>	116 12%	41 11%	34 9%	149 12%	23 9%	12 10%	161 11%	11 13%	3 9%
Reflects the diversity of the UK	197 11% <i>ku</i>	120 10%	77 11%	100 10%	79 9%	76 11%	112 13% <i>de</i>	41 10%	100 13%	73 10%	72 13%	113 12% <i>kn</i>	40 11%	27 7%	144 11%	18 7%	10 8%	152 11%	9 10%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Trusted and accurate UK news	630 34%cw	366 39%avw	80 31%	125 26%	335 41%ay	269 30%
Programmes that helps to understand what is going on in the world today	477 26%cw	269 29%w	80 31%w	98 20%	261 32%ay	202 23%
High-quality productions	453 24%cy	254 27%w	73 29%w	97 20%	248 31%ay	186 21%
Programmes that I can watch with and talk about with my family and friends	439 24%	226 24%	62 24%	106 22%	216 27%	201 22%
A wide range of different types of programmes for me	368 20%	195 21%	60 23%w	79 16%	170 21%	187 21%
Programmes that make me stop and think	344 19%	181 19%	41 16%	93 19%	174 21%	161 18%
Services which are available to everyone	275 15% <i>n</i>	137 15%	39 15%	72 15%	123 15%	141 16%
Programmes which reflect UK life and values	237 13%	109 12%	49 19% <i>auw</i>	50 10%	122 15% <i>y</i>	102 11%
Programmes with new ideas and different approaches	209 11%	97 10%	34 13%	63 13%	104 13%	98 11%
Reflects the diversity of the UK	197 11% <i>u</i>	74 8%	44 17% <i>au</i>	66 14% <i>u</i>	96 12%	91 10%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q.5a Top 3 most valuable benefits for you personally
 Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes that bring the nation together for a shared viewing experience	158	111	47	93	82	60	71	32	66	72	43	78	41	31	100	24	8	119	11	2
	9%	10%	7%	9%	10%	9%	8%	8%	9%	10%	8%	8%	11%	9%	8%	10%	7%	8%	12%	5%
A wide range of high-quality programmes for children made in the UK	150	99	51	83	69	58	75	33	72	51	58	93	27	20	103	19	9	110	11	6
	8%	8%	7%	8%	8%	9%	9%	8%	10%	7%	10%	10%	7%	6%	8%	8%	7%	8%	12%	19%
Provision of regional programmes and content (including news)	148	112	36	102	89	76	51	28	45	81	29	62	33	51	98	25	12	114	5	2
	8%ckw	10%cg	5%	10%cg	11%aog	11%aogh	6%	7%	6%	11%aik	5%	6%	9%	14%alm	8%	10%	10%	8%	6%	5%
Encourages the development of new talent	134	72	63	53	37	36	66	27	68	38	54	71	21	25	95	11	3	92	9	-
	7%e	6%	9%bdef	5%	4%	5%	8%de	7%	9%j	5%	10%j	7%	5%	7%	7%	4%	3%	6%	10%	-
Features people like me and the places I know	99	68	31	60	52	39	33	9	31	47	27	46	25	23	62	21	8	67	8	-
	5%hx	6%h	4%	6%h	6%h	6%h	4%	2%	4%	6%	5%	5%	7%	6%	5%	8%o	7%	5%	9%	-
None	225	65	159	49	46	39	86	34	85	31	68	126	16	42	137	16	21	155	7	2
	12%bdefj	6%	23%abdef	5%	6%	6%	10%bdef	9%id	11%j	4%	12%j	13%m	4%	12%lm	11%p	6%	18%op	11%	8%	7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
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Q.5a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes that bring the nation together for a shared viewing experience	158 9%	81 9%	29 11%w	30 6%	87 11%	70 8%
A wide range of high-quality programmes for children made in the UK	150 8%	70 7%	27 11%	41 9%	61 7%	85 9%
Provision of regional programmes and content (including news)	148 8%kw	97 10%w	17 7%	16 3%	78 10%	69 8%
Encourages the development of new talent	134 7%e	50 5%	25 10%u	46 10%u	57 7%	72 8%
Features people like me and the places I know	99 5%hx	48 5%	13 5%	20 4%	28 3%	66 7%x
None	225 12%bdef mpuvx	73 8%	14 6%	107 22%auv	29 4%	120 13%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q.5a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Q.5B LEAST 3 BENEFITS PERSONALLY																
	Total (a)	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for me (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)
Unweighted Base	1851	128	151	101	404	118	216	259	319	126	136	137	157	228	90	467	
Weighted Base	1851	134	147	103*	393	123	175	206	284	107	133	139	146	235	93*	477	
Trusted and accurate UK news	630 34% ^f	49 37% ^f	57 38% ^f	43 42% ^f	182 46% ^{afpq}	-	69 39% ^f	81 39% ^f	110 41% ^{af}	130 46% ^{afpq}	41 39% ^f	57 43% ^f	65 47% ^{afpq}	77 53% ^{abcdg}	108 46% ^{afpq}	27 29% ^f	171 36% ^f
Programmes that helps to understand what is going on in the world today	477 26% ^p	38 29% ^p	49 33% ^{fp}	34 33% ^p	130 33% ^{afgp}	26 21% ^p	41 23% ^p	65 32% ^p	94 35% ^{afgp}	101 35% ^{afgp}	32 29% ^p	40 30% ^p	39 28% ^p	47 32% ^p	78 33% ^{afgp}	-	140 29% ^p
High-quality productions	453 24% ^c	43 32% ^c	-	26 26% ^c	119 30% ^{ac}	29 23% ^c	64 37% ^{acdkm}	68 33% ^{ac}	77 29% ^c	80 28% ^c	25 23% ^c	46 35% ^{ac}	34 24% ^c	45 31% ^c	78 33% ^{ac}	31 33% ^c	134 28% ^c
Programmes that I can watch with and talk about with my family and friends	439 24% ⁿ	47 35% ^{anq}	53 36% ^{aeq}	30 29% ⁿ	100 25% ⁿ	38 31% ⁿ	57 33% ^{an}	60 29% ⁿ	76 29% ⁿ	81 28% ⁿ	35 33% ^{an}	50 37% ^{aeq}	38 27% ⁿ	-	67 28% ⁿ	32 35% ^{an}	116 24% ⁿ
A wide range of different types of programmes for me	368 20% ^d	27 20% ^d	33 22% ^d	-	93 24% ^d	36 29% ^{adq}	43 25% ^d	61 29% ^{adq}	60 23% ^d	74 26% ^{ad}	29 27% ^d	35 26% ^d	35 25% ^d	38 26% ^d	55 23% ^d	21 22% ^d	96 20% ^d
Programmes that make me stop and think	344 19% ^l	25 19% ^l	30 20% ^l	22 21% ^l	100 26% ^{alq}	37 30% ^{ablq}	36 20% ^l	44 21% ^l	76 29% ^{ablq}	81 29% ^{ablq}	26 24% ^l	-	31 22% ^l	46 31% ^{abqgh}	58 25% ^{lq}	26 28% ^{alq}	78 16% ^l
Services which are available to everyone	275 15% ^b	-	34 23% ^{abh}	25 24% ^{abh}	65 16% ^b	36 29% ^{abehi}	34 19% ^b	27 13% ^b	46 17% ^b	50 18% ^b	21 19% ^b	34 25% ^{abehi}	29 21% ^b	25 17% ^b	36 15% ^b	13 14% ^b	78 16% ^b
Programmes which reflect UK life and values	237 13% ^m	22 16% ^m	33 22% ^{agkmo}	16 16% ^m	64 16% ^{mo}	17 14% ^m	21 12% ^m	32 16% ^m	37 14% ^m	48 17% ^{mo}	12 11% ^m	23 17% ^m	-	32 22% ^{agkmo}	23 10% ^m	22 24% ^{agkmo}	67 14% ^m

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
* small base

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Q.5a Top 3 most valuable benefits for you personally
 Base: All Adults 16+ in UK

	Q.5B LEAST 3 BENEFITS PERSONALLY																
	Total (a)	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for me (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)
Unweighted Base	1851	128	151	101	404	118	216	259	319	126	136	137	157	228	90	467	
Weighted Base	1851	134	147	103*	393	123	206	266	284	107	133	139	146	235	93*	477	
Programmes with new ideas and different approaches	209 11%k	29 21%aknq	23 16%kq	13 12%k	67 17%akq	20 16%kq	32 18%akq	33 16%kq	43 15%kq	-	22 16%kq	27 19%akq	16 11%k	35 15%kq	18 19%akq	41 8%k	
Reflects the diversity of the UK	197 11%h	26 19%ahq	19 13%h	15 14%h	50 13%h	16 13%h	32 18%ahq	-	46 17%ahq	41 15%hq	19 18%ahq	20 15%h	23 18%hq	33 14%h	17 18%ahq	45 9%h	
Programmes that bring the nation together for a shared viewing experience	158 9%o	18 13%o	19 13%o	17 16%aoq	39 10%o	19 16%aoq	23 13%o	23 11%o	26 12%o	14 9%o	14 13%o	13 10%o	17 12%o	15 10%o	-	17 19%aejoq	42 9%o
A wide range of high-quality programmes for children made in the UK	150 8%e	11 8%e	19 13%ae	12 12%e	-	18 14%ae	30 17%abejij	17 8%e	25 9%e	22 8%e	11 10%e	24 18%abehi	17 12%e	11 8%e	25 11%e	8 9%e	45 10%e
Provision of regional programmes and content (including news)	148 8%g	14 10%g	15 10%g	12 11%g	47 12%ag	10 8%g	-	29 14%agiq	24 9%g	37 13%agiq	14 13%g	8 6%g	19 13%ag	14 10%g	29 12%ag	8 8%g	37 8%g
Encourages the development of new talent	134 7%j	23 17%ajq	19 13%ajq	15 15%ajq	43 11%ajq	25 20%aeghi	18 10%j	22 11%jq	28 11%jq	-	13 12%jq	11 9%j	14 10%j	21 14%ajq	24 10%jq	10 11%j	26 5%j
Features people like me and the places I know	99 5%i	7 5%i	18 12%aeijn	6 5%i	22 6%i	11 9%i	11 6%i	20 10%ajjn	-	10 4%i	14 13%aeijn	6 5%i	8 6%i	5 4%i	14 6%i	12 13%aeijn	25 5%i
None	225 12%bcdefg hiklmnop q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1634	769	865	217	243	443	731	69	148	243	216	227	250	269	212	327	495	319	493
Weighted Base	1626	765	861	217	290	507	612	66*	151	290	266	241	293	176	143	335	512	321	458
A wide range of high-quality programmes for children made in the UK	393 24%k	182 24%	211 24%	56 26%	67 23%	100 20%	170 28%l	17 26%	40 26%	67 23%	46 17%	54 23%	80 27%k	49 28%k	41 28%k	88 26%	136 26%	67 21%	103 22%
Encourages the development of new talent	284 17%	132 17%	151 18%	38 17%	52 18%	77 15%	117 19%	11 16%	27 18%	52 18%	32 12%	45 19%	57 20%k	39 22%k	21 15%	57 17%	102 20%	55 17%	70 15%
Features people like me and the places I know	266 16%	135 18%	130 15%	53 24%afg	49 17%	83 16%	81 13%	12 18%	41 27%ajklm	49 17%	43 16%	40 17%	40 14%	24 14%	17 12%	62 19%r	102 20%rs	39 12%	63 14%
Programmes that bring the nation together for a shared viewing experience	235 14%r	121 16%	115 13%	39 18%	38 13%	75 15%	83 14%	8 12%	31 20%	38 13%	37 14%	38 16%	41 14%	23 13%	19 13%	51 15%r	97 19%rs	30 9%	57 12%
Reflects the diversity of the UK	206 13%	112 15%c	93 11%	18 8%	31 11%	72 14%d	84 14%	6 9%	12 8%	31 11%	38 14%	34 14%	45 16%j	23 13%	16 11%	35 10%	73 14%	43 13%	55 12%
Provision of regional programmes and content (including news)	175 11%	84 11%	91 11%	29 13%g	44 15%g	54 11%	49 8%	11 16%	18 12%	44 15%mmo	32 12%	22 9%	24 8%	14 8%	11 7%	36 11%	74 14%rs	29 9%	36 8%
High-quality productions	147 9%km	67 9%	81 9%	33 15%aafg	30 10%	44 9%	40 6%	13 19%akmn	21 14%mn	30 10%mn	22 8%	22 9%	14 5%	13 8%	12 9%	29 9%	55 11%	25 8%	38 8%
Programmes that I can watch with and talk about with my family and friends	146 9%	75 10%	72 8%	20 9%	19 6%	45 9%	63 10%	5 8%	15 10%	19 6%	29 11%	17 7%	30 10%	16 9%	16 11%	34 10%	49 10%	27 8%	36 8%
Programmes which reflect UK life and values	139 9%go	76 10%	63 7%	27 12%g	33 11%g	44 9%	36 6%	5 7%	22 14%kano	33 11%no	22 8%o	21 9%o	23 8%	8 5%	5 3%	23 7%	54 11%rs	32 10%	30 7%
Services which are available to everyone	134 8%	64 8%	70 8%	16 7%	20 7%	49 10%	48 8%	2 3%	14 9%	20 7%	32 12%	18 7%	26 9%	12 7%	11 8%	30 9%	40 8%	23 7%	41 9%
Programmes that make me stop and think	133 8%	66 9%	68 8%	22 10%	23 8%	45 9%	43 7%	11 16%almo	11 7%	23 8%	29 11%	16 7%	22 8%	11 6%	9 6%	25 8%	37 7%	29 9%	41 9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1634	769	865	217	243	443	731	69	148	243	216	227	250	269	212	327	495	319	493
Weighted Base	1626	765	861	217	290	507	612	66*	151	290	266	241	293	176	143	335	512	321	458
Trusted and accurate UK news	123 8%o	58 8%	64 7%	21 10%	31 11%g	33 7%	38 6%	5 8%o	16 10%o	31 11%kno	13 5%	20 8%o	26 9%o	10 5%o	2 2%	18 5%	35 7%	26 8%	44 10%p
Programmes with new ideas and different approaches	107 7%	51 7%	56 7%	17 8%	23 8%	29 6%	39 6%	6 9%	11 7%	23 8%	14 5%	15 6%	13 4%	11 6%	15 11%akm	17 5%	26 5%	25 8%	39 8%
A wide range of different types of programmes for me	103 6%	40 5%	62 7%	18 8%	22 8%	24 5%	39 6%	9 13%akno	9 6%	22 8%	9 3%	15 6%	25 8%k	10 5%	5 4%	21 6%	34 7%	19 6%	30 6%
Programmes that helps to understand what is going on in the world today	93 6%p	48 6%	45 5%	16 7%	24 8%	23 4%	31 5%	7 11%	9 6%	24 8%	12 4%	11 5%	14 5%	9 5%	8 5%	8 2%	35 7%p	28 9%p	23 5%
None	477 29%a	227 30%	250 29%	51 23%	75 26%	158 31%	194 32%a	16 24%	35 23%	75 26%	85 32%	73 30%	88 30%	54 31%	51 36%ij	99 29%	119 23%	107 33%q	153 33%q

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1634	822	812	550	186	526	118	254	402	275	204	1232
Weighted Base	1626	847	779	647	211	390	123*	266	450	311	224	1176
A wide range of high-quality programmes for children made in the UK	393 24% ^{ijk}	223 26% ^c	170 22%	147 23%	55 26%	104 27%	29 24%	58 22%	55 12%	39 13%	29 13%	338 29% ^{aijk}
Encourages the development of new talent	284 17%	159 19%	125 16%	104 16%	34 16%	73 19%	29 24%	43 16%	76 17%	55 18%	40 18%	208 18%
Features people like me and the places I know	266 16%	164 19% ^c	102 13%	111 17%	44 21% ^{fh}	48 13%	31 25% ^{afh}	32 12%	67 15%	46 15%	30 13%	199 17%
Programmes that bring the nation together for a shared viewing experience	235 14% ^c	148 18% ^c	87 11%	98 15%	25 12%	50 13%	26 21% ^{ef}	36 14%	60 13%	45 15%	27 12%	175 15%
Reflects the diversity of the UK	206 13%	108 13%	97 13%	88 14%	21 10%	50 13%	14 11%	32 12%	52 12%	38 12%	27 12%	154 13%
Provision of regional programmes and content (including news)	175 11% ^{fd}	110 13% ^c	65 8%	68 11%	27 13% ^f	29 8%	23 19% ^{adh}	28 11%	56 13%	44 14%	23 10%	119 10%
High-quality productions	147 9%	85 10%	63 8%	63 10%	20 10%	29 8%	17 14% ^h	18 7%	43 9%	31 10%	20 9%	105 9%
Programmes that I can watch with and talk about with my family and friends	146 9%	83 10%	63 8%	58 9%	15 7%	44 12% ^h	13 10%	16 6%	35 8%	26 8%	18 8%	112 9%
Programmes which reflect UK life and values	139 9%	77 9%	62 8%	52 8%	19 9%	22 6%	18 14% ^{adf}	28 11% ^f	42 9%	29 9%	20 9%	97 8%
Services which are available to everyone	134 8%	70 8%	65 8%	57 9%	15 7%	28 7%	11 9%	25 9%	46 10%	30 10%	25 11%	88 8%
Programmes that make me stop and think	133 8%	62 7%	71 9%	55 9%	19 9%	25 7%	9 8%	24 9%	47 10%	37 12% ^{kl}	23 10%	86 7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/kl
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1634	822	812	550	186	526	118	254	402	275	204	1232
Weighted Base	1626	847	779	647	211	390	123*	266	450	311	224	1176
Trusted and accurate UK news	123	53	70	48	13	18	14	29	39	34	15	84
	8%	6%	9%	7%	6%	5%	11% ^f	11% ^f	9%	11%	6%	7%
Programmes with new ideas and different approaches	107	44	64	36	11	31	10	19	32	28	8	75
	7%	5%	8% ^b	6%	5%	8%	8%	7%	7%	9% ^{kk}	4%	6%
A wide range of different types of programmes for me	103	55	48	37	14	21	14	17	20	10	10	83
	6%	6%	6%	6%	6%	6%	12% ^{adf}	6%	4%	3%	4%	7% ^{jj}
Programmes that helps to understand what is going on in the world today	93	42	51	38	9	20	11	16	26	18	12	68
	6%	5%	7%	6%	4%	5%	9%	6%	6%	6%	6%	6%
None	477	217	260	194	62	117	22	83	151	94	81	327
	29% ^{gg}	26%	33% ^{bb}	30% ^{gg}	29% ^{gg}	31% ^{gg}	17%	31% ^{gg}	33% ^{jj}	30%	36% ^{jj}	28%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1634	1466	168	621	626	103	886	869
Weighted Base	1626	1488	138	635	567	99	911	615
A wide range of high-quality programmes for children made in the UK	393 24%	365 25%	28 21%	135 21%	154 27% ^{dg}	26 26%	200 22%	167 27% ^{dg}
Encourages the development of new talent	284 17%	268 18%	16 12%	117 18%	102 18%	14 15%	155 17%	110 18%
Features people like me and the places I know	266 16% ^c	258 17% ^c	8 6%	104 16%	94 17%	17 17%	143 16%	103 17%
Programmes that bring the nation together for a shared viewing experience	235 14%	221 15%	14 10%	72 11%	84 15%	17 17%	123 13%	91 15%
Reflects the diversity of the UK	206 13%	196 13%	20 14%	89 14%	70 12%	12 12%	118 13%	80 13%
Provision of regional programmes and content (including news)	175 11%	163 11%	12 9%	65 10%	54 9%	11 11%	95 10%	59 10%
High-quality productions	147 9%	138 9%	9 7%	50 8%	50 9%	10 10%	78 9%	56 9%
Programmes that I can watch with and talk about with my family and friends	146 9%	138 9%	9 6%	48 8%	64 11% ^d	10 10%	75 8%	66 11%
Programmes which reflect UK life and values	139 9% ^c	137 9% ^c	2 1%	59 9%	41 7%	6 6%	87 10%	46 7%
Services which are available to everyone	134 8%	122 8%	12 9%	59 9%	41 7%	12 12%	85 9%	46 8%
Programmes that make me stop and think	133 8%	123 8%	10 7%	51 8%	54 10%	3 3%	61 7%	59 10%
Trusted and accurate UK news	123 8%	114 8%	9 7%	39 6%	36 6%	6 6%	59 6%	38 6%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1634	1466	168	621	626	103	886	869
Weighted Base	1626	1488	138	635	567	99	911	615
Programmes with new ideas and different approaches	107 7%	96 6%	12 9%	49 8%	33 6%	3 3%	64 7%	33 5%
A wide range of different types of programmes for me	103 6%	92 6%	11 8%	40 6%	28 5%	2 2%	61 7%	28 5%
Programmes that helps to understand what is going on in the world today	93 6%	83 6%	10 7%	32 5%	25 4%	3 3%	46 5%	28 5%
None	477 29%	422 28%	56 40%ab	199 31%	163 29%	36 36%	285 31%	179 29%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1634	67	183	120	109	134	159	174	212	118	66	190	102	1448	171	12	4	2
Weighted Base	1626	59*	160	117	126*	141	189	204	244	134	83*	129	40*	1405	205	13**	5**	2**
A wide range of high-quality programmes for children made in the UK	393 24%fg	11 19%	52 33%adgh	19 16%	42 33%dfgh	21 15%	31 16%	40 19%	69 28%dfg	45 33%adfg	22 26%	32 25%f	10 26%f	354 25%o	36 17%	2 13%	-	-
Encourages the development of new talent	284 17%ho	10 16%	31 19%h	19 16%	22 18%	18 13%	33 17%h	19 9%	48 20%h	25 19%h	11 13%	32 25%afh	16 41%abccdefghijkl	264 19%o	17 9%	2 13%	-	-
Features people like me and the places I know	266 16%f	8 13%	23 14%f	17 15%f	28 22%f	9 7%	29 15%f	29 14%f	57 23%acfh	28 21%f	12 15%	21 16%f	4 11%	238 17%	26 13%	-	2 32%	-
Programmes that bring the nation together for a shared viewing experience	235 14%f	5 8%	26 16%f	14 12%f	23 18%f	4 3%	24 13%f	24 12%f	51 21%abfh	23 18%f	12 15%f	24 18%f	6 14%f	214 15%	20 10%	1 5%	-	-
Reflects the diversity of the UK	206 13%fg	8 13%	17 11%	7 6%	16 13%	7 5%	11 6%	34 17%dfg	44 18%acd	19 14%fg	7 8%	26 20%acdfg	8 21%acdf	189 13%o	15 7%	1 5%	1 27%	-
Provision of regional programmes and content (including news)	175 11%fm	4 7%	16 10%h	11 9%	24 19%abghjklm	7 5%	29 16%fhkm	17 8%	35 14%fm	16 12%h	4 5%	11 9%	1 2%	157 11%	18 9%	1 6%	-	1 54%
High-quality productions	147 9%h	3 5%	19 12%f	12 10%f	16 13%f	5 4%	15 8%	24 12%f	23 9%	8 6%	9 11%	10 8%	4 11%h	124 9%	23 11%	1 6%	-	-
Programmes that I can watch with and talk about with my family and friends	146 9%o	4 7%	21 13%hj	11 9%	17 14%h	9 6%	17 9%	10 5%	32 13%h	8 6%	5 6%	9 7%	5 11%h	140 10%o	6 3%	-	2 32%	-
Programmes which reflect UK life and values	139 9%h	7 13%fj	15 9%fj	13 11%fj	14 11%fj	4 3%	20 11%fj	20 10%fj	23 9%fj	3 2%	8 9%	8 6%	3 7%	118 8%	18 9%	-	1 27%	-
Services which are available to everyone	134 8%	7 12%fg	11 7%	12 10%g	16 13%fjl	6 4%	7 4%	23 12%fjl	32 13%afgjl	7 5%	4 5%	6 5%	2 6%	120 9%	14 7%	1 6%	3 60%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1634	67	183	120	109	134	159	174	212	118	66	190	102	1448	171	12	4	2
Weighted Base	1626	59*	160	117	126*	141	189	204	244	134	83*	129	40*	1405	205	13**	5**	2**
Programmes that make me stop and think	133	4	13	8	15	8	15	23	14	8	6	14	6	104	26	3	1	-
Trusted and accurate UK news	123	3	12	11	11	6	8	21	23	7	12	11	1	103	19	2	1	-
Programmes with new ideas and different approaches	107	3	11	12	9	6	6	20	12	10	2	8	8	96	7	3	-	-
A wide range of different types of programmes for me	103	3	9	9	15	5	12	14	15	5	8	9	1	79	24	2	1	-
Programmes that help to understand what is going on in the world today	93	3	9	4	8	2	10	30	11	2	5	6	2	74	20	1	-	-
None	477	18	34	34	18	82	71	58	49	33	35	40	5	394	79	4	1	1
	29%cem	31%em	22%	29%em	14%	59%abcdedhijklm	38%aceijm	28%em	20%	24%	42%aceijm	31%eim	13%	28%	38%kan	31%	13%	46%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
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Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1634	1132	502	986	851	687	693	318	609	769	471	790	383	370	1132	247	103	1278	87	27
Weighted Base	1626	1095	532	947	793	639	756	358	670	713	503	844	367	319	1136	234	99*	1268	83*	29**
A wide range of high-quality programmes for children made in the UK	393	293	100	256	208	181	190	102	164	202	110	193	91	85	282	54	17	313	21	3
	24%k	27%k	19%	27%k	26%k	28%k	25%k	28%k	24%	28%k	22%	23%	25%	27%	25%	23%	17%	25%	25%	11%
Encourages the development of new talent	284	214	70	192	163	139	147	76	128	133	81	146	73	55	213	44	9	223	20	5
	17%cc	20%c	13%	20%c	20%c	22%ac	19%c	21%c	19%	19%	16%	17%	20%	17%	19%q	19%q	9%	18%	24%	18%
Features people like me and the places I know	266	183	83	153	134	113	163	87	140	116	86	138	63	42	204	28	6	207	16	6
	16%q	17%	16%	16%	17%	18%	22%abcd	24%abcd	21%aj	16%	17%	16%	17%	13%	18%pq	12%	6%	16%	19%	21%
Programmes that bring the nation together for a shared viewing experience	235	176	59	144	119	104	114	71	105	120	77	118	50	45	171	28	11	171	12	6
	14%	16%c	11%	15%	15%	16%c	15%	20%ac	16%	17%	15%	14%	14%	14%	15%	12%	11%	13%	14%	22%
Reflects the diversity of the UK	206	136	69	120	104	82	91	58	82	94	59	107	40	43	132	33	18	157	15	2
	13%	12%	13%	13%	13%	13%	12%	16%	12%	13%	12%	13%	11%	14%	12%	14%	18%	12%	18%	5%
Provision of regional programmes and content (including news)	175	104	71	84	65	60	91	41	87	68	62	102	28	33	132	17	7	132	9	8
	11%	10%	13%bde	9%	8%	9%	12%e	11%	13%	10%	12%	12%nm	8%	10%	12%	7%	7%	10%	11%	27%
High-quality productions	147	92	55	75	61	46	73	32	71	55	58	85	26	27	111	12	5	109	12	4
	9%	8%	10%	8%	8%	7%	10%	9%	11%	8%	12%j	10%	7%	8%	10%p	5%	5%	9%	14%	13%
Programmes that I can watch with and talk about with my family and friends	146	105	42	95	65	58	68	30	55	77	40	68	35	32	113	12	6	110	11	2
	9%	10%	8%	10%	8%	9%	9%	8%	8%	11%	8%	8%	10%	10%	10%p	5%	6%	9%	14%	9%
Programmes which reflect UK life and values	139	99	40	82	58	52	72	33	67	66	52	76	42	14	97	17	7	103	8	4
	9%n	9%	8%	9%	7%	8%	10%	9%	10%	9%	10%	9%n	11%n	4%	9%	7%	7%	8%	9%	14%
Services which are available to everyone	134	88	46	77	64	58	69	41	65	54	42	73	27	23	95	19	5	96	7	4
	8%	8%	9%	8%	8%	9%	9%	11%	10%	8%	8%	9%	7%	7%	8%	8%	5%	8%	9%	13%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1634	921	218	340	792	782
Weighted Base	1626	866	242	376	784	778
A wide range of high-quality programmes for children made in the UK	393 24% ^c	205 24%	67 28%	85 23%	212 27% ^y	167 21%
Encourages the development of new talent	284 17% ^{cq}	163 19%	41 17%	54 14%	151 19%	124 16%
Features people like me and the places I know	266 16% ^q	131 15%	49 20%	74 20%	143 18%	117 15%
Programmes that bring the nation together for a shared viewing experience	235 14%	121 14%	36 15%	61 16%	120 15%	106 14%
Reflects the diversity of the UK	206 13%	109 13%	33 13%	40 11%	103 13%	93 12%
Provision of regional programmes and content (including news)	175 11%	78 9%	28 11%	54 14% ^{ku}	89 11%	77 10%
High-quality productions	147 9%	60 7%	31 13% ^{uu}	38 10%	66 8%	77 10%
Programmes that I can watch with and talk about with my family and friends	146 9%	81 9%	22 9%	28 7%	76 10%	67 9%
Programmes which reflect UK life and values	138 9% ⁿ	72 8%	20 8%	39 10%	67 8%	70 9%
Services which are available to everyone	134 8%	67 8%	23 10%	33 9%	78 10% ^y	53 7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC services (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1634	1132	502	986	851	687	318	609	769	471	790	383	370	1132	247	103	1278	87	27
Weighted Base	1626	1095	532	947	793	639	358	670	713	503	844	367	319	1136	234	99*	1268	83*	29**
Programmes that make me stop and think	133	86	47	76	62	52	27	59	60	54	71	34	20	94	19	8	103	5	1
Trusted and accurate UK news	123	74	49	63	54	45	28	54	45	48	71	23	17	81	17	12	95	9	-
Programmes with new ideas and different approaches	107	63	44	52	47	37	46	40	39	32	57	22	19	60	21	9	76	7	6
A wide range of different types of programmes for me	103	64	38	47	46	39	44	44	38	36	58	21	18	63	19	9	82	2	3
Programmes that helps to understand what is going on in the world today	93	47	46	38	31	30	39	41	31	32	54	21	11	66	11	8	71	7	1
None	477	311	166	275	234	166	200	169	199	137	244	113	98	317	81	37	379	16	8
	29%h	28%h	31%h	29%h	29%h	26%	22%	25%	28%	27%	29%	31%	31%	28%	35%	37%	30%	20%	28%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1634	921	218	340	792	782
Weighted Base	1626	866	242	376	784	778
Programmes that make me stop and think	133 8%	64 7%	22 9%	35 9%	61 8%	70 9%
Trusted and accurate UK news	123 8%	55 6%	18 7%	40 11% ^u	59 7%	61 8%
Programmes with new ideas and different approaches	107 7%	64 7%	12 5%	21 5%	47 6%	60 8%
A wide range of different types of programmes for me	103 6%	61 7%	12 5%	25 7%	57 7%	41 5%
Programmes that helps to understand what is going on in the world today	93 6%	42 5%	15 6%	29 8%	38 5%	48 6%
None	477 29% ^h	264 31%	64 27%	103 27%	211 27%	240 31%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5b Least 3 valuable benefits for you personally
Base: All who value any personally

	Q.5a TOP 3 BENEFITS PERSONALLY																
	Total (a)	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for me (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)
Unweighted Base	1634	278	453	390	148	660	170	187	102	126	196	337	234	425	158	490	-
Weighted Base	1626	275	453	388	150	630	148	197	99*	134	209	344	237	439	158	477	**
A wide range of high-quality programmes for children made in the UK	393	65	119	93	-	182	47	50	22	43	67	100	64	100	39	130	-
	24%e	23%e	26%e	25%e	-	29%aen	32%en	25%e	23%e	32%en	32%aen	29%e	27%e	23%e	25%e	27%e	-
Encourages the development of new talent	284	50	80	74	22	130	37	41	10	-	43	81	48	81	26	101	-
	17%j	18%j	18%j	20%ij	15%j	21%ij	25%aeij	21%ij	11%j	-	21%ij	23%aij	20%ij	18%j	16%j	21%ij	-
Features people like me and the places I know	266	46	77	60	25	110	24	46	-	28	47	76	37	76	31	94	-
	16%ki	17%ki	17%ki	16%ki	17%ki	17%ki	16%ki	23%ai	-	21%ki	22%ki	22%ai	16%ki	17%ki	20%ki	20%ki	-
Programmes that bring the nation together for a shared viewing experience	235	36	78	55	25	108	29	33	14	24	35	58	23	67	-	78	-
	14%ko	13%o	17%mo	15%o	17%o	17%mo	19%mo	17%mo	14%o	18%mo	17%mo	17%mo	10%o	15%o	-	16%mo	-
Reflects the diversity of the UK	206	27	68	61	17	81	29	-	20	22	33	44	32	60	23	65	-
	13%kh	10%h	15%kh	16%bh	11%h	13%h	19%abh	-	20%bh	17%h	16%h	13%h	14%h	14%h	14%h	14%h	-
Provision of regional programmes and content (including news)	175	34	64	43	30	69	-	32	11	18	32	36	21	57	23	41	-
	11%gj	12%g	14%gp	12%g	20%abdfg	11%g	-	16%agmp	11%g	13%g	15%gpp	10%g	9%g	13%gp	14%gp	9%g	-
High-quality productions	147	34	-	33	19	57	15	19	18	19	23	30	33	53	19	49	-
	9%lc	12%c	-	9%c	13%c	9%c	10%c	10%c	18%acdflp	14%c	11%c	9%c	14%ac	12%c	12%c	10%c	-
Programmes that I can watch with and talk about with my family and friends	146	25	45	38	11	77	14	23	5	21	16	46	32	-	15	47	-
	9%kn	9%kn	10%kn	10%kn	8%kn	12%an	10%kn	12%kn	5%kn	15%aakn	8%kn	13%ain	13%kn	-	10%kn	10%kn	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.5b Least 3 valuable benefits for you personally
 Base: All who value any personally

	Q.5A TOP 3 BENEFITS PERSONALLY																
	Total (a)	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for me (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)
Unweighted Base	1634	278	453	390	148	660	170	187	102	126	196	337	234	425	158	490	-
Weighted Base	1626	275	453	388	150	630	148	197	99*	134	209	344	237	439	158	477	**
Programmes which reflect UK life and values	139	29	34	35	17	65	19	19	8	14	27	31	-	38	17	39	-
Services which are available to everyone	134	-	43	27	11	49	14	26	7	23	29	22	47	18	38	-	
Programmes that make me stop and think	133	34	46	35	24	57	8	20	6	11	22	-	23	50	13	40	-
Trusted and accurate UK news	123	36	29	36	18	-	10	16	11	25	20	37	17	38	19	26	-
Programmes with new ideas and different approaches	107	21	25	29	11	41	14	19	14	13	-	26	12	35	14	32	-
A wide range of different types of programmes for me	103	25	26	-	12	43	12	15	6	15	13	22	16	30	17	34	-
Programmes that help to understand what is going on in the world today	93	13	31	21	8	27	8	17	12	10	18	26	22	32	17	-	-
None	477	78	134	96	45	171	37	45	25	26	41	78	67	116	42	140	-
	29%kl	28%k	30%kl	26%	30%jk	27%k	25%	23%	25%	19%	19%	23%	28%k	26%	26%	29%kl	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
A wide range of high-quality programmes for children made in the UK	393 21%kk	182 20%	211 22%	56 22%	67 19%	100 17%	170 25%af	17 21%	40 22%	67 19%	46 15%	54 20%	80 26%kk	49 25%kk	41 25%kk	88 24%lr	136 24%lr	67 17%	103 19%
Encourages the development of new talent	284 15%	132 15%	151 16%	38 15%	52 15%	77 14%	117 17%	11 13%	27 15%	52 15%	32 11%	45 17%kk	57 18%kk	39 20%ko	21 13%	57 16%	102 18%sa	55 14%	70 13%
Features people like me and the places I know	266 14%lr	135 15%	130 14%	53 21%ag	49 14%	83 15%	81 12%	12 15%	41 23%ajkmno	49 14%	43 14%	40 15%	40 13%	24 12%	17 10%	62 17%rs	102 18%rs	39 10%	63 12%
Programmes that bring the nation together for a shared viewing experience	235 13%lr	121 14%	115 12%	39 15%	38 11%	75 13%	83 12%	8 10%	31 17%	38 11%	37 12%	38 14%	41 13%	23 12%	19 12%	51 14%lr	97 17%ars	30 8%	57 11%
Reflects the diversity of the UK	206 11%	112 13%	93 10%	18 7%	31 9%	72 13%d	84 12%d	6 8%	12 7%	31 9%	38 12%	34 13%	45 15%l	23 12%	16 10%	35 10%	73 13%	43 11%	55 10%
Provision of regional programmes and content (including news)	175 9%	84 9%	91 9%	29 11%	44 13%g	54 10%	49 7%	11 13%	18 10%	44 13%no	32 11%	22 8%	24 8%	14 7%	11 6%	36 10%	74 13%ars	29 7%	36 7%
High-quality productions	147 8%	67 7%	81 8%	33 13%afg	30 9%	44 8%	40 6%	13 16%akmno	21 12%mn	30 9%	22 7%	22 8%	14 4%	13 7%	12 7%	29 8%	55 10%	25 6%	38 7%
Programmes that I can watch with and talk about with my family and friends	146 8%	75 8%	72 7%	20 8%	19 5%	45 8%	63 9%e	5 8%	15 8%	19 5%	29 9%	17 6%	30 10%	16 8%	16 10%	34 10%	49 9%	27 7%	36 7%
Programmes which reflect UK life and values	139 8%o	76 9%	63 7%	27 10%g	33 9%g	44 8%	36 5%	5 6%	22 12%ano	33 9%no	22 7%o	21 8%o	23 7%o	8 4%	5 3%	23 6%	54 10%sa	32 8%	30 6%
Services which are available to everyone	134 7%	64 7%	70 7%	16 6%	20 6%	49 9%	49 7%	2 3%	14 8%	20 6%	32 10%	18 7%	26 8%	12 6%	11 7%	30 8%	40 7%	23 6%	41 8%
Programmes that make me stop and think	133 7%	66 7%	68 7%	22 8%	23 7%	45 8%	43 6%	11 13%lno	11 6%	23 7%	29 10%	16 6%	22 7%	11 6%	9 6%	25 7%	37 6%	29 7%	41 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Trusted and accurate UK news	123 7%ko	58 7%	64 7%	21 8%	31 9%	33 6%	38 6%	5 6%o	16 9%o	31 9%ko	13 4%	20 8%o	26 8%o	10 5%o	2 1%	18 5%	35 6%	26 7%	44 8%
Programmes with new ideas and different approaches	107 6%	51 6%	56 6%	17 7%	23 7%	29 5%	39 6%	6 8%	11 6%	23 7%	14 4%	15 6%	13 4%	11 6%	15 9%km	17 5%	26 5%	25 6%	39 7%
A wide range of different types of programmes for me	103 6%	40 5%	62 7%	18 7%	22 6%	24 4%	39 6%	9 11%ko	9 5%	22 6%	9 3%	15 6%	25 8%ko	10 5%	5 3%	21 6%	34 6%	19 5%	30 6%
Programmes that helps to understand what is going on in the world today	93 5%p	48 5%	45 5%	16 6%	24 7%	23 4%	31 5%	7 9%	9 5%	24 7%	12 4%	11 4%	14 5%	9 5%	8 5%	8 2%	35 6%p	28 7%p	23 4%
None	702 38%a	354 40%	348 36%	91 35%	132 38%	223 39%	256 38%	29 37%	62 35%	132 38%	125 41%	98 37%	109 39%	73 37%	73 44%km	124 34%	175 31%	176 45%apq	228 43%pq

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
A wide range of high-quality programmes for children made in the UK	393 21% ^{ijk}	223 24% ^c	170 18%	147 20%	55 23%	104 25%	29 21%	58 19%	55 11%	39 11%	29 11%	338 25% ^{aijk}
Encourages the development of new talent	284 15%	159 17% ^c	125 13%	104 14%	34 14%	73 17%	29 21%	43 14%	76 15%	55 15%	40 16%	208 15%
Features people like me and the places I know	266 14% ^c	164 18% ^{ac}	102 11%	111 15%	44 19% ^{fh}	48 11%	31 22% ^{afh}	32 11%	67 13%	46 13%	30 12%	199 15%
Programmes that bring the nation together for a shared viewing experience	235 13% ^c	148 16% ^{ac}	87 9%	98 13%	25 10%	50 12%	26 19% ^e	36 12%	60 12%	45 13%	27 11%	175 13%
Reflects the diversity of the UK	206 11%	108 12%	97 11%	88 12%	21 9%	50 12%	14 10%	32 11%	52 10%	38 11%	27 11%	154 11%
Provision of regional programmes and content (including news)	175 9% ^c	110 12% ^c	65 7%	68 9%	27 11%	29 7%	23 17% ^{adh}	28 9%	56 11%	44 12%	23 9%	119 9%
High-quality productions	147 8%	85 9%	63 7%	63 9%	20 8%	29 7%	17 12% ^h	18 6%	43 8%	31 9%	20 8%	105 8%
Programmes that I can watch with and talk about with my family and friends	146 8%	83 9%	63 7%	58 8%	15 6%	44 10% ^h	13 9%	16 5%	35 7%	26 7%	18 7%	112 8%
Programmes which reflect UK life and values	139 8%	77 8%	62 7%	52 7%	19 8%	22 5%	18 13% ^{df}	28 9% ^f	42 8%	29 8%	20 8%	97 7%
Services which are available to everyone	134 7%	70 8%	65 7%	57 8%	15 6%	28 7%	11 8%	25 8%	46 9%	30 8%	25 10%	88 7%
Programmes that make me stop and think	133 7%	62 7%	71 8%	55 7%	19 8%	25 6%	9 7%	24 8%	47 9%	37 10% ^{kl}	23 9%	86 6%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Trusted and accurate UK news	123	53	70	48	13	18	14	29	39	34	15	84
	7%	6%	8%	6%	5%	4%	10% ^f	10% ^f	8%	9%	6%	6%
Programmes with new ideas and different approaches	107	44	64	36	11	31	10	19	32	28	8	75
	6%	5%	7%	5%	5%	7%	7%	6%	6%	8% ^k	3%	6%
A wide range of different types of programmes for me	103	55	48	37	14	21	14	17	20	10	10	83
	6%	6%	5%	5%	6%	5%	10% ^{ad}	5%	4%	3%	4%	6% ^j
Programmes that helps to understand what is going on in the world today	93	42	51	38	9	20	11	16	26	18	12	68
	5%	5%	6%	5%	4%	5%	8%	5%	5%	5%	5%	5%
None	702	298	404	290	89	162	39	122	207	137	107	495
	38% ^{bg}	32%	44% ^{ab}	39% ^g	37%	38% ^g	28%	40% ^g	41%	39%	45%	37%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
A wide range of high-quality programmes for children made in the UK	393 21%	365 22%	28 16%	135 19%	154 25%dg	26 24%	200 20%	167 25%dg
Encourages the development of new talent	284 15%c	268 16%c	16 9%	117 17%	102 16%	14 14%	155 16%	110 16%
Features people like me and the places I know	266 14%c	258 15%c	8 5%	104 15%	94 15%	17 16%	143 14%	103 15%
Programmes that bring the nation together for a shared viewing experience	235 13%	221 13%	14 8%	72 10%	84 13%	17 16%	123 12%	91 13%
Reflects the diversity of the UK	206 11%	196 11%	20 11%	89 13%	70 11%	12 11%	118 12%	80 12%
Provision of regional programmes and content (including news)	175 9%	163 10%	12 7%	65 9%	54 9%	11 11%	95 10%	59 9%
High-quality productions	147 8%	138 8%	9 5%	50 7%	50 8%	10 10%	78 8%	56 8%
Programmes that I can watch with and talk about with my family and friends	146 8%	138 8%	9 5%	48 7%	64 10% ^d	10 9%	75 8%	66 10%
Programmes which reflect UK life and values	139 8% ^c	137 8% ^c	2 1%	59 8%	41 7%	6 6%	87 9%	46 7%
Services which are available to everyone	134 7%	122 7%	12 7%	59 8%	41 7%	12 12%	85 9%	46 7%
Programmes that make me stop and think	133 7%	123 7%	10 6%	51 7%	54 9%	3 3%	61 6%	59 9%
Trusted and accurate UK news	123 7%	114 7%	9 5%	39 6%	36 6%	6 6%	59 6%	38 6%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Programmes with new ideas and different approaches	107 6%	96 6%	12 7%	49 7%	33 5%	3 3%	64 6%	33 5%
A wide range of different types of programmes for me	103 6%	92 5%	11 6%	40 6%	28 4%	2 2%	61 6%	28 4%
Programmes that helps to understand what is going on in the world today	93 5%	83 5%	10 6%	32 5%	25 4%	3 3%	46 5%	28 4%
None	702 38%	611 36%	91 53%ab	260 37%	222 35%	42 40%	370 37%	241 36%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (o)	Minority Ethnic (p)	Any other Asian (q)	Any other Black (r)	Any other (s)	
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3	
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**	
A wide range of high-quality programmes for children made in the UK	393 21%fo	11 17%	52 29%kadfgh	19 15%	42 28%edfgh	21 14%	31 19%	40 16%	69 26%dfg h	45 27%dfg h	22 23%	32 20%	10 24%f	354 22%o	36 15%	2 10%	-	-	
Encourages the development of new talent	284 15%ho	10 15%	31 17%h	19 15%h	22 15%h	18 11%	33 16%h	19 8%	48 18%h	25 15%h	11 12%	32 20%h	16 39%kabcde efghijkl	264 17%o	17 7%	2 11%	-	-	
Features people like me and the places I know	266 14%f	8 12%	23 12%	17 14%f	28 19%f	9 6%	29 14%f	29 12%	57 21%acf him	28 17%f	12 13%	21 13%f	4 10%	238 15%	26 11%	-	2 26%	-	
Programmes that bring the nation together for a shared viewing experience	235 13%f	5 7%	26 14%f	14 11%f	23 16%f	4 2%	24 12%f	24 10%f	51 19%abf h	23 14%f	12 13%f	24 15%f	6 13%f	214 13%o	20 8%	1 4%	-	-	
Reflects the diversity of the UK	206 11%go	8 12%	17 9%	7 6%	16 11%	7 5%	11 6%	34 14%dfg	44 17%acd fg	19 12%f	7 7%	26 16%acdfg	8 20%acdf gk	189 12%o	15 6%	1 4%	1 22%	-	
Provision of regional programmes and content (including news)	175 9% <i>m</i>	4 6%	16 9% <i>m</i>	11 8%	24 16%athkim	7 5%	29 14%afhk lm	17 7%	35 13%hlm	16 10% <i>m</i>	4 4%	11 7%	1 2%	157 10%	18 7%	1 4%	-	1 37%	
High-quality productions	147 8% <i>f</i>	3 5%	19 10% <i>f</i>	12 9% <i>f</i>	16 11% <i>f</i>	5 3%	15 7%	24 10% <i>f</i>	23 8%	8 5%	9 10%	10 7%	4 10% <i>f</i>	124 8%	23 10%	1 4%	-	-	
Programmes that I can watch with and talk about with my family and friends	146 8% <i>o</i>	4 6%	21 12% <i>h</i> <i>j</i>	11 9%	17 12% <i>h</i> <i>j</i>	9 6%	17 8%	10 4%	32 12% <i>h</i> <i>j</i> <i>l</i>	8 5%	5 5%	9 6%	5 11% <i>h</i>	140 9% <i>o</i>	6 2%	-	2 26%	-	
Programmes which reflect UK life and values	139 8% <i>f</i>	7 11% <i>f</i> <i>j</i>	15 8% <i>f</i> <i>j</i>	13 10% <i>f</i> <i>j</i>	14 10% <i>f</i> <i>j</i>	4 3%	20 10% <i>f</i> <i>j</i>	20 8% <i>f</i> <i>j</i>	23 9% <i>f</i> <i>j</i>	3 2%	8 8% <i>j</i>	8 5%	3 7% <i>j</i>	118 7%	18 7%	-	1 22%	-	
Services which are available to everyone	134 7%	7 11% <i>g</i>	11 6%	12 10% <i>g</i> <i>l</i>	16 11% <i>g</i> <i>l</i>	6 4%	7 3%	23 10% <i>g</i> <i>l</i>	32 12% <i>a</i> <i>f</i> <i>g</i> <i>j</i> <i>l</i>	7 4%	4 4%	6 4%	2 5%	120 8%	14 6%	1 4%	3 48%	-	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (o)	Minority Ethnic (p)	Any other Asian (q)	Any other Black (r)	Any other (s)	
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Programmes that make me stop and think	133	4	13	8	15	8	15	23	14	8	6	14	6	104	26	3	1	-
	7%	5%	7%	6%	10%	5%	7%	10%	5%	5%	6%	9%	14%acdfj	7%	11%	18%	22%	-
Trusted and accurate UK news	123	3	12	11	11	6	6	21	23	7	12	11	1	103	19	2	1	-
	7%	4%	7%	9%g	7%	4%	3%	8%g	8%g	4%	13%afgjm	7%	3%	6%	8%	12%	22%	-
Programmes with new ideas and different approaches	107	3	11	12	9	6	6	20	12	10	2	8	8	96	7	3	-	-
	6%	4%	6%	9%g	6%	4%	3%	8%g	5%	6%	2%	5%	20%abcde fghijkl	6%	3%	16%	-	-
A wide range of different types of programmes for me	103	3	9	9	15	5	12	14	15	5	8	9	1	79	24	2	1	-
	6%	4%	5%	7%	10%fj	3%	6%	6%	5%	3%	6%	6%	3%	5%	10%kan	15%	22%	-
Programmes that helps to understand what is going on in the world today	93	3	9	4	8	2	10	30	11	2	5	6	2	74	20	1	-	-
	5%j	5%	5%j	3%	5%j	1%	5%j	13%acde fgij	4%	1%	6%	4%	6%fj	5%	8%	8%	-	-
None	702	24	57	43	39	98	86	96	73	65	44	68	8	572	119	7	2	2
	38%eim	37%im	31%im	34%im	27%	63%abcd eghim	42%ceim	40%keim	27%	39%keim	48%ceim	43%ceim	18%	36%	48%kan	45%	30%	63%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
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Q.5b Least 3 valuable benefits for you personally
 Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
A wide range of high-quality programmes for children made in the UK	393	293	100	256	208	181	190	102	164	202	110	193	91	85	282	54	17	313	21	3
	21%k	25%ac	14%	26%ac	25%c	27%ac	23%c	26%c	22%	27%aik	19%	20%	24%	24%	22%	22%	14%	22%	23%	11%
Encourages the development of new talent	284	214	70	192	163	139	147	76	128	133	81	146	73	55	213	44	9	223	20	5
	15%qvw	18%ac	10%	19%ac	19%ac	20%ac	17%c	19%c	17%	18%	14%	15%	19%	15%	17%q	18%q	7%	16%	22%	17%
Features people like me and the places I know	266	183	83	153	134	113	163	87	140	116	86	138	63	42	204	28	6	207	16	6
	14%q	16%c	12%	15%	16%c	17%c	19%acd	22%abode	19%a	16%	15%	14%	16%	12%	16%q	11%	5%	15%	18%	20%
Programmes that bring the nation together for a shared viewing experience	235	176	59	144	119	104	114	71	105	120	77	118	50	45	171	28	11	171	12	6
	13%c	15%c	9%	14%c	14%c	15%c	14%c	18%ac	14%	16%a	14%	12%	13%	12%	13%	11%	9%	12%	13%	20%
Reflects the diversity of the UK	206	136	69	120	104	82	91	58	82	94	59	107	40	43	132	33	18	157	15	2
	11%	12%	10%	12%	12%	12%	11%	15%c	11%	13%	10%	11%	11%	12%	10%	13%	15%	11%	17%	5%
Provision of regional programmes and content (including news)	175	104	71	84	65	60	91	41	87	68	62	102	28	33	132	17	7	132	9	8
	9%	9%	10%	8%	8%	9%	11%e	10%	12%	9%	11%	11%	7%	9%	10%	7%	6%	9%	10%	26%
High-quality productions	147	92	55	75	61	46	73	32	71	55	58	85	26	27	111	12	5	109	12	4
	8%	8%	8%	7%	7%	7%	9%	8%	9%	7%	10%	9%	7%	7%	9%	5%	5%	8%	13%	12%
Programmes that I can watch with and talk about with my family and friends	146	105	42	95	65	58	68	30	55	77	40	68	35	32	113	12	6	110	11	2
	8%	9%c	6%	10%c	8%	9%	8%	8%	7%	10%k	7%	7%	9%	9%	9%p	5%	5%	8%	13%	8%
Programmes which reflect UK life and values	139	99	40	82	58	52	72	33	67	66	52	76	42	14	97	17	7	103	8	4
	8%h	8%	6%	8%	7%	8%	9%	8%	9%	9%	9%	8%h	11%an	4%	8%	7%	6%	7%	8%	13%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
A wide range of high-quality programmes for children made in the UK	393 21% <i>c</i>	205 22%	67 26% <i>w</i>	85 18%	212 26% <i>ay</i>	167 19%
Encourages the development of new talent	284 15% <i>cpw</i>	163 17% <i>w</i>	41 16%	54 11%	151 19% <i>y</i>	124 14%
Features people like me and the places I know	266 14% <i>q</i>	131 14%	49 19%	74 15%	143 18% <i>y</i>	117 13%
Programmes that bring the nation together for a shared viewing experience	235 13% <i>c</i>	121 13%	36 14%	61 13%	120 15%	106 12%
Reflects the diversity of the UK	206 11%	109 12%	33 13%	40 8%	103 13%	93 10%
Provision of regional programmes and content (including news)	175 9%	78 8%	28 11%	54 11%	89 11%	77 9%
High-quality productions	147 8%	60 6%	31 12% <i>u</i>	38 8%	66 8%	77 9%
Programmes that I can watch with and talk about with my family and friends	146 8%	81 9%	22 9%	28 6%	76 9%	67 7%
Programmes which reflect UK life and values	139 8% <i>n</i>	72 8%	20 8%	39 8%	67 8%	70 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Services which are available to everyone	134	88	46	77	64	58	69	41	65	54	42	73	27	23	95	19	5	96	7	4
Programmes that make me stop and think	133	86	47	76	62	52	62	27	59	60	54	71	34	20	94	19	8	103	5	1
Trusted and accurate UK news	123	74	49	63	54	45	53	28	54	45	48	71	23	17	81	17	12	95	9	-
Programmes with new ideas and different approaches	107	63	44	52	47	37	46	18	40	39	32	57	22	19	60	21	9	76	7	6
A wide range of different types of programmes for me	103	64	38	47	46	39	44	18	44	38	36	58	21	18	63	19	9	82	2	3
Programmes that helps to understand what is going on in the world today	93	47	46	38	31	30	39	16	41	31	32	54	21	11	66	11	8	71	7	1
None	702	377	325	324	280	205	286	111	254	231	205	370	128	140	454	97	58	534	24	10
	38% hjavx	32%	47% abde	33%	33%	30%	34%	28%	34%	31%	36%	38%	33%	39%	36%	39%	48% ao	38% es	26%	33%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Services which are available to everyone	134 7%	67 7%	23 9%	33 7%	78 10%	53 6%
Programmes that make me stop and think	133 7%	64 7%	22 8%	35 7%	61 7%	70 8%
Trusted and accurate UK news	123 7%	55 6%	18 7%	40 8%	59 7%	61 7%
Programmes with new ideas and different approaches	107 6%	64 7%	12 5%	21 4%	47 6%	60 7%
A wide range of different types of programmes for me	103 6%	61 6%	12 5%	25 5%	57 7%	41 5%
Programmes that helps to understand what is going on in the world today	93 5%	42 4%	15 6%	29 6%	38 5%	48 5%
None	702 38% bdef hgvx	337 36%	79 31%	210 43% auv	239 29%	359 40% x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

Q.5a TOP 3 BENEFITS PERSONALLY																	
	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for me (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)	
Unweighted Base	1851	278	453	390	148	660	170	187	102	126	196	337	234	425	158	490	217
Weighted Base	1851	275	453	388	150	630	148	197	99*	134	209	344	237	439	158	477	225
A wide range of high-quality programmes for children made in the UK	393 21%eq	65 23%eq	119 26%aeq	93 25%eq	-	182 29%aeq	47 32%aeq	50 25%eq	22 23%eq	43 32%aeq	67 32%aeq	100 29%aeq	64 27%eq	100 23%eq	39 25%eq	130 27%aeq	-
Encourages the development of new talent	284 15%iq	50 18%iq	80 18%iq	74 20%aij	22 15%iq	130 21%aij	37 25%aeij	41 21%ijq	10 11%iq	-	43 21%ijq	81 23%aij	48 20%iq	81 18%iq	26 16%iq	101 21%aij	-
Features people like me and the places I know	266 14%iq	46 17%iq	77 17%iq	60 16%iq	25 17%iq	110 17%iq	24 16%iq	46 23%aii	-	28 21%iq	47 22%aiq	76 22%aiq	37 16%iq	76 17%iq	31 20%iq	94 20%aiq	-
Programmes that bring the nation together for a shared viewing experience	235 13%oc	36 13%oc	78 17%amoc	55 15%oc	25 17%oc	108 17%amoc	29 19%amoc	33 17%moc	14 14%oc	24 18%moc	35 17%moc	58 17%moc	23 10%oc	67 15%oc	-	78 16%moc	-
Reflects the diversity of the UK	206 11%hq	27 10%hq	68 15%ahq	61 16%abhq	17 11%hq	81 13%hq	29 19%abhq	-	20 20%abhq	22 17%hq	33 16%hq	44 13%hq	32 14%hq	60 14%hq	23 14%hq	65 14%hq	-
Provision of regional programmes and content (including news)	175 9%gq	34 12%gq	64 14%agpq	43 12%gq	30 20%abdfg impq	69 11%gq	-	32 16%agmpq	11 11%gq	18 13%gq	32 15%agpq	36 10%gq	21 9%gq	57 13%agpq	23 14%gq	41 9%gq	-
High-quality productions	147 8%oc	34 12%acq	-	33 9%oc	19 13%acq	57 9%oc	15 10%oc	19 10%oc	18 18%acdfl pq	19 14%acq	23 11%oc	30 9%oc	33 14%acq	53 12%acq	19 12%oc	49 10%oc	-
Programmes that I can watch with and talk about with my family and friends	146 8%nc	25 9%nc	45 10%nc	38 10%nc	11 8%nc	77 12%anc	14 10%nc	23 12%nc	5 5%nc	21 15%aalknq	16 8%nc	46 13%ainq	32 13%ainq	-	15 10%nc	47 10%nc	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.5b Least 3 valuable benefits for you personally
Base: All Adults 16+ in UK

	Q.5a TOP 3 BENEFITS PERSONALLY															
	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for me (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)
Total (a)	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851	1851
Unweighted Base	278	453	390	148	660	170	187	102	126	196	337	234	425	158	490	217
Weighted Base	275	453	388	150	630	148	197	99*	134	209	344	237	439	158	477	225
Programmes which reflect UK life and values	139 8%mq	29 11%mq	34 7%mq	35 9%mq	17 11%mq	65 10%amq	19 13%amq	8 8%mq	14 11%mq	27 13%acmq	31 9%mq	-	38 9%mq	17 11%mq	39 8%mq	-
Services which are available to everyone	134 7%bq	-	43 10%bq	27 7%bq	11 7%bq	49 8%bq	14 9%bq	26 13%abdfiq	7 7%bq	23 17%abcde flmpq	29 14%abdfip q	25 7%bq	22 9%bq	47 11%abq	18 11%bq	38 8%bq
Programmes that make me stop and think	133 7%kq	34 12%agq	46 10%kq	35 10%kq	24 16%afgip q	57 9%kq	8 6%kq	20 10%kq	6 6%kq	11 8%kq	22 10%kq	-	23 10%kq	50 11%akq	13 8%kq	40 8%kq
Trusted and accurate UK news	123 7%fq	36 13%acfpq	29 6%fq	36 10%afpq	18 12%acpq	-	10 7%fq	16 8%fq	11 11%fq	25 18%acdfg hklmnpq	20 10%fq	37 11%acfpq	17 7%fq	38 9%fq	19 12%acpq	26 5%fq
Programmes with new ideas and different approaches	107 6%kq	21 8%kq	25 6%kq	29 8%kq	11 7%kq	41 7%kq	14 9%kq	19 10%akq	14 14%acfk pq	13 10%kq	-	26 7%kq	12 5%kq	35 8%kq	14 9%kq	32 7%kq
A wide range of different types of programmes for me	103 6%dq	25 9%adq	26 6%dq	-	12 8%dq	43 7%dq	12 8%dq	15 8%dq	6 6%dq	15 11%acdq	13 6%dq	22 7%dq	16 7%dq	30 7%dq	17 11%adq	34 7%dq
Programmes that help to understand what is going on in the world today	93 5%pq	13 5%pq	31 7%pq	21 6%pq	8 5%pq	27 4%pq	8 5%pq	17 9%fpq	12 12%abdfpq	10 7%pq	18 8%fpq	26 8%fpq	22 9%afpq	32 7%fpq	17 11%abdfpq	-
None	702 38%bcdfg hijklmnop	78 28%k	134 30%jkl	96 26%	45 30%jk	171 27%k	37 25%	45 23%	25 19%	26 19%	41 19%	78 23%	67 28%k	116 26%	42 29%jkl	140 100%abcdfghijkl mnop

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Trusted and accurate UK news	464	239	225	71	75	139	178	22	48	75	69	71	97	48	33	95	158	96	114
Programmes that I can watch with and talk about with my family and friends	359	155	204	66	79	114	100	24	42	79	64	51	53	26	21	75	135	63	85
High-quality productions	311	143	168	47	51	96	117	12	35	51	35	62	29	22	69	97	66	79	
Services which are available to everyone	257	117	140	46	47	75	89	12	34	47	35	41	44	25	19	44	79	46	
A wide range of different types of programmes for them	234	113	121	36	48	71	78	11	25	48	41	30	37	24	18	55	62	46	
A wide range of high-quality programmes for children made in the UK	223	86	137	18	56	85	64	3	14	56	56	29	27	10	46	64	42	71	
Programmes which reflect UK life and values	197	83	114	33	47	58	60	7	26	47	32	25	28	15	36	67	41	53	
Programmes that make me stop and think	191	84	107	33	33	60	64	9	24	33	35	27	22	15	39	57	36	59	
Programmes with new ideas and different approaches	179	71	108	28	42	42	68	7	20	42	18	24	36	12	31	63	40	46	
Programmes that bring the nation together for a shared viewing experience	155	75	80	36	40	47	32	15	22	40	30	16	15	9	25	50	31	49	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Reflects the diversity of the UK	147 8%	64 7%	83 9%	29 11%g	29 8%	45 8%	45 7%	11 13% ^m	18 10%	29 8%	26 9%	19 7%	18 6%	13 7%	13 8%	19 5%	65 11% ^{aprs}	25 7%	38 7%
Provision of regional programmes and content (including news)	134 7%	76 8%	59 6%	16 6%	30 9%	46 8%	43 6%	8 10%	7 4%	30 9%	26 8%	20 7%	22 7%	11 5%	10 6%	30 8%	46 8%	26 7%	33 6%
Features people like me and the places I know	105 6%	49 5%	57 6%	19 7%	22 6%	34 6%	30 4%	5 7%	14 8%	22 6%	19 6%	16 6%	12 4%	10 5%	8 5%	20 5%	26 5%	25 6%	34 6%
Encourages the development of new talent	102 5%	47 5%	55 6%	7 3%	28 8% ^{dg}	37 6% ^d	29 4%	3 4%	4 2%	28 8% ⁱⁿ	19 6%	13 7%	7 4%	9 4%	6 6%	23 7%	31 5%	14 4%	33 6%
None	545 29%	293 33% ^c	252 26%	63 25%	92 26%	161 28%	229 34% ^{adef}	20 25%	44 25%	92 26%	86 28%	75 28%	98 31%	62 32%	69 42% ^{ahijklmn}	88 24%	154 27%	137 35% ^{pq}	167 31% ^p

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Trusted and accurate UK news	464 25%	253 27% ^c	211 23%	201 27%	53 22%	101 24%	44 31% ^h	65 21%	110 22%	80 23%	50 20%	354 26%
Programmes that I can watch with and talk about with my family and friends	359 19% ^{cf}	211 23% ^c	148 16%	145 20% ^f	56 24% ^f	54 13%	40 28% ^{adf}	63 21% ^f	124 24% ^{al}	86 24% ^l	61 24% ^l	235 17%
Programmes that help to understand what is going on in the world today	311 17%	166 18%	145 16%	123 17%	38 16%	61 14%	35 25% ^{adf}	53 18%	86 17%	56 16%	39 16%	226 17%
High-quality productions	310 17%	176 19% ^c	134 15%	129 17%	36 15%	74 17%	23 16%	48 16%	84 17%	49 14%	46 18%	225 17%
Services which are available to everyone	257 14%	123 13%	134 14%	92 12%	30 13%	53 13%	30 21% ^{adef}	51 17%	59 12%	44 12%	29 12%	197 15%
A wide range of different types of programmes for them	234 13%	117 13%	117 13%	97 13%	29 12%	47 11%	21 15%	40 13%	57 11%	41 12%	30 12%	177 13%
A wide range of high-quality programmes for children made in the UK	223 12% ^{kl}	110 12%	113 12%	92 12%	35 15% ^{fg}	38 9%	9 6%	50 17% ^{afg}	106 21% ^{al}	93 26% ^{akl}	41 16% ^l	117 9%
Programmes which reflect UK life and values	197 11%	103 11%	94 10%	74 10%	26 11%	38 9%	18 13%	41 13%	54 11%	42 12%	22 9%	143 11%
Programmes that make me stop and think	191 10%	96 10%	95 10%	67 9%	30 13%	38 9%	17 12%	39 13%	59 12%	39 11%	33 13%	132 10%
Programmes with new ideas and different approaches	179 10%	94 10%	86 9%	63 8%	24 10%	42 10%	9 6%	41 14% ^d	46 9%	35 10%	18 7%	133 10%
Programmes that bring the nation together for a shared viewing experience	155 8% ^f	75 8%	80 9%	73 10% ^f	18 8%	19 5%	18 13% ^f	26 9% ^f	49 10%	40 11%	20 8%	105 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/k/l

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Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Reflects the diversity of the UK	147 8%	84 9%	63 7%	50 7%	23 10%	30 7%	16 11%	28 9%	51 10%	33 9%	26 11%	96 7%
Provision of regional programmes and content (including news)	134 7%	76 8%	59 6%	70 9%	8 3%	23 5%	8 6%	25 8%	29 6%	21 6%	12 5%	106 8%
Features people like me and the places I know	105 6%	46 5%	59 6%	40 5%	13 5%	22 5%	11 8%	20 6%	24 5%	16 5%	12 5%	82 6%
Encourages the development of new talent	102 5%	54 6%	47 5%	45 6%	18 8%	20 5%	3 2%	15 5%	33 7%	25 7%	18 7%	68 5%
None	545 29%	242 26%	303 33%	207 28%	73 30%	158 37%	35 25%	72 24%	131 26%	87 25%	70 28%	414 31%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Trusted and accurate UK news	464 25% ^c	438 26% ^c	26 15%	191	146	31	294	153
Programmes that I can watch with and talk about with my family and friends	359 19% ^{ch}	342 20% ^c	17 10%	149	101	22	212	106
Programmes that help to understand what is going on in the world today	311 17%	288 17%	24 14%	123 18%	98 16%	24 23%	183 18%	102 15%
High-quality productions	310 17%	284 17%	26 15%	122	100	15	174	110
Services which are available to everyone	257 14%	232 14%	24 14%	102	88	14	147	90
A wide range of different types of programmes for them	234 13%	214 13%	20 11%	82	87	9	114	94
A wide range of high-quality programmes for children made in the UK	223 12%	211 13% ^c	13 7%	91	81	15	130	87
Programmes which reflect UK life and values	197 11%	178 11%	19 11%	86	68	8	105	79
Programmes that make me stop and think	191 10%	179 11%	13 7%	78	68	7	107	72
Programmes with new ideas and different approaches	179 10%	167 10%	12 7%	63	62	19	98	67
Programmes that bring the nation together for a shared viewing experience	155 8%	145 9%	10 5%	69	45	5	87	53

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Reflects the diversity of the UK	147 8%	137 8%	9 5%	69 10%eh	35 6%	4 4%	90 9%eh	38 6%
Provision of regional programmes and content (including news)	134 7%	126 7%	9 5%	56 8%	45 7%	9 9%	75 8%	53 8%
Features people like me and the places I know	105 6%	96 6%	10 5%	40 6%	38 6%	4 4%	49 5%	43 6%
Encourages the development of new talent	102 5%	94 6%	7 4%	42 6%	27 4%	11 11%aah	65 7%	31 5%
None	545 29%dg	468 28%	77 44%ab	174 25%	196 31%dg	25 23%	249 25%	212 31%dg

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/ef/gh
 * small base

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Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Trusted and accurate UK news	464 25%	10 15%	43 23%	25 20%	43 29% bf	29 18%	55 27%	57 24%	73 27% b	41 25%	20 21%	57 36% abcd	12 29% b	398 25%	61 25%	4 23%	-	-
Programmes that I can watch with and talk about with my family and friends	359 19% f	10 16%	39 21% f	21 17%	33 22% f	14 9%	46 23% f	45 19% f	63 23% f	26 16%	18 20% f	37 24% f	7 16%	315 20%	40 16%	5 30%	-	-
Programmes that helps to understand what is going on in the world today	311 17% cg	5 8%	20 11%	16 13%	36 24% abcd	22 14%	21 10%	43 18%	66 25% abc	28 17%	8 9%	33 21% bgk	13 30% abcd	250 16%	55 22% n	3 17%	-	1 37%
High-quality productions	310 17%	5 8%	31 17%	21 16%	18 12%	38 24% abeh	41 20% b	31 13%	48 18%	28 17%	13 14%	25 16%	10 24% beh	263 17%	45 18%	4 23%	-	-
Services which are available to everyone	257 14% bd	3 5%	32 18% bdj	8 7%	22 15% bj	31 20% bdhj	32 16% bdj	27 11%	45 17% bdj	11 7%	15 16% bj	21 13%	10 25% abd	216 14%	39 16%	6 34%	1 22%	-
A wide range of different types of programmes for them	234 13%	5 7%	14 8%	9 7%	22 15% ef	11 7%	25 12%	34 14% f	47 18% cdj	14 8%	9 10%	28 18% abcd	16 37% abcd	201 13%	30 12%	2 12%	3 44%	-
A wide range of high-quality programmes for children made in the UK	223 12% b	2 3%	26 14% b	19 15% b	30 20% abfgjk	11 7%	21 10%	30 12% b	35 13% b	16 9%	5 5%	19 12% b	11 26% abcd	192 12%	29 12%	1 4%	-	-
Programmes which reflect UK life and values	197 11% gj	4 6%	18 10%	16 13% gj	16 11%	19 12% gj	11 5%	25 11%	40 15% gj	9 5%	13 14% gj	24 15% gj	4 9%	176 11%	21 9%	-	-	
Programmes that make me stop and think	191 10% g	5 8%	20 11% g	16 13% g	12 8%	13 8%	8 4%	32 13% g	35 13% g	14 9%	14 15% g	17 11% g	5 13% g	174 11%	17 7%	2 13%	3 48%	-
Programmes with new ideas and different approaches	179 10%	5 8%	15 8%	17 14% hj	18 12%	18 11%	27 13% hj	16 6%	27 10%	10 6%	11 11%	12 8%	3 7%	158 10%	21 9%	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (o)	Minority Ethnic (p)	Any other Asian (q)	Any other Black (r)	Any other (s)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Programmes that bring the nation together for a shared viewing experience	155 8%	2 3%	13 7%	8 6%	15 10%	8 5%	15 7%	25 10%	36 13%abdf j	6 4%	9 10%	13 8%	5 11%kj	128 8%	22 9%	- -	3 47%	- -
Reflects the diversity of the UK	147 8%	1 1%	16 9%b	8 7%	11 8%	9 6%	25 12%bj	23 10%kj	21 8%	6 3%	9 10%b	13 8%	4 9%kj	121 8%	22 9%	2 12%	- -	- -
Provision of regional programmes and content (including news)	134 7%bf	- 1%	8 4%	9 7%	12 8%b	4 3%	11 6%	14 6%	31 12%abcf gh	12 7%	7 7%	16 10%bcf	10 24%abcde fghijkl	119 8%	13 5%	3 19%	2 26%	- -
Features people like me and the places I know	105 6%	5 8%	8 5%	11 9%j	12 9%	6 4%	9 5%	21 9%ij	10 4%	5 3%	10 11%ij	7 4%	2 4%	78 5%	25 10%an	- -	1 22%	- -
Encourages the development of new talent	102 5%	1 2%	7 4%	12 9%cj	7 5%	6 4%	15 7%j	12 5%	23 9%j	2 1%	7 7%	8 5%	1 3%	86 5%	14 6%	1 4%	- -	- -
None	545 29%eim	41 62%acd efghikm	63 35%ehim	31 24%km	28 19%km	61 39%adeh im	64 31%eim	61 25%km	48 18%km	74 45%ade ghim	31 34%eim	41 26%im	2 4%	476 30%	62 25%	3 20%	2 30%	2 63%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
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Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Trusted and accurate UK news	464	340	123	296	238	189	225	117	204	232	144	239	109	84	335	61	25	366	26	9
Programmes that I can watch with and talk about with my family and friends	359	249	110	206	185	145	199	98	185	142	134	204	62	64	253	39	21	271	19	9
Programmes that helps to understand what is going on in the world today	311	217	94	187	148	133	162	78	140	143	119	169	66	59	225	43	20	242	20	8
High-quality productions	310	219	91	199	156	138	152	82	121	153	102	163	77	58	229	48	10	246	19	11
Services which are available to everyone	257	175	82	150	122	110	127	58	102	109	90	143	57	43	170	39	20	193	20	8
A wide range of different types of programmes for them	234	159	74	133	113	93	117	58	100	108	81	129	47	40	166	32	10	172	21	3
A wide range of high-quality programmes for children made in the UK	223	148	76	130	107	81	123	56	108	98	75	119	49	39	149	42	12	171	11	3
Programmes which reflect UK life and values	197	134	64	107	92	79	96	52	85	67	59	105	35	42	129	27	12	145	4	1
Programmes that make me stop and think	191	139	53	126	94	83	80	44	79	93	61	98	46	30	125	30	13	138	12	7
Programmes with new ideas and different approaches	179	122	58	110	88	69	89	42	79	84	56	99	40	31	131	24	10	138	8	4

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Trusted and accurate UK news	464 25% ^c	250 27%	70 27%	111 23%	247 30% ^{ay}	209 23%
Programmes that I can watch with and talk about with my family and friends	359 19%	165 18%	60 23%	103 21%	170 21%	174 19%
Programmes that helps to understand what is going on in the world today	311 17%	165 18%	60 23% ^{aw}	70 14%	159 20%	148 17%
High-quality productions	310 17% ^{cq}	171 18%	40 16%	66 14%	175 22% ^{ay}	126 14%
Services which are available to everyone	257 14% ^w	139 15% ^w	40 16% ^w	46 10%	135 17% ^y	113 13%
A wide range of different types of programmes for them	234 13%	110 12%	45 17% ^u	60 13%	124 15% ^y	101 11%
A wide range of high-quality programmes for children made in the UK	223 12%	122 13%	27 10%	56 12%	100 12%	120 13%
Programmes which reflect UK life and values	197 11%	86 9%	43 17% ^{auw}	43 9%	93 11%	97 11%
Programmes that make me stop and think	191 10%	97 10%	31 12%	43 9%	98 12%	89 10%
Programmes with new ideas and different approaches	179 10%	96 10%	22 9%	47 10%	89 11%	84 9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes that bring the nation together for a shared viewing experience	155 8%	102 9%	53 8%	80 8%	70 8%	57 8%	89 11%	27 7%	80 11%j	55 7%	63 11%j	94 10%mn	23 6%	21 6%	106 8%	15 6%	5 4%	110 8%	13 14%r	1 3%
Reflects the diversity of the UK	147 8%	94 8%	52 8%	86 9%	70 8%	62 9%	69 8%	32 8%	64 9%	63 8%	47 8%	74 8%	28 7%	30 8%	106 8%	16 6%	10 9%	115 8%	6 6%	3 10%
Provision of regional programmes and content (including news)	134 7%kw	97 8%c	38 5%	86 9%c	63 7%	60 9%c	68 8%	26 7%	57 8%k	68 9%k	26 5%	78 8%	32 8%	19 5%	104 8%	13 5%	9 7%	105 7%	11 13%	4 11%
Features people like me and the places I know	105 6%	59 5%	46 7%	50 5%	39 5%	28 4%	51 6%	17 4%	46 6%	39 5%	38 7%	51 5%	25 6%	18 5%	70 5%	15 6%	3 3%	77 5%	7 8%	1 3%
Encourages the development of new talent	102 5%	66 6%	35 5%	53 5%	44 5%	35 5%	52 6%	25 6%	52 7%	43 6%	34 6%	65 7%n	17 4%	12 3%	72 6%	14 6%	5 4%	77 5%	10 12%ar	1 3%
None	545 29%bcdefghjksvx	267 23%	278 40%abde fgh	228 23%	209 26%	156 23%	205 24%	87 22%	188 26%	165 22%	140 24%	267 28%	108 28%	118 33%	347 27%	74 30%	43 36%	409 29%	17 19%	4 13%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes that bring the nation together for a shared viewing experience	155 8%	62 7%	35 14% ^{au}	50 10% ^{au}	60 7%	87 10%
Reflects the diversity of the UK	147 8%	76 8%	28 11% ^{kw}	30 6%	72 9%	68 8%
Provision of regional programmes and content (including news)	134 7% ^{kw}	74 8% ^w	32 12% ^{auw}	21 4%	73 9%	60 7%
Features people like me and the places I know	105 6%	48 5%	13 5%	35 7%	59 7%	47 5%
Encourages the development of new talent	102 5%	46 5%	19 8%	29 6%	52 6%	46 5%
None	545 29% ^{bdef ghjksv x}	264 28% ^v	48 19%	166 34% ^{uv}	179 22%	265 30% ^x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

Q.6B LEAST 3 BENEFITS FAMILY AND FRIENDS																	
Total (a)	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for them (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)	
Unweighted Base	1851	105	124	92	203	101	159	191	179	242	106	111	115	107	178	78	457
Weighted Base	1851	107*	126	92*	212	103*	168	180	184	228	103*	109*	107*	106*	168	78*	451
Trusted and accurate UK news	464	39	51	41	109	-	47	65	73	83	31	46	42	53	67	30	150
	25% <i>f</i>	36% <i>af</i>	41% <i>afg</i>	44% <i>afg</i>	51% <i>abfghi</i>	-	28% <i>f</i>	36% <i>af</i>	39% <i>afg</i>	36% <i>af</i>	30% <i>f</i>	42% <i>afg</i>	40% <i>af</i>	50% <i>afghi</i>	40% <i>afg</i>	39% <i>af</i>	33% <i>af</i>
Programmes that I can watch with and talk about with my family and friends	359	25	30	26	74	33	56	72	59	83	29	36	42	-	44	28	98
	19% <i>n</i>	23% <i>n</i>	24% <i>n</i>	28% <i>n</i>	35% <i>anq</i>	32% <i>anq</i>	33% <i>anq</i>	40% <i>abcnoq</i>	32% <i>anq</i>	36% <i>abcnoq</i>	28% <i>an</i>	33% <i>anq</i>	39% <i>abcnoq</i>	-	26% <i>an</i>	36% <i>anq</i>	22% <i>n</i>
Programmes that helps to understand what is going on in the world today	311	31	43	22	59	19	38	44	62	75	25	25	30	36	44	-	96
	17% <i>p</i>	29% <i>ap</i>	34% <i>afpq</i>	23% <i>p</i>	28% <i>ap</i>	19% <i>p</i>	23% <i>p</i>	24% <i>ap</i>	34% <i>afgpq</i>	33% <i>afgpq</i>	25% <i>p</i>	23% <i>p</i>	28% <i>ap</i>	34% <i>afpq</i>	26% <i>ap</i>	-	21% <i>ap</i>
High-quality productions	310	25	-	16	51	26	34	51	44	61	27	25	26	29	43	19	126
	17% <i>c</i>	24% <i>c</i>	-	17% <i>c</i>	24% <i>ac</i>	25% <i>ac</i>	20% <i>c</i>	28% <i>ac</i>	24% <i>ac</i>	27% <i>ac</i>	27% <i>ac</i>	23% <i>c</i>	24% <i>c</i>	28% <i>ac</i>	26% <i>ac</i>	25% <i>c</i>	28% <i>ac</i>
Services which are available to everyone	257	-	23	20	55	27	37	37	49	48	24	22	18	23	27	11	94
	14% <i>b</i>	-	18% <i>b</i>	21% <i>b</i>	26% <i>abop</i>	26% <i>ab</i>	22% <i>ab</i>	20% <i>ab</i>	26% <i>abop</i>	21% <i>ab</i>	24% <i>ab</i>	20% <i>b</i>	17% <i>b</i>	22% <i>ab</i>	16% <i>b</i>	14% <i>b</i>	21% <i>ab</i>
A wide range of different types of programmes for them	234	26	26	-	41	22	34	33	37	36	22	26	20	22	37	14	77
	13% <i>d</i>	25% <i>ad</i>	20% <i>ad</i>	-	19% <i>ad</i>	22% <i>ad</i>	20% <i>ad</i>	18% <i>ad</i>	20% <i>ad</i>	16% <i>d</i>	22% <i>ad</i>	24% <i>ad</i>	19% <i>d</i>	21% <i>ad</i>	22% <i>ad</i>	18% <i>d</i>	17% <i>ad</i>
A wide range of high-quality programmes for children made in the UK	223	25	19	15	-	35	25	30	48	30	20	26	25	15	38	15	70
	12% <i>e</i>	24% <i>ae</i>	15% <i>e</i>	16% <i>e</i>	-	24% <i>ae</i>	22% <i>ae</i>	19% <i>ae</i>	17% <i>e</i>	21% <i>ae</i>	19% <i>ae</i>	24% <i>ae</i>	23% <i>ae</i>	14% <i>e</i>	23% <i>ae</i>	20% <i>e</i>	16% <i>e</i>
Programmes which reflect UK life and values	197	17	27	20	30	21	32	39	31	50	30	17	-	28	27	14	51
	11% <i>m</i>	16% <i>m</i>	21% <i>amq</i>	21% <i>amq</i>	14% <i>m</i>	21% <i>amq</i>	19% <i>amq</i>	21% <i>amq</i>	17% <i>am</i>	22% <i>amq</i>	29% <i>abeill</i>	16% <i>m</i>	-	27% <i>aeomq</i>	16% <i>m</i>	19% <i>am</i>	11% <i>m</i>

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
* small base

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Q.6a Top 3 most valuable benefits for family and friends
Base: All Adults 16+ in UK

Q.6a LEAST 3 BENEFITS FAMILY AND FRIENDS																	
	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for them (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)	
Total (a)																	
Unweighted Base	1851	105	124	92	203	101	159	191	179	242	106	111	115	107	178	78	457
Weighted Base	1851	107*	126	92*	212	103*	168	180	179	228	103*	109*	107*	106*	168	78*	451
Programmes that make me stop and think	191	22	19	12	33	15	26	30	36	33	20	-	21	17	35	17	58
	10%l	20%al	15%l	13%l	16%al	15%l	16%l	16%al	20%al	14%l	20%al	-	20%al	16%l	21%alq	22%al	13%l
Programmes with new ideas and different approaches	179	23	19	18	22	20	32	23	28	24	-	18	22	14	38	15	59
	10%k	22%aejkq	15%k	19%ak	10%k	20%aejk	19%aejk	13%k	15%ak	11%k	-	16%ak	20%aejk	13%k	23%aehjkq	19%ak	13%k
Programmes that bring the nation together for a shared viewing experience	155	16	27	22	21	18	33	29	26	39	24	13	12	14	-	15	35
	8%o	15%aoq	21%aeoq	24%aelmoq	10%o	17%aoq	20%aeoq	16%aoq	14%aoq	17%aoq	23%aelmoq	12%o	11%o	13%o	-	19%aoq	8%o
Reflects the diversity of the UK	147	12	17	20	26	15	29	-	22	25	11	13	20	12	25	10	44
	8%h	11%h	14%ah	21%ahjq	12%h	14%ah	17%ahq	-	12%h	11%h	10%h	12%h	19%ahq	12%h	15%ah	13%h	10%h
Provision of regional programmes and content (including news)	134	14	22	20	27	16	-	25	23	29	9	12	9	18	24	15	32
	7%g	14%ag	17%agq	22%agkmq	13%agq	16%agq	-	14%agq	12%ag	13%agq	9%g	11%g	9%g	17%agq	14%agq	19%agq	7%g
Features people like me and the places I know	105	11	15	10	15	17	14	17	-	19	13	14	8	6	15	15	34
	6%i	10%l	12%al	11%al	7%i	16%aeljq	9%i	9%i	-	8%i	12%al	13%al	8%i	6%i	9%i	19%aegjmnq	8%i
Encourages the development of new talent	102	8	15	7	24	15	21	17	13	-	10	13	11	17	5	27	27
	5%j	8%j	12%ajq	8%j	11%ajq	14%ajq	13%ajq	9%aj	7%j	-	9%j	12%ajq	12%ajq	11%aj	10%aj	6%j	6%j
None	545	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	29%bodefg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	hijkmnopq	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
* small base

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Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	GENDER		AGE				AGE									SOCIAL GRADE			
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1315	603	712	195	215	369	536	62	133	215	184	185	185	207	144	264	396	251	404
Weighted Base	1306	599	707	194	255	412	445	60*	134	255	220	192	215	134	96	272	415	254	366
Encourages the development of new talent	228 17%	108 18%	120 17%	36 19%	48 19%	72 18%	71 16%	14 24%	22 16%	48 19%	40 18%	33 17%	36 17%	23 17%	12 13%	43 16%	84 20%	47 19%	54 15%
A wide range of high-quality programmes for children made in the UK	212 16%k	101 17%	111 16%	45 23%aef	32 13%	52 13%	82 18%l	16 27%ajk	29 22%jk	32 13%	19 9%	33 17%k	44 20%jk	22 16%k	16 17%k	48 18%	80 19%a	38 15%	46 12%
Features people like me and the places I know	184 14%ko	91 15%	93 13%	38 19%g	39 15%	56 14%	51 12%	7 12%	30 23%akmno	39 15%o	28 13%	28 15%	28 13%	16 12%	7 8%	41 15%	67 16%a	36 14%	40 11%
Reflects the diversity of the UK	180 14%	86 14%	94 13%	31 16%	34 13%	48 12%	67 15%	13 21%	18 13%	34 13%	24 11%	25 13%	31 15%	21 15%	15 15%	37 14%	57 14%	40 16%	47 13%
Programmes that bring the nation together for a shared viewing experience	168 13%	92 15%c	76 11%	26 13%	35 14%	38 9%	71 16%l	8 14%	17 13%	35 14%	23 10%	15 8%	35 16%l	21 16%l	14 15%	42 15%	61 15%	29 11%	37 10%
Provision of regional programmes and content (including news)	168 13%o	75 12%	93 13%	25 13%	37 15%	57 14%	49 11%	6 10%	19 14%	37 15%o	25 11%	32 16%o	26 12%	17 13%	6 7%	29 11%	58 14%	35 14%	46 13%
High-quality productions	126 10%gmn	58 10%	68 10%	26 13%g	29 11%g	48 12%g	23 5%	8 14%mn	18 13%mn	29 11%mn	21 10%	26 14%mm	10 5%	7 5%	7 7%	25 9%	40 10%	30 12%	31 8%
Programmes that make me stop and think	109 8%	51 9%	57 8%	26 13%afg	19 7%	31 7%	34 8%	9 15%fm	17 13%	19 7%	16 7%	14 8%	13 6%	10 8%	10 11%	22 8%	40 10%	14 5%	34 9%
Services which are available to everyone	107 8%	58 10%	49 7%	14 7%	22 8%	34 8%	37 8%	3 6%	11 8%	22 8%	25 11%	10 5%	19 9%	7 6%	10 11%	24 9%	37 9%	25 10%	21 6%
Programmes which reflect UK life and values	107 8%	51 9%	55 8%	25 13%aeg	16 6%	35 9%	30 7%	6 11%	19 14%ajmo	16 6%	19 9%	16 8%	14 7%	10 7%	6 6%	16 6%	49 12%aprr	15 6%	27 7%
Programmes that I can watch with and talk about with my family and friends	106 8%	59 10%c	46 7%	13 7%	18 7%	38 9%	36 8%	1 2%	12 9%	18 7%	23 10%	15 8%	19 9%	12 9%	5 6%	19 7%	36 9%	17 6%	34 9%
Trusted and accurate UK news	103 8%	45 7%	58 8%	17 9%	23 9%	35 9%	27 6%	2 4%	15 11%	23 9%	14 6%	21 11%	13 6%	9 6%	6 6%	16 6%	26 6%	29 11%pq	32 9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	GENDER		AGE				AGE								SOCIAL GRADE				
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1315	603	712	195	215	369	536	62	133	215	184	185	185	207	144	264	396	251	404
Weighted Base	1306	599	707	194	255	412	445	60*	134	255	220	192	215	134	96	272	415	254	366
Programmes with new ideas and different approaches	103 8%n	44 7%	58 8%	20 10%	24 10%	34 8%	25 6%	6 10%n	13 10%n	24 10%n	18 8%n	15 8%n	14 7%	4 3%	7 7%	18 7%	35 8%	19 7%	31 8%
A wide range of different types of programmes for them	92 7%ko	45 7%	48 7%	19 10%g	22 9%	28 7%	23 5%	5 8%	14 11%ko	22 9%o	10 4%	19 10%o	13 6%	9 7%ko	2 2%	15 5%	34 8%	20 8%	23 6%
Programmes that helps to understand what is going on in the world today	78 6%p	38 6%	40 6%	14 7%	18 7%	22 5%	24 5%	5 9%n	9 6%	18 7%	14 6%	8 4%	14 7%	3 2%	6 7%	7 3%	20 5%	24 9%pq	26 7%p
None	451 35%dhq	197 33%	254 36%	45 23%	83 33%d	149 36%d	174 39%d	12 20%	33 24%	83 33%	84 38%hi	64 34%	83 39%hi	51 38%hi	40 42%hi	97 36%	117 28%	88 35%	149 41%saq

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1315	660	655	464	148	377	102	224	340	240	165	975
Weighted Base	1306	686	620	536	166	266	106*	233	375	267	180	931
Encourages the development of new talent	228 17%	126 18%	102 16%	101 19%	23 14%	42 16%	20 19%	42 18%	67 18%	56 21%	24 13%	161 17%
A wide range of high-quality programmes for children made in the UK	212 16%ij	128 19%k	84 14%	88 16%	20 12%	49 18%h	30 28%adeh	26 11%	34 9%	19 7%	19 10%	178 19%ijk
Features people like me and the places I know	184 14%kk	109 16%	76 12%	76 14%	23 14%	32 12%	24 23%adfh	30 13%	48 13%	41 15%kk	12 7%	137 15%kk
Reflects the diversity of the UK	180 14%	94 14%	87 14%	85 12%	22 14%	42 16%	20 19%	30 13%	44 12%	35 13%	22 12%	137 15%
Programmes that bring the nation together for a shared viewing experience	168 13%	103 15%c	66 11%	72 13%	16 10%	41 16%	16 16%	23 10%	34 9%	28 10%	13 7%	134 14%kk
Provision of regional programmes and content (including news)	168 13%	87 13%	81 13%	66 12%	31 19%f	25 9%	16 15%	30 13%	51 14%	40 15%	18 10%	116 13%
High-quality productions	126 10%	66 10%	61 10%	63 12%f	14 8%	18 7%	14 14%f	18 8%	38 10%	28 11%	19 11%	88 9%
Programmes that make me stop and think	109 8%	61 9%	47 8%	45 8%	13 8%	22 8%	14 13%	15 6%	30 8%	21 8%	13 7%	78 8%
Services which are available to everyone	107 8%hh	61 9%	46 7%	52 10%hh	15 9%	21 8%	9 9%	10 4%	35 9%	27 10%	18 10%	72 8%
Programmes which reflect UK life and values	107 8%	65 9%	42 7%	36 7%	14 9%	19 7%	17 16%adf	20 9%	27 7%	18 7%	16 9%	79 9%
Programmes that I can watch with and talk about with my family and friends	106 8%	56 8%	50 8%	47 9%	11 6%	24 9%	10 10%	13 6%	34 9%	27 10%	17 9%	72 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/kl
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1315	660	655	464	148	377	102	224	340	240	165	975
Weighted Base	1306	686	620	536	166	296	106*	233	375	267	190	931
Trusted and accurate UK news	103	42	61	42	14	16	10	21	30	22	12	73
	8%	6%	10%b	8%	9%	6%	9%	9%	8%	8%	7%	8%
Programmes with new ideas and different approaches	103	53	49	46	10	17	12	19	27	23	10	76
	8%	8%	8%	9%	6%	6%	12%	8%	7%	9%	6%	8%
A wide range of different types of programmes for them	92	49	43	41	17	12	11	11	24	15	15	68
	7%	7%	7%	8%	10% <i>f</i>	4%	11% <i>f</i>	5%	6%	6%	8%	7%
Programmes that helps to understand what is going on in the world today	78	28	50	28	9	15	10	16	22	18	10	56
	6%	4%	8% <i>b</i>	5%	5%	6%	9%	7%	6%	7%	6%	6%
None	451	214	237	181	61	96	18	95	145	97	76	306
	35% <i>g</i>	31%	38% <i>b</i>	34% <i>g</i>	37% <i>g</i>	36% <i>g</i>	17%	41% <i>g</i>	39%	36%	43% <i>h</i>	33%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1315	1198	117	513	478	84	728	511
Weighted Base	1306	1209	97*	523	430	81*	747	465
Encourages the development of new talent	228 17%	216 18%	13 13%	93 18%	80 19%	7 9%	127 17%	84 18%
A wide range of high- quality programmes for children made in the UK	212 16%	202 17%	10 10%	73 14%	68 16%	13 17%	115 15%	75 16%
Features people like me and the places I know	184 14%	176 15%	8 9%	66 13%	58 13%	14 17%	101 13%	62 13%
Reflects the diversity of the UK	180 14%	163 13%	17 18%	77 15%	53 12%	7 9%	102 14%	63 14%
Programmes that bring the nation together for a shared viewing experience	168 13%	159 13%	9 10%	60 12%	59 14%	12 15%	90 12%	64 14%
Provision of regional programmes and content (including news)	168 13%	160 13%	8 8%	67 13%	56 13%	12 15%	89 12%	63 14%
High-quality productions	126 10%	120 10%	6 6%	54 10%	36 8%	8 10%	75 10%	41 9%
Programmes that make me stop and think	109 8%	101 8%	7 7%	40 8%	36 8%	6 8%	56 8%	36 8%
Services which are available to everyone	107 8%	98 8%	9 9%	46 9%	38 9%	9 11%	64 9%	42 9%
Programmes which reflect UK life and values	107 8%	102 8%	4 4%	31 6%	35 8%	8 10%	56 7%	37 8%
Programmes that I can watch with and talk about with my family and friends	106 8%	100 8%	5 6%	46 9%	34 8%	7 9%	63 9%	38 8%
Trusted and accurate UK news	103 8%	96 8%	7 7%	48 9%	27 6%	6 7%	61 8%	33 7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	INTERNET ACCESS		TV PLATFORM					
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)	
Unweighted Base	1315	117	513	478	84	728	511	
Weighted Base	1306	1209	523	430	81*	747	465	
Programmes with new ideas and different approaches	103 8%	94 8%	8 9%	43 8%	41 10%	5 6%	52 7%	49 11%g
A wide range of different types of programmes for them	92 7%	88 7%	4 4%	41 8%	20 5%	6 8%	54 7%	24 5%
Programmes that helps to understand what is going on in the world today	78 6%	73 6%	5 5%	27 5%	30 7%	2 2%	34 5%	31 7%
None	451 35%	405 33%	46 48%ab	185 35%	148 34%	31 38%	275 37%	155 33%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	Total (a)	GOVERNMENT REGIONS											ETHNIC ORIGINZ					
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1315	29	134	96	101	89	118	153	192	87	43	170	103	1150	150	12	3	1
Weighted Base	1306	25**	119	96*	119*	95*	140	181	221	92*	61*	117	40*	1107	182	13**	4**	1**
Encourages the development of new talent	228 17%	7 27%	29 25%kaf	14 14%	18 15%	11 12%	22 16%	30 17%	40 18%	14 15%	6 10%	26 22%	11 28%kade	204 18%o	21 11%	1 6%	-	1 100%
A wide range of high-quality programmes for children made in the UK	212 16%h	7 30%	19 16%	12 13%	23 19%f	7 7%	21 15%	29 16%	45 20%fm	16 17%	10 16%	20 17%h	4 10%	190 17%o	19 10%	2 13%	3 69%	-
Features people like me and the places I know	184 14%do	1 5%	14 12%	6 6%	26 22%adfg	8 9%	14 10%	24 13%	47 21%acd	11 fg	7 12%	19 16%h	6 14%	168 15%o	15 8%	1 11%	-	-
Reflects the diversity of the UK	180 14%to	9 38%	17 14%h	11 11%	16 13%	5 5%	16 12%	14 8%	41 18%h	18 19%h	5 7%	23 20%ah	6 15%h	166 15%o	13 7%	1 6%	1 32%	-
Programmes that bring the nation together for a shared viewing experience	168 13%	5 18%	15 12%	15 16%h	15 13%	6 6%	17 12%	20 11%	28 13%	18 20%h	5 9%	15 13%	8 20%ah	154 14%	14 8%	2 13%	-	-
Provision of regional programmes and content (including news)	168 13%fm	1 5%	15 13%h	16 16%fm	22 19%hfm	4 4%	17 12%h	16 9%	35 16%fm	17 19%hfm	9 15%h	13 11%	2 5%	145 13%	21 12%	-	-	-
High-quality productions	126 10%h	* 2%	11 9%h	10 10%h	15 13%h	2 2%	14 10%h	15 8%	29 13%h	3 3%	5 9%	18 16%ah	3 8%h	105 10%	21 11%	-	3 68%	-
Programmes that make me stop and think	109 8%	4 18%	6 5%	7 7%	17 14%cf	4 4%	11 8%	17 10%	20 9%	6 7%	2 4%	11 9%	4 9%	90 8%	15 8%	1 9%	-	-
Services which are available to everyone	107 8%	3 10%	10 9%	9 10%	21 17%afghj	3 3%	7 5%	12 7%	25 11%fm	5 5%	6 10%	5 4%	1 3%	94 9%	11 6%	-	2 37%	-
Programmes which reflect UK life and values	107 8%h	9 36%	13 11%h	11 11%h	8 7%h	-	15 11%h	6 4%	17 7%h	7 9%h	4 6%h	12 11%h	5 13%h	98 9%	9 4%	1 6%	1 31%	-
Programmes that I can watch with and talk about with my family and friends	106 8%	1 4%	11 9%k	11 12%k	19 16%afgkjl	4 4%	7 5%	17 9%	20 9%	5 6%	-	8 6%	3 7%k	96 9%	10 5%	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1315	29	134	96	101	89	118	153	192	87	43	170	103	1150	150	12	3	1
Weighted Base	1306	25**	119	96*	119*	95*	140	181	221	92*	61*	117	40*	1107	182	13**	4**	1**
Trusted and accurate UK news	103	-	9	7	12	4	4	21	21	6	8	9	2	88	14	3	-	-
Programmes with new ideas and different approaches	103	3	11	6	9	4	8	11	27	10	2	8	5	91	7	2	1	-
A wide range of different types of programmes for them	92	-	9	6	13	3	10	17	14	1	5	12	2	74	15	-	-	-
Programmes that helps to understand what is going on in the world today	78	2	11	5	6	1	9	21	11	5	1	4	1	62	16	1	1	-
None	451	6	34	30	26	64	60	63	58	28	27	41	14	359	86	5	-	-
	35%ei	24%	29%	31%	22%	67%acde ghjikm	43%cei	35%e	26%	30%	44%ei	36%e	35%e	32%	47%an	38%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1315	923	392	797	680	562	591	270	521	625	408	664	289	280	924	183	81	1022	77	25
Weighted Base	1306	893	413	768	631	522	637	305	567	580	431	702	274	243	926	175	77*	1013	73*	27**
Encourages the development of new talent	228 17%	164 18%	64 15%	137 18%	118 19%	91 17%	121 19%	63 21%	105 18%	104 18%	78 18%	128 18%	54 20%	34 14%	161 17%	36 20%	9 12%	179 18%	13 18%	4 16%
A wide range of high-quality programmes for children made in the UK	212 16%	153 17%	59 14%	132 17%	106 17%	98 19%	99 16%	54 18%	88 16%	114 20%	63 15%	94 13%	56 21%	43 18%	142 15%	27 15%	9 12%	153 15%	13 17%	4 13%
Features people like me and the places I know	184 14%	127 14%	57 14%	111 14%	88 14%	69 13%	111 17%	57 19%	97 17%	80 14%	62 14%	96 14%	45 16%	26 11%	140 15%	19 11%	5 7%	151 15%	4 6%	6 22%
Reflects the diversity of the UK	180 14%	137 15%	43 11%	118 15%	99 16%	76 15%	100 16%	51 17%	82 15%	86 15%	56 13%	102 14%	28 10%	39 16%	128 14%	23 13%	6 8%	132 13%	13 18%	6 21%
Programmes that bring the nation together for a shared viewing experience	168 13%	128 14%	41 10%	111 14%	85 14%	72 14%	75 12%	47 15%	74 13%	84 14%	60 14%	87 12%	42 16%	28 11%	125 13%	20 11%	10 13%	122 12%	15 21%	6 23%
Provision of regional programmes and content (including news)	168 13%	112 12%	56 14%	92 12%	74 12%	65 13%	85 13%	34 11%	78 14%	73 13%	53 12%	82 12%	34 13%	34 14%	118 13%	18 10%	6 7%	115 11%	11 15%	6 23%
High-quality productions	126 10%	81 9%	45 11%	62 8%	49 8%	39 8%	74 12%	31 10%	74 13%	40 7%	54 13%	75 11%	24 9%	19 8%	92 10%	13 8%	5 6%	94 9%	12 16%	5 18%
Programmes that make me stop and think	109 8%	66 7%	42 10%	54 7%	51 8%	49 9%	54 8%	30 10%	48 8%	30 5%	40 9%	69 10%	14 5%	20 8%	73 8%	20 12%	5 6%	82 8%	11 15%	-
Services which are available to everyone	107 8%	71 8%	36 9%	65 8%	51 8%	46 9%	49 8%	32 11%	44 8%	47 8%	40 9%	61 9%	15 6%	25 10%	77 8%	18 10%	5 6%	84 8%	6 8%	3 11%
Programmes which reflect UK life and values	107 8%	66 7%	40 10%	56 7%	49 8%	54 10%	62 10%	35 12%	53 9%	42 7%	37 9%	57 8%	24 9%	17 7%	80 9%	12 7%	4 5%	83 8%	7 10%	4 15%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1315	715	191	290	641	636
Weighted Base	1306	675	208	317	634	632
Encourages the development of new talent	228 17%	114 17%	46 22%	52 16%	114 18%	110 17%
A wide range of high-quality programmes for children made in the UK	212 16%	99 15%	40 19%	47 15%	126 20%y	83 13%
Features people like me and the places I know	184 14%	85 13%	34 16%	54 17%	92 15%	85 14%
Reflects the diversity of the UK	180 14%	95 14%	27 13%	40 13%	82 13%	96 15%
Programmes that bring the nation together for a shared viewing experience	168 13%	94 14%	22 11%	38 12%	96 15%y	68 11%
Provision of regional programmes and content (including news)	168 13%	82 12%	25 12%	43 13%	92 14%	69 11%
High-quality productions	126 10%	71 11%	24 11%	27 9%	53 8%	69 11%
Programmes that make me stop and think	109 8%j	52 8%	17 8%	30 10%	56 9%	49 8%
Services which are available to everyone	107 8%	62 9%	14 7%	26 8%	58 9%	48 8%
Programmes which reflect UK life and values	107 8%	52 8%	13 6%	35 11%	57 9%	48 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1315	923	392	797	680	562	591	270	521	625	408	664	289	280	924	183	81	1022	77	25
Weighted Base	1306	893	413	768	631	522	637	305	567	580	431	702	274	243	926	175	77*	1013	73*	27**
Programmes that I can watch with and talk about with my family and friends	106	73	33	58	36	39	45	28	47	46	38	54	25	22	77	16	4	82	7	-
	8%	8%	8%	7%	6%	8%	7%	9%	8%	8%	9%	8%	9%	9%	8%	9%	5%	8%	10%	-
Trusted and accurate UK news	103	66	37	51	47	37	54	24	49	34	37	63	18	12	65	13	10	79	11	2
	8%	7%	9%	7%	7%	8%	8%	8%	9%	6%	9%	9%	6%	5%	7%	7%	14%	8%	16%ar	6%
Programmes with new ideas and different approaches	103	74	29	67	59	51	60	28	51	45	31	56	22	17	74	11	2	76	6	2
	8%	6%	7%	9%	9%	10%	9%	9%	9%	6%	7%	6%	6%	7%	8%	7%	3%	7%	6%	6%
A wide range of different types of programmes for them	92	56	37	46	37	27	47	17	42	36	40	44	21	14	62	15	1	67	3	2
	7%q	6%	9%f	6%	6%	5%	7%	6%	7%	6%	9%	6%	8%	6%	7%	8%q	1%	7%	4%	8%
Programmes that helps to understand what is going on in the world today	78	37	41	33	30	25	30	12	30	26	28	41	12	14	48	11	2	52	2	1
	6%	4%	10%abdefg	4%	5%	5%	5%	4%	5%	4%	6%	6%	4%	6%	5%	7%	2%	5%	3%	5%
None	451	304	148	270	219	175	208	91	182	207	138	250	96	80	315	64	41	361	21	7
	35%	34%	36%	35%	35%	33%	33%	30%	32%	36%	32%	36%	35%	33%	34%	36%	53%aop	36%	28%	26%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1315	715	191	290	641	636
Weighted Base	1306	675	208	317	634	632
Programmes that I can watch with and talk about with my family and friends	106 8%	60 9%	17 8%	19 6%	57 9%	47 7%
Trusted and accurate UK news	103 8%	57 8%	15 7%	25 8%	45 7%	56 9%
Programmes with new ideas and different approaches	103 8%	43 6%	27 13% ^{au}	23 7%	62 10% ^y	41 6%
A wide range of different types of programmes for them	92 7% ^q	35 5%	22 11% ^u	28 9%	43 7%	43 7%
Programmes that helps to understand what is going on in the world today	78 6%	29 4%	12 6%	25 8% ^u	32 5%	44 7%
None	451 35%	246 36%	63 30%	110 35%	199 31%	231 37%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

Q.6A TOP 3 BENEFITS FAMILY AND FRIENDS																	
Total (a)	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for them (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)	
Unweighted Base	1315	265	323	256	237	471	145	145	100	100	177	195	195	341	152	313	-
Weighted Base	1306	257	310	234	223	464	134	147	105*	102*	179	191	197	359	155	311	**
Encourages the development of new talent	228	48	61	36	49	83	29	25	19	-	24	33	50	83	39	75	-
	17%kj	19%j	20%j	15%j	22%jk	18%j	21%j	17%j	18%j	-	13%j	17%j	26%adjk	23%adjk	25%adjk	24%adjk	-
A wide range of high-quality programmes for children made in the UK	212	55	51	41	-	109	27	26	15	24	22	33	30	74	21	59	-
	16%e	21%ek	16%e	17%e	-	23%acekm	20%e	18%e	15%e	24%ek	12%e	17%e	15%e	21%ek	14%e	19%e	-
Features people like me and the places I know	184	49	44	37	30	73	23	22	-	13	28	36	31	59	26	62	-
	14%i	19%i	14%i	14%i	16%i	16%i	17%i	15%i	-	12%i	14%i	16%i	16%i	16%i	17%i	20%ai	-
Reflects the diversity of the UK	180	37	51	33	35	65	25	-	17	17	23	30	39	72	29	44	-
	14%h	14%h	16%h	14%h	16%h	14%h	19%h	-	16%h	17%h	13%h	15%h	20%ah	20%afh	19%h	14%h	-
Programmes that bring the nation together for a shared viewing experience	168	27	43	37	38	67	24	25	15	17	38	35	27	44	-	44	-
	13%o	11%o	14%o	16%o	17%o	14%o	18%o	17%o	14%o	16%o	21%abcfh	18%bo	14%o	12%o	-	14%o	-
Provision of regional programmes and content (including news)	168	37	34	34	38	47	-	29	14	21	32	26	32	56	33	38	-
	13%g	14%g	11%g	15%g	17%fg	10%g	-	19%acfg	14%g	21%acfgp	18%fg	14%g	16%fg	16%fg	21%acfgp	12%g	-
High-quality productions	126	23	-	26	19	51	22	17	15	15	19	19	27	30	27	43	-
	10%c	9%c	-	11%c	8%c	11%c	16%abccn	12%c	15%c	15%c	10%c	10%c	13%c	8%c	17%abccn	14%cn	-
Programmes that make me stop and think	109	22	25	26	26	46	12	13	14	13	18	-	17	36	13	25	-
	8%l	8%l	8%l	11%l	12%l	10%l	9%l	9%l	13%l	10%l	10%l	-	9%l	10%l	8%l	8%l	-
Services which are available to everyone	107	-	25	26	25	39	14	11	8	23	22	17	25	16	31	-	-
	8%b	-	8%b	11%b	11%b	8%b	11%b	8%b	10%b	8%b	13%abn	11%b	9%b	7%b	10%b	10%b	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All who value any friends/family

	Q.6A TOP 3 BENEFITS FAMILY AND FRIENDS																
	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for them (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that helps to understand what is going on in the world today (p)	None (q)	
Unweighted Base	1315	265	323	256	237	471	145	145	100	100	177	195	195	341	152	313	-
Weighted Base	1306	257	310	234	223	464	134	147	105*	102*	179	191	197	359	155	311	**
Programmes which reflect UK life and values	107 8% _m	18 7% _m	26 8% _m	20 9% _m	25 11% _m	42 9% _m	9 7% _m	20 13% _{am}	8 8% _m	13 13% _m	22 12% _m	21 11% _m	-	42 12% _m	12 8% _m	30 10% _m	-
Programmes that I can watch with and talk about with my family and friends	106 8% _n	23 9% _n	29 9% _n	22 9% _n	15 7% _n	53 11% _{an}	18 13% _n	12 8% _n	6 6% _n	11 11% _n	14 8% _n	17 9% _n	28 14% _{aein}	-	14 9% _n	36 12% _n	-
Trusted and accurate UK news	103 8% _f	27 10% _f	26 8% _f	22 10% _f	25 11% _f	-	16 12% _f	15 10% _f	17 16% _{afp}	15 15% _{afp}	20 11% _f	15 8% _f	21 11% _f	33 9% _f	18 12% _f	19 6% _f	-
Programmes with new ideas and different approaches	103 8% _k	24 9% _k	27 9% _k	22 10% _k	20 9% _k	31 7% _k	9 7% _k	11 7% _k	13 12% _k	10 9% _k	-	20 11% _k	30 15% _{acdfghk}	29 8% _k	24 15% _{afghkn}	25 8% _k	-
A wide range of different types of programmes for them	92 7% _d	20 8% _d	16 5% _d	-	15 7% _d	41 9% _d	20 15% _{abcde}	20 13% _{acdel}	10 10% _d	7 7% _d	18 10% _d	12 6% _d	20 10% _d	26 7% _d	22 14% _{acdeln}	22 7% _d	-
Programmes that helps to understand what is going on in the world today	78 6% _p	11 4% _p	19 6% _p	14 6% _p	15 7% _p	30 7% _p	15 11% _{abop}	10 7% _p	15 14% _{abcdij}	5 5% _p	15 8% _p	17 9% _p	14 7% _p	28 8% _p	15 10% _{bp}	-	-
None	451 35% _{gmno}	94 37% _{gmno}	126 41% _{efghijlmnop}	77 33% _o	70 31% _o	150 32% _o	32 24% _o	44 30% _o	27 32% _o	27 27% _o	59 33% _o	58 31% _o	98 26% _o	51 27% _o	35 22% _o	96 31% _o	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Encourages the development of new talent	228 12%o	108 12%	120 13%	36 14%	48 14%	72 13%	71 11%	14 18%o	22 12%	48 14%o	40 13%	33 12%	36 12%	23 12%	12 7%	43 12%	84 15%a	47 12%	54 10%
A wide range of high-quality programmes for children made in the UK	212 11%k	101 11%	111 12%	45 18%aefg	32 9%	52 9%	82 12%	16 20%ajko	29 16%jk	32 9%	19 6%	33 12%k	44 14%k	22 11%	16 10%	48 13%a	80 14%a	38 10%	46 9%
Features people like me and the places I know	184 10%o	91 10%	93 10%	38 15%ag	39 11%	56 10%	51 8%	7 9%	30 17%akmno	39 11%o	28 9%	28 11%o	28 9%	16 8%	7 4%	41 11%	67 12%a	36 9%	40 8%
Reflects the diversity of the UK	180 10%	86 10%	94 10%	31 12%	34 10%	48 8%	67 10%	13 16%k	16 10%	34 10%	24 8%	31 9%	31 10%	21 9%	15 10%	37 10%	57 10%	40 10%	47 9%
Programmes that bring the nation together for a shared viewing experience	168 9%	92 10%	76 8%	26 10%	35 10%	38 7%	71 10%f	8 11%	17 10%	35 10%	23 7%	15 6%	35 11%l	21 11%l	14 9%	42 12%a	61 11%a	29 7%	37 7%
Provision of regional programmes and content (including news)	168 9%o	75 8%	93 10%	25 10%	37 11%	57 10%	49 7%	6 8%	19 11%o	37 11%o	25 8%	32 12%o	26 8%	17 9%o	6 4%	29 8%	58 10%	35 9%	46 9%
High-quality productions	126 7%gmn	58 6%	68 7%	26 10%g	29 8%g	48 8%g	23 3%	8 10%mn	18 10%mmo	29 8%mn	21 7%	26 10%mmo	10 3%	7 3%	7 4%	25 7%	40 7%	30 8%	31 6%
Programmes that make me stop and think	109 6%	51 6%	57 6%	26 10%afg	19 5%	31 5%	34 5%	9 11%fm	17 10%fm	19 5%	16 5%	14 5%	13 4%	10 5%	10 6%	22 6%	40 7%r	14 3%	34 6%
Services which are available to everyone	107 6%	58 7%	49 5%	14 5%	22 6%	34 6%	37 5%	3 4%	11 6%	22 6%	25 8%	10 4%	19 6%	7 4%	10 6%	24 7%	37 6%	25 6%	21 4%
Programmes which reflect UK life and values	107 6%	51 6%	55 6%	25 10%aeg	16 5%	35 6%	30 4%	6 8%	19 11%ajmno	16 5%	19 6%	16 6%	14 5%	10 5%	6 4%	16 5%	49 8%aprs	15 4%	27 5%
Programmes that I can watch with and talk about with my family and friends	106 6%	59 7%	46 5%	13 5%	18 5%	38 7%	36 5%	1 2%	12 7%	18 5%	23 8%	15 6%	19 6%	12 3%	5 4%	19 5%	36 6%	17 4%	34 6%
Trusted and accurate UK news	103 6%	45 5%	58 6%	17 7%	23 7%	35 6%	27 4%	2 3%	15 8%	23 7%	14 5%	21 8%	13 4%	9 4%	6 4%	16 4%	26 5%	29 7%	32 6%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Programmes with new ideas and different approaches	103 6% _n	44 5%	58 6%	20 8% _g	24 7% _g	34 6%	25 4%	6 8% _n	13 8% _n	24 7% _n	18 6% _n	15 6% _n	14 5%	4 2%	7 4%	18 5%	35 6%	19 5%	31 6%
A wide range of different types of programmes for them	92 5% _o	45 5%	48 5%	19 7% _g	22 6% _g	28 5%	23 3%	5 6% _o	14 8% _{ko}	22 6% _o	10 3%	19 7% _o	13 4%	9 5% _o	2 1%	15 4%	34 6%	20 5%	23 4%
Programmes that helps to understand what is going on in the world today	78 4%	38 4%	40 4%	14 5%	18 5%	22 4%	24 4%	5 7% _n	9 5%	18 5% _n	14 5%	8 3%	14 5%	3 2%	6 4%	7 2%	20 4%	24 6% _p	26 5% _p
None	996 54% _{dhiq}	490 55%	507 53%	108 42%	175 51%	309 54% _d	403 60% _{ade}	32 40%	76 43%	175 51%	170 56% _{hi}	139 52%	181 58% _{hi}	113 58% _{hi}	109 66% _{ahi} JK	185 51%	271 48%	225 57% _q	316 59% _{apc}

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Encourages the development of new talent	228 12%	126 14%	102 11%	101 14%	23 10%	42 10%	20 14%	42 14%	67 13%	56 16%	24 10%	161 12%
A wide range of high-quality programmes for children made in the UK	212 11%ij	128 14%c	84 9%	88 12%	20 8%	49 11%	30 21%adefh	26 9%	34 7%	19 5%	19 7%	178 13%ijk
Features people like me and the places I know	184 10%k	109 12%c	76 8%	76 10%	23 10%	32 8%	24 17%adfh	30 10%	48 9%	41 12%k	12 5%	137 10%k
Reflects the diversity of the UK	180 10%	94 10%	87 9%	85 9%	22 9%	42 10%	20 14%	30 10%	44 9%	35 10%	22 9%	137 10%
Programmes that bring the nation together for a shared viewing experience	168 9%	103 11%c	66 7%	72 10%	16 7%	41 10%	16 12%	23 7%	34 7%	28 8%	13 5%	134 10%k
Provision of regional programmes and content (including news)	168 9%ef	87 9%	81 9%	66 9%	31 13%ef	25 6%	16 11%ef	30 10%	51 10%	40 11%	18 7%	116 9%
High-quality productions	126 7%ef	66 7%	61 7%	63 8%ef	14 6%	18 4%	14 10%ef	18 6%	38 8%	28 8%	19 8%	88 7%
Programmes that make me stop and think	109 6%	61 7%	47 5%	45 6%	13 6%	22 5%	14 10%	15 5%	30 6%	21 6%	13 5%	78 6%
Services which are available to everyone	107 6%	61 7%	46 5%	52 7%h	15 6%	21 5%	9 7%	10 3%	35 7%	27 8%	18 7%	72 5%
Programmes which reflect UK life and values	107 6%	65 7%c	42 5%	36 5%	14 6%	19 4%	17 12%adf	20 7%	27 5%	18 5%	16 7%	79 6%
Programmes that I can watch with and talk about with my family and friends	106 6%	56 6%	50 5%	47 6%	11 4%	24 6%	10 7%	13 4%	34 7%	27 8%	17 7%	72 5%
Trusted and accurate UK news	103 6%	42 5%	61 7%	42 6%	14 6%	16 4%	10 7%	21 7%	30 6%	22 6%	12 5%	73 5%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/ef/gh - a/ij/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Programmes with new ideas and different approaches	103 6%	53 6%	49 5%	46 6%	10 4%	17 4%	12 9% <i>f</i>	19 6%	27 5%	23 6%	10 4%	76 6%
A wide range of different types of programmes for them	92 5% <i>f</i>	49 5%	43 5%	41 6% <i>f</i>	17 7% <i>f</i>	12 3%	11 8% <i>f</i>	11 4%	24 5%	15 4%	15 6%	68 5%
Programmes that helps to understand what is going on in the world today	78 4%	28 3%	50 5% <i>b</i>	28 4%	9 4%	15 4%	10 7%	16 5%	22 4%	18 5%	10 4%	56 4%
None	996 54% <i>bcg</i>	456 49%	541 59% <i>ab</i>	389 52% <i>kg</i>	134 56% <i>eg</i>	254 60% <i>adg</i>	52 37%	167 55% <i>g</i>	277 55%	184 52%	146 59%	719 54%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Encourages the development of new talent	228 12% ^c	216 13% ^c	13 7%	93 13%	80 13%	7 7%	127 13%	84 12%
A wide range of high-quality programmes for children made in the UK	212 11% ^c	202 12% ^c	10 6%	73 10%	68 11%	13 13%	115 12%	75 11%
Features people like me and the places I know	184 10% ^c	176 10% ^c	8 5%	66 10%	58 9%	14 13%	101 10%	62 9%
Reflects the diversity of the UK	180 10%	163 10%	17 10%	77 11%	53 9%	7 7%	102 10%	63 9%
Programmes that bring the nation together for a shared viewing experience	168 9%	159 9%	9 5%	60 9%	59 10%	12 12%	90 9%	64 9%
Provision of regional programmes and content (including news)	168 9% ^c	160 10% ^c	8 4%	67 10%	56 9%	12 11%	89 9%	63 9%
High-quality productions	126 7%	120 7%	6 3%	54 8%	36 6%	8 7%	75 8%	41 6%
Programmes that make me stop and think	109 6%	101 6%	7 4%	40 6%	36 6%	6 6%	56 6%	36 5%
Services which are available to everyone	107 6%	98 6%	9 5%	46 7%	38 6%	9 8%	64 6%	42 6%
Programmes which reflect UK life and values	107 6%	102 6% ^c	4 2%	31 4%	35 6%	8 8%	56 6%	37 5%
Programmes that I can watch with and talk about with my family and friends	106 6%	100 6%	5 3%	46 7%	34 5%	7 7%	63 6%	38 6%
Trusted and accurate UK news	103 6%	96 6%	7 4%	48 7%	27 4%	6 5%	61 6%	33 5%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Programmes with new ideas and different approaches	103 6%	94 6%	8 5%	43 6%	41 7%	5 4%	52 5%	49 7%
A wide range of different types of programmes for them	92 5%	88 5%	4 2%	41 6% ^{eh}	20 3%	6 6%	54 5% ^{eh}	24 3%
Programmes that helps to understand what is going on in the world today	78 4%	73 4%	5 3%	27 4%	30 5%	2 2%	34 3%	31 5%
None	996 54%	873 52%	123 71% ^{ab}	359 52%	343 55%	55 53%	524 53%	367 54%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (o)	Minority Ethnic (p)	Any other Asian (q)	Any other Black (r)	Any other (s)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Encourages the development of new talent	228 12%	7 10%	29 16% ^{jk}	14 11%	18 12%	11 7%	22 11%	30 12%	40 15% ^f	14 8%	6 6%	26 17% ^{fk}	11 27% ^{abcd}	204 13%	21 9%	1 4%	-	1 37%
A wide range of high-quality programmes for children made in the UK	212 11% ^f	7 11%	19 10% ^f	12 10%	23 15% ^f	7 4%	21 10%	29 12% ^f	45 17% ^{aef}	16 9%	10 10%	20 13% ^f	4 9%	190 12%	19 8%	2 11%	3 48%	-
Features people like me and the places I know	184 10% ^{bd}	1 2%	14 8%	6 5%	26 18% ^{abcdfg}	8 5%	14 7%	24 10% ^b	47 17% ^{abcd}	11 7%	7 8%	19 12% ^{bdf}	6 14% ^{bdfg}	168 11% ^o	15 6%	1 9%	-	-
Reflects the diversity of the UK	180 10% ^f	9 14% ^{fh}	17 9% ^f	11 9%	16 11% ^f	5 3%	16 8%	14 6%	41 15% ^{aefg}	18 11% ^f	5 5%	23 15% ^{aefghk}	6 14% ^{fik}	166 10% ^o	13 5%	1 4%	1 22%	-
Programmes that bring the nation together for a shared viewing experience	168 9% ^f	5 7%	15 8%	15 12% ^f	15 10% ^f	6 4%	17 9%	20 8%	28 10% ^f	18 11% ^f	5 6%	15 9% ^f	8 20% ^{abcd}	154 10%	14 6%	2 11%	-	-
Provision of regional programmes and content (including news)	168 9% ^{bf}	1 2%	15 8% ^f	16 13% ^{bf}	22 15% ^{abfhn}	4 2%	17 9% ^f	16 7%	35 13% ^{bhf}	17 10% ^{bf}	9 10% ^f	13 8% ^f	2 5%	145 9%	21 9%	-	-	-
High-quality productions	126 7% ^{ij}	-	11 6% ^f	10 8% ^{bfj}	15 11% ^{bfj}	2 1%	14 7% ^{ij}	15 6% ^f	29 11% ^{abfj}	3 2%	5 6%	18 11% ^{abfj}	3 8% ^{bfj}	105 7%	21 8%	-	3 47%	-
Programmes that make me stop and think	109 6%	4 6%	6 3%	7 5%	17 11% ^{acfkj}	4 3%	11 5%	17 7%	20 7%	6 4%	2 2%	11 7%	4 9% ^{cf}	90 6%	15 6%	1 8%	-	-
Services which are available to everyone	107 6%	3 4%	10 6%	9 7% ^f	21 14% ^{abcdgh}	3 2%	7 3%	12 5%	25 9% ^{fijl}	5 3%	6 7%	5 3%	1 3%	94 6%	11 5%	-	2 26%	-
Programmes which reflect UK life and values	107 6% ^f	9 13% ^{afh}	13 7% ^f	11 9% ^{fh}	8 5% ^f	-	15 7% ^{fh}	6 3%	17 6% ^f	7 4% ^f	4 4% ^f	12 8% ^{fh}	5 12% ^{afh}	98 6%	8 3%	1 4%	1 22%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Programmes that I can watch with and talk about with my family and friends	106	1	11	11	19	4	7	17	20	5	-	8	3	96	10	-	-	-
	6%	1%	6%k	9%fk	13%abcdgjkl	2%	4%	7%k	7%k	3%	-	5%	7%k	6%	4%	-	-	-
Trusted and accurate UK news	103	-	9	7	12	4	4	21	21	6	8	9	2	88	14	3	-	-
	6%	-	5%	5%	8%bfg	2%	2%	9%bfg	8%bfg	4%	9%bfg	6%b	6%b	6%	6%	16%	-	-
Programmes with new ideas and different approaches	103	3	11	6	9	4	8	11	27	10	2	8	5	91	7	2	1	-
	6%	5%	6%	5%	6%	3%	4%	4%	10%afghk	6%	2%	5%	12%afghkl	6%	3%	12%	22%	-
A wide range of different types of programmes for them	92	-	9	6	13	3	10	17	14	1	5	12	2	74	15	-	-	-
	5%j	-	5%j	5%j	9%bfj	2%	5%	7%bfj	5%j	1%	5%	8%bfj	4%bj	5%	6%	-	-	-
Programmes that helps to understand what is going on in the world today	78	2	11	5	6	1	9	21	11	5	1	4	1	62	16	1	1	-
	4%	4%	6%f	4%	4%	1%	4%	9%afll	4%	3%	1%	3%	3%	4%	6%	4%	22%	-
None	996	47	98	60	54	125	125	124	106	102	58	82	16	834	149	8	2	2
	54%eim	71%acd ehlm	54%eim	48%	37%	80%acde ghiklm	61%deim	51%eim	39%	61%deim	63%eim	52%eim	37%	53%	61%kn	50%	30%	63%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
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Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Encourages the development of new talent	228	164	64	137	118	91	121	63	105	104	78	128	54	34	161	36	9	179	13	4
	12%	14% ^c	9%	14% ^c	14% ^c	13% ^c	14% ^c	16% ^c	14%	14%	14%	13%	14%	9%	13%	14%	8%	13%	15%	14%
A wide range of high-quality programmes for children made in the UK	212	153	59	132	106	98	99	54	88	114	63	94	56	43	142	27	9	153	13	4
	11%	13% ^c	8%	13% ^c	13% ^c	15% ^c	12%	14% ^c	12%	15% ^{ak}	11%	10%	15% ^a	12%	11%	11%	8%	11%	14%	11%
Features people like me and the places I know	184	127	57	111	88	69	111	57	97	80	62	96	45	26	140	19	5	151	4	6
	10%	11%	8%	11%	10%	10%	13% ^{ac}	14% ^{ac}	13% ^a	11%	11%	10%	12% ^{an}	7%	11% ^{aq}	8%	4%	11%	5%	19%
Reflects the diversity of the UK	180	137	43	118	99	76	100	51	82	86	56	102	28	39	128	23	6	132	13	6
	10% ^c	12% ^c	6%	12% ^c	12% ^c	11% ^c	12% ^c	13% ^c	11%	12%	10%	10%	7%	11%	10%	9%	5%	9%	15%	18%
Programmes that bring the nation together for a shared viewing experience	168	128	41	111	85	72	75	47	74	84	60	87	42	28	125	20	10	122	15	6
	9% ^c	11% ^c	6%	11% ^c	10% ^c	11% ^c	9% ^c	12% ^c	10%	11%	11%	9%	11%	8%	10%	8%	6%	9%	17% ^{ar}	20%
Provision of regional programmes and content (including news)	168	112	56	92	74	65	85	34	78	73	53	82	34	34	118	18	6	115	11	6
	9%	10%	8%	9%	9%	10%	10%	9%	10%	10%	9%	8%	9%	10%	9%	7%	5%	8%	12%	20%
High-quality productions	126	81	45	62	49	39	74	31	74	40	54	75	24	19	92	13	5	94	12	5
	7%	7%	7%	6%	6%	6%	9% ^{ef}	8%	10% ^{aj}	5%	9% ^j	8%	6%	5%	7%	5%	4%	7%	13% ^{ar}	15%
Programmes that make me stop and think	109	66	42	54	51	49	54	30	48	30	40	69	14	20	73	20	5	82	11	-
	6%	6%	6%	5%	6%	7%	6%	8%	6%	4%	7% ^j	7% ^m	4%	5%	6%	8%	4%	6%	13% ^{ar}	-
Services which are available to everyone	107	71	36	65	51	46	49	32	44	47	40	61	15	25	77	18	5	84	6	3
	6%	6%	5%	7%	6%	7%	6%	8%	6%	6%	7%	6%	4%	7%	6%	7%	4%	6%	6%	10%
Programmes which reflect UK life and values	107	66	40	56	49	54	62	35	53	42	37	57	24	17	80	12	4	83	7	4
	6%	6%	6%	6%	6%	8%	7%	9% ^{abc}	7%	6%	7%	6%	6%	5%	6%	5%	3%	6%	8%	13%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
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Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Encourages the development of new talent	228 12%	114 12%	46 18% ^{auw}	52 11%	114 14%	110 12%
A wide range of high-quality programmes for children made in the UK	212 11%	99 11%	40 16% ^{uw}	47 10%	126 15% ^{ay}	83 9%
Features people like me and the places I know	184 10%	85 9%	34 13%	54 11%	92 11%	85 10%
Reflects the diversity of the UK	180 10% ^c	95 10%	27 11%	40 8%	82 10%	96 11%
Programmes that bring the nation together for a shared viewing experience	168 9% ^c	94 10%	22 9%	38 8%	96 12% ^{ay}	68 8%
Provision of regional programmes and content (including news)	168 9%	82 9%	25 10%	43 9%	92 11% ^y	69 8%
High-quality productions	126 7%	71 8%	24 9%	27 6%	53 6%	69 8%
Programmes that make me stop and think	109 6%	52 6%	17 7%	30 6%	56 7%	49 5%
Services which are available to everyone	107 6%	62 7%	14 5%	26 5%	58 7%	48 5%
Programmes which reflect UK life and values	107 6%	52 5%	13 5%	35 7%	57 7%	48 5%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes that I can watch with and talk about with my family and friends	106	73	33	58	36	39	45	28	47	46	38	54	25	22	77	16	4	82	7	-
	6%	6%	5%	6%	4%	6%	5%	7%	6%	6%	7%	6%	7%	6%	6%	6%	3%	6%	8%	-
Trusted and accurate UK news	103	66	37	51	47	37	54	24	49	34	37	63	18	12	65	13	10	79	11	2
	6%	6%	5%	5%	6%	6%	6%	6%	6%	5%	6%	6%	5%	3%	5%	5%	9%	6%	13%ar	5%
Programmes with new ideas and different approaches	103	74	29	67	59	51	60	28	51	45	31	56	22	17	74	11	2	76	6	2
	6%	6%	4%	7%bc	7%bc	6%bc	7%bc	7%	7%	6%	5%	6%	6%	5%	6%	5%	2%	5%	7%	7%
A wide range of different types of programmes for them	92	56	37	46	37	27	47	17	42	36	40	44	21	14	62	15	1	67	3	2
	5%q	5%	5%	5%	4%	4%	6%	4%	6%	5%	7%	5%	6%	4%	5%q	6%q	1%	5%	3%	7%
Programmes that helps to understand what is going on in the world today	78	37	41	33	30	25	30	12	30	26	28	41	12	14	48	11	2	52	2	1
	4%	3%	6%bdeg	3%	4%	4%	4%	3%	4%	3%	5%	4%	3%	4%	4%	5%	2%	4%	2%	5%
None	996	571	426	498	428	331	413	178	370	372	278	517	204	198	663	138	84	770	37	11
	54%bfg	49%	62%abde	50%	51%	49%	49%	45%	49%	50%	49%	53%	53%	55%	52%	55%	70%aop	54%a	42%	36%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes that I can watch with and talk about with my family and friends	106 6%	60 6%	17 6%	19 4%	57 7%	47 5%
Trusted and accurate UK news	103 6%	57 6%	15 6%	25 5%	45 6%	56 6%
Programmes with new ideas and different approaches	103 6%	43 5%	27 10%auw	23 5%	62 8%y	41 5%
A wide range of different types of programmes for them	92 5%q	35 4%	22 9%au	28 6%	43 5%	43 5%
Programmes that helps to understand what is going on in the world today	78 4%	29 3%	12 5%	25 5%	32 4%	44 5%
None	996 54%bq 8vx	510 54%v	111 43%	276 57%w	379 47%	496 55%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

Q.6A TOP 3 BENEFITS FAMILY AND FRIENDS																	
	Total (a)	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for them (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)
Unweighted Base	1851	265	323	256	237	471	145	145	100	100	177	195	195	341	152	313	536
Weighted Base	1851	257	310	234	223	464	134	147	105*	102*	179	191	197	359	155	311	545
Encourages the development of new talent	228	48	61	36	49	83	29	25	19	-	24	33	50	83	39	75	-
	12%jq	19%ajq	20%ajq	15%jq	22%ajkq	18%ajq	21%ajq	17%jq	18%jq	-	13%jq	17%jq	26%adfkq	23%adjkq	25%adjkq	24%adjkq	-
A wide range of high-quality programmes for children made in the UK	212	55	51	41	-	109	27	26	15	24	22	33	30	74	21	59	-
	11%eq	21%aeq	16%aeq	17%aeq	-	23%acekmq	20%aeq	18%aeq	15%eq	24%aeq	12%eq	17%aeq	15%eq	21%aeq	14%eq	19%aeq	-
Features people like me and the places I know	184	49	44	37	30	73	23	22	-	13	28	36	31	59	26	62	-
	10%iq	19%aiq	14%aiq	16%aiq	14%iq	16%aiq	17%aiq	15%iq	-	12%iq	16%aiq	19%aiq	16%aiq	16%aiq	17%aiq	20%aiq	-
Reflects the diversity of the UK	180	37	51	33	35	65	25	-	17	17	23	30	39	72	29	44	-
	10%hc	14%ahq	16%ahq	14%hq	16%ahq	14%ahq	19%ahq	-	16%hq	17%ahq	13%hq	15%ahq	20%ahq	20%ahq	19%ahq	14%ahq	-
Programmes that bring the nation together for a shared viewing experience	168	27	43	37	38	67	24	25	15	17	38	35	27	44	-	44	-
	9%oc	11%ooq	14%aoq	16%aoq	17%aoq	14%aoq	18%aoq	17%aoq	14%ooq	16%aoq	21%abcfnoq	18%abq	14%ooq	12%ooq	-	14%aoq	-
Provision of regional programmes and content (including news)	168	37	34	34	38	47	-	29	14	21	32	26	32	56	33	38	-
	9%gc	14%agq	11%gq	15%agq	17%afgq	10%gq	-	19%acfgq	14%gq	21%acfgpq	18%afgq	14%gq	16%afgq	16%afgq	21%acfgpq	12%gq	-
High-quality productions	126	23	-	26	19	51	22	17	15	15	19	19	27	30	27	43	-
	7%cc	9%cc	-	11%aoq	8%cc	11%aoq	16%abccnq	12%aoq	15%aoq	15%aoq	10%cc	10%cc	13%aoq	8%cc	17%abccnq	14%acnq	-
Programmes that make me stop and think	109	22	25	26	26	46	12	13	14	13	18	-	17	36	13	25	-
	6%kq	8%kq	8%kq	11%alq	12%alq	10%alq	9%kq	9%kq	13%alq	13%alq	10%kq	-	9%kq	10%alq	8%kq	8%kq	-
Services which are available to everyone	107	-	25	26	25	39	14	12	11	8	23	22	17	25	16	31	-
	6%bq	-	8%bq	11%abq	11%abq	8%bq	11%abq	8%bq	10%bq	8%bq	13%abnq	11%abq	9%bq	7%bq	10%abq	10%abq	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.6b Least 3 valuable benefits for family and friends
Base: All Adults 16+ in UK

	Q.6A TOP 3 BENEFITS FAMILY AND FRIENDS																
	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for them (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)	
Unweighted Base	1851	265	323	256	237	471	145	145	100	177	195	195	341	152	313	536	
Weighted Base	1851	257	310	234	223	464	134	147	105*	102*	179	191	197	359	155	311	545
Programmes which reflect UK life and values	107 6%mq	18 7%mq	26 8%mq	20 9%mq	25 11%amq	42 9%amq	9 7%mq	20 13%amq	8 8%mq	13 13%amq	22 12%amq	21 11%amq	-	42 12%amq	12 8%mq	30 10%amq	-
Programmes that I can watch with and talk about with my family and friends	106 6%mq	23 9%mq	29 9%amq	22 9%amq	15 7%mq	53 11%amq	18 13%amq	12 8%mq	6 6%mq	11 11%amq	14 8%mq	17 9%mq	28 14%amq	-	14 9%mq	36 12%amq	-
Trusted and accurate UK news	103 6%mq	27 10%afq	26 8%mq	22 10%afq	25 11%afq	-	16 12%afq	15 10%afq	17 16%afpq	15 15%afpq	20 11%afq	15 8%mq	21 11%afq	33 9%afq	18 12%afq	19 6%mq	-
Programmes with new ideas and different approaches	103 6%mq	24 9%akq	27 9%akq	22 10%akq	20 9%kq	31 7%kq	9 7%kq	11 7%kq	13 12%akq	10 9%kq	-	20 11%akq	30 15%acdfghk	29 8%kq	24 15%afghkn	25 8%kq	-
A wide range of different types of programmes for them	92 5%dq	20 8%dq	16 5%dq	-	15 7%dq	41 9%adq	20 15%abcde	20 13%acdel	10 10%adq	7 7%dq	18 10%adq	12 6%dq	20 10%adq	26 14%acdeln	22 7%dq	22 7%dq	-
Programmes that help to understand what is going on in the world today	78 4%pq	11 4%pq	19 6%pq	14 6%pq	15 7%pq	30 7%pq	15 11%abopq	10 7%pq	15 14%abcdp	5 5%pq	15 8%apq	17 9%apq	14 7%pq	28 8%apq	15 10%abpq	-	-
None	996 54%bcdefghijklmnop	94 37%gmno	126 41%efghijklmnop	77 33%o	70 31%	150 32%o	32 24%	44 30%	34 32%	27 27%	59 33%	58 31%	51 26%	98 27%	35 22%	96 31%	545 100%abodeghijklmnop

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Trusted and accurate UK news	623	318	305	91	128	178	227	30	61	128	99	79	95	67	65	143	207	114	159
Reflects the diversity of the UK	414	202	212	78	91	128	118	28	50	91	74	54	63	27	28	95	147	81	92
Programmes that help to understand what is going on in the world today	394	187	207	60	59	126	149	10	50	59	63	63	74	45	31	73	138	73	111
Services which are available to everyone	379	167	212	64	58	133	124	20	44	58	71	62	69	36	19	88	116	67	109
A wide range of different types of programmes for everyone	310	158	153	42	58	92	119	12	30	58	48	43	56	36	28	69	106	54	81
Programmes which reflect UK life and values	306	141	165	42	62	93	109	13	29	62	42	51	55	34	21	65	91	63	87
High-quality productions	265	133	132	25	32	106	101	9	16	32	56	51	41	37	24	62	72	45	86
Programmes that bring the nation together for a shared viewing experience	223	111	112	41	51	57	75	14	27	51	30	27	32	26	17	44	72	43	65
Programmes that make me stop and think	221	104	118	21	32	72	96	3	18	32	35	37	41	30	25	38	67	51	66
Programmes that I can watch with and talk about with my family and friends	196	66	131	18	45	56	77	3	15	45	35	22	32	23	34	58	58	37	68
Programmes with new ideas and different approaches	184	82	102	31	42	64	48	10	21	42	27	37	19	16	13	31	65	34	55
A wide range of high-quality programmes for children made in the UK	141	69	72	18	26	43	53	5	12	26	22	22	29	11	13	24	35	29	53

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Provision of regional programmes and content (including news)	119 6% ^d	51 6%	68 7%	6 2%	24 7% ^d	34 6% ^d	56 8% ^d	2 2%	4 2%	24 7%	15 5%	19 7% ⁱ	22 7% ⁱ	18 9% ⁱ	16 10% ^{hk}	19 5%	27 5%	25 7%	48 9% ^q
Encourages the development of new talent	111 6%	64 7%	47 5%	22 8%	21 6%	35 6%	34 5%	6 7%	16 9%	21 6%	15 5%	20 7%	18 6%	8 4%	8 5%	19 5%	38 7%	20 5%	33 6%
Features people like me and the places I know	79 4% ^l	37 4%	42 4%	18 7% ^f	18 5%	13 2%	30 4%	3 4%	16 9% ^{akho}	18 5% ^l	9 3%	4 1%	18 6% ^l	6 3%	5 3%	9 2%	21 4%	19 5%	30 6% ^p
None	347 19% ^p	179 20%	168 17%	48 19%	69 20%	95 17%	135 20%	18 23%	30 17%	69 20%	47 16%	47 18%	63 20%	36 18%	36 22%	49 14%	103 18%	93 24% ^{ap}	102 19% ^p

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Trusted and accurate UK news	623 34%ch	350 38%c	273 30%	253 34%h	76 32%	151 36%h	65 46%adefh	77 25%	150 30%	106 30%	70 28%	473 35%k
Reflects the diversity of the UK	414 22%cf	241 26%c	172 19%	200 27%afh	50 21%	67 16%	42 30%fh	54 18%	132 26%j	89 25%	62 25%	282 21%
Programmes that helps to understand what is going on in the world today	394 21%	210 23%	184 20%	142 19%	50 21%	91 21%	37 26%	74 24%	95 19%	64 18%	53 21%	299 22%
Services which are available to everyone	379 20%fd	204 22%	175 19%	139 19%	53 22%	89 16%	43 31%adff	75 25%f	108 21%	75 21%	57 23%	271 20%
A wide range of different types of programmes for everyone	310 17%	175 19%c	135 15%	123 17%	39 16%	75 18%	24 17%	50 16%	81 16%	56 16%	42 17%	230 17%
Programmes which reflect UK life and values	306 17%	156 17%	150 16%	120 16%	42 18%	64 15%	18 13%	61 20%	93 18%	69 19%	42 17%	212 16%
High-quality productions	265 14%	134 14%	131 14%	96 13%	32 13%	65 15%	12 8%	60 20%adg	72 14%	51 14%	35 14%	193 14%
Programmes that bring the nation together for a shared viewing experience	223 12%	116 12%	108 12%	89 12%	30 13%	50 12%	19 14%	34 11%	68 13%	50 14%	35 14%	155 12%
Programmes that make me stop and think	221 12%	105 11%	116 13%	85 11%	28 12%	64 15%g	11 8%	33 11%	48 10%	33 9%	23 9%	173 13%
Programmes that I can watch with and talk about with my family and friends	196 11%	92 10%	105 11%	68 9%	38 16%adg	52 12%	9 6%	30 10%	67 13%	50 14%	34 14%	130 10%
Programmes with new ideas and different approaches	184 10%	95 10%	89 10%	69 9%	27 11%	33 8%	24 17%adf	32 10%	55 11%	39 11%	25 10%	129 10%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
A wide range of high-quality programmes for children made in the UK	141 8%	59 6%	82 9%	61 8%	20 8%	29 7%	11 8%	21 7%	41 8%	32 9%	21 8%	100 7%
Provision of regional programmes and content (including news)	119 6%	46 5%	73 8%b	48 6%	10 4%	36 9%e	5 3%	20 7%	26 5%	20 6%	8 3%	94 7%
Encourages the development of new talent	111 6%	58 6%	54 6%	46 6%	14 6%	21 5%	9 7%	21 7%	31 6%	20 6%	16 6%	80 6%
Features people like me and the places I know	79 4%	30 3%	50 5%b	32 4%	5 2%	18 4%	10 7%e	14 5%	16 3%	12 3%	5 2%	63 5%
None	347 19%	152 16%	195 21%b	139 19%	49 21%	87 20%	23 16%	50 16%	89 18%	63 18%	46 18%	258 19%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

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Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	INTERNET ACCESS			TV PLATFORM				
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Trusted and accurate UK news	623 34% ^c	577 34% ^c	45 26%	230 33%	216 35%	43 40%	345 35%	231 34%
Reflects the diversity of the UK	414 22% ^c	393 23% ^c	20 12%	174 25%	140 22%	16 16%	242 24%	148 22%
Programmes that helps to understand what is going on in the world today	394 21%	363 22%	32 18%	148 21%	148 24%	23 22%	202 20%	159 23%
Services which are available to everyone	379 20% ^c	358 21% ^c	21 12%	151 22%	122 20%	26 25%	209 21%	129 19%
A wide range of different types of programmes for everyone	310 17%	288 17%	23 13%	128 18%	99 16%	21 20%	167 17%	118 17%
Programmes which reflect UK life and values	306 17%	284 17%	22 13%	123 18%	102 16%	15 15%	167 17%	116 17%
High-quality productions	265 14%	235 14%	30 17%	101 15%	99 16%	14 13%	141 14%	112 17%
Programmes that bring the nation together for a shared viewing experience	223 12%	210 13%	14 8%	93 13%	74 12%	17 16%	131 13%	83 12%
Programmes that make me stop and think	221 12%	195 12%	27 15%	86 12%	81 13%	9 8%	118 12%	86 13%
Programmes that I can watch with and talk about with my family and friends	196 11%	174 10%	23 13%	73 10%	70 11%	13 12%	108 11%	75 11%
Programmes with new ideas and different approaches	184 10%	171 10%	13 8%	78 11%	50 8%	9 9%	100 10%	61 9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
A wide range of high-quality programmes for children made in the UK	141 8%	130 8%	11 6%	53 8%	51 8%	8 8%	82 8%	53 8%
Provision of regional programmes and content (including news)	119 6%	105 6%	14 8%	48 7%	41 7%	3 3%	68 7%	45 7%
Encourages the development of new talent	111 6%	102 6%	9 5%	41 6%	29 5%	11 10%eh	68 7%	30 4%
Features people like me and the places I know	79 4%	69 4%	10 6%	32 5%	24 4%	1 1%	45 5%	26 4%
None	347 19%g	292 17%	55 32%ab	108 16%	116 18%	13 13%	154 16%	122 18%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Trusted and accurate UK news	623	11	69	30	43	50	77	62	111	65	32	59	14	544	73	7	1	-
	34%bdh	16%	38%bdh	24%	29%	32%b	38%bdh	26%	41%abd	39%bdh	35%b	38%bdh	33%b	34%	30%	42%	11%	-
Reflects the diversity of the UK	414	5	35	25	21	37	43	50	80	33	19	44	24	352	56	6	1	1
	22%be	7%	19%b	19%b	14%	24%b	21%b	21%b	30%abc	20%b	20%b	28%boe	57%abcd	22%	23%	34%	11%	37%
Programmes that helps to understand what is going on in the world today	394	3	29	19	35	43	46	39	70	31	35	33	11	342	49	2	2	1
	21%b	4%	16%b	15%b	24%b	28%bodh	22%b	16%b	26%bcd	19%b	38%abcdg	21%b	26%bcdh	22%	20%	14%	26%	-
Services which are available to everyone	379	3	45	19	20	48	55	34	80	28	27	33	8	310	64	5	5	-
	20%bh	4%	25%bdeh	15%b	13%	31%abde	27%bde	14%b	22%bh	17%b	29%bdeh	21%b	20%b	20%	28%bn	27%	80%	-
A wide range of different types of programmes for everyone	310	5	31	19	23	39	27	27	54	27	17	32	9	267	41	2	-	-
	17%	8%	17%	15%	15%	25%abgh	13%	11%	20%bh	16%	19%	21%bh	22%bgh	17%	17%	9%	-	-
Programmes which reflect UK life and values	306	6	28	28	26	26	28	30	45	28	17	32	12	282	20	3	-	1
	17%o	9%	15%	22%bh	18%	16%	13%	12%	17%	17%	16%	20%bh	28%abcf	18%o	8%	16%	-	31%
High-quality productions	265	7	20	8	22	36	34	32	33	27	15	22	9	216	46	2	-	-
	14%d	11%	11%	6%	15%d	23%abcd	17%d	13%	12%	16%d	16%d	14%d	21%cdi	14%	19%	12%	-	-
Programmes that bring the nation together for a shared viewing experience	223	6	34	12	30	19	23	31	27	14	5	13	9	202	17	1	-	-
	12%o	9%	19%adjk	10%	20%adjk	12%	11%	13%	10%	9%	6%	8%	21%abdf	13%o	7%	8%	-	-
Programmes that make me stop and think	221	4	26	18	13	14	28	32	35	17	16	15	3	202	18	1	3	-
	12%	6%	14%	14%	9%	9%	14%	13%	13%	10%	17%	9%	7%	13%o	7%	4%	47%	-
Programmes that I can watch with and talk about with my family and friends	196	5	16	17	24	17	27	31	22	17	6	14	1	165	31	-	3	-
	11%n	8%	9%kn	13%n	16%cm	11%n	13%n	13%n	8%	10%n	7%	9%n	2%	10%	13%	-	44%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (o)	Minority Ethnic (p)	Any other Asian (q)	Any other Black (r)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Programmes with new ideas and different approaches	184 10%	2 3%	16 9%	17 13%b	13 9%	20 13%b	26 13%b	24 10%	28 10%	12 7%	10 11%	11 7%	5 12%b	147 9%	34 14%n	1 4%	-	-
A wide range of high-quality programmes for children made in the UK	141 8%g	2 4%	14 8%	7 5%	19 13%fg	8 5%	7 3%	20 8%	33 12%adfg	12 7%	5 6%	10 6%	4 9%g	121 8%	19 8%	1 8%	-	-
Provision of regional programmes and content (including news)	119 6%o	1 2%	14 7%	7 5%	11 8%	4 3%	9 5%	17 7%	16 6%	11 7%	7 7%	18 11%abfgi	5 11%bfg	113 7%o	7 3%	1 8%	-	-
Encourages the development of new talent	111 6%	1 2%	10 5%	6 4%	17 12%abcdffj	4 2%	17 8%f	19 8%f	14 5%	7 4%	3 3%	10 6%	3 6%	88 6%	23 9%n	1 4%	-	-
Features people like me and the places I know	79 4%	1 1%	6 3%	4 3%	12 8%fgjj	2 1%	3 2%	20 8%afgi	8 3%	4 2%	9 10%abfgij	8 5%	2 4%	69 4%	9 4%	-	1 22%	-
None	347 19%im	44 67%acd efghj kim	36 20%m	22 17%m	22 15%m	19 12%m	41 20%m	53 22%fm	34 13%im	36 22%fm	11 12%m	29 19%im	1 3%	296 19%	42 17%	3 20%	1 20%	1 33%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Trusted and accurate UK news	623	423	199	371	302	245	316	161	284	273	198	321	130	127	444	89	32	476	32	10
	34% <i>c</i>	36% <i>c</i>	29% <i>c</i>	37% <i>c</i>	36% <i>c</i>	36% <i>c</i>	37% <i>c</i>	41% <i>ac</i>	38% <i>c</i>	37% <i>c</i>	35% <i>c</i>	33% <i>c</i>	34% <i>c</i>	35% <i>c</i>	35% <i>c</i>	36% <i>c</i>	27% <i>c</i>	33% <i>c</i>	36% <i>c</i>	31% <i>c</i>
Reflects the diversity of the UK	414	306	107	270	213	182	244	114	210	182	136	251	87	50	313	50	26	334	18	6
	22% <i>cn</i>	26% <i>ac</i>	16% <i>c</i>	27% <i>ac</i>	25% <i>c</i>	27% <i>ac</i>	29% <i>ac</i>	29% <i>ac</i>	28% <i>a</i>	25% <i>c</i>	24% <i>c</i>	28% <i>cn</i>	23% <i>cn</i>	14% <i>c</i>	25% <i>c</i>	20% <i>c</i>	22% <i>c</i>	23% <i>c</i>	20% <i>c</i>	20% <i>c</i>
Programmes that helps to understand what is going on in the world today	394	281	113	242	190	154	190	96	175	191	129	193	107	75	285	54	23	310	24	5
	21% <i>cn</i>	24% <i>c</i>	16% <i>c</i>	24% <i>c</i>	23% <i>c</i>	23% <i>c</i>	23% <i>c</i>	24% <i>c</i>	23% <i>c</i>	26% <i>a</i>	23% <i>c</i>	20% <i>c</i>	28% <i>aln</i>	21% <i>c</i>	22% <i>c</i>	22% <i>c</i>	19% <i>c</i>	22% <i>c</i>	27% <i>c</i>	15% <i>c</i>
Services which are available to everyone	379	253	126	217	173	147	189	84	158	166	134	202	95	61	261	61	21	295	23	5
	20% <i>c</i>	22% <i>c</i>	18% <i>c</i>	22% <i>c</i>	21% <i>c</i>	22% <i>c</i>	22% <i>c</i>	22% <i>c</i>	21% <i>c</i>	22% <i>c</i>	23% <i>c</i>	21% <i>c</i>	25% <i>cn</i>	17% <i>c</i>	21% <i>c</i>	25% <i>c</i>	18% <i>c</i>	21% <i>c</i>	25% <i>c</i>	17% <i>c</i>
A wide range of different types of programmes for everyone	310	225	85	200	163	133	135	65	122	160	93	163	72	60	214	43	22	233	20	5
	17% <i>c</i>	19% <i>c</i>	12% <i>c</i>	20% <i>acg</i>	19% <i>c</i>	20% <i>c</i>	16% <i>c</i>	17% <i>c</i>	16% <i>c</i>	21% <i>aak</i>	16% <i>c</i>	17% <i>c</i>	19% <i>c</i>	17% <i>c</i>	17% <i>c</i>	17% <i>c</i>	19% <i>c</i>	16% <i>c</i>	22% <i>c</i>	15% <i>c</i>
Programmes which reflect UK life and values	306	204	102	180	154	124	148	83	142	126	85	170	66	51	207	52	18	233	19	5
	17% <i>c</i>	18% <i>c</i>	15% <i>c</i>	18% <i>c</i>	18% <i>c</i>	18% <i>c</i>	18% <i>c</i>	21% <i>c</i>	19% <i>c</i>	17% <i>c</i>	15% <i>c</i>	18% <i>c</i>	17% <i>c</i>	14% <i>c</i>	16% <i>c</i>	21% <i>c</i>	15% <i>c</i>	16% <i>c</i>	21% <i>c</i>	17% <i>c</i>
High-quality productions	265	174	91	160	124	104	108	52	91	126	88	120	68	63	182	46	13	197	12	7
	14% <i>c</i>	15% <i>c</i>	13% <i>c</i>	16% <i>c</i>	15% <i>c</i>	15% <i>c</i>	13% <i>c</i>	13% <i>c</i>	12% <i>c</i>	17% <i>ai</i>	15% <i>c</i>	12% <i>c</i>	18% <i>ai</i>	18% <i>ai</i>	14% <i>c</i>	18% <i>c</i>	11% <i>c</i>	14% <i>c</i>	14% <i>c</i>	22% <i>c</i>
Programmes that bring the nation together for a shared viewing experience	223	159	64	137	113	91	113	42	102	102	76	131	54	32	152	39	12	181	12	3
	12% <i>c</i>	14% <i>c</i>	9% <i>c</i>	14% <i>c</i>	13% <i>c</i>	13% <i>c</i>	13% <i>c</i>	11% <i>c</i>	13% <i>c</i>	14% <i>c</i>	13% <i>c</i>	13% <i>cn</i>	14% <i>cn</i>	9% <i>c</i>	12% <i>c</i>	16% <i>c</i>	10% <i>c</i>	13% <i>c</i>	13% <i>c</i>	9% <i>c</i>
Programmes that make me stop and think	221	146	76	128	116	89	93	50	74	102	54	106	54	44	146	39	16	165	15	6
	12% <i>c</i>	13% <i>c</i>	11% <i>c</i>	13% <i>c</i>	14% <i>c</i>	13% <i>c</i>	11% <i>c</i>	13% <i>c</i>	10% <i>c</i>	14% <i>ak</i>	9% <i>c</i>	11% <i>c</i>	14% <i>c</i>	12% <i>c</i>	11% <i>c</i>	16% <i>c</i>	14% <i>c</i>	12% <i>c</i>	16% <i>c</i>	18% <i>c</i>

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Trusted and accurate UK news	623 34%c	309 33%	103 40%w	150 31%	312 38%ay	296 33%
Reflects the diversity of the UK	414 22%cnj	193 21%	85 33%auw	108 22%	236 29%ay	168 19%
Programmes that helps to understand what is going on in the world today	394 21%cw	222 24%w	65 26%w	78 16%	185 23%	191 21%
Services which are available to everyone	379 20%	200 21%	56 22%	91 19%	195 24%y	168 19%
A wide range of different types of programmes for everyone	310 17%c	159 17%	47 18%	70 14%	152 19%	147 16%
Programmes which reflect UK life and values	306 17%	157 17%	48 19%	70 15%	141 17%	161 18%
High-quality productions	265 14%	149 16%w	34 13%	52 11%	134 16%	127 14%
Programmes that bring the nation together for a shared viewing experience	223 12%	119 13%	39 15%w	46 10%	128 16%ay	92 10%
Programmes that make me stop and think	221 12%	121 13%	25 10%	53 11%	116 14%	101 11%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/l/j/k - a/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes that I can watch with and talk about with my family and friends	196 11%	123 11%	73 11%	103 10%	97 12%	82 12%	80 9%	38 10%	75 10%	74 10%	50 9%	94 10%	31 8%	53 15%alm	143 11%	22 9%	9 8%	145 10%	13 14%	4 11%
Programmes with new ideas and different approaches	184 10%	111 10%	74 11%	92 9%	69 8%	65 10%	90 11%	36 9%	77 10%	74 10%	74 13%	97 10%	34 9%	34 9%	132 10%	21 8%	8 7%	137 10%	12 14%	2 8%
A wide range of high-quality programmes for children made in the UK	141 8%	82 7%	59 8%	68 7%	64 8%	46 7%	64 8%	30 8%	64 8%	52 7%	46 8%	75 8%	26 7%	30 8%	90 7%	23 9%	9 8%	100 7%	5 5%	7 22%
Provision of regional programmes and content (including news)	119 6%w	87 7%cg	33 5%	72 7%gh	58 7%h	45 7%	40 5%	15 4%	41 5%	57 8%k	25 4%	49 5%	33 9%l	33 9%l	82 6%	18 7%	4 4%	84 6%	9 10%	1 3%
Encourages the development of new talent	111 6%	65 6%	46 7%	50 5%	46 5%	41 6%	53 6%	20 5%	52 7%	41 6%	50 9%aj	51 5%	27 7%	17 5%	74 6%	17 7%	2 2%	83 6%	3 4%	3 11%
Features people like me and the places I know	79 4%	47 4%	32 5%	38 4%	29 3%	19 3%	32 4%	8 2%	32 4%	29 4%	21 4%	38 4%	12 3%	18 5%	51 4%	12 5%	3 2%	57 4%	6 6%	-
None	347 19%bdef jmxv	154 13%	193 28%abde gh	127 13%	119 14%	97 14%	134 16%	59 15%	121 16%j	87 12%	96 17%k	182 19%lm	49 13%	76 21%lm	214 17%	33 13%	30 25%op	254 18%	13 14%	5 16%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

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Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes that I can watch with and talk about with my family and friends	196 11%	111 12%	22 8%	46 9%	92 11%	101 11%
Programmes with new ideas and different approaches	184 10%	92 10%	30 12%	49 10%	92 11%	82 9%
A wide range of high-quality programmes for children made in the UK	141 8%	66 7%	17 7%	35 7%	61 7%	75 8%
Provision of regional programmes and content (including news)	119 6%w	61 7%w	18 7%	18 4%	53 7%	59 7%
Encourages the development of new talent	111 6%	48 5%	22 8%	29 6%	60 7%y	44 5%
Features people like me and the places I know	79 4%	37 4%	13 5%	25 5%	35 4%	38 4%
None	347 19%bdef 19%px	160 17%v	23 9%	129 27%auv	82 10%	174 19%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	0.7b LEAST 3 BENEFITS SOCIETY																
	Total (a)	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for everyone (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)
Unweighted Base	1851	76	164	88	151	58	139	137	261	257	122	127	94	158	164	62	632
Weighted Base	1851	75*	170	87*	150	61*	149	131	257	249	103*	128	91*	156	157	64*	631
Trusted and accurate UK news	623	30	74	38	57	-	54	52	131	107	53	48	42	76	75	19	263
	34%f	40%f	44%af	43%f	38%f	-	36%f	39%f	51%aeafh	43%af	52%aeafgl	37%f	46%af	49%afgp	48%afp	30%f	42%af
Reflects the diversity of the UK	414	13	59	24	41	11	46	-	99	96	35	26	19	51	63	16	160
	22%h	17%h	35%abhlmq	27%h	27%h	19%h	31%abh	-	39%abefhlmq	38%abefhlmq	34%abh	20%h	21%h	33%abh	40%abefhlmq	25%h	25%h
Programmes that help to understand what is going on in the world today	394	28	50	27	49	21	38	43	74	78	17	28	29	38	30	-	168
	21%p	37%akop	29%akop	31%akp	33%akop	35%akop	25%p	33%akop	29%akop	32%akop	16%p	22%p	31%akop	24%p	19%p	-	27%akp
Services which are available to everyone	379	-	38	18	38	15	37	33	74	57	29	45	28	43	47	11	163
	20%b	-	22%b	21%b	25%b	24%b	25%b	25%b	29%ab	23%b	28%b	35%abcdj	31%ab	28%ab	30%ab	18%b	26%ab
A wide range of different types of programmes for everyone	310	9	31	-	25	10	30	28	68	58	25	30	22	36	26	7	137
	17%d	12%d	18%d	-	17%d	16%d	20%d	22%d	26%abdeop	23%abdp	24%dp	24%dp	24%d	23%kd	17%d	10%d	22%ad
Programmes which reflect UK life and values	306	18	46	16	40	9	26	27	65	51	28	26	-	35	31	15	121
	17%lm	24%lm	27%amq	19%lm	27%am	14%lm	17%lm	21%lm	25%am	21%lm	27%am	20%lm	-	22%lm	20%lm	24%lm	19%lm
High-quality productions	265	14	17	17	27	8	32	39	42	41	14	24	20	27	35	5	118
	14%c	18%c	-	19%c	18%c	13%c	21%acp	30%acefjkmnpq	16%c	16%c	14%c	19%c	22%cp	17%c	23%acp	7%c	19%acp
Programmes that bring the nation together for a shared viewing experience	223	18	34	19	23	12	34	23	45	44	29	30	18	29	-	22	76
	12%o	25%aoq	20%aoq	22%aoq	15%o	20%o	23%aoq	18%o	17%ao	18%aoq	28%aeijo	24%aoq	20%ao	19%aoq	-	35%acehijnq	12%o

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7a Top 3 most valuable benefits for UK society
Base: All Adults 16+ in UK

	0.7b LEAST 3 BENEFITS SOCIETY																
	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for everyone (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)	
Unweighted Base	1851	76	164	88	151	58	139	137	261	257	122	127	94	158	164	62	632
Weighted Base	1851	75*	170	87*	150	61*	149	131	257	249	103*	128	91*	156	157	64*	631
Programmes that make me stop and think	221	13	33	13	27	12	28	19	34	33	19	-	15	28	22	19	90
	12%l	18%l	19%al	15%l	18%al	19%al	19%al	15%l	13%l	13%l	16%l	-	17%l	18%l	14%l	30%adhijloq	14%l
Programmes that I can watch with and talk about with my family and friends	196	15	25	10	28	18	29	25	32	40	12	22	14	-	25	13	67
	11%n	19%anq	15%kn	11%n	19%anq	29%acdijknoq	19%anq	19%anq	12%n	16%anq	11%n	17%an	15%n	-	16%n	21%anq	11%n
Programmes with new ideas and different approaches	184	13	26	17	27	19	21	22	31	25	-	16	15	22	18	14	69
	10%k	17%k	15%k	20%ajkq	18%ajkq	30%acqjijkinq	14%k	17%kak	12%k	10%k	-	12%k	16%k	14%k	12%k	22%ajkq	11%k
A wide range of high-quality programmes for children made in the UK	141	11	19	16	-	8	18	25	20	29	14	20	10	16	17	6	50
	8%e	15%ae	11%e	19%aeiq	-	13%e	12%e	19%aeinq	8%e	12%ae	13%ae	16%aeiq	11%e	10%e	11%e	9%e	8%e
Provision of regional programmes and content (including news)	119	14	16	8	9	6	-	17	20	36	10	10	15	15	21	8	40
	6%g	19%aegilq	9%g	9%g	6%g	10%g	-	13%agq	6%g	14%aegilq	10%g	8%g	16%aegilq	10%g	14%aegq	13%g	6%g
Encourages the development of new talent	111	7	13	14	22	8	18	15	19	-	8	17	8	16	17	9	34
	6%j	9%j	8%j	16%ajjq	15%ajjq	13%jq	12%ajjq	11%ajjq	7%j	-	7%j	14%ajjq	9%j	10%jq	11%ajjq	13%ajjq	5%j
Features people like me and the places I know	79	6	12	9	11	9	9	10	-	23	6	15	6	17	16	8	17
	4%i	8%iq	7%iq	10%aiq	7%iq	15%aiq	6%i	8%iq	-	9%aiq	6%i	11%aiq	6%i	11%aiq	10%aiq	12%aiq	3%i
None	347	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	19%bcdefghijklmnopq	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1509	713	796	210	232	413	654	64	146	232	208	205	215	247	192	301	451	294	463
Weighted Base	1504	712	791	209	278	477	539	61*	148	278	258	219	250	160	129	310	465	298	430
Features people like me and the places I know	257 17%rn	140 20%c	117 15%	49 24%ag	51 19%	82 17%	75 14%	15 24%no	35 23%no	51 19%	37 14%	45 21%no	41 17%	19 12%	15 11%	72 23%ars	109 23%ars	96 12%	40 9%
Encourages the development of new talent	249 17%	115 16%	134 17%	31 15%	41 15%	86 18%	91 17%	10 16%	21 14%	41 15%	43 17%	45 20%	27 18%	19 17%	19 15%	49 16%	93 20%a	47 16%	59 14%
High-quality productions	170 11%gm	89 12%	81 10%	43 20%afg	37 13%g	54 11%g	36 7%	10 17%mo	32 22%ajlmm	37 13%mm	35 13%mm	20 9%	13 5%	9 8%	7 7%	25 8%	58 13%	32 11%	54 13%
Programmes that bring the nation together for a shared viewing experience	157 10%	80 11%	77 10%	22 11%	29 10%	42 9%	64 12%	6 9%	17 11%	29 10%	22 9%	20 9%	33 13%	16 10%	15 11%	36 12%	54 12%	27 9%	40 9%
Programmes that I can watch with and talk about with my family and friends	156 10%	76 11%	80 10%	29 14%	30 11%	44 9%	52 10%	7 11%	22 15%lo	30 11%	30 12%	15 7%	23 9%	20 13%l	9 7%	30 10%	52 11%	35 12%	39 9%
A wide range of high-quality programmes for children made in the UK	150 10%	81 11%	69 9%	27 13%	27 10%	41 9%	55 10%	6 10%	21 14%k	27 10%	16 6%	25 11%	24 10%	18 11%	12 10%	29 9%	49 11%	33 11%	39 9%
Provision of regional programmes and content (including news)	149 10%gm	86 12%c	63 8%	21 10%	42 15%ag	53 11%g	32 6%	4 6%	17 11%mm	42 15%mmo	27 11%	26 12%mm	13 5%	11 7%	8 6%	31 10%	51 11%a	37 12%a	30 7%
Reflects the diversity of the UK	131 9%	75 10%c	56 7%	10 5%	20 7%	44 9%	57 11%d	1 2%	9 6%	20 7%	24 9%	21 9%	28 11%h	16 10%h	13 10%h	30 10%	33 7%	27 9%	41 10%
Programmes that make me stop and think	128 9%	71 10%	57 7%	20 10%	22 8%	39 8%	47 9%	7 12%	13 9%	22 8%	16 6%	23 10%	28 11%	9 6%	7 7%	19 6%	45 10%	24 8%	40 9%
Programmes with new ideas and different approaches	103 7%	63 9%c	41 5%	27 13%aefg	14 5%	21 4%	42 8%f	13 21%ajklm	14 9%	14 5%	12 5%	9 7%	18 7%	12 8%	9 9%	19 6%	34 7%	26 9%	24 6%
Programmes which reflect UK life and values	91 6%	38 5%	53 7%	19 9%fg	23 8%	23 5%	26 5%	4 6%	15 10%im	23 8%mm	16 6%	7 3%	7 3%	12 7%mm	7 6%	16 5%	28 6%	14 5%	34 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1509	713	796	210	232	413	654	64	146	232	208	205	215	247	192	301	451	294	463
Weighted Base	1504	712	791	209	278	477	539	61*	148	278	258	219	250	160	129	310	465	298	430
A wide range of different types of programmes for everyone	87	50	37	18	14	24	32	6	12	14	15	9	19	5	7	21	29	13	25
	6%	7%	5%	8%	5%	5%	6%	9%	8%	5%	6%	4%	8%	3%	5%	7%	6%	4%	6%
Services which are available to everyone	75	36	40	13	16	26	21	3	11	16	15	11	4	11	6	9	29	13	24
	5% ^m	5%	5%	6%	6%	5%	4%	4%	7% ^m	6% ^m	6% ^m	5%	1%	7% ^m	5%	3%	6%	4%	6%
Programmes that helps to understand what is going on in the world today	64	28	36	13	16	13	22	4	9	16	11	3	9	8	5	11	15	16	22
	4%	4%	5%	6% ^f	6%	3%	4%	7% ^l	6% ^l	6% ^l	4%	1%	3%	5% ^l	4%	3%	3%	5%	5%
Trusted and accurate UK news	61	33	28	12	11	21	18	4	7	11	12	9	6	7	4	7	16	19	19
	4%	5%	4%	6%	4%	4%	3%	7%	5%	4%	4%	4%	3%	4%	3%	2%	3%	6% ^p	5%
None	631	266	365	66	116	204	245	20	46	116	109	95	113	69	63	128	169	128	206
	42% ^{d,q}	37%	46% ^b	31%	42% ^d	43% ^d	45% ^d	32%	31%	42%	42% ⁱ	43% ⁱ	45% ⁱ	43% ⁱ	49% ^{h,i}	41%	36%	43%	48% ^{a,q}

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1509	752	757	516	165	474	113	241	369	256	182	1140
Weighted Base	1504	776	728	604	180	338	118*	255	417	291	204	1087
Features people like me and the places I know	257 17%ch	181 23%ac	76 10%	122 20%fh	32 17%	44 13%	34 29%aefh	26 10%	66 16%	49 17%	29 14%	192 18%
Encourages the development of new talent	249 17%	142 18%	106 15%	117 19%	27 14%	51 15%	19 16%	35 14%	55 13%	40 14%	27 13%	194 18%
High-quality productions	170 11%	83 11%	86 12%	75 12%fi	26 14%fi	26 8%	17 14%	26 10%	67 16%ai	49 17%ai	33 16%il	103 9%
Programmes that bring the nation together for a shared viewing experience	157 10%	90 12%	67 9%	63 10%	17 9%	37 11%	10 14%	24 9%	31 7%	24 8%	13 7%	126 12%il
Programmes that I can watch with and talk about with my family and friends	156 10%	81 10%	74 10%	74 12%	15 8%	32 9%	14 11%	21 8%	38 9%	29 10%	16 8%	118 11%
A wide range of high-quality programmes for children made in the UK	150 10%	78 10%	72 10%	63 10%	17 9%	35 10%	15 12%	19 8%	28 7%	17 6%	13 6%	121 11%j
Provision of regional programmes and content (including news)	149 10%	82 11%	67 9%	68 11%fi	17 9%	24 7%	17 14%fi	22 9%	52 12%	36 12%	28 14%	97 9%
Reflects the diversity of the UK	131 9%	63 8%	68 9%	53 9%	8 4%	39 12%e	7 6%	24 9%	36 9%	26 9%	18 9%	96 9%
Programmes that make me stop and think	128 9%	64 8%	64 9%	48 8%	21 11%	25 7%	15 13%	19 8%	40 10%	27 9%	21 10%	88 8%
Programmes with new ideas and different approaches	103 7%	53 7%	50 7%	38 6%	13 7%	28 8%h	15 13%adh	10 4%	26 6%	22 7%	12 6%	77 7%
Programmes which reflect UK life and values	91 6%k	44 6%	48 7%	30 5%	12 6%	21 6%	13 11%ad	15 6%	21 5%k	20 7%k	2 1%	70 6%k

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/k/l
 * small base

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1509	752	757	516	165	474	113	241	369	256	182	1140
Weighted Base	1504	776	728	604	180	338	118*	255	417	291	204	1087
A wide range of different types of programmes for everyone	87 6%	50 6%	38 5%	37 6%	10 5%	14 4%	8 7%	18 7%	20 5%	12 4%	10 5%	67 6%
Services which are available to everyone	75 5%	38 5%	37 5%	28 5%	14 8%h	17 5%	9 8%h	6 2%	24 6%	16 5%	15 8%	51 5%
Programmes that helps to understand what is going on in the world today	64 4%k	25 3%	38 5%	21 3%	2 1%	19 6%e	10 9%ade	12 5%	11 3%	9 3%	2 1%	53 5%k
Trusted and accurate UK news	61 4%	23 3%	38 5%b	20 3%	11 6%	13 4%	6 5%	12 5%	12 3%	9 3%	7 3%	49 4%
None	631 42%g	297 38%	334 48%b	240 40%	86 45%g	148 44%g	35 29%	123 48%dg	185 44%	126 43%	94 46%	447 41%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/k/l
 * small base

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1509	1362	147	574	566	95	813	607
Weighted Base	1504	1385	119	588	510	92*	841	554
Features people like me and the places I know	257 17% ^c	250 18% ^c	7 6%	89 15%	94 18% ^f	8 9%	122 15%	98 18% ^f
Encourages the development of new talent	249 17%	233 17%	16 13%	96 16%	95 19%	11 12%	132 16%	103 19%
High-quality productions	170 11% ^c	165 12% ^c	5 4%	72 12%	46 9%	9 10%	103 12%	48 9%
Programmes that bring the nation together for a shared viewing experience	157 10%	142 10%	15 12%	50 9%	65 13% ^d	12 14%	80 10%	66 12%
Programmes that I can watch with and talk about with my family and friends	156 10%	147 11%	9 7%	59 10%	62 12%	7 8%	83 10%	65 12%
A wide range of high- quality programmes for children made in the UK	150 10%	135 10%	14 12%	55 9%	55 11%	10 11%	75 9%	60 11%
Provision of regional programmes and content (including news)	149 10%	137 10%	11 9%	55 9%	42 8%	8 9%	77 9%	50 9%
Reflects the diversity of the UK	131 9%	122 9%	9 7%	73 12% ^{aeh}	35 7%	7 8%	89 11% ^e	41 7%
Programmes that make me stop and think	128 9%	122 9%	6 5%	56 9%	36 7%	13 14% ^{eeh}	77 9%	42 8%
Programmes with new ideas and different approaches	103 7%	94 7%	10 8%	34 6%	37 7%	9 10%	52 6%	41 7%
Programmes which reflect UK life and values	91 6%	81 6%	10 8%	31 5%	26 5%	3 3%	44 5%	30 5%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1509	1362	147	574	566	95	813	607
Weighted Base	1504	1385	119	588	510	92*	841	554
A wide range of different types of programmes for everyone	87 6%	81 6%	7 6%	37 6%	33 6%	6 7%	53 6%	34 6%
Services which are available to everyone	75 5%	69 5%	6 5%	29 5%	19 4%	5 5%	43 5%	22 4%
Programmes that helps to understand what is going on in the world today	64 4%	56 4%	8 7%	33 6%	18 4%	1 1%	34 4%	23 4%
Trusted and accurate UK news	61 4%	58 4%	3 2%	23 4%	18 4%	3 3%	36 4%	20 4%
None	631 42%	569 41%	63 53%ab	247 42%	205 40%	44 48%	369 44%	224 40%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1509	26	168	107	108	130	137	158	203	114	64	189	105	1329	167	12	4	2
Weighted Base	1504	22**	147	105*	126*	137	164	189	235	129	81*	128	41*	1287	203	13**	5**	2**
Features people like me and the places I know	257 17% _{ko}	2 10%	31 21% _{fhj}	14 13%	24 19%	15 11%	26 16%	23 12%	60 26% _{adfg} 9 _h	13 10%	12 14%	31 24% _{adfhj}	7 18%	234 18% _o	19 9%	-	-	1 54%
Encourages the development of new talent	249 17% _{ho}	7 32%	32 22% _{fhj}	15 14%	26 21% _{fh}	14 11%	23 14%	16 9%	52 22% _{khj}	15 12%	13 16%	28 22% _{fhj}	9 21% _{fh}	235 18% _o	10 5%	-	-	1 54%
High-quality productions	170 11%	2 11%	17 12%	16 15% _{fg}	16 13%	8 6%	9 6%	19 10%	40 17% _{aafg}	13 10%	10 12%	15 12%	4 10%	142 11%	26 13%	3 19%	-	-
Programmes that bring the nation together for a shared viewing experience	157 10% _{kf}	3 12%	14 10%	14 14% _f	8 6%	5 4%	10 6%	21 11% _f	29 12% _f	23 18% _{aefg}	6 7%	19 15% _{efg}	5 11% _f	133 10%	24 12%	1 11%	1 28%	-
Programmes that I can watch with and talk about with my family and friends	156 10%	4 18%	12 8%	15 14% _j	22 18% _{acfgjk}	9 6%	13 8%	19 10%	35 15% _{ij}	7 5%	4 5%	12 10%	4 9%	141 11%	14 7%	1 6%	2 32%	1 46%
A wide range of high-quality programmes for children made in the UK	150 10%	4 18%	12 8%	8 8%	20 16% _f	8 6%	18 11%	20 11%	22 10%	11 9%	9 11%	11 9%	6 15% _{kl}	130 10%	18 9%	-	-	-
Provision of regional programmes and content (including news)	149 10% _{klj}	* 2%	14 9% _{kl}	9 9%	30 24% _{acdfgij} jklm	6 5%	16 10% _{klj}	28 15% _{klj}	26 11% _{klj}	4 3%	8 9%	4 3%	4 10% _{klj}	124 10%	23 11%	-	2 32%	-
Reflects the diversity of the UK	131 9% _{kl}	5 24%	17 11% _f	7 7%	14 11% _f	3 2%	10 6%	19 10% _f	22 9% _{kl}	9 7%	5 6%	15 12% _f	5 12% _f	118 9%	13 7%	-	-	-
Programmes that make me stop and think	128 9%	2 10%	15 10% _{fj}	10 9%	23 18% _{aefghj} km	5 4%	15 9%	19 8%	4 3%	3 4%	3 10% _{fj}	13 8%	3 8%	110 9%	16 8%	1 10%	-	-
Programmes with new ideas and different approaches	103 7%	7 30%	16 11% _{fj}	7 7%	7 6%	5 3%	8 5%	11 6%	20 9%	4 3%	4 5%	11 9%	4 11% _{fj}	95 7%	8 4%	1 5%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1509	26	168	107	108	130	137	158	203	114	64	189	105	1329	167	12	4	2
Weighted Base	1504	22**	147	105*	126*	137	164	189	235	129	81*	128	41*	1287	203	13**	5**	2**
Programmes which reflect UK life and values	91	5	8	7	10	2	12	15	15	4	5	6	3	77	12	-	1	-
A wide range of different types of programmes for everyone	87	1	6	7	12	1	10	20	17	5	2	4	3	78	8	-	-	-
Services which are available to everyone	75	2	4	5	22	1	9	13	8	6	1	3	2	64	11	-	-	-
Programmes that helps to understand what is going on in the world today	64	-	9	8	8	1	5	19	5	5	-	4	1	48	14	1	3	-
Trusted and accurate UK news	61	-	7	5	11	1	3	9	10	5	4	5	1	50	11	-	2	-
None	631	7	48	40	28	99	88	68	73	67	43	55	16	528	99	9	1	-
	42%ce	32%	33%	38%e	22%	72%acde g h klm	54%acd ehm	36%e	31%	52%ceh i	53%cehi	43%ei	39%e	41%	49%	66%	13%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1509	1041	468	903	774	626	648	295	578	708	443	737	348	334	1054	228	92	1176	82	24
Weighted Base	1504	1006	498	868	721	581	708	333	634	657	474	788	333	286	1059	217	90*	1169	77*	26**
Features people like me and the places I know	257	188	69	167	123	108	164	82	146	112	99	140	55	40	186	35	4	203	9	6
Encourages the development of new talent	249	185	64	170	136	109	135	75	112	128	78	131	57	46	182	33	10	193	13	6
High-quality productions	170	112	58	83	73	58	102	48	92	44	67	114	30	18	125	20	2	133	9	10
Programmes that bring the nation together for a shared viewing experience	157	105	51	89	72	65	72	39	62	68	48	69	29	39	107	18	9	104	4	5
Programmes that I can watch with and talk about with my family and friends	156	108	47	90	72	67	76	45	66	69	54	78	37	26	113	21	6	118	12	2
A wide range of high-quality programmes for children made in the UK	150	102	47	91	68	61	74	43	68	68	40	74	40	29	109	22	3	116	8	3
Provision of regional programmes and content (including news)	149	87	62	70	46	43	81	33	78	52	53	91	25	20	115	9	5	120	7	6
Reflects the diversity of the UK	131	94	37	83	68	54	53	32	48	63	37	67	26	30	85	20	8	93	12	2
Programmes that make me stop and think	128	74	54	64	61	48	63	30	54	46	38	76	17	24	85	22	6	100	6	1

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1509	828	211	320	740	723
Weighted Base	1504	779	233	354	731	723
Features people like me and the places I know	257 17%q	110 14%	50 21%u	76 22%u	146 20%y	107 15%
Encourages the development of new talent	249 17%	136 17%	36 16%	55 16%	129 18%	116 16%
High-quality productions	170 11%jq	71 9%	39 17%au	51 14%u	80 11%	87 12%
Programmes that bring the nation together for a shared viewing experience	157 10%	77 10%	21 9%	38 11%	92 13%y	58 8%
Programmes that I can watch with and talk about with my family and friends	156 10%	87 11%	32 14%	29 8%	86 12%	61 8%
A wide range of high- quality programmes for children made in the UK	150 10%	75 10%	29 13%	34 9%	71 10%	76 10%
Provision of regional programmes and content (including news)	149 10%ep	70 9%	19 8%	53 15%auv	77 11%	67 9%
Reflects the diversity of the UK	131 9%	72 9%	13 6%	25 7%	59 8%	70 10%
Programmes that make me stop and think	128 9%	58 7%	25 11%	30 9%	60 8%	60 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1509	1041	468	903	774	626	648	295	578	708	443	737	348	334	1054	228	92	1176	82	24
Weighted Base	1504	1006	498	868	721	581	708	333	634	657	474	788	333	286	1059	217	90*	1189	77*	26**
Programmes with new ideas and different approaches	103	65	38	55	47	40	53	25	49	43	38	47	34	11	67	16	7	77	7	2
Programmes which reflect UK life and values	91	59	32	44	42	37	41	18	36	26	40	44	22	15	60	13	3	66	2	3
A wide range of different types of programmes for everyone	87	58	29	51	34	35	42	22	36	38	31	41	19	23	66	15	1	68	6	-
Services which are available to everyone	75	46	29	32	31	30	35	21	35	24	26	44	13	13	60	8	1	57	5	4
Programmes that helps to understand what is going on in the world today	64	36	28	31	25	20	24	7	20	23	22	30	7	16	39	3	4	34	6	2
Trusted and accurate UK news	61	36	26	26	21	11	26	12	28	20	18	36	9	9	41	7	5	45	8	-
None	631	417	215	368	322	249	265	112	244	290	176	328	156	117	431	108	55	501	27	6
	42%h	41%h	43%h	42%h	45%gh	43%h	37%	34%	38%	44%k	37%	42%	47%	41%	41%	50%ao	61%ao	43%	35%	22%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1509	828	211	320	740	723
Weighted Base	1504	779	233	354	731	723
Programmes with new ideas and different approaches	103 7%	54 7%	12 5%	28 8%	53 7%	49 7%
Programmes which reflect UK life and values	91 6%	41 5%	15 6%	27 8%	39 5%	49 7%
A wide range of different types of programmes for everyone	87 6%	48 6%	19 8%	15 4%	41 6%	47 6%
Services which are available to everyone	75 5%	42 5%	13 6%	13 4%	37 5%	37 5%
Programmes that helps to understand what is going on in the world today	64 4%	28 4%	8 3%	15 4%	30 4%	32 4%
Trusted and accurate UK news	61 4% ^f	32 4%	8 3%	17 5%	27 4%	32 4%
None	631 42% ^h	342 44%	90 38%	137 39%	299 41%	305 42%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

Q.7A TOP 3 BENEFITS SOCIETY																	
	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for everyone (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)	
Total (a)																	
Unweighted Base	1509	373	280	311	134	627	135	416	75	110	184	223	316	187	232	395	-
Weighted Base	1504	379	265	310	141	623	119	414	79*	111*	184	221	306	196	223	394	**
Features people like me and the places I know	257 17% ^{ki}	74 20% ^{ki}	42 16% ^{ki}	68 22% ^{ki}	20 14% ^{ki}	131 21% ^{ki}	20 17% ^{ki}	99 24% ^{aceilin}	-	19 17% ^{ki}	31 17% ^{ki}	34 15% ^{ki}	65 21% ^{ki}	32 16% ^{ki}	45 20% ^{ki}	74 19% ^{ki}	-
Encourages the development of new talent	249 17% ^j	57 15% ^j	41 15% ^j	58 19% ^j	29 20% ^j	107 17% ^j	36 30% ^{abccdfjkimop}	96 23% ^{abccfjkl}	23 29% ^{abccdfklm}	-	25 14% ^j	33 15% ^j	51 17% ^j	40 20% ^j	44 20% ^j	78 20% ^j	-
High-quality productions	170 11% ^c	38 10% ^c	-	31 10% ^c	19 13% ^c	74 12% ^c	16 13% ^c	59 14% ^c	12 15% ^c	13 12% ^c	26 14% ^c	33 15% ^c	46 15% ^c	25 13% ^c	34 15% ^c	50 13% ^c	-
Programmes that bring the nation together for a shared viewing experience	157 10% ^o	47 12% ^{op}	35 13% ^{op}	26 8% ^o	17 12% ^o	75 12% ^{op}	21 18% ^{admp}	63 15% ^{adop}	16 20% ^{adimop}	17 16% ^{dop}	17 10% ^o	22 10% ^o	31 10% ^o	25 13% ^o	-	30 8% ^o	-
Programmes that I can watch with and talk about with my family and friends	156 10% ⁿ	43 11% ⁿ	27 10% ⁿ	36 12% ⁿ	16 11% ⁿ	76 12% ⁿ	15 13% ⁿ	51 12% ⁿ	17 21% ^{abcmnp}	16 14% ⁿ	22 12% ⁿ	28 12% ⁿ	35 11% ⁿ	-	29 13% ⁿ	38 10% ⁿ	-
A wide range of high-quality programmes for children made in the UK	150 10% ^e	38 10% ^e	27 10% ^e	25 8% ^e	-	57 9% ^e	9 7% ^e	41 10% ^e	11 13% ^e	22 20% ^{abode}	27 14% ^{de}	27 12% ^e	40 13% ^e	28 14% ^{de}	23 10% ^e	49 13% ^e	-
Provision of regional programmes and content (including news)	149 10% ^g	37 10% ^g	32 12% ^g	30 10% ^g	18 13% ^g	54 9% ^g	-	46 11% ^g	9 12% ^g	18 17% ^{afgm}	21 11% ^g	28 13% ^g	26 8% ^g	29 15% ^{fgmp}	34 15% ^{afgmp}	38 10% ^g	-
Reflects the diversity of the UK	131 9% ^h	33 9% ^h	39 15% ^{abfhm}	28 9% ^h	25 18% ^{abdthlm}	52 8% ^h	17 14% ^h	-	10 13% ^h	15 13% ^h	22 12% ^h	19 9% ^h	27 9% ^h	25 13% ^h	23 10% ^h	43 11% ^h	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.7b Least 3 valuable benefits for UK society
Base: All who value any society overall

	Q.7A TOP 3 BENEFITS SOCIETY																
	Total (a)	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for everyone (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)
Unweighted Base	1509	373	280	311	134	627	135	416	75	110	184	223	316	187	232	395	-
Weighted Base	1504	379	265	310	141	623	119	414	79*	111*	184	221	306	196	223	394	**
Programmes that make me stop and think	128	45	24	30	20	48	10	26	15	17	16	-	26	22	30	28	-
	9% <i></i>	12% <i>hlp</i>	9% <i></i>	10% <i>i</i>	14% <i>aahp</i>	8% <i>i</i>	8% <i></i>	6% <i></i>	19% <i>acdhk</i>	16% <i>aahp</i>	8% <i>i</i>	-	9% <i>i</i>	11% <i>i</i>	14% <i>aahp</i>	7% <i>i</i>	-
Programmes with new ideas and different approaches	103	29	14	25	14	53	10	35	6	8	-	19	28	12	29	17	-
	7% <i>k</i>	8% <i>k</i>	5% <i>k</i>	8% <i>k</i>	10% <i>kp</i>	9% <i>kp</i>	8% <i>k</i>	9% <i>kp</i>	7% <i>k</i>	7% <i>k</i>	-	9% <i>kp</i>	9% <i>kp</i>	6% <i>k</i>	13% <i>abcknp</i>	4% <i>k</i>	-
Programmes which reflect UK life and values	91	28	20	22	10	42	15	19	6	8	15	15	-	14	18	29	-
	6% <i>m</i>	7% <i>m</i>	8% <i>m</i>	7% <i>m</i>	7% <i>m</i>	7% <i>m</i>	12% <i>aahm</i>	5% <i>m</i>	7% <i>m</i>	8% <i>m</i>	8% <i>m</i>	7% <i>m</i>	-	7% <i>m</i>	8% <i>m</i>	7% <i>m</i>	-
A wide range of different types of programmes for everyone	87	18	17	-	16	38	8	24	9	14	17	13	16	10	19	27	-
	6% <i>d</i>	5% <i>d</i>	6% <i>d</i>	-	12% <i>abdthm</i>	6% <i>d</i>	7% <i>d</i>	6% <i>d</i>	11% <i>d</i>	12% <i>abdthm</i>	9% <i>d</i>	6% <i>d</i>	5% <i>d</i>	5% <i>d</i>	9% <i>d</i>	7% <i>d</i>	-
Services which are available to everyone	75	-	14	9	11	30	14	13	6	7	13	13	18	15	18	28	-
	5% <i>b</i>	-	5% <i>b</i>	3% <i>b</i>	8% <i>bh</i>	5% <i>b</i>	12% <i>abcdth</i>	3% <i>b</i>	8% <i>b</i>	6% <i>b</i>	7% <i>b</i>	6% <i>b</i>	6% <i>b</i>	7% <i>bh</i>	8% <i>bh</i>	7% <i>bh</i>	-
Programmes that help to understand what is going on in the world today	64	11	5	7	6	19	8	16	8	9	14	19	15	13	22	-	-
	4% <i>p</i>	3% <i>p</i>	2% <i>p</i>	2% <i>p</i>	4% <i>p</i>	3% <i>p</i>	7% <i>cdtp</i>	4% <i>p</i>	10% <i>bcdtp</i>	8% <i>bcdtp</i>	8% <i>bcdtp</i>	9% <i>abcdth</i>	5% <i>cp</i>	7% <i>cdtp</i>	10% <i>abcdth</i>	-	-
Trusted and accurate UK news	61	15	8	10	8	-	6	11	9	8	19	12	9	18	12	21	-
	4% <i>f</i>	4% <i>f</i>	3% <i>f</i>	3% <i>f</i>	6% <i>f</i>	-	5% <i>f</i>	3% <i>f</i>	11% <i>abcdth</i>	7% <i>f</i>	10% <i>abcdth</i>	5% <i>f</i>	3% <i>f</i>	9% <i>abcdth</i>	6% <i>f</i>	5% <i>f</i>	-
None	631	163	118	137	50	263	40	160	17	34	69	90	121	67	76	168	-
	42% <i>q</i>	43% <i>q</i>	45% <i>qjpo</i>	44% <i>jpo</i>	35% <i></i>	42% <i>jpo</i>	33% <i></i>	39% <i>i</i>	21% <i></i>	31% <i></i>	37% <i>i</i>	41% <i>i</i>	40% <i>i</i>	34% <i></i>	34% <i></i>	43% <i>jpo</i>	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Features people like me and the places I know	257	140	117	49	51	82	75	15	35	51	37	45	41	19	15	72	109	96	40
14%rn		16%	12%	19%ag	15%	14%	11%	18%no	19%no	15%	12%	17%no	13%	10%	9%	20%ars	19%ars	9%	8%
Encourages the development of new talent	249	115	134	31	41	86	91	10	21	41	43	45	27	19	49	49	93	47	59
13%		13%	14%	12%	12%	16%	13%	12%	12%	12%	14%	16%	14%	14%	14%	14%	16%a	12%	11%
High-quality productions	170	89	81	43	37	54	36	10	32	37	35	20	13	9	25	58	32	54	
9%gm		10%	8%	17%afg	11%g	9%g	5%	13%mo	18%ajlmm	11%lm	11%mo	7%	4%	6%	7%	10%	8%	10%	
Programmes that bring the nation together for a shared viewing experience	157	80	77	22	29	42	64	6	17	29	22	20	33	16	36	54	27	40	
8%		9%	8%	9%	8%	7%	9%	7%	9%	8%	7%	8%	11%	8%	10%	9%	7%	8%	
Programmes that I can watch with and talk about with my family and friends	156	76	80	29	30	44	52	7	22	30	30	15	23	20	30	52	35	39	
8%		9%	8%	11%	9%	8%	8%	9%	13%lo	9%	10%	5%	7%	10%lo	8%	9%	9%	7%	
A wide range of high-quality programmes for children made in the UK	150	81	69	27	27	41	55	6	21	27	16	25	24	18	29	49	33	39	
8%		9%	7%	11%	8%	7%	8%	8%	12%k	8%	5%	9%	8%	8%	8%	9%	8%	7%	
Provision of regional programmes and content (including news)	149	86	63	21	42	53	32	4	17	42	27	26	13	8	31	51	37	30	
9%gm		10%c	7%	8%	12%ag	9%g	5%	5%	9%km	12%amno	9%lm	10%km	4%	5%	9%	9%a	9%a	6%	
Reflects the diversity of the UK	131	75	56	10	20	44	57	1	9	20	24	21	28	16	30	33	27	41	
7%		8%	6%	4%	6%	8%	9%d	1%	5%	6%	8%	8%	9%h	8%h	8%	6%	7%	8%	
Programmes that make me stop and think	128	71	57	20	22	39	47	7	13	22	16	23	28	9	19	45	24	40	
7%		8%	6%	8%	6%	7%	7%	9%	7%	6%	5%	9%	9%	5%	5%	8%	6%	8%	
Programmes with new ideas and different approaches	103	63	41	27	14	21	42	13	14	14	12	9	18	12	19	34	26	24	
6%		7%c	4%	10%aefg	4%	4%	6%	16%ajklmm	8%	4%	4%	4%	6%	6%	5%	6%	7%	5%	
Programmes which reflect UK life and values	91	38	53	19	23	23	26	4	15	23	16	7	7	12	16	28	14	34	
5%		4%	6%	7%g	7%	4%	4%	5%	9%alm	7%lm	5%	3%	2%	6%km	4%	5%	3%	6%	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	GENDER		AGE				AGE							SOCIAL GRADE					
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
A wide range of different types of programmes for everyone	87	50	37	18	14	24	32	6	12	14	15	9	19	5	7	21	29	13	25
	5%	6%	4%	7%	4%	4%	5%	7%	7%	4%	5%	4%	6%	3%	4%	6%	5%	3%	5%
Services which are available to everyone	75	36	40	13	16	26	21	3	11	16	15	11	4	11	6	9	29	13	24
	4% ^m	4%	4%	5%	5%	4%	3%	3%	6% ^m	5% ^m	5% ^m	4%	1%	6% ^m	4%	3%	5%	3%	5%
Programmes that helps to understand what is going on in the world today	64	28	36	13	16	13	22	4	9	16	11	3	9	8	5	11	15	16	22
	3%	3%	4%	5%	4%	2%	3%	5% ^l	5% ^l	4% ^l	3%	1%	3%	4% ^l	3%	3%	3%	4%	4%
Trusted and accurate UK news	61	33	28	12	11	21	18	4	7	11	12	9	6	7	4	7	16	19	19
	3%	4%	3%	4%	3%	4%	3%	6%	4%	3%	4%	3%	2%	3%	3%	2%	3%	5% ^p	4%
None	978	446	533	114	185	299	380	38	76	185	157	142	176	104	99	177	272	221	308
	53% ^d	50%	56% ^b	44%	53%	52%	56% ^d	47%	43%	53% ⁱ	51%	53%	56% ⁱ	53% ⁱ	60% ^{ai}	49%	48%	57% ^q	58% ^{ap}

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Features people like me and the places I know	257 14%ch	181 20%ac	76 8%	122 16%fh	32 13%	44 10%	34 24%adefh	26 8%	66 13%	49 14%	29 12%	192 14%
Encourages the development of new talent	249 13%	142 15%c	106 12%	117 16%	27 11%	51 12%	19 13%	35 11%	55 11%	40 11%	27 11%	194 14%
High-quality productions	170 9%h	83 9%	86 9%	75 10%h	26 11%h	26 6%	17 12%h	26 9%	67 13%ah	49 14%ah	33 13%h	103 8%
Programmes that bring the nation together for a shared viewing experience	157 8%	90 10%	67 7%	63 9%	17 7%	37 9%	16 11%	24 8%	31 6%	24 7%	13 5%	126 9%h
Programmes that I can watch with and talk about with my family and friends	156 8%	81 9%	74 8%	74 10%	15 6%	32 8%	14 10%	21 7%	38 7%	29 8%	16 6%	118 9%
A wide range of high-quality programmes for children made in the UK	150 8%	78 8%	72 8%	63 8%	17 7%	35 8%	15 10%	19 6%	28 6%	17 5%	13 5%	121 9%h
Provision of regional programmes and content (including news)	149 8%	82 9%	67 7%	68 9%h	17 7%	24 6%	17 12%h	22 7%	52 10%	36 10%	28 11%	97 7%
Reflects the diversity of the UK	131 7%	63 7%	68 7%	53 7%	8 3%	39 9%e	7 5%	24 8%	36 7%	26 7%	18 7%	96 7%
Programmes that make me stop and think	128 7%	64 7%	64 7%	48 6%	21 9%	25 6%	15 11%	19 6%	40 8%	27 8%	21 8%	88 7%
Programmes with new ideas and different approaches	103 6%	53 6%	50 5%	38 5%	13 6%	28 7%	15 11%adh	10 3%	26 5%	22 6%	12 5%	77 6%
Programmes which reflect UK life and values	91 5%k	44 5%	48 5%	30 4%	12 5%	21 5%	13 10%ad	15 5%	21 4%k	20 6%k	2 1%	70 5%k

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
A wide range of different types of programmes for everyone	87 5%	50 5%	38 4%	37 5%	10 4%	14 3%	8 6%	18 6%	20 4%	12 3%	10 4%	67 5%
Services which are available to everyone	75 4%	38 4%	37 4%	28 4%	14 6%h	17 4%	9 6%h	6 2%	24 5%	16 4%	15 6%	51 4%
Programmes that helps to understand what is going on in the world today	64 3%k	25 3%	38 4%	21 3%	2 1%	19 4%e	10 7%ade	12 4%e	11 2%	9 3%	2 1%	53 4%k
Trusted and accurate UK news	61 3%	23 2%	38 4%	20 3%	11 4%	13 3%	6 4%	12 4%	12 2%	9 2%	7 3%	49 4%
None	978 53%bg	449 48%	529 57%ab	378 51%g	135 57%g	235 55%g	57 41%	173 57%g	274 54%	189 54%	139 56%	705 52%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Features people like me and the places I know	257 14% ^c	250 15% ^c	7 4%	89 13%	94 15%	8 8%	122 12%	98 14%
Encourages the development of new talent	249 13%	233 14%	16 9%	96 14%	95 15%	11 11%	132 13%	103 15%
High-quality productions	170 9% ^c	165 10% ^c	5 3%	72 10% ^h	46 7%	9 8%	103 10% ^h	48 7%
Programmes that bring the nation together for a shared viewing experience	157 8%	142 8%	15 8%	50 7%	65 10%	12 12%	80 8%	66 10%
Programmes that I can watch with and talk about with my family and friends	156 8%	147 9%	9 5%	59 8%	62 10%	7 7%	83 8%	65 10%
A wide range of high-quality programmes for children made in the UK	150 8%	135 8%	14 8%	55 8%	55 9%	10 9%	75 8%	60 9%
Provision of regional programmes and content (including news)	149 8%	137 8%	11 6%	55 8%	42 7%	8 8%	77 8%	50 7%
Reflects the diversity of the UK	131 7%	122 7%	9 5%	73 10% ^{aaeh}	35 6%	7 7%	89 9% ^{eh}	41 6%
Programmes that make me stop and think	128 7%	122 7%	6 4%	56 8%	36 6%	13 13% ^{aaeh}	77 8%	42 6%
Programmes with new ideas and different approaches	103 6%	94 6%	10 6%	34 5%	37 6%	9 9%	52 5%	41 6%
Programmes which reflect UK life and values	91 5%	81 5%	10 6%	31 5%	26 4%	3 3%	44 4%	30 4%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
A wide range of different types of programmes for everyone	87 5%	81 5%	7 4%	37 5%	33 5%	6 6%	53 5%	34 5%
Services which are available to everyone	75 4%	69 4%	6 3%	29 4%	19 3%	5 4%	43 4%	22 3%
Programmes that helps to understand what is going on in the world today	64 3%	56 3%	8 5%	33 5%	18 3%	1 1%	34 3%	23 3%
Trusted and accurate UK news	61 3%	58 3%	3 2%	23 3%	18 3%	3 3%	36 4%	20 3%
None	978 53%	861 51%	118 68%ab	356 51%	321 51%	57 54%	523 53%	347 51%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Features people like me and the places I know	257 14%bo	2 3%	31 17%bhj	14 11%	24 16%bj	15 9%	26 12%b	23 9%	60 22%abdf 9h	13 8%	12 13%	31 20%abdfh j	7 17%bhj	234 15%o	19 8%	-	-	1 37%
Encourages the development of new talent	249 13%ho	7 11%	32 17%hj	15 11%	26 18%hj	14 9%	23 11%	16 7%	52 19%afgh j	15 9%	13 14%	28 18%hj	9 20%ghj	235 15%o	10 4%	-	-	1 37%
High-quality productions	170 9%	2 4%	17 10%	16 13%bfg	16 11%g	8 5%	9 5%	19 8%	40 15%abfg h	13 8%	10 10%	15 10%	4 9%	142 9%	26 11%	3 15%	-	-
Programmes that bring the nation together for a shared viewing experience	157 8%f	3 4%	14 8%	14 11%f	8 5%	5 3%	10 5%	21 9%f	29 11%fg	23 14%abef g	6 6%	19 12%efg	5 11%f	133 8%	24 10%	1 9%	1 22%	-
Programmes that I can watch with and talk about with my family and friends	156 8%	4 6%	12 6%	15 12%j	22 15%acfgjk	9 6%	13 6%	19 8%	35 13%acfg j	7 4%	4 5%	12 8%	4 9%	141 9%	14 6%	1 4%	2 26%	1 31%
A wide range of high-quality programmes for children made in the UK	150 8%	4 6%	12 7%	8 6%	20 14%af	8 5%	18 9%	20 8%	22 8%	11 7%	9 10%	11 7%	6 14%acdf	130 8%	18 7%	-	-	-
Provision of regional programmes and content (including news)	149 8%bj	- 1%	14 7%bjl	9 7%	30 20%abcdfg hijk	6 4%	16 8%bjl	28 12%bjl	26 10%bjl	4 2%	8 8%	4 3%	4 9%bjl	124 8%	23 9%	-	2 26%	-
Reflects the diversity of the UK	131 7%f	5 8%f	17 9%f	7 5%	14 10%f	3 2%	10 5%	19 8%f	22 8%f	9 6%	5 5%	15 10%f	5 12%fg	118 7%	13 5%	-	-	-
Programmes that make me stop and think	128 7%	2 3%	15 8%j	10 8%	23 16%abfghi jk	5 3%	15 7%	15 6%	19 7%	4 3%	3 3%	13 8%j	3 7%	110 7%	16 7%	1 8%	-	-
Programmes with new ideas and different approaches	103 6%	7 10%fj	16 9%j	7 6%	7 5%	5 3%	8 4%	11 4%	20 8%j	4 2%	4 4%	11 7%j	4 10%fghj	95 6%	8 3%	1 4%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Programmes which reflect UK life and values	91	5	8	7	10	2	12	15	15	4	5	6	3	77	12	-	1	-
A wide range of different types of programmes for everyone	87	1	6	7	12	1	10	20	17	5	2	4	3	78	8	-	-	-
Services which are available to everyone	75	2	4	5	22	1	9	13	8	6	1	3	2	64	11	-	-	-
Programmes that helps to understand what is going on in the world today	64	-	9	8	8	1	5	19	5	5	-	4	1	48	14	1	3	-
Trusted and accurate UK news	61	-	7	5	11	1	3	9	10	5	4	5	1	50	11	-	2	-
None	978	51	83	62	50	118	129	120	107	103	54	84	17	824	141	12	2	1
	53%eim	77%acd eghijk lm	46%ke	49%e	34%	75%acde ghijklm	63%acd ehim	50%ei	40%	62%acd ehim	59%eim	53%eim	41%	52%	58%	73%	30%	33%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
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Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Features people like me and the places I know	257	188	69	167	123	108	164	82	146	112	99	140	55	40	186	35	4	203	9	6
Encourages the development of new talent	249	185	64	170	136	109	135	75	112	128	78	131	57	46	182	33	10	193	13	6
High-quality productions	170	112	58	83	73	58	102	48	92	44	67	114	30	18	125	20	2	133	9	10
Programmes that bring the nation together for a shared viewing experience	157	105	51	89	72	65	72	39	62	68	48	69	29	39	107	18	9	104	4	5
Programmes that I can watch with and talk about with my family and friends	156	108	47	90	72	67	76	45	66	69	54	78	37	26	113	21	6	118	12	2
A wide range of high-quality programmes for children made in the UK	150	102	47	91	68	61	74	43	68	68	40	74	40	29	109	22	3	116	8	3
Provision of regional programmes and content (including news)	149	87	62	70	46	43	81	33	78	52	53	91	25	20	115	9	5	120	7	6
Reflects the diversity of the UK	131	94	37	83	68	54	53	32	48	63	37	67	26	30	85	20	8	93	12	2
Programmes that make me stop and think	128	74	54	64	61	48	63	30	54	46	38	78	17	24	85	22	6	100	6	1

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
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Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Features people like me and the places I know	257 14% <i>cq</i>	110 12%	50 19% <i>au</i>	76 16%	146 18% <i>ay</i>	107 12%
Encourages the development of new talent	249 13% <i>c</i>	136 15%	36 14%	55 11%	129 16%	116 13%
High-quality productions	170 9% <i>jq</i>	71 8%	39 15% <i>au</i>	51 10%	80 10%	87 10%
Programmes that bring the nation together for a shared viewing experience	157 8%	77 8%	21 8%	38 8%	92 11% <i>ay</i>	58 6%
Programmes that I can watch with and talk about with my family and friends	156 8%	87 9% <i>w</i>	32 12% <i>w</i>	29 6%	86 11% <i>y</i>	61 7%
A wide range of high- quality programmes for children made in the UK	150 8% <i>q</i>	75 8%	29 11%	34 7%	71 9%	76 8%
Provision of regional programmes and content (including news)	149 8% <i>ep</i>	70 7%	19 8%	53 11% <i>u</i>	77 9%	67 7%
Reflects the diversity of the UK	131 7%	72 8%	13 5%	25 5%	59 7%	70 8%
Programmes that make me stop and think	128 7%	58 6%	25 10%	30 6%	60 7%	60 7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes with new ideas and different approaches	103 6%	65 6%	38 6%	55 5%	47 6%	40 6%	53 6%	25 6%	49 7%	43 6%	38 7%	47 5%	34 9%aln	11 3%	67 5%	16 6%	7 6%	77 5%	7 7%	2 5%
Programmes which reflect UK life and values	91 5%	59 5%	32 5%	44 4%	42 5%	37 5%	41 5%	18 5%	36 5%	26 4%	40 7%j	44 5%	22 6%	15 4%	60 5%	13 5%	3 2%	66 5%	2 3%	3 9%
A wide range of different types of programmes for everyone	87 5%q	58 5%	29 4%	51 5%	34 4%	35 5%	42 5%	22 6%	36 5%	38 5%	31 5%	41 4%	19 5%	23 6%	66 5%q	15 6%q	1 *	68 5%	6 7%	-
Services which are available to everyone	75 4%	46 4%	29 4%	32 3%	31 4%	30 4%	35 4%	21 5%	35 5%	24 3%	26 4%	44 5%	13 3%	13 4%	60 5%	8 3%	1 1%	57 4%	5 5%	4 14%
Programmes that helps to understand what is going on in the world today	64 3%	36 3%	28 4%	31 3%	25 3%	20 3%	24 3%	7 2%	20 3%	23 3%	22 4%	30 3%	7 2%	16 4%m	39 3%	3 1%	4 3%	34 2%	6 6%r	2 6%
Trusted and accurate UK news	61 3%f	36 3%	26 4%f	26 3%	21 3%	11 2%	26 3%	12 3%	28 4%	20 3%	18 3%	36 4%	9 2%	9 3%	41 3%	7 3%	5 5%	45 3%	8 9%ar	-
None	978 53%ghvx	571 49%	408 50%abde	495 50%	441 53%h	346 51%h	399 47%	171 44%	365 48%	377 51%	273 48%	509 52%	205 54%	193 53%	645 51%	140 56%	85 71%aop	754 53%	40 44%	11 38%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes with new ideas and different approaches	103 6%	54 6%	12 5%	28 6%	53 7%	49 5%
Programmes which reflect UK life and values	91 5%	41 4%	15 6%	27 6%	39 5%	49 5%
A wide range of different types of programmes for everyone	87 5%q	48 5%	19 7%w	15 3%	41 5%	47 5%
Services which are available to everyone	75 4%	42 4%	13 5%	13 3%	37 5%	37 4%
Programmes that helps to understand what is going on in the world today	64 3%	28 3%	8 3%	15 3%	30 4%	32 4%
Trusted and accurate UK news	61 3%f	32 3%	8 3%	17 4%	27 3%	32 4%
None	978 53%ghx	502 53%v	113 44%	266 55%w	381 47%	480 53%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	Q.7A TOP 3 BENEFITS SOCIETY																
	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for everyone (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)	
Total (a)																	
Unweighted Base	1851	373	280	311	134	627	135	416	75	110	184	223	316	187	232	395	342
Weighted Base	1851	379	265	310	141	623	119	414	79*	111*	184	221	306	196	223	394	347
Features people like me and the places I know	257 14%iq	74 20%aiq	42 16%iq	68 22%aiq	20 14%iq	131 21%aiq	20 17%iq	99 24%aceilnq	-	19 17%iq	31 17%iq	34 15%iq	65 21%aiq	32 16%iq	45 20%aiq	74 19%aiq	-
Encourages the development of new talent	249 13%iq	57 15%iq	41 15%iq	58 19%aiq	29 20%aiq	107 17%aiq	36 30%abcdfjkimopq	96 23%abcfkq	23 29%abcdfklm	-	25 14%iq	33 15%iq	51 17%iq	40 20%aiq	44 20%aiq	78 20%aiq	-
High-quality productions	170 9%co	38 10%co	-	31 10%co	19 13%co	74 12%co	16 13%co	59 14%acq	12 15%co	13 12%co	26 14%co	33 15%acq	46 15%acq	25 13%co	34 15%acq	50 13%co	-
Programmes that bring the nation together for a shared viewing experience	157 8%oc	47 12%aopq	35 13%aopq	26 8%oc	17 12%oc	75 12%aopq	21 18%admpq	63 15%adopq	16 20%adimopq	17 16%adopq	18 10%oc	22 10%oc	31 10%oc	25 13%oc	-	30 8%oc	-
Programmes that I can watch with and talk about with my family and friends	156 8%nc	43 11%nc	27 10%nc	36 12%nc	16 11%nc	76 12%anc	15 13%nc	51 12%anc	17 21%abcmnpq	16 14%nc	22 12%nc	28 12%nc	35 11%nc	-	29 13%anc	38 10%nc	-
A wide range of high-quality programmes for children made in the UK	150 8%ec	38 10%eq	27 10%eq	25 8%eq	-	57 9%eq	9 7%eq	41 10%eq	11 13%eq	22 20%abcdfghoq	27 14%adeq	27 12%aeq	40 13%aeq	28 14%adeq	23 10%eq	49 13%aeq	-
Provision of regional programmes and content (including news)	149 8%gc	37 10%gq	32 12%agq	30 10%gq	18 13%gq	54 9%gq	-	46 11%gq	9 12%gq	18 17%afgmpq	21 11%gq	28 13%agq	26 8%gq	29 15%afgmpq	34 15%afgmpq	38 10%gq	-
Reflects the diversity of the UK	131 7%hc	33 9%hq	39 15%abhmq	28 9%hq	25 18%abdfhmq	52 8%hq	17 14%ahq	-	10 13%hq	15 13%ahq	22 12%ahq	19 9%hq	27 9%hq	25 13%ahq	23 10%hq	43 11%ahq	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.7b Least 3 valuable benefits for UK society
Base: All Adults 16+ in UK

	Q.7A TOP 3 BENEFITS SOCIETY																
	Services which are available to everyone (b)	High-quality productions (c)	A wide range of different types of programmes for everyone (d)	A wide range of high-quality programmes for children made in the UK (e)	Trusted and accurate UK news (f)	Provision of regional programmes and content (including news) (g)	Reflects the diversity of the UK (h)	Features people like me and the places I know (i)	Encourages the development of new talent (j)	Programmes with new ideas and different approaches (k)	Programmes that make me stop and think (l)	Programmes which reflect UK life and values (m)	Programmes that I can watch with and talk about with my family and friends (n)	Programmes that bring the nation together for a shared viewing experience (o)	Programmes that help to understand what is going on in the world today (p)	None (q)	
Total (a)	1851	373	280	311	134	627	416	75	110	184	223	316	187	232	395	342	
Unweighted Base	1851	373	280	311	134	627	416	75	110	184	223	316	187	232	395	342	
Weighted Base	1851	379	265	310	141	623	414	79*	111*	184	221	306	196	223	394	347	
Programmes that make me stop and think	128 7%kq	45 12%ahlpq	24 9%kq	30 10%kq	20 14%afhlpq	48 8%kq	10 6%kq	15 19%acdhk lmpq	17 16%afhlpq	16 8%kq	-	26 9%kq	22 11%kq	30 14%afhlpq	28 7%kq	-	
Programmes with new ideas and different approaches	103 6%kq	29 8%kq	14 5%kq	25 8%kq	14 10%kpq	53 9%akpq	10 8%kq	35 9%akpq	6 7%kq	8 7%kq	-	19 9%kq	28 9%akpq	12 6%kq	29 13%abcknp q	17 4%kq	-
Programmes which reflect UK life and values	91 5%mq	28 7%mq	20 8%mq	22 7%mq	10 7%mq	42 7%mq	15 12%afhmq	19 5%mq	6 7%mq	8 8%mq	15 8%mq	15 7%mq	-	14 7%mq	18 8%mq	29 7%mq	-
A wide range of different types of programmes for everyone	87 5%dq	18 5%dq	17 6%dq	-	16 12%abdfh nq	38 6%dq	8 7%dq	24 6%dq	9 11%adq	14 12%abdfh nq	17 9%adq	13 6%dq	16 5%dq	10 5%dq	19 9%adq	27 7%dq	-
Services which are available to everyone	75 4%bq	-	14 5%bq	9 3%bq	11 8%abdhq	30 5%bq	14 12%abcdh q	13 3%bq	6 8%bq	7 6%bq	13 7%bq	13 6%bq	18 6%bq	15 7%abdhq	18 8%abdhq	28 7%abdhq	-
Programmes that helps to understand what is going on in the world today	64 3%pq	11 3%pq	5 2%pq	7 2%pq	6 4%pq	19 3%pq	8 7%cdfpq	16 4%pq	8 10%abcdp q	8 8%abcdp q	14 8%abcdp q	19 9%abcdh pq	15 5%cpq	13 7%acdfp q	22 10%abcdh mpq	-	-
Trusted and accurate UK news	61 3%fq	15 4%fq	8 3%fq	10 3%fq	8 6%fq	-	6 5%fq	11 3%fq	9 11%abcdh mq	8 7%fq	19 10%abcdh mq	12 5%fq	18 3%fq	9 9%abcdh mq	12 6%fq	21 5%fq	-
None	978 53%bcdef ghiklmn op	163 43%ijo	118 45%gijno	137 44%ijno	50 35%	263 42%ijjo	40 33%	160 39%ii	17 21%	34 31%	69 37%ii	90 41%ii	121 40%ii	67 34%	76 34%	168 43%ijjo	347 100%abcdefghijkl mnop

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * small base

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Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Trusted and accurate UK news	1022	520	502	139	174	297	412	47	93	174	160	137	193	113	106	231	332	189	270
	58%r	58%c	52%	54%	50%	52%	61%aef	59%	52%	50%	52%	51%	62%kjl	58%	64%aj	64%ars	58%rs	48%	51%
Programmes that helps to understand what is going on in the world today	839	399	440	124	129	257	329	34	90	129	126	131	163	96	69	176	273	164	226
	45%ej	45%	46%	48%e	37%	45%e	49%e	43%	51%j	37%	41%	49%j	52%jko	49%j	42%	49%	48%	42%	43%
Programmes that I can watch with and talk about with my family and friends	725	299	426	112	159	218	236	37	75	159	115	103	108	68	61	144	248	127	206
	39%br	34%	44%ab	44%g	46%afg	38%	35%	47%	42%	46%amn	38%	38%	34%	35%	37%	40%	44%r	32%	39%
A wide range of different types of programmes for me	709	330	379	94	138	219	258	30	64	138	118	101	131	75	52	146	233	138	193
	38%	37%	39%	36%	40%	38%	38%	38%	36%	40%	39%	38%	42%o	38%	32%	40%	41%	35%	36%
High-quality productions	691	360	331	89	121	217	264	29	60	121	111	106	128	80	56	162	220	118	191
	37%r	40%c	34%	35%	35%	38%	39%	37%	34%	35%	36%	40%	41%	34%	45%ars	39%r	30%	36%	
Services which are available to everyone	678	306	371	118	114	225	221	37	81	114	116	109	112	65	43	133	214	128	203
	37%o	34%	39%	46%aeg	33%	39%g	33%	46%jo	46%ajno	33%	38%o	41%o	36%o	26%	37%	37%	38%	33%	38%
Programmes which reflect UK life and values	595	271	324	86	114	180	215	26	61	114	90	90	107	61	47	116	180	119	180
	32%	30%	34%	34%	33%	31%	32%	32%	34%	33%	29%	34%	31%	28%	32%	32%	32%	31%	34%
Reflects the diversity of the UK	595	284	311	113	128	189	166	40	73	128	103	86	84	42	40	122	202	117	154
	32%gno	32%	32%	44%afg	37%g	33%g	25%	51%ajkm	41%amno	37%mmo	34%no	32%kn	27%	24%	34%	36%sa	30%	29%	
Programmes that make me stop and think	569	266	303	74	106	171	218	13	62	106	91	80	103	64	51	110	186	118	155
	31%h	30%	32%	29%	30%	30%	32%	16%	35%h	30%h	30%h	30%h	33%h	31%h	31%	31%	33%	30%	29%
Programmes with new ideas and different approaches	471	221	250	82	95	142	152	23	59	95	68	75	79	43	30	82	159	102	127
	25%o	25%	26%	32%ag	27%	25%	23%	29%	33%akno	27%o	22%	28%o	25%	18%	23%	23%	28%	26%	24%
Programmes that bring the nation together for a shared viewing experience	435	208	227	73	96	122	144	25	47	96	68	54	59	49	36	82	138	84	131
	24%	23%	24%	28%fg	28%g	21%	21%	32%lm	27%	28%m	22%	20%	19%	25%	22%	23%	24%	22%	25%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
* small base

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Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
A wide range of high-quality programmes for children made in the UK	426 23%bo	171 19%	255 27%b	46 18%	97 28%dg	151 26%dg	132 20%	16 20%	30 17%	97 28%ino	93 30%ailmn o	58 22%	65 21%	40 20%	27 16%	82 23%	115 20%	83 21%	146 27%aqt
Provision of regional programmes and content (including news)	338 18%di	163 18%	176 18%	23 9%	59 17%d	99 17%d	157 23%adef	10 13%	13 7%	59 17%i	46 15%i	53 20%i	72 23%ik	45 23%ik	40 24%ahi jk	64 18%	96 17%	72 19%	106 20%
Encourages the development of new talent	301 16%kn	151 17%	150 16%	46 16%	65 19%g	100 17%	90 13%	13 17%	32 18%n	65 19%n	54 18%n	46 17%n	49 16%	20 10%	21 13%	58 16%	90 16%	57 14%	96 18%
Features people like me and the places I know	252 14%	121 14%	131 14%	45 18%	46 13%	69 12%	91 14%	14 17%	32 18%l	46 13%	42 14%	27 10%	40 13%	29 15%	22 14%	39 11%	73 13%	63 16%	76 14%
None	178 10%p	97 11%	81 8%	33 13%g	45 13%g	46 8%	55 8%	12 15%m	21 12%m	45 13%m	26 9%	20 7%	18 6%	18 9%	18 11%m	20 6%	45 8%	52 13%apq	61 11%p

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
* small base

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Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	SOCIAL GRADE			WORKING STATUS					CHILDREN IN HOUSEHOLD			
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Trusted and accurate UK news	1022	563	459	411	117	281	90	142	251	174	122	771
	55%ch	61%ac	50%	55%h	49%	62%adeh	64%eh	46%	50%	49%	49%	57%ijk
Programmes that helps to understand what is going on in the world today	839	449	390	332	100	196	76	136	211	137	110	629
	45%j	48%c	42%	45%	42%	46%	54%e	45%	42%	39%	44%	47%j
Programmes that I can watch with and talk about with my family and friends	725	392	333	288	112	151	63	111	233	168	107	492
	39%	42%c	36%	39%	47%adh	36%	45%	36%	46%al	47%al	43%	37%
A wide range of different types of programmes for me	709	378	331	274	87	164	61	123	187	132	88	522
	38%	41%c	36%	37%	37%	39%	43%	40%	37%	37%	35%	39%
High-quality productions	691	382	309	269	92	160	50	121	182	123	91	509
	37%	41%c	33%	36%	38%	38%	36%	40%	36%	35%	36%	36%
Services which are available to everyone	678	346	331	258	96	121	66	126	184	129	90	494
	37%f	37%	36%	35%	40%f	31%	47%adf	41%f	36%	36%	36%	37%
Programmes which reflect UK life and values	595	295	300	237	75	125	43	114	173	120	87	423
	32%	32%	32%	32%	32%	29%	31%	38%f	34%	34%	35%	31%
Reflects the diversity of the UK	595	324	270	259	80	100	64	91	196	135	94	399
	32%f	35%c	29%	35%f	34%f	24%	46%adefh	30%	39%al	38%al	38%l	30%
Programmes that make me stop and think	569	296	273	219	77	134	44	96	150	99	77	419
	31%	32%	30%	30%	32%	32%	31%	31%	30%	28%	31%	31%
Programmes with new ideas and different approaches	471	242	229	187	64	95	50	75	124	86	60	346
	25%	26%	25%	25%	27%	22%	36%adm	25%	25%	24%	24%	26%
Programmes that bring the nation together for a shared viewing experience	435	220	215	182	51	94	40	68	122	90	59	314
	24%	24%	23%	25%	21%	22%	28%	22%	24%	25%	24%	23%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

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Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
A wide range of high-quality programmes for children made in the UK	426 23% ^{fi}	197 21%	229 25%	170 23% ^{fi}	74 31% ^{adfg}	73 17%	23 17%	86 28% ^{fg}	189 37% ^{ai}	160 45% ^{kaik}	78 31% ^{al}	237 18%
Provision of regional programmes and content (including news)	338 18% ^{egjk}	160 17%	178 19%	147 20% ^{eg}	29 12%	96 23% ^{aeg}	14 10%	52 17%	66 13%	48 13%	31 13%	272 20% ^{ijk}
Encourages the development of new talent	301 16%	148 16%	153 17%	125 17%	48 20% ^f	54 13%	23 17%	50 16%	82 16%	55 16%	42 17%	219 16%
Features people like me and the places I know	252 14%	112 12%	140 15%	95 13%	24 10%	66 15%	27 19% ^e	40 13%	51 10%	36 10%	24 10%	201 15% ^{ijk}
None	178 10% ^{lb}	65 7%	113 12% ^{ab}	72 10%	22 9%	39 9%	16 11%	30 10%	40 8%	30 8%	18 7%	139 10%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Trusted and accurate UK news	1022	940	82	387	362	68	581	382
	55% ^c	56% ^c	47%	56%	58%	65%	58%	56%
Programmes that helps to understand what is going on in the world today	839	777	62	322	302	50	459	325
	45% ^c	46% ^c	36%	46%	48%	47%	46%	48%
Programmes that I can watch with and talk about with my family and friends	725	666	59	295	235	37	417	249
	39%	40%	34%	42% ^h	38%	35%	42%	37%
A wide range of different types of programmes for me	709	653	56	276	242	43	392	269
	38%	39%	32%	40%	39%	41%	39%	40%
High-quality productions	691	627	64	263	238	40	378	261
	37%	37%	37%	38%	36%	38%	38%	39%
Services which are available to everyone	678	629	48	273	220	43	386	234
	37% ^c	38% ^c	28%	39%	35%	41%	39%	35%
Programmes which reflect UK life and values	595	544	51	240	199	30	326	223
	32%	32%	30%	34%	32%	28%	33%	33%
Reflects the diversity of the UK	595	561	34	248	192	24	336	210
	32% ^c	33% ^c	19%	36% ^f	31%	22%	34% ^f	31%
Programmes that make me stop and think	569	526	44	214	210	30	302	222
	31%	31%	25%	31%	34%	29%	30%	33%
Programmes with new ideas and different approaches	471	439	32	174	152	35	250	167
	25% ^c	26% ^c	18%	25%	24%	33%	25%	25%
Programmes that bring the nation together for a shared viewing experience	435	397	39	173	148	24	238	165
	24%	24%	22%	25%	24%	23%	24%	25%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
A wide range of high-quality programmes for children made in the UK	426 23%	397 24% ^c	29 17%	176 25%	147 24%	25 24%	249 25%	162 24%
Provision of regional programmes and content (including news)	338 18%	303 18%	35 20%	140 20%	124 20%	22 21%	191 19%	142 21%
Encourages the development of new talent	301 16%	278 17%	23 13%	111 16%	83 13%	25 24% ^{ae} ^h	169 17%	93 14%
Features people like me and the places I know	252 14%	221 13%	31 18%	101 15%	82 13%	9 8%	138 14%	90 13%
None	178 10% ^d ^g	147 9%	31 18% ^{ab}	46 7%	46 7%	3 3%	63 6%	47 7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Trusted and accurate UK news	1022 55% ^{dh}	29 44%	111 61% ^{bdeh}	53 42%	78 53%	84 54%	132 64% ^{abd}	113 47%	164 61% ^{bdeh}	97 59% ^{dh}	48 52%	89 56% ^d	25 59% ^d	892 56%	122 50%	7 42%	2 36%	1 37%
Programmes that helps to understand what is going on in the world today	839 45% ^{bc}	20 31%	63 35%	46 36%	67 45%	80 51% ^{bcdh}	90 44%	93 39%	148 55% ^{abc}	70 42%	63 88% ^{abode}	73 47% ^{bc}	25 60% ^{abode}	716 46%	115 47%	7 39%	2 26%	1 37%
Programmes that I can watch with and talk about with my family and friends	725 39%	27 41%	69 38%	55 43%	59 40%	49 31%	86 42%	100 41%	120 44% ^{efj}	55 33%	32 35%	56 36%	17 40%	633 40%	85 35%	7 39%	3 44%	-
A wide range of different types of programmes for me	709 38% ^b	15 23%	62 34%	45 35%	59 40% ^b	68 44% ^{bh}	70 34%	75 31%	126 47% ^{abc}	63 38% ^b	33 35%	65 42% ^{bh}	28 66% ^{abcd}	614 39%	87 36%	4 21%	3 44%	-
High-quality productions	691 37%	20 31%	68 37%	40 31%	50 34%	66 42%	90 44% ^{dj}	87 36%	109 49%	53 32%	35 37%	53 34%	20 47% ^{djl}	585 37%	97 40%	5 29%	3 48%	-
Services which are available to everyone	678 37% ^{bh}	16 24%	80 44% ^{bdehj}	36 28%	45 31%	71 45% ^{bdeh}	92 45% ^{abd}	70 29%	105 39% ^{bh}	49 30%	39 43% ^b	56 35%	19 45% ^{bdeh}	570 36%	101 41%	8 46%	5 80%	2 67%
Programmes which reflect UK life and values	595 32% ^{bc}	13 20%	53 29%	46 37% ^{bj}	59 40% ^{bchj}	54 35% ^b	60 29%	69 28%	94 35% ^{bj}	40 24%	33 36%	57 36% ^{bj}	16 39% ^{bj}	531 34% ^o	61 25%	5 32%	-	1 31%
Reflects the diversity of the UK	595 32% ^{bcj}	7 11%	55 30% ^b	33 26% ^b	42 28% ^b	53 34% ^b	63 31% ^b	87 36% ^{bcj}	104 39% ^{bdj}	39 24% ^b	34 36% ^b	51 33% ^b	27 64% ^{abcd}	498 31%	87 35%	7 44%	1 11%	1 37%
Programmes that make me stop and think	569 31% ^o	14 21%	66 36% ^{bl}	38 30%	42 28%	48 31%	61 30%	72 30%	96 36% ^{bl}	45 27%	35 38% ^b	41 26%	12 27%	516 33% ^o	52 21%	5 27%	4 70%	-
Programmes with new ideas and different approaches	471 25%	11 17%	41 23%	41 32% ^{bcj}	45 30% ^j	47 30% ^j	55 27%	49 20%	74 28% ^j	30 18%	30 33% ^{bhj}	35 22%	13 31% ^{bhj}	410 26%	57 23%	1 4%	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
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Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
 Base: All Adults 16+ in UK

	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Programmes that bring the nation together for a shared viewing experience	435 24%	13 21%	50 28%j	26 21%	40 27%j	35 22%	46 22%	63 26%j	80 30%jl	23 14%	16 17%	31 19%	13 31%kl	380 24%	47 19%	3 16%	4 70%	-
A wide range of high-quality programmes for children made in the UK	426 23%bf	7 10%	45 25%bf	31 24%b	49 33%abfjg kl	23 15%	37 18%	67 28%bfg j	81 30%abf gkl	29 18%	14 16%	27 17%	15 36%abcd fgkl	365 23%	57 23%	3 16%	-	-
Provision of regional programmes and content (including news)	338 18%bgo	5 7%	34 19%bfg	26 21%bfg	34 23%bfg	16 10%	22 11%	37 15%	61 23%bfg	27 16%	20 22%bfg	37 23%bfg	19 44%abcd efghijk l	309 20%o	26 10%	6 34%	3 47%	-
Encourages the development of new talent	301 16%j	5 7%	23 13%	23 18%j	32 21%bj	19 12%	37 18%j	50 21%bj	59 22%abcf j	11 7%	12 13%	24 15%j	7 16%j	239 15%	58 24%an	2 13%	3 48%	-
Features people like me and the places I know	252 14%j	10 15%	21 12%	21 16%j	31 21%acfgj l	14 9%	23 11%	46 19%fj l	31 12%	12 7%	20 21%flj	17 11%	6 14%	203 13%	44 18%	-	1 22%	-
None	178 10%km	5 8%	18 10%km	10 8%	14 9%	11 7%	16 8%	31 13%km	18 7%	25 15%fm	5 5%	26 16%adfgik m	1 3%	140 9%	31 13%	3 20%	1 20%	1 33%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r
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Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Trusted and accurate UK news	1022	713	310	627	520	419	486	237	434	484	307	514	233	212	717	157	57	790	52	16
	55% _{kw}	61% _{ac}	45%	63% _{acg}	62% _{ac}	62% _{ac}	58% _{ac}	61% _{ac}	57%	65% _{aik}	54%	53%	61% _{al}	59%	56%	63% _{aq}	48%	56%	58%	51%
Programmes that helps to understand what is going on in the world today	830	597	242	521	416	328	405	196	349	396	286	427	200	163	598	124	48	662	47	14
	45% _{kw}	51% _{ac}	35%	52% _{ac}	50% _{ac}	48% _{ac}	48% _{ac}	50% _{ac}	46%	53% _{ail}	50%	44%	52% _{ail}	45%	47%	50%	40%	47%	52%	46%
Programmes that I can watch with and talk about with my family and friends	725	472	253	396	346	275	369	170	337	284	230	400	138	138	508	102	38	560	34	14
	39%	41%	37%	40%	41%	41%	44% _{ac}	43%	45% _{aj}	38%	40%	41%	36%	38%	40%	41%	32%	39%	38%	45%
A wide range of different types of programmes for me	709	480	228	415	351	296	324	164	290	313	217	359	164	136	487	100	42	528	46	11
	38% _c	41% _c	33%	42% _c	42% _c	44% _{ac}	39% _c	42% _c	36%	42%	38%	37%	43%	38%	38%	40%	35%	37%	51% _{ar}	36%
High-quality productions	691	464	227	418	337	278	329	165	285	326	222	342	171	138	485	106	33	538	34	15
	37% _q	40% _c	33%	42% _{ac}	40% _c	41% _c	39% _c	42% _c	38%	44% _{ail}	39%	35%	45% _{ail}	38%	38% _q	43% _q	27%	38%	38%	47%
Services which are available to everyone	678	438	239	370	311	250	327	149	284	283	233	359	166	112	469	100	44	526	39	13
	37%	38%	35%	37%	37%	37%	39%	38%	38%	38%	41%	37%	43% _{alh}	31%	37%	40%	36%	37%	43%	41%
Programmes which reflect UK life and values	595	390	205	334	284	228	276	146	259	238	169	323	117	118	408	88	34	454	28	9
	32%	34%	30%	34%	34%	34%	33%	37% _c	34%	32%	30%	33%	31%	33%	32%	35%	28%	32%	31%	29%
Reflects the diversity of the UK	595	410	185	358	279	245	320	141	279	253	188	341	124	87	433	74	37	470	25	8
	32% _{cn}	35% _c	27%	36% _c	33% _c	36% _c	38% _{ac}	36% _c	37% _a	34%	35%	35% _n	32% _n	24%	34%	30%	31%	33%	33%	27%
Programmes that make me stop and think	569	382	187	333	274	229	273	137	243	253	175	280	133	105	387	80	35	421	30	15
	31%	33% _c	27%	33% _c	33% _c	34% _c	32% _c	35% _c	32%	34%	31%	29%	35%	29%	30%	32%	29%	30%	33%	50%
Programmes with new ideas and different approaches	471	304	167	259	204	175	235	105	214	189	174	252	97	87	340	57	24	362	27	7
	25%	26%	24%	26%	24%	26%	28%	27%	28%	25%	30% _a	26%	25%	24%	27%	23%	20%	25%	30%	23%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y

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Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Trusted and accurate UK news	1022 55%cw	551 59%w	145 57%w	226 47%	529 65%ay	460 51%
Programmes that helps to understand what is going on in the world today	839 45%cw	466 50%aw	136 53%aw	178 37%	433 53%ay	379 42%
Programmes that I can watch with and talk about with my family and friends	725 39%	360 38%	106 41%	192 40%	355 44%ay	340 38%
A wide range of different types of programmes for me	709 38%c	358 38%	112 44%w	167 35%	341 42%	340 38%
High-quality productions	691 37%q	378 40%w	93 36%	154 32%	367 45%ay	299 33%
Services which are available to everyone	678 37%	349 37%	101 39%	159 33%	339 42%ay	307 34%
Programmes which reflect UK life and values	595 32%	290 31%	104 41%auw	136 28%	284 35%	291 32%
Reflects the diversity of the UK	595 32%cn	276 29%	120 47%auw	154 32%	311 38%ay	262 29%
Programmes that make me stop and think	569 31%	294 31%	79 31%	141 29%	286 35%ay	266 30%
Programmes with new ideas and different approaches	471 25%	236 25%	69 27%	129 27%	232 29%	220 25%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
 Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes that bring the nation together for a shared viewing experience	435	301	134	253	216	170	217	88	195	190	151	248	94	67	290	68	21	338	26	5
	24%cn	26%cn	19%	25%cn	26%cn	25%cn	26%cn	22%	26%	26%	26%	28%cn	25%	19%	23%	27%	17%	24%	29%	17%
A wide range of high-quality programmes for children made in the UK	426	277	149	241	206	160	217	100	198	171	146	229	88	81	291	64	22	319	22	9
	23%	24%	22%	24%	24%	24%	26%	25%	26%	23%	26%	24%	23%	22%	23%	26%	18%	22%	24%	30%
Provision of regional programmes and content (including news)	338	244	94	216	178	151	138	58	124	171	67	156	81	90	240	46	20	255	20	4
	18%ckw	21%cgh	14%	22%acgh	21%cgh	22%acgh	16%	15%	16%k	23%aik	12%	16%	21%l	25%al	19%	18%	16%	18%	22%	14%
Encourages the development of new talent	301	179	122	141	112	100	148	61	145	114	118	159	58	50	205	40	10	218	20	3
	16%q	15%	18%e	14%	13%	15%	18%e	16%	19%	15%	16%	16%	15%	14%	16%q	16%	8%	15%	22%	11%
Features people like me and the places I know	252	162	90	138	113	80	101	34	94	106	76	121	55	54	166	39	13	179	17	1
	14%h	14%h	13%	14%h	13%h	12%	12%	9%	12%	14%	13%	12%	14%	15%	13%	16%	11%	13%	19%	3%
None	178	53	125	39	42	33	58	24	56	24	53	98	13	34	109	11	15	121	7	2
	10%bdefg hjmpuvxi	5%	18%abdefg gh	4%	5%	5%	7%bd	6%	7%j	3%	9%j	10%l	3%	9%l	9%p	4%	13%p	8%	8%	7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
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Q5a/Q6a/Q7a Top 3 most valuable benefits for you personally
 Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes that bring the nation together for a shared viewing experience	435 24%cn	218 23%	83 32%auw	100 21%	226 28%ay	197 22%
A wide range of high-quality programmes for children made in the UK	426 23%	214 23%	62 24%	109 23%	188 23%	225 25%
Provision of regional programmes and content (including news)	338 18%ckw	196 21%w	55 22%w	48 10%	171 21%	160 18%
Encourages the development of new talent	301 16%q	132 14%	53 21%u	87 18%	147 18%	141 16%
Features people like me and the places I know	252 14%h	119 13%	33 13%	68 14%	113 14%	127 14%
None	178 10%bdefg fjimpuxx	59 6%	8 3%	86 18%auv	21 3%	87 10%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
A wide range of high-quality programmes for children made in the UK	556 30%k	271 30%	285 30%	94 36%ef	93 27%	147 26%	222 33%f	26 33%	67 38%ajk	93 27%	67 22%	80 30%	108 34%k	63 32%k	51 31%k	122 34%e	188 33%e	106 27%	140 26%
Encourages the development of new talent	521 28%	243 27%	278 28%	75 29%	99 29%	160 28%	187 28%	23 29%	52 29%	99 29%	81 27%	79 30%	89 28%	58 30%	39 24%	99 28%	191 34%ars	96 25%	135 25%
Features people like me and the places I know	501 27%ors	262 29%c	239 25%	99 38%aef	90 26%	156 27%	156 23%	25 32%o	74 41%ajklm	90 26%	75 24%	81 30%o	80 25%	44 22%	33 20%	117 33%rs	198 35%ars	75 19%	111 21%
Programmes that bring the nation together for a shared viewing experience	415 22%r	215 24%	200 21%	62 24%	79 23%	111 19%	163 24%	17 21%	46 26%	79 23%	57 19%	54 20%	80 26%	45 23%	37 23%	84 23%	156 27%ars	67 17%	108 20%
Reflects the diversity of the UK	381 21%	203 23%c	178 19%	49 19%	68 20%	116 20%	148 22%	17 22%	32 18%	68 20%	62 20%	55 20%	73 23%	42 21%	33 20%	80 22%	120 21%	79 20%	103 19%
Provision of regional programmes and content (including news)	368 20%go	187 21%	181 19%	58 23%g	91 26%ag	119 21%g	100 15%	17 22%	41 23%no	91 26%amno	60 20%	59 22%no	49 16%	29 15%	22 14%	68 19%	137 24%e	77 20%	87 16%
High-quality productions	336 18%gm	165 19%	171 18%	73 28%aef	69 20%g	112 20%g	82 12%	20 26%mmo	52 29%ajklm	69 20%lm	60 20%lm	52 10%	31 10%	29 15%	23 14%	62 17%	105 18%	69 18%	99 19%
Programmes that I can watch with and talk about with my family and friends	311 17%	157 18%	154 16%	51 20%	52 15%	93 16%	115 17%	11 14%	40 23%l	52 15%	59 19%	34 13%	52 16%	38 19%	25 15%	63 17%	105 18%	64 16%	80 15%
Programmes that make me stop and think	299 16%	150 17%	148 15%	56 22%ag	54 15%	92 16%	97 14%	21 27%ajno	34 19%lm	54 15%	49 16%	43 16%	52 17%	23 12%	22 14%	49 14%	98 17%	56 14%	95 18%
Programmes which reflect UK life and values	274 15%j	140 16%	134 14%	61 24%aef	56 16%	79 14%	77 11%	14 18%	47 26%ajklm	56 16%	46 12%	33 12%	35 11%	26 13%	17 10%	43 12%	98 17%p	54 14%	79 15%
Programmes with new ideas and different approaches	269 15%	140 16%	129 13%	53 21%afg	50 15%	76 13%	90 13%	21 26%ajklm	32 18%	50 15%	41 14%	34 13%	38 12%	25 13%	27 17%	46 13%	82 14%	60 15%	81 15%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
* small base
Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
 Base: All Adults 16+ in UK

	GENDER		AGE				AGE				AGE				SOCIAL GRADE				
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Services which are available to everyone	262	130	132	34	50	86	92	8	26	50	56	30	43	26	23	54	85	53	70
	14%	15%	14%	13%	14%	15%	14%	10%	14%	14%	18%l	11%	14%	13%	14%	15%	15%	14%	13%
A wide range of different types of programmes for me	244	119	125	44	50	62	89	17	27	50	28	34	55	21	13	49	81	47	67
	13%o	13%	13%	17%f	14%	11%	13%	21%kno	15%o	14%o	9%	13%	17%kno	11%	8%	14%	14%	12%	13%
Trusted and accurate UK news	221	105	117	39	52	65	66	10	29	52	32	32	36	18	12	33	57	55	77
	12%o	12%	12%	15%g	15%g	11%	10%	13%	16%no	15%o	11%	12%	11%	9%	7%	9%	10%	14%	14%pq
Programmes that helps to understand what is going on in the world today	198	96	102	36	47	49	65	13	23	47	33	17	30	17	17	19	63	56	60
	11%lp	11%	11%	14%f	14%f	9%	10%	16%l	13%l	14%l	11%	6%	10%	10%	10%	5%	11%p	14%p	11%p
None	602	293	309	73	116	183	229	24	49	116	98	85	100	62	67	103	154	147	197
	33%q	33%	32%	28%	34%	32%	34%	30%	28%	34%	32%	32%	32%	32%	41%ai	29%	27%	38%pq	37%pq

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
A wide range of high-quality programmes for children made in the UK	556 30% ^{ijk}	310 33% ^c	246 27%	221 30%	71 30%	134 32%	50 36%	80 26%	95 19%	62 18%	47 19%	461 34% ^{aijk}
Encourages the development of new talent	521 28%	290 31% ^c	231 25%	205 28%	63 27%	114 27%	50 36%	87 29%	136 27%	103 29%	64 26%	384 29%
Features people like me and the places I know	501 27% ^{ch}	315 34% ^{ac}	186 20%	211 28% ^h	68 29%	98 23%	61 43% ^{adefh}	63 21%	119 23%	88 25%	48 19%	382 28% ^{ik}
Programmes that bring the nation together for a shared viewing experience	415 22%	240 26% ^c	175 19%	167 22%	41 17%	99 23%	44 32% ^{adeh}	64 21%	92 18%	69 20%	42 17%	323 24% ^{ik}
Reflects the diversity of the UK	381 21%	200 22%	181 20%	149 20%	36 15%	94 22% ^{ie}	35 25% ^{ie}	67 22%	97 19%	71 20%	50 20%	284 21%
Provision of regional programmes and content (including news)	368 20% ^f	204 22% ^c	164 18%	157 21% ^f	52 22% ^f	59 14%	39 28% ^{af}	61 20% ^f	114 22%	85 24%	48 19%	254 19%
High-quality productions	336 18%	167 18%	169 18%	146 20% ^f	47 20%	62 15%	34 24% ^{fh}	48 16%	104 20%	74 21%	54 21%	232 17%
Programmes that I can watch with and talk about with my family and friends	311 17%	167 18%	143 16%	133 18%	34 14%	77 18%	27 20%	40 13%	82 16%	63 18%	40 16%	229 17%
Programmes that make me stop and think	299 16%	147 16%	151 16%	120 16%	44 19%	55 13%	33 23% ^f	46 15%	95 19%	69 19%	45 18%	204 15%
Programmes which reflect UK life and values	274 15%	140 15%	133 14%	98 13%	35 15%	54 13%	38 27% ^{adefh}	49 16%	71 14%	52 15%	29 12%	203 15%
Programmes with new ideas and different approaches	269 15%	128 14%	142 15%	103 14%	30 12%	64 15%	31 22% ^{adeh}	42 14%	74 15%	62 18% ^k	27 11%	195 14%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/ij/kl

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Services which are available to everyone	262	138	124	118	34	54	22	34	86	58	50	176
	14%	15%	13%	16%	14%	13%	16%	11%	17%	16%	20% ^{al}	13%
A wide range of different types of programmes for me	244	130	114	101	32	43	26	42	54	33	28	191
	13%	14%	12%	14%	13%	10%	18% ^{af}	14%	11%	9%	11%	14% ^{aj}
Trusted and accurate UK news	221	90	132	88	26	37	23	47	65	52	27	156
	12% ^{af}	10%	14% ^b	12%	11%	9%	16% ^f	16% ^{af}	13%	15%	11%	12%
Programmes that helps to understand what is going on in the world today	198	82	116	71	19	45	26	37	50	38	22	148
	11%	9%	13% ^b	10%	8%	11%	18% ^{adef}	12%	10%	11%	9%	11%
None	602	257	345	243	77	143	35	103	171	120	84	431
	33% ^{ab}	28%	37% ^{ab}	33%	32%	34%	25%	34%	34%	34%	34%	32%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105 ^a	996	677
A wide range of high-quality programmes for children made in the UK	556 30%	514 31%	42 24%	193 28%	204 33%	35 33%	289 29%	223 33% ^d
Encourages the development of new talent	521 28% ^c	485 29% ^c	36 21%	211 30%	190 30%	25 24%	281 28%	204 30%
Features people like me and the places I know	501 27% ^c	481 29% ^c	20 12%	182 26%	173 28%	30 28%	263 26%	186 27%
Programmes that bring the nation together for a shared viewing experience	415 22%	387 23% ^c	28 16%	142 20%	154 25%	28 26%	216 22%	165 24%
Reflects the diversity of the UK	381 21%	349 21%	32 16%	165 24% ^e	119 19%	19 18%	222 22%	136 20%
Provision of regional programmes and content (including news)	368 20%	342 20%	26 15%	140 20%	118 19%	20 19%	201 20%	130 19%
High-quality productions	336 18% ^c	319 19% ^c	17 10%	133 19%	102 16%	22 21%	195 20%	110 16%
Programmes that I can watch with and talk about with my family and friends	311 17% ^c	292 17% ^c	19 11%	116 17%	118 19%	18 17%	170 17%	123 18%
Programmes that make me stop and think	299 16%	278 17%	20 12%	121 17%	104 17%	19 18%	157 16%	115 17%
Programmes which reflect UK life and values	274 15% ^c	258 15% ^c	16 9%	98 14%	87 14%	14 13%	147 15%	96 14%
Programmes with new ideas and different approaches	269 15%	242 14%	27 16%	111 16%	91 15%	15 14%	149 15%	102 15%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
^a small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
Base: All Adults 16+ in UK

	INTERNET ACCESS		TV PLATFORM					
	Total (a)	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Services which are available to everyone	262	241	21	110	82	19	160	91
A wide range of different types of programmes for me	14%	14%	12%	16%	13%	18%	16%	13%
Trusted and accurate UK news	244	225	19	102	75	13	145	79
Programmes that helps to understand what is going on in the world today	13%	13%	11%	15%	12%	13%	15%	12%
None	221	203	18	82	66	10	119	74
	12%	12%	10%	12%	11%	10%	12%	11%
	198	179	19	80	59	5	100	67
	11%	11%	11%†	11%†	9%	5%	10%	10%
	602	522	79	215	193	34	308	206
	33%	31%	46%ab	31%	31%	32%	31%	30%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
A wide range of high-quality programmes for children made in the UK	556	16	64	27	65	27	52	63	106	50	28	43	15	495	55	3	3	-
Encourages the development of new talent	521	13	58	36	49	32	54	50	98	35	22	52	22	472	42	3	-	1
Features people like me and the places I know	501	10	54	29	46	25	53	55	110	40	24	44	11	453	43	1	2	1
Programmes that bring the nation together for a shared viewing experience	415	6	42	31	34	10	42	53	81	43	18	40	14	370	43	3	1	-
Reflects the diversity of the UK	381	14	35	20	34	12	27	59	82	33	15	40	12	341	38	1	3	-
Provision of regional programmes and content (including news)	368	5	35	32	46	13	46	49	73	28	17	19	5	318	47	1	2	1
High-quality productions	336	6	34	27	34	12	27	46	74	20	20	29	7	284	51	3	3	-
Programmes that I can watch with and talk about with my family and friends	311	8	37	31	41	13	28	35	62	16	9	21	9	286	25	1	2	1
Programmes that make me stop and think	299	7	27	21	47	12	33	45	46	14	10	25	11	249	44	4	1	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
 Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS												ETHNIC ORIGINZ				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
Programmes which reflect UK life and values	274	16	29	21	27	6	35	35	46	13	16	23	8	236	33	1	3	-
Programmes with new ideas and different approaches	269	11	34	21	20	14	19	36	54	17	7	22	14	244	21	4	1	-
Services which are available to everyone	262	10	21	22	43	8	20	40	54	15	11	12	5	232	28	1	3	-
A wide range of different types of programmes for me	244	4	20	21	33	8	23	46	41	9	12	22	5	200	41	2	1	-
Trusted and accurate UK news	221	3	19	17	25	8	10	43	41	14	20	19	4	187	32	3	3	-
Programmes that helps to understand what is going on in the world today	198	5	25	16	18	4	18	52	25	12	6	12	4	156	41	2	3	-
None	602	23	46	36	28	90	83	82	62	56	30	58	7	484	107	7	2	1
	33%eim	35%eim	25%	28%m	19%	57%abcd eghijkl m	40%acd eim	34%eim	23%	34%eim	33%m	37%ceim	16%	31%	44%an	45%	30%	33%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

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Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
 Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
A wide range of high-quality programmes for children made in the UK	556 30%cc	398 34%ac	158 23%	342 34%ac	278 33%c	242 36%ac	272 32%c	144 37%ac	238 32%	269 36%ak	165 29%	275 28%	129 34%	113 31%	396 31%q	74 30%q	23 19%	433 30%	29 32%	7 24%
Encourages the development of new talent	521 28%c	373 32%ac	148 21%	327 33%ac	272 32%ac	224 33%ac	268 32%c	141 36%ac	232 31%	232 31%	167 29%	280 29%	120 31%	96 27%	375 29%q	76 30%q	23 19%	403 28%	32 36%	8 27%
Features people like me and the places I know	501 27%cc	349 30%c	152 22%	302 30%c	242 29%c	204 30%c	289 34%ace	148 38%abode	249 33%a	220 30%	171 30%	266 27%	114 30%an	83 23%	374 29%q	58 23%q	15 12%	395 28%	23 25%	9 31%
Programmes that bring the nation together for a shared viewing experience	415 22%c	299 26%c	116 17%	250 25%c	200 24%c	176 26%c	198 23%c	113 29%ac	182 24%	198 27%a	134 24%	213 22%	86 22%	77 21%	295 23%	51 20%	22 16%	300 21%	22 25%	11 34%
Reflects the diversity of the UK	381 21%	263 23%c	118 17%	228 23%c	197 23%c	151 22%c	189 22%c	104 27%ac	166 22%	169 23%	113 20%	204 21%	71 19%	80 22%	259 20%	51 20%	25 20%	281 20%	27 30%ar	7 24%
Provision of regional programmes and content (including news)	368 20%	227 20%	141 20%	183 18%	144 17%	131 19%	197 23%de	80 20%	182 24%aj	141 19%	130 23%	201 21%	68 16%	65 18%	267 21%pp	37 15%	15 12%	279 20%	15 17%	12 39%
High-quality productions	336 18%q	216 19%	120 17%	169 17%	139 17%	115 17%	185 22%acde	83 21%	171 23%aj	111 15%	128 22%aj	201 21%n	63 16%	51 14%	247 19%q	35 14%	11 9%	257 18%	22 25%	10 32%
Programmes that I can watch with and talk about with my family and friends	311 17%w	215 19%c	96 14%	183 18%	138 16%	124 16%c	148 18%	77 20%c	132 17%	147 20%	100 16%	153 16%	75 20%	62 17%	228 18%	39 16%	13 11%	238 17%	21 23%	5 16%
Programmes that make me stop and think	299 16%	177 15%	122 18%	152 15%	137 16%	115 17%	142 17%	68 17%	130 17%	106 14%	105 16%	172 16%	52 14%	54 15%	207 16%	46 18%	13 11%	229 16%	20 22%	2 7%
Programmes which reflect UK life and values	274 15%kn	177 15%	97 14%	144 14%	121 14%	111 16%	138 16%	63 16%	126 17%	108 15%	104 18%	139 14%	71 18%an	38 11%	189 15%	35 14%	12 10%	201 14%	14 16%	7 24%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
A wide range of high-quality programmes for children made in the UK	556 30%cq	280 30%	97 38%auw	130 27%	297 37%ay	239 27%
Encourages the development of new talent	521 28%c	276 29%w	87 34%w	113 23%	260 32%	249 28%
Features people like me and the places I know	501 27%cq	231 25%	89 35%au	142 29%	264 33%ay	222 25%
Programmes that bring the nation together for a shared viewing experience	415 22%c	207 22%	66 26%	103 21%	222 27%ay	178 20%
Reflects the diversity of the UK	381 21%	197 21%	54 21%	85 18%	186 23%	183 20%
Provision of regional programmes and content (including news)	368 20%	171 18%	54 21%	113 23%u	186 23%y	165 18%
High-quality productions	336 18%q	151 16%	72 28%auw	86 18%	145 18%	181 20%
Programmes that I can watch with and talk about with my family and friends	311 17%w	169 18%w	56 22%w	59 12%	164 20%y	136 15%
Programmes that make me stop and think	299 16%	144 15%	51 20%	74 15%	142 17%	144 16%
Programmes which reflect UK life and values	274 15%n	134 14%	41 16%	80 17%	132 16%	135 15%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
 Base: All Adults 16+ in UK

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service S (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes with new ideas and different approaches	269	169	100	144	131	108	139	123	103	91	138	66	41	175	39	17	197	18	6
	15%	15%	15%	15%	16%	16%	16%	16%	14%	16%	14%	17%	11%	14%	16%	14%	14%	20%	20%
Services which are available to everyone	262	170	93	145	123	111	125	116	105	89	143	46	52	190	38	9	194	16	7
	14%	15%	13%	15%	15%	16%	15%	15%	14%	16%	15%	12%	14%	15%	15%	8%	14%	17%	22%
A wide range of different types of programmes for me	244	155	89	127	101	86	108	101	100	87	121	51	51	167	42	10	188	11	4
	13%	13%	13%	13%	12%	13%	12%	13%	13%	15%	12%	13%	14%	13%	17%	9%	13%	12%	12%
Trusted and accurate UK news	221	135	87	104	92	73	100	97	73	82	125	39	32	141	28	18	164	20	2
	12%	12%	13%	10%	11%	11%	12%	13%	10%	14%	13%	10%	9%	11%	11%	15%	12%	22%	5%
Programmes that helps to understand what is going on in the world today	198	103	95	86	74	67	81	80	65	66	107	37	33	130	25	13	139	10	4
	11%	9%	14%	9%	9%	10%	8%	11%	9%	12%	11%	10%	9%	10%	10%	10%	10%	11%	13%
None	602	315	287	276	241	177	235	207	200	169	314	113	118	381	85	53	450	20	8
	33%	27%	42%	28%	29%	26%	28%	27%	27%	30%	32%	29%	33%	30%	34%	44%	32%	22%	27%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q5b/Q6b/Q7b Summary: Least 3 most valuable benefits personally/family and friends/society
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes with new ideas and different approaches	269 15%	139 15%	43 17%	62 13%	138 17%	130 14%
Services which are available to everyone	262 14%	135 14%	43 17%	62 13%	144 18%ay	114 13%
A wide range of different types of programmes for me	244 13%	129 14%	44 17%	57 12%	120 15%	115 13%
Trusted and accurate UK news	221 12%	103 11%	33 13%	68 14%	99 12%	114 13%
Programmes that helps to understand what is going on in the world today	198 11%	86 9%	26 10%	59 12%	85 10%	104 12%
None	602 33%bdg hkyz	291 31%v	60 23%	182 38%uv	208 26%	296 33%x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.8a Value for money of TV licence fee
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE					
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569	
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532	
Very good value	(+2) 229 12% _{df}	122 14%	107 11%	17 7%	31 9%	56 10%	125 18% _{adef}	8 9%	10 5%	31 9%	27 9%	29 11%	55 17% _{ajkl}	34 10% _{ajkl}	36 22% _{ahij}	83 23% _{acrs}	59 10%	37 9%	50 9%	
Fairly good value	(+1) 583 32% _{os}	260 29%	323 34%	103 40% _{aeefg}	97 28%	173 30%	210 31%	31 39% _{eo}	73 41% _{ajlo}	97 28%	99 32% _o	74 28%	106 34% _o	66 34% _o	38 23%	117 33%	222 30% _{ars}	105 27%	138 26%	
Not very good value	(-1) 400 22%	190 21%	210 22%	41 16%	79 23%	140 24% _d	140 21%	10 13%	31 18%	79 23%	72 23%	68 25% _h	68 23%	38 19%	34 21%	72 20%	117 21%	92 23%	120 23%	
Not at all good value	(-2) 497 27% _{dp}	255 29%	243 25%	52 20%	107 31% _d	172 30% _{dg}	166 25%	13 17%	39 22%	107 31% _h	87 28%	85 32% _{hi}	75 24%	49 25%	42 26%	72 20%	130 23%	121 31% _{pq}	174 33% _{apq}	
SUMMARY CODES																				
GOOD VALUE	813 44% _{ejrs}	382 43%	430 45%	121 47% _e	129 37%	229 40%	335 50% _{aeef}	38 48%	82 46%	129 37%	126 41%	103 39%	160 51% _{ajkl}	101 51% _{ajkl}	74 45%	200 56% _{ars}	282 50% _{ars}	142 36%	189 35%	
NOT GOOD VALUE	897 48% _{dhp}	445 50%	452 47%	94 36%	187 54% _{dg}	311 54% _{adg}	306 45% _d	23 30%	70 39%	187 54% _{hin}	158 52% _{hi}	153 57% _{ahimno}	142 45% _h	76 44% _h	46% _h	144 40%	246 43%	213 55% _{apq}	294 55% _{apq}	
Don't know	141 8% _{gmn}	64 7%	76 8%	43 17% _{aeefg}	32 9% _g	32 6%	34 5%	18 22% _{ajkm}	25 14% _{aklmn}	32 9% _{lmn}	21 7%	11 4%	11 4%	8 4%	15 9% _{lmn}	16 4%	40 7%	36 9% _p	50 9% _p	
Mean Score	-0.206 _{jr}	-0.236	-0.178	-0.038 _{ef}	-0.424	-0.367	-0.020 _{aeef}	0.145 _{jk}	-0.113 _j	-0.424	-0.322	-0.416	-0.007 _{jk}	-0.007 _{jk}	-0.061 _j	0.196 _{ars}	-0.066 _{rs}	-0.439	-0.475	
Standard Deviation	1.495	1.520	1.470	1.408	1.464	1.461	1.538	1.423	1.400	1.464	1.451	1.474	1.512	1.533	1.603	1.523	1.440	1.466	1.474	
Error Variance	0.001	0.003	0.002	0.009	0.008	0.005	0.003	0.032	0.013	0.008	0.009	0.009	0.009	0.008	0.012	0.007	0.004	0.006	0.004	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/ef/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.8a Value for money of TV licence fee
Base: All Adults 16+ in UK

	Total (a)	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD			
		ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
Very good value	(+2) 229 12%ck	142 15%k	87 9%	84 11%	22 9%	87 21%adegh	9 6%	27 9%	43 8%	34 9%	16 7%	188 14%jk
Fairly good value	(+1) 583 32%k	340 37%ac	244 26%	223 30%	80 34%	130 31%	61 43%adfh	89 29%	167 33%	118 33%	84 33%	416 31%
Not very good value	(-1) 400 22%	188 20%	212 23%	155 21%	68 29%adfg	80 19%	19 14%	78 25%fg	133 26%kal	89 25%k	71 28%kal	267 20%
Not at all good value	(-2) 497 27%b	202 22%	296 32%ab	229 31%efg	49 20%	101 24%	28 20%	91 30%eg	132 26%	91 26%	65 26%	366 27%
SUMMARY CODES												
GOOD VALUE	813 44%k	482 52%ac	331 36%	307 41%	102 43%	217 51%adh	70 50%h	116 38%	210 42%	152 43%	100 40%	602 45%
NOT GOOD VALUE	897 48%bfg	390 42%	507 55%ab	384 52%fg	117 49%g	181 43%	47 34%	169 55%afg	285 52%	181 51%	136 55%	633 47%
Don't know	141 8%	56 6%	85 9%b	52 7%	19 8%	26 6%	23 17%adefh	20 7%	32 6%	22 6%	14 5%	109 8%
Mean Score	-0.206c	0.037a	-0.460	-0.320	-0.187	0.056adh	0.029dh	-0.408	-0.301	-0.261	-0.360	-0.170
Standard Deviation	1.495	1.478	1.470	1.503	1.392	1.556	1.400	1.444	1.420	1.437	1.384	1.521
Error Variance	0.001	0.003	0.002	0.004	0.010	0.004	0.017	0.008	0.005	0.007	0.009	0.002

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.8a Value for money of TV licence fee
Base: All Adults 16+ in UK

	Total (a)	INTERNET ACCESS		TV PLATFORM				
		Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1851	1643	208	674	688	110	964	734
Weighted Base	1851	1677	174	696	626	105*	966	677
Very good value	(+2) 229 12%	209 12%	20 12%	81 12%	110 18%adg	16 15%	113 11%	120 18%adg
Fairly good value	(+1) 583 32% ^c	543 32% ^c	41 23%	228 33%	198 32%	33 32%	330 33%	215 32%
Not very good value	(-1) 400 22%	363 22%	37 21%	173 25%	141 23%	27 26%	240 24%	155 23%
Not at all good value	(-2) 497 27%	445 27%	52 30%	179 26%	148 24%	25 24%	258 26%	158 23%
SUMMARY CODES								
GOOD VALUE	813 44% ^c	752 45% ^c	61 35%	308 44%	307 49% ^{ca}	48 47%	443 44%	335 50% ^{ca}
NOT GOOD VALUE	897 48%	808 48%	90 52%	351 50%	289 46%	52 50%	498 50%	312 46%
Don't know	141 8% ^{eh}	118 7%	23 13% ^{ab}	37 5%	29 5%	4 4%	55 6%	29 4%
Mean Score	-0.206	-0.187	-0.403	-0.214	-0.034adg	-0.124	-0.214	-0.023adg
Standard Deviation	1.495	1.491	1.518	1.462	1.516	1.491	1.463	1.513
Error Variance	0.001	0.001	0.012	0.003	0.003	0.021	0.002	0.003

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.8a Value for money of TV licence fee
Base: All Adults 16+ in UK

	Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGIN ²				
		North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	45	5	3	
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**	
Very good value	(+2) 229 12%ko	12 18%gl	26 14%il	11 9%	14 10%	31 20%adegh l	18 9%	23 9%	34 13%	25 15%	18 20%kdghl	12 8%	6 13%	211 13%ko	16 7%	-	1 22%	-	
Fairly good value	(+1) 583 32%ke	21 32%	60 33%ke	39 30%	32 22%	49 31%	84 41%aeh km	61 25%	107 40%aeh km	52 31%	19 21%	49 31%	25%	494 31%	83 34%	9 54%	1 22%	-	
Not very good value	(-1) 400 22%	13 20%	40 22%	19 15%	43 29%dh	41 26%dh	40 20%	40 17%	60 22%	43 26%dh	19 21%	32 20%	11 26%id	347 22%	52 21%	3 20%	2 26%	2 69%	
Not at all good value	(-2) 497 27%kj	14 21%	48 27%ki	52 41%abcdg i	48 33%fj	29 19%	46 23%	88 36%abc fgj	49 18%	30 18%	24 26%	53 34%efgij	15 35%fgj	425 27%	64 26%	2 13%	2 30%	1 31%	
SUMMARY CODES																			
GOOD VALUE	813 44%eh	33 50%eh	86 47%eh	50 39%	47 32%	80 51%ehlm	102 50%ehl	84 35%	141 52%ade him	76 46%eh	37 40%	61 39%	16 38%	705 45%	100 41%	9 54%	3 44%	-	
NOT GOOD VALUE	897 48%il	27 41%	88 48%	70 55%gi	92 62%abcdg i	70 45%	86 42%	128 53%gij	109 41%	73 44%	44 47%	85 54%gij	26 61%abhl i	772 49%	116 48%	6 33%	3 56%	3 100%	
Don't know	141 8%km	6 9%	8 4%	7 6%	9 6%	6 4%	16 8%km	30 12%actm	19 7%	16 10%km	11 12%cfm	7 7%	1 2%	106 7%	29 12%kan	2 13%	-	-	
Mean Score	-0.206d ehl	0.060 dehim	-0.137deh	-0.513	-0.572	0.085a dehim	-0.068 dehim	-0.516	0.065 adehildehim m	-0.018	-0.155	-0.438	-0.452	-0.191	-0.300	0.076	-0.207	-1.308	
Standard Deviation	1.495	1.531	1.509	1.524	1.429	1.489	1.423	1.520	1.412	1.457	1.608	1.471	1.525	1.503	1.427	1.252	1.744	0.593	
Error Variance	0.001	0.035	0.012	0.019	0.017	0.016	0.013	0.013	0.009	0.016	0.038	0.010	0.022	0.001	0.011	0.121	0.609	0.117	

Fieldwork: 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.8a Value for money of TV licence fee
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Very good value	(+2) 229	189	41	178	132	118	104	57	87	156	51	89	66	69	175	34	6	176	15	6
		12%ckq	16%acg	6%	18%acg	16%ac	17%acg	12%k	11%	21%aik	9%	9%	17%kal	19%kal	14%kq	13%kq	5%	12%	16%	21%
Fairly good value	(+1) 583	412	172	374	306	247	269	130	225	301	181	301	150	104	425	82	32	469	29	9
		32%cwy	36%ac	25%	38%acg	36%ac	37%ac	32%k	30%	40%aik	32%	31%	39%aln	29%	33%	33%	26%	33%	32%	29%
Not very good value	(-1) 400	255	145	215	181	144	193	78	186	144	143	216	84	76	274	58	25	303	22	4
		22%kx	22%	21%	22%	22%	21%	23%	25%j	19%	25%j	22%	22%	21%	22%	23%	21%	21%	24%	14%
Not at all good value	(-2) 497	261	236	197	193	145	227	108	213	119	150	277	70	84	299	62	49	360	21	11
		27%bdef	34%abde	20%	23%	21%	27%bdf	28%df	28%j	16%	26%j	29%lm	18%	23%	23%	25%	40%aop	25%	24%	36%
SUMMARY CODES																				
GOOD VALUE	813	601	212	551	437	366	373	187	312	457	233	390	216	173	601	116	38	645	44	15
		44%cwv	52%acg	31%	55%acgh	52%acg	54%acg	48%k	41%	61%aik	41%	40%	56%aln	48%j	47%kq	46%kq	32%	45%	48%	50%
NOT GOOD VALUE	897	516	381	412	374	289	420	186	399	263	292	493	153	160	573	120	73	664	43	15
		48%bdfj	44%	55%abde	41%	45%	43%	50%bdef	53%j	35%	51%j	51%mn	40%	44%	45%	48%	61%aop	47%	48%	50%
Don't know	141	43	97	32	23	49	18	44	44	24	46	87	13	29	99	14	9	113	3	-
		8%bdefj	4%	14%abdef	3%	3%	3%	6%def	6%j	3%	8%j	9%lm	3%	8%lm	8%	6%	7%	8%	4%	-
Mean Score	-0.206cq	0.011a	-0.614	0.124ac	0.003ac	0.075a	-0.214c	-0.136c	-0.301	0.322a	-0.301	-0.328	0.160a	-0.004a	-0.082a	-0.135q	-0.695	-0.155	-0.072	-0.149
Standard Deviation	1.495	1.487	1.423	1.468	1.485	1.485	1.485	1.522	1.476	1.430	1.436	1.462	1.443	1.544	1.486	1.485	1.420	1.486	1.505	1.659
Error Variance	0.001	0.002	0.004	0.002	0.003	0.003	0.003	0.007	0.003	0.003	0.004	0.003	0.005	0.006	0.002	0.009	0.018	0.002	0.025	0.095

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.8a Value for money of TV licence fee
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Very good value	(+2) 229 12%cklq wy	150 16%aw	29 11%w	21 4%	229 28%ay	-
Fairly good value	(+1) 583 32%cwv	329 35%w	87 34%w	123 26%	583 72%ay	-
Not very good value	(-1) 400 22%x	201 21%	62 24%	98 20%	-	400 45%ax
Not at all good value	(-2) 497 27%bdef jmx	205 22%	72 28%	177 37%auv	-	497 55%ax
SUMMARY CODES						
GOOD VALUE	813 44%cqvy	479 51%aw	116 45%w	144 30%	813 100%ay	-
NOT GOOD VALUE	897 48%bdf mux	406 43%	133 52%u	275 57%au	-	897 100%ax
Don't know	144 8%bdef mxy	55 6%	6 3%	64 13%auv	-	-
Mean Score	-0.206cq wy	0.021a vw	-0.239w	-0.685	1.282a y	-1.554
Standard Deviation	1.485	1.485	1.472	1.397	0.450	0.497
Error Variance	0.001	0.002	0.010	0.005	*	*

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/l/j/k - a/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.8a Value for money of TV licence fee
Base: All Adults 16+ in UK

		Q.8a - LICENCE FEE PAID		
Total		Yes	No	
(a)		(b)	(c)	
Unweighted Base	1851	1390	409	
Weighted Base	1851	1435	360	
Very good value	(+2) 229 12%	191 13%	38 11%	
Fairly good value	(+1) 583 32% ^c	507 35% ^{ac}	73 20%	
Not very good value	(-1) 400 22% ^c	337 23% ^c	59 17%	
Not at all good value	(-2) 497 27%	354 25%	139 39% ^{ab}	
SUMMARY CODES				
GOOD VALUE	813 44% ^c	698 49% ^{ac}	111 31%	
NOT GOOD VALUE	897 48%	691 48%	199 55% ^{ab}	
Don't know	141 8% ^b	46 3%	50 14% ^{ab}	
Mean Score	-0.206^c	-0.112^c	-0.609	
Standard Deviation	1.495	1.472	1.533	
Error Variance	0.001	0.002	0.007	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.8b Whether licence fee is currently paid
Base: All Adults 16+ in UK

	GENDER		AGE				AGE								SOCIAL GRADE				
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
I pay the licence fee	1143	562	581	51	200	435	458	8	42	200	210	224	269	151	38	267	355	255	265
	62%rhos	63%	61%	20%	58%cd	78%ade	68%ade	10%	24%h	58%hio	69%ahijo	84%ahik	80%ahik	77%ahijk	23%h	74%aqr	63%as	65%as	50%
Someone else pays the licence fee	293	125	168	116	69	64	44	48	68	69	44	20	24	16	4	44	87	59	103
	16%fglmno	14%	17%	45%aef	20%fg	11%g	7%	61%ajkl	38%ajklm	20%lmno	14%lmno	7%o	8%o	8%o	2%	12%	15%	15%	19%p
No licence fee paid	360	178	182	74	62	58	165	15	59	62	39	19	18	27	121	43	109	62	147
	19%klmnp	20%	19%	29%aef	18%f	10%	25%aef	19%lm	33%ahjklmn	18%lm	13%lm	7%	6%	14%lm	73%ahijklmn	12%	19%p	16%	28%apqr
SUMMARY CODES																			
LICENCE PAID	1435	686	749	167	269	498	501	56	110	269	254	244	293	167	42	311	442	314	368
	78%dlis	77%	78%	65%	77%cd	87%ade	74%cd	71%co	62%co	77%io	83%hio	92%ahijk	93%ahijk	85%ahijo	25%	87%aqr	78%as	80%as	69%
Don't know	56	27	28	16	16	16	8	8	8	16	13	3	3	2	2	6	18	15	17
	3%g	3%	3%	6%afg	5%g	3%g	1%	10%almo	5%lmn	5%lmn	4%mn	1%	1%	1%	1%	2%	3%	4%	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.8b Whether licence fee is currently paid
Base: All Adults 16+ in UK

	SOCIAL GRADE		WORKING STATUS					CHILDREN IN HOUSEHOLD				
	Total (a)	ABC1 (b)	C2DE (c)	Full time (d)	Part time (e)	Retired (f)	In Education (g)	Not working (h)	Any (i)	0-9 years old (j)	10-15 years old (k)	None (l)
Unweighted Base	1851	897	954	631	212	582	134	292	452	314	226	1399
Weighted Base	1851	928	923	743	238	424	141	305	507	354	249	1344
I pay the licence fee	1143	623	520	545	153	251	16	178	357	248	178	786
	62%cg	67%ac	56%	73%ae fgh	64%g	59%g	11%	58%g	70%al	70%al	71%al	58%
Someone else pays the licence fee	293	130	162	98	49	21	59	65	93	61	53	200
	16%hf	14%	18%	13%f	20%df	5%	42%ade fh	21%adf	18%	17%	21%al	15%
No licence fee paid	360	151	208	72	28	147	57	57	38	31	9	321
	19%de jk	16%	23%b	10%	12%	35%ade h	40%ade h	19%de	8%	9%k	4%	24%a jk
SUMMARY CODES												
LICENCE PAID	1435	753	682	643	202	272	75	244	450	309	231	985
	78%cf g	81%ac	74%	86%af gh	85%af g	64%g	54%	80%fg	89%al	87%al	93%al	73%
Don't know	56	23	32	29	8	5	9	18	18	14	9	38
	3%f	3%	3%	4%f	3%	1%	6%fh	2%	4%	4%	4%	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q.8b Whether licence fee is currently paid
Base: All Adults 16+ in UK

Total (a)	INTERNET ACCESS		TV PLATFORM				
	Any Internet access (b)	No Internet access (c)	Satellite (d)	Freeview (e)	IPTV (f)	Pay TV (g)	FTA (h)
Unweighted Base	1651	208	674	688	110	964	734
Weighted Base	1677	174	696	626	105*	966	677
I pay the licence fee	1143	82	485	413	69	699	447
	62% ^c	47% ^c	70% ^a	66% ^c	66% ^c	70% ^a	66% ^c
Someone else pays the licence fee	293	8	136	90	15	191	98
	16% ^c	4% ^c	20% ^{ae}	14% ^c	14% ^c	19% ^{ae}	14% ^c
No licence fee paid	360	79	64	114	19	88	124
	19% ^{dg}	46% ^{ab}	9% ^c	18% ^{dg}	18% ^{dg}	9% ^c	18% ^{dg}
SUMMARY CODES							
LICENCE PAID	1435	90	621	503	84	890	544
	78% ^c	52% ^c	89% ^{ae}	80% ^c	80% ^c	89% ^{ae}	80% ^c
Don't know	56	5	11	9	2	18	9
	3% ^{eh}	3% ^c	2% ^c	1% ^c	2% ^c	2% ^c	1% ^c

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.8b Whether licence fee is currently paid
Base: All Adults 16+ in UK

Total (a)	GOVERNMENT REGIONS													ETHNIC ORIGINZ				
	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	White (n)	Minority Ethnic (o)	Any other Asian (p)	Any other Black (q)	Any other (r)	
Unweighted Base	1851	72	204	130	127	145	176	208	234	147	75	225	108	1626	203	15	5	3
Weighted Base	1851	65*	182	127	147	156	204	242	269	166	92*	157	42*	1583	245	17**	6**	3**
I pay the licence fee	1143	47	98	94	81	76	140	141	181	108	62	90	27	1005	126	9	3	2
	62% ^{cfo}	72% ^{cef}	54%	74% ^{acefh}	55%	48%	68% ^{cef}	58%	67% ^{cef}	65% ^{ef}	67% ^f	57%	63% ^{ef}	64% ^{eo}	52%	57%	42%	67%
Someone else pays the licence fee	293	6	34	11	30	47	33	34	32	26	9	24	7	225	66	5	3	1
	18% ^d	9%	18% ^d	9%	20% ^d	30% ^{abcd}	16%	14%	12%	16%	10%	16%	16%	14%	27% ^{an}	32%	47%	33%
No licence fee paid	360	12	46	15	35	30	32	43	51	28	22	38	9	315	39	2	1	-
	19% ^d	18%	25% ^{dg}	12%	23% ^d	19%	15%	18%	19%	17%	24% ^d	24% ^{dg}	21%	20%	16%	12%	11%	-
SUMMARY CODES																		
LICENCE PAID	1435	53	132	105	110	123	172	175	213	133	71	115	34	1231	192	15	5	3
	78%	82%	72%	83% ^{chl}	75%	79%	84% ^{chl}	72%	79%	80%	76%	73%	79%	78%	79%	88%	89%	100%
Don't know	56	-	4	7	2	3	1	24	5	4	-	5	-	38	14	-	-	-
	3%	-	2%	5% ^{gm}	2%	2%	-	10% ^{abce}	2%	3%	-	3% ^g	-	2%	6% ⁿ	-	-	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q.8b Whether licence fee is currently paid
Base: All Adults 16+ in UK

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
I pay the licence fee	1143	839	304	730	616	515	548	274	467	548	296	565	287	240	774	180	86	894	57	25
Someone else pays the licence fee	290	163	129	131	108	79	155	59	148	86	140	194	49	27	223	31	13	229	20	3
No licence fee paid	360	146	214	125	109	79	122	51	122	107	111	163	45	91	232	33	18	249	11	3
SUMMARY CODES																				
LICENCE PAID	1435	1002	433	861	724	593	702	333	615	634	436	759	336	267	997	212	99	1123	76	28
Don't know	56	12	44	9	7	5	17	8	18	3	24	48	2	4	44	5	2	50	3	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ijk - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q.8b Whether licence fee is currently paid
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8a VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
I pay the licence fee	1143	660	189	186	552	567
Someone else pays the licence fee	293	115	49	103	147	124
No licence fee paid	360	146	15	161	111	199
SUMMARY CODES						
LICENCE PAID	1435	776	238	288	698	691
Don't know	56	17	3	34	3	8
		2%	1%	7%auv	*	1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
GENDER																			
Male	892	892	-	128	170	275	319	45	83	170	152	124	161	86	72	185	265	208	235
	48%c	100%ac	-	50%	49%	48%	47%	57%	47%	49%	50%	46%	51%	44%	44%	51% _s	47%	53% _s	44%
Female	959	-	959	129	177	297	356	34	95	177	154	143	152	110	93	175	303	183	298
	52%b	-	100%ab	50%	51%	52%	53%	43%	53%	51%	50%	54%	49%	56%	49%	49%	53%	47%	56% _{pr}
AGE																			
16-24	257	128	129	257	-	-	-	79	178	-	-	-	-	-	-	20	108	54	75
	14%efghikm nop	14%	13%	100%aefg	-	-	-	100%ajkl mno	100%ajklm o	-	-	-	-	-	-	5%	19%aps	14%p	14%p
25-34	347	170	177	-	347	-	-	-	-	347	-	-	-	-	-	61	129	76	80
	19%dfghikl mno	19%	19%	-	100%adfg	-	-	-	-	100%ahiklm no	-	-	-	-	-	17%	23% _s	20%	15%
35-54	572	275	297	-	-	572	-	-	-	-	306	267	-	-	-	139	150	133	150
	31%deghijm no	31%	31%	-	-	100%adeg	-	-	-	-	100%ahij mno	100%ahijm o	-	-	-	39%aqs	26%	34%q	28%
55+	674	319	356	-	-	-	674	-	-	-	-	-	314	196	165	140	181	127	227
	36%defhijk l	36%	37%	-	-	-	100%adef	-	-	-	-	-	100%ahil kl	100%ahil kl	100%ahil jkl	39%q	32%	32%	43%aqr
AGE																			
16-19	79	45	34	79	-	-	-	79	-	-	-	-	-	-	-	9	29	16	25
	4%efghikm no	5%	4%	31%aefg	-	-	-	100%ajklm no	-	-	-	-	-	-	-	3%	5%	4%	5%
20-24	178	83	95	178	-	-	-	-	178	-	-	-	-	-	-	11	79	28	50
	10%efghiklm nop	9%	10%	69%aefg	-	-	-	-	100%ahiklm no	-	-	-	-	-	-	3%	14%aps	10%p	9%p
25-34	347	170	177	-	347	-	-	-	-	347	-	-	-	-	-	61	129	76	80
	19%dfghikl mno	19%	19%	-	100%adfg	-	-	-	-	100%ahiklm no	-	-	-	-	-	17%	23% _s	20%	15%
35-44	306	152	154	-	-	306	-	-	-	-	306	-	-	-	-	80	83	66	77
	17%deghijl mno	17%	16%	-	-	53%adeg	-	-	-	-	100%ahijm no	-	-	-	-	22%aqs	15%	17%	14%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/ef/fg - a/h/ij/kl/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	GENDER		AGE				AGE									SOCIAL GRADE			
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
45-54	267	124	143	-	-	267	-	-	-	-	-	267	-	-	-	59	67	68	73
	14%deghjk	14%	15%	-	-	47%adeg	-	-	-	-	-	100%ahijkm	-	-	-	16%	12%	17%q	14%
55-64	314	161	152	-	-	-	314	-	-	-	-	-	314	-	-	77	98	64	74
	17%defhjk	18%	16%	-	-	-	47%adef	-	-	-	-	-	100%ahijkl	-	-	21%se	17%	16%	14%
65-74	196	86	110	-	-	-	196	-	-	-	-	-	-	196	-	38	48	33	77
	11%defhjk	10%	11%	-	-	-	29%adef	-	-	-	-	-	-	100%ahijkl	-	11%	8%	8%	15%aqr
75+	165	72	93	-	-	-	165	-	-	-	-	-	-	-	165	25	35	30	75
	9%defhijkl	8%	10%	-	-	-	24%adef	-	-	-	-	-	-	-	100%ahij	7%	6%	8%	14%apqr
	mn													klmn					
SOCIAL GRADE																			
AB	360	185	175	20	61	139	140	9	11	61	80	59	77	38	25	360	-	-	-
	19%dfgrs	21%	16%	8%	18%cd	24%ade	21%cd	11%	6%	18%ij	26%ahijo	22%ij	25%hio	19%ij	15%ij	100%aqr	-	-	-
C1	568	265	303	108	129	150	181	29	79	129	83	67	98	48	35	-	568	-	-
	31%noprs	30%	32%	42%afg	37%afg	26%	27%	37%no	44%aklmno	37%akino	27%	25%	31%o	24%	21%	-	100%aprs	-	-
C2	391	208	183	54	76	133	127	16	38	76	66	68	64	33	30	-	-	391	-
	21%pqrs	23%c	19%	21%	22%	23%	19%	20%	22%	22%	21%	25%kn	20%	17%	18%	-	-	100%apqs	-
DE	532	235	298	75	80	150	227	25	50	80	77	73	74	77	75	-	-	-	532
	29%pqrs	26%	31%b	29%	23%	26%	34%aef	32%	28%	23%	29%	28%	24%	40%aijklm	45%aiklm	-	-	-	100%apqr
SOCIAL GRADE																			
ABC1	928	450	479	128	191	289	321	38	90	191	163	125	175	86	60	360	568	-	-
	50%oprs	50%	50%	50%	55%g	50%	46%	46%	50%o	55%ino	53%no	47%o	56%no	44%	37%	100%ar	100%ars	-	-
C2DE	923	442	481	130	157	283	353	41	88	157	142	141	138	110	105	-	-	391	532
	50%pq	50%	50%	50%	45%	50%	52%e	52%	50%	45%	47%	53%	44%	56%ijkm	63%aiklm	-	-	100%ap	100%apqr
WORKING STATUS																			
Full time	743	451	292	67	217	325	133	14	54	217	182	143	127	5	1	195	264	197	87
	40%cdghino	51%ac	30%	26%g	63%adg	57%adg	20%	17%no	30%hno	63%ahimno	59%ahimno	54%ahimno	41%hino	3%	*	54%aqs	46%as	50%as	16%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Part time	238	62	176	32	57	92	57	6	26	57	48	45	45	10	2	42	77	55	64
	13%bqno	7%	18%ab	12%	16%g	16%g	8%	8%o	14%no	16%no	16%no	17%no	14%no	5%o	1%	12%	14%	14%	12%
Retired	424	194	230	-	-	10	414	-	-	-	1	10	75	176	163	82	100	81	161
	23%dehijk	22%	24%	-	-	2%de	61%adef	-	-	-	4%ijk	24%hjkl	90%ahijklm	99%ahijklm	23%	18%	21%	30%apqr	
In Education	141	79	61	131	5	5	-	51	80	5	5	1	-	-	-	8	74	16	42
	8%efghimn	9%	6%	51%aefg	1%g	1%g	-	64%ajklmno	45%ajklmno	1%	2%	*	-	-	2%	13%aprs	4%	8%pr	
Not working	305	104	201	27	69	139	70	8	19	69	70	68	66	4	-	33	52	42	179
	16%bdgnopqr	12%	21%ab	11%	20%dg	24%adg	10%	11%no	11%no	20%ino	23%ahino	26%ahino	21%ino	2%o	-	9%	9%	11%	34%apqr
CHILDREN IN HOUSEHOLD																			
Any	507	204	303	59	159	268	21	25	34	159	170	98	18	*	2	102	157	121	126
	27%bgimno	23%	32%ab	23%g	46%adg	47%adg	3%	32%imno	19%imno	46%ahimno	56%ahijmno	37%aimno	6%no	*	1%	28%	28%	31%rs	24%
0-9 years old	354	133	221	33	146	166	9	10	23	146	125	41	9	-	-	73	105	85	91
	19%bdgmno	15%	23%ab	13%g	42%adf	29%adg	1%	13%imno	13%imno	42%ahilmno	41%ahilmno	16%imno	3%no	-	-	20%	19%	22%	17%
10-15 years old	249	106	143	32	47	158	13	20	12	47	81	76	11	*	2	43	78	61	67
	13%gimno	12%	15%	12%g	13%g	28%kadeg	2%	25%ajimno	7%no	13%imno	27%ajimno	29%ajimno	4%n	*	1%	12%	14%	16%	13%
None	1344	688	656	198	189	304	654	54	144	189	135	168	295	195	163	258	411	269	406
	73%ceijkl	77%ac	68%	77%ef	54%	53%	97%adef	68%jkl	81%ahijkl	54%k	44%	63%k	94%ahijkl	100%ahijklm	72%	72%	69%	76%rs	
HOUSEHOLD SIZE																			
1	446	215	231	56	45	87	257	12	45	45	43	44	82	79	96	49	130	85	202
	24%efklpr	24%	24%	22%ef	13%	15%	38%adef	15%	25%jkl	13%	14%	17%	26%jkl	40%ahijklm	58%ahijklm	14%	23%pr	17%	38%apqr
2	623	323	300	59	109	139	317	14	45	109	62	77	159	96	62	147	194	134	148
	34%dfmiks	36%c	31%	23%	31%df	24%	47%adef	17%	25%	31%hik	20%	29%k	51%ahijkl	49%ahijkl	37%hik	41%as	34%rs	34%rs	28%
3	317	137	180	55	83	123	57	16	39	83	72	51	40	13	4	67	98	68	85
	17%gno	15%	19%	21%g	24%ag	21%ag	8%	20%no	22%imno	24%amno	24%amno	19%no	13%no	7%o	3%	19%	17%	17%	16%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/ef/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
4+	465	217	248	87	111	224	44	38	49	111	129	95	33	8	3	97	147	124	98
	25%gmnos	24%	26%	34%ag	32%ag	39%ag	6%	48%ajmno	28%mo	32%amno	42%ajmno	36%amno	10%no	4%	2%	27%as	26%as	32%as	18%
INTERNET ACCESS																			
Any Internet access	1677	825	852	253	344	554	526	79	173	344	299	255	290	156	80	353	550	357	417
	91%gnos	93%c	89%	98%ag	99%afg	97%ag	79%	100%amno	97%amno	99%alimno	98%amno	96%ano	92%no	80%co	46%	98%ars	97%ars	91%as	78%
No Internet access	174	67	107	5	3	18	149	-	5	3	7	11	24	40	85	7	18	34	115
	9%dehijklpq	7%	11%b	2%	1%	3%e	22%adef	-	3%	1%	2%	4%j	8%hijk	20%ahijklm	52%ahijklmn	2%	3%	9%pq	22%apqr
TV PLATFORM																			
Satellite	896	324	372	77	134	244	241	23	55	134	122	122	130	65	46	145	202	174	176
	38%do	36%	39%	30%	39%cd	43%cdg	36%	29%	31%	39%o	40%o	46%ahino	41%io	33%	29%	40%es	36%	44%aqs	33%
Freeview	626	296	330	58	85	167	316	18	40	85	89	78	115	93	108	132	167	118	209
	34%dehij	33%	34%	23%	25%	29%	47%adef	22%	23%	25%	29%	29%	37%hij	47%ahijklm	65%ahijklmn	37%q	29%	30%	38%aqr
IPTV	105	53	52	11	15	34	45	4	7	15	12	21	20	17	9	17	35	26	27
	6%	6%	5%	4%	4%	6%	7%	5%	4%	4%	4%	8%	6%	8%ijk	5%	5%	6%	7%	5%
Pay TV	996	470	526	119	190	339	347	40	79	190	165	174	186	100	61	208	312	227	249
	54%dios	53%	55%	46%	55%	59%adg	51%	50%o	45%	55%o	54%o	65%ahijkno	59%io	51%o	37%	58%es	55%es	58%es	47%
FTA	677	317	360	60	93	189	335	20	40	93	102	87	126	98	111	145	178	135	219
	37%dehijq	36%	37%	23%	27%	33%cd	50%adef	25%	23%	27%	33%ij	33%ij	40%hij	50%ahijklm	67%ahijklmn	40%iq	31%	35%	41%iq
GOVERNMENT REGIONS																			
North East	65	31	35	11	4	21	29	3	8	4	12	10	18	4	7	17	27	13	8
	4%ejs	3%	4%	4%e	1%	4%e	4%e	4%	4%j	1%	4%	4%	6%j	2%	4%j	5%es	5%es	3%	2%
North West	182	84	98	23	30	58	72	8	15	30	35	24	30	19	23	30	47	38	67
	10%	9%	10%	9%	9%	10%	11%	10%	8%	9%	11%	9%	10%	10%	14%	8%	8%	10%	13%q
Yorkshire and The Humber	127	48	79	13	28	40	47	4	8	28	23	17	22	17	8	27	22	35	43
	7%q	5%	8%b	5%	8%	7%	7%	5%	5%	8%	8%	7%	7%	8%	5%	8%q	4%	9%q	8%q
East Midlands	147	74	73	24	34	40	49	5	18	34	19	21	24	15	10	15	44	38	50
	8%p	8%	8%	9%	10%	7%	7%	7%	10%	10%	10%	6%	8%	8%	6%	4%	8%	10%p	9%p

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
West Midlands	156	70	86	16	27	39	74	3	13	27	24	15	34	20	20	26	26	41	63
	8%q	8%	9%	6%	8%	7%	11%df	4%	7%	8%	8%	6%	11%	10%	12%h	7%	5%	11%q	12%apc
East of England	204	98	107	25	40	76	64	10	15	40	32	44	31	15	18	43	91	26	44
	11%r	11%	11%	10%	11%	13%	10%	12%	8%	11%	10%	16%aimn	10%	8%	11%	12%r	16%ars	7%	8%
London	242	127	115	27	55	93	67	14	13	55	61	32	26	19	22	60	71	49	61
	13%gim	14%	12%	10%	16%g	16%dg	10%	17%im	7%	16%imn	20%aimn	12%	8%	10%	14%	17%is	12%	13%	12%
South East	269	127	142	47	58	70	94	12	35	58	33	36	54	20	20	52	108	44	65
	15%	14%	15%	18%f	17%	12%	14%	16%	20%kn	17%n	11%	14%	17%kn	10%	12%	14%	19%ars	11%	12%
South West	166	77	89	18	23	46	78	5	14	23	25	22	34	31	13	40	53	31	42
	9%	9%	9%	7%	7%	8%	12%e	6%	8%	7%	8%	8%	11%	16%ahijkl	8%	11%	9%	8%	8%
Wales	92	50	42	18	14	22	38	3	16	14	12	10	14	12	18	23	30	22	
	5%	6%	4%	7%	4%	4%	6%	3%	9%ajl	4%	4%	4%	4%	6%	5%	4%	8%q	4%	
Scotland	157	83	75	29	25	53	51	10	19	25	27	26	25	6	29	44	42	43	
	9%o	9%	8%	11%	7%	9%	8%	13%o	10%o	7%	9%o	10%o	8%	10%o	8%	8%	8%	11%	8%
Northern Ireland	42	24	18	7	11	12	12	2	5	11	3	10	3	4	3	12	3	24	
	2%	3%	2%	3%	3%	2%	2%	2%	3%	3%	1%	4%	1%	2%	1%	2%	1%	5%apc	
ETHNIC ORIGIN2																			
White	1583	748	835	205	286	461	630	61	144	286	237	225	289	184	157	307	488	332	456
	86%dk	84%	87%	80%	82%	81%	93%adef	77%	81%	82%	77%	84%	92%ahijk	94%ahijk	95%ahij	85%	86%	85%	86%
Minority Ethnic	245	134	111	49	56	102	39	17	31	56	64	23	9	6	47	72	53	72	
	13%gmmo	15%c	12%	19%ag	16%g	18%ag	6%	22%amno	18%mmo	16%mmo	21%amno	14%mmo	7%	5%	13%	13%	14%	14%	
Any other Asian	17	7	10	7	1	8	1	3	4	1	6	2	-	1	4	4	2	6	
	1%g	1%	1%	3%aeg	*	1%g	*	4%ajmmn	2%mn	*	2%mn	1%	-	1%	1%	1%	*	1%	
Any other Black	6	2	4	1	1	4	-	-	1	1	4	-	-	-	1	2	-	2	
	*	*	*	1%g	*	1%g	-	-	1%a	-	-	-	-	-	-	-	-	-	
Any other	3	3	-	1	-	1	1	-	1	-	1	-	1	-	-	1	1	1	
	*	*	-	*	-	*	*	-	*	-	*	-	*	-	*	*	*	*	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
* small base

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Q. Break by Break
Base: All Adults 16+ in UK

	GENDER		AGE				AGE								SOCIAL GRADE				
	Total (a)	Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Q.2A1B PSB / Non PSB																			
Any PSB	1160	541	619	115	163	361	520	35	81	163	180	182	235	155	130	292	383	202	282
	63%dehirs	61%	65%	45%	47%	63%de	77%adef	44%	45%	47%	59%hij	68%hijk	75%ahijk	79%kahijk	79%ahij	81%aqr	67%rs	52%	53%
Non PSB	691	351	340	142	184	211	155	45	97	184	126	85	78	41	35	67	185	189	250
	37%gmnop	39%	35%	55%afg	53%afg	37%g	23%	56%akmno	55%akmno	53%akmno	41%lmno	32%no	25%	21%	21%	19%	33%p	48%apq	47%apq
Regular BBC	995	470	526	85	125	315	471	26	58	125	155	160	209	142	120	258	331	174	233
	54%dehirs	53%	55%	33%	36%	55%de	70%adef	33%	33%	36%	51%hij	60%hij	67%ahijk	72%ahijk	73%ahij	72%aqr	58%rs	44%	44%
Regular ITV	840	387	453	64	99	244	433	20	44	99	109	135	192	129	111	195	282	144	218
	45%dehijkr	43%	47%	25%	28%	43%de	64%adef	25%	25%	28%	36%i	51%hijk	61%ahijk	66%ahijk	68%ahij	54%ars	50%rs	37%	41%
Regular C4	678	318	360	51	84	198	344	14	37	84	92	106	154	105	85	172	232	108	165
	37%dehirs	36%	38%	20%	24%	35%de	51%adef	18%	21%	24%	30%hi	40%hijk	49%ahijk	54%kahijk	52%ahij	48%ars	41%rs	26%	31%
Regular Netflix	842	406	436	178	229	286	148	52	126	229	157	129	108	30	10	195	318	165	164
	45%gmnos	45%	45%	69%afg	66%afg	50%g	22%	65%akmno	71%akmno	66%akmno	51%mno	49%mno	35%no	15%no	6%	54%ars	56%ars	42%rs	31%
Regular Amazon Prime	392	205	187	66	100	147	79	19	47	100	87	60	59	13	8	115	157	72	48
	21%gnos	23%	19%	26%g	29%ag	26%ag	12%	24%no	26%no	29%amno	28%amno	23%no	19%no	7%	5%	32%ars	28%ars	19%rs	9%
Q.3A TOP 3 SERVICES VALUED MOST																			
Netflix	755	373	383	171	223	256	105	49	123	223	146	111	75	24	6	164	285	147	159
	41%gmnos	42%	40%	67%afg	64%afg	45%g	16%	61%akmno	69%akmno	64%akmno	48%amno	41%mno	24%no	12%no	4%	46%rs	50%ars	38%rs	30%
BBC services	745	345	399	49	65	221	410	16	33	65	99	122	180	131	99	212	235	133	164
	40%dehijkr	39%	42%	19%	19%	39%de	61%adef	20%	18%	19%	32%ij	46%hijk	57%ahijk	67%ahijk	60%ahij	59%aqr	41%rs	34%	31%
YouTube	570	315	256	161	146	189	75	51	110	146	117	71	47	22	5	102	189	112	167
	31%cgmno	35%ac	27%	62%aefg	42%afg	33%g	11%	64%ajkimno	62%ajkimno	42%alimno	38%alimno	27%mno	15%o	11%o	3%	28%	33%	29%	31%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Q.4 PSB USAGE																			
Low	970	487	483	180	257	335	198	56	123	257	203	133	123	41	34	185	306	213	267
	52%gmno	55%	50%	70%afg	74%afg	59%ag	29%	71%almno	69%almno	74%almno	66%almno	50%mnno	30%no	21%	21%	51%	54%	54%	50%
Medium	383	183	200	27	33	128	195	9	19	33	49	79	89	66	40	78	121	86	98
	21%dehij	21%	21%	11%	9%	22%kde	29%kdef	11%	10%	9%	16%j	30%kahjk	28%ahijk	34%kahjko	24%hjk	22%	21%	22%	18%
High	361	144	217	14	17	68	263	2	11	17	29	39	93	83	87	77	99	59	126
	20%dehijk	16%	23%b	5%	5%	12%kde	39%kdef	3%	6%	5%	10%j	15%hij	30%ahijk	42%ahijk	53%ahijk	21%	17%	15%	24%agf
Q.4 OTHER BROADCAST TV CHANNELS USAGE																			
Low	1273	601	672	197	255	399	422	62	136	255	226	173	193	130	100	267	425	262	320
	69%gmno	67%	70%	77%ag	73%g	70%g	63%	78%lmo	76%lmo	73%lmo	74%lmo	65%	61%	67%	60%	74%rs	75%ars	67%rs	60%
Medium	250	132	118	13	32	81	124	4	9	32	30	51	60	32	32	42	62	59	87
	13%dehij	15%	12%	5%	9%	14%k	18%kade	5%	5%	9%	10%	19%ahijk	19%ahijk	16%hijk	20%ahijk	12%	11%	15%	16%q
High	120	66	54	2	17	34	66	1	2	17	13	21	34	16	16	24	27	23	46
	6%cd	7%	6%	1%	5%k	6%k	10%kdef	1%	1%	5%k	4%	8%hi	11%ahijk	8%hi	10%hijk	7%	5%	6%	9%q
Q.4 ON DEMAND AND CATCH UP USAGE																			
Low	1423	689	733	199	272	430	522	63	136	272	223	207	250	158	115	289	466	295	373
	77%kos	77%	76%	77%	78%	75%	77%	79%	76%	78%o	73%	78%	80%o	81%o	69%	80%rs	82%ars	76%	70%
Medium	90	40	50	13	17	41	19	5	8	17	28	13	8	5	6	17	25	25	24
	5%g	4%	5%	5%	5%	7%g	3%	6%	5%	5%	9%amno	5%	3%	3%	5%	5%	4%	6%	5%
High	31	15	16	2	5	15	9	-	2	5	8	7	4	2	3	11	6	9	5
	2%	2%	2%	1%	1%	3%	1%	-	1%	1%	2%	3%	1%	1%	2%	3%rs	1%	2%	1%
Q.4 SVOD USAGE																			
Low	939	438	501	61	104	282	492	14	47	104	121	161	226	149	117	207	284	195	254
	51%dehijk	49%	52%	24%	30%	49%kde	73%kdef	18%	26%	30%h	40%hij	60%kahjk	72%ahijk	76%ahijk	71%ahijk	57%ags	50%	50%	48%
Medium	256	119	137	48	74	100	35	16	32	74	62	38	25	6	4	70	94	45	47
	14%gmno	13%	14%	18%g	21%ag	18%g	5%	20%mnno	18%mnno	21%amno	20%amno	14%mnno	8%no	3%	2%	19%ars	17%rs	12%	9%
High	483	255	227	143	160	143	37	48	95	160	98	45	25	8	4	64	162	113	143
	26%glnnop	29%c	24%	56%aefg	46%afg	25%g	5%	61%ajkmno	53%aklmno	46%aklmno	32%lmno	17%mnno	8%o	4%	2%	18%	20%p	29%p	27%p

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Q.8A VFM LICENCE FEE																			
Good value	813 44%ejrs	382 43%	430 45%	121 47%e	129 37%	229 40%	335 50%aef	38 48%	82 46%	129 37%	126 41%	103 39%	160 51%ajkl	101 51%ajkl	74 45%	200 56%ars	282 50%ars	142 36%	189 35%
Not good value	897 48%dhsp	445 50%	452 47%	94 36%	187 54%dg	311 54%adg	306 45%fd	23 30%	70 39%	187 54%hin	158 52%hi	153 57%ahimno	142 45%h	87 44%h	76 46%h	144 40%	246 43%	213 55%apq	294 55%apq
Q.5B LEAST 3 BENEFITS PERSONALLY																			
Services which are available to everyone	134 7%	64 7%	70 7%	16 6%	20 6%	49 9%	49 7%	2 3%	14 8%	20 6%	32 10%	18 7%	26 8%	12 6%	11 7%	30 8%	40 7%	23 6%	41 8%
High-quality productions	147 8%	67 7%	81 8%	33 13%afg	30 9%	44 8%	40 6%	13 16%akmmo	21 12%km	30 9%	22 7%	22 8%	14 4%	13 7%	12 7%	29 8%	55 10%	25 6%	38 7%
A wide range of different types of programmes for me	103 6%	40 5%	62 7%	18 7%	22 6%	24 4%	38 6%	9 11%ko	9 5%	22 6%	9 3%	15 6%	25 8%ko	10 5%	5 3%	21 6%	34 6%	19 5%	30 6%
A wide range of high-quality programmes for children made in the UK	393 21%k	182 20%	211 22%	56 22%	67 19%	100 17%	170 25%af	17 21%	40 22%	67 19%	46 15%	54 20%	80 26%k	49 25%k	41 25%k	88 24%r	136 24%r	67 17%	103 19%
Trusted and accurate UK news	123 7%o	58 7%	64 7%	21 8%	31 9%	33 6%	38 6%	5 6%o	16 9%o	31 9%ko	13 4%	20 8%o	26 8%o	10 5%o	2 1%	18 5%	35 6%	26 7%	44 8%
Provision of regional programmes and content (including news)	175 9%	84 9%	91 9%	29 11%	44 13%g	54 10%	49 7%	11 13%	16 10%	44 13%no	32 11%	22 8%	24 8%	14 7%	11 6%	38 10%	74 13%ars	29 7%	36 7%
Reflects the diversity of the UK	206 11%	112 13%	93 10%	18 7%	31 9%	72 13%d	84 12%d	6 8%	12 7%	31 9%	38 12%	34 13%	45 15%l	23 12%	16 10%	35 10%	73 13%	43 11%	55 10%
Features people like me and the places I know	266 14%r	135 15%	130 14%	53 21%ag	49 14%	83 15%	81 12%	12 15%	41 23%ajkmno	49 14%	43 14%	40 15%	40 13%	24 12%	17 10%	62 17%rs	102 18%rs	39 10%	63 12%
Encourages the development of new talent	284 15%	132 15%	151 16%	38 15%	52 15%	77 14%	117 17%	11 13%	27 15%	52 15%	32 11%	45 17%k	57 18%k	39 20%ko	21 13%	57 16%	102 18%sa	55 14%	70 13%
Programmes with new ideas and different approaches	107 6%	51 6%	56 6%	17 7%	23 7%	29 5%	39 6%	6 8%	11 6%	23 7%	14 4%	15 6%	13 4%	11 6%	15 9%km	17 5%	26 5%	25 6%	39 7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s

* small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Programmes that make me stop and think	133 7%	66 7%	68 7%	22 8%	23 7%	45 8%	43 6%	11 13%ino	11 6%	23 7%	29 10%	16 6%	22 7%	11 6%	9 6%	25 7%	37 6%	29 7%	41 8%
Programmes which reflect UK life and values	139 8%o	76 9%	63 7%	27 10%g	33 9%g	44 8%	36 5%	5 6%	22 12%ano	33 9%no	22 7%o	21 8%o	23 7%o	8 4%	5 3%	23 6%	54 10%sa	32 8%	30 6%
Programmes that I can watch with and talk about with my family and friends	146 8%	75 8%	72 7%	20 8%	19 5%	45 8%	63 9%e	5 6%	15 8%	19 5%	29 9%	17 6%	30 10%	16 8%	16 10%	34 10%	49 9%	27 7%	36 7%
Programmes that bring the nation together for a shared viewing experience	235 13%r	121 14%	115 12%	39 15%	38 11%	75 13%	83 12%	8 10%	31 17%	38 11%	37 12%	38 14%	41 13%	23 12%	19 12%	51 14%r	97 17%ars	30 8%	57 11%
Programmes that helps to understand what is going on in the world today	93 5%p	48 5%	45 5%	16 6%	24 7%	23 4%	31 5%	7 9%	9 5%	24 7%	12 4%	11 4%	14 5%	9 5%	8 5%	8 2%	35 6%p	28 7%p	23 4%
None	477 26%q	227 25%	250 26%	51 20%	75 22%	158 28%de	194 29%de	16 20%	35 20%	75 22%	85 28%	73 27%	88 28%	54 28%	51 31%ij	99 27%q	119 21%	107 27%q	153 20%q
Q.5A TOP 3 BENEFITS PERSONALLY																			
Services which are available to everyone	275 15%	113 13%	162 17%b	54 21%ag	50 15%	88 15%	83 12%	15 20%	38 22%amno	50 15%	48 16%	40 15%	39 12%	26 13%	17 10%	45 12%	80 14%	63 16%	88 16%
High-quality productions	453 24%	238 27%	215 22%	53 20%	97 26%	129 23%	174 26%	16 21%	36 20%	97 28%k	58 19%	71 27%	92 29%ko	45 25%	34 21%	112 31%ars	148 28%r	76 19%	117 22%
A wide range of different types of programmes for me	368 20%	165 18%	204 21%	39 15%	72 21%	120 21%	138 20%	15 18%	24 14%	72 21%	60 20%	59 22%i	69 22%i	41 21%	28 17%	66 18%	121 21%	73 19%	108 20%
A wide range of high-quality programmes for children made in the UK	150 8%gn	52 6%	98 10%b	20 8%	38 11%g	63 11%g	30 4%	8 10%n	11 6%	38 11%mo	47 15%aimno	16 6%	16 5%	5 3%	8 5%	30 8%	38 7%	30 8%	51 10%
Trusted and accurate UK news	630 34%ois	344 39%ac	287 30%	86 33%e	76 22%	191 33%e	278 41%def	28 36%j	57 32%j	76 22%	98 32%j	93 35%j	124 39%j	74 38%j	80 49%aj kin	154 43%ars	215 38%rs	111 29%	150 28%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Provision of regional programmes and content (including news)	148 8% _{dhi}	66 7%	81 8%	3 1%	18 5% _d	46 8% _d	81 12% _{adef}	1 1%	2 1%	18 5% _i	20 7% _i	46 10% _{hi}	37 12% _{ahijk}	23 12% _{ahijk}	21 13% _{ahijk}	33 9%	43 8%	27 7%	44 8%
Reflects the diversity of the UK	197 11% _{gno}	92 10%	105 11%	49 19% _{aeef}	38 11% _g	67 12% _g	44 7%	14 18% _{lmno}	35 19% _{kajmn}	38 11% _o	43 14% _{no}	24 9% _o	26 8% _o	12 6%	5 3%	40 11%	69 12%	38 10%	51 10%
Features people like me and the places I know	99 5%	54 6%	45 5%	12 5%	15 4%	29 5%	44 6%	8 10% _{il}	4 2%	15 4%	19 6%	10 4%	16 5%	16 8% _{il}	12 7% _i	13 4%	30 5%	27 7%	30 6%
Encourages the development of new talent	134 7% _o	64 7%	71 7%	25 10%	29 8%	42 7%	39 6%	8 10% _o	17 9% _o	29 8% _o	26 9% _o	16 6%	23 7%	10 5%	5 3%	26 7%	38 7%	27 7%	44 8%
Programmes with new ideas and different approaches	209 11% _o	111 12%	98 10%	39 15% _g	41 12%	72 13% _g	57 9%	8 10%	31 18% _{amno}	41 12% _o	38 13% _o	34 13% _o	32 10%	16 8%	10 6%	40 11%	70 12%	52 13%	48 9%
Programmes that make me stop and think	344 19% _{kh}	160 18%	184 19%	48 19%	70 20%	100 17%	126 19%	3 4%	45 25% _{hko}	70 20% _h	50 16% _h	50 19% _h	64 20% _h	36 18% _h	26 16% _h	66 18%	120 21%	65 17%	94 18%
Programmes which reflect UK life and values	237 13%	120 13%	117 12%	35 14%	38 11%	71 12%	93 14%	8 10%	27 15%	38 11%	33 11%	37 14%	47 15%	24 13%	22 13%	42 12%	63 11%	49 13%	83 16% _q
Programmes that I can watch with and talk about with my family and friends	439 24% _{kb}	171 19%	268 28% _{ab}	63 25%	102 29% _g	133 23%	141 21%	23 29%	41 23%	102 29% _{mn}	68 22%	66 25%	62 20%	42 21%	36 22%	81 22%	151 26%	82 21%	126 24%
Programmes that bring the nation together for a shared viewing experience	158 9%	70 8%	88 9%	16 6%	40 11% _{df}	39 7%	64 9%	8 11%	7 4%	40 11% _i	21 7%	18 7%	25 8%	22 11% _i	17 10% _i	28 8%	48 8%	33 8%	49 9%
Programmes that helps to understand what is going on in the world today	477 26% _{ej}	222 25%	255 27%	56 22%	68 20%	152 27% _{ie}	202 30% _{ade}	18 23%	38 21%	68 20%	73 24%	79 30% _{kj}	97 31% _{kj}	62 32% _{kajj}	43 26%	112 31% _{rs}	157 28% _s	93 24%	114 21%
None	225 12% _{mp}	127 14% _c	98 10%	40 16% _g	57 16% _g	65 11%	62 9%	14 17% _m	27 15% _m	57 16% _{lmn}	40 13% _m	25 10%	21 7%	20 10%	22 13% _m	25 7%	56 10%	69 18% _{apq}	74 14% _p

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Q.6B LEAST 3 BENEFITS FAMILY AND FRIENDS																			
Services which are available to everyone	107	58	49	14	22	34	37	3	11	22	25	10	19	7	10	24	37	25	21
High-quality productions	126	58	68	26	29	48	23	8	18	29	21	26	10	7	7	25	40	30	31
A wide range of different types of programmes for them	92	45	48	19	22	28	23	5	14	22	10	19	13	9	2	15	34	20	23
A wide range of high-quality programmes for children made in the UK	212	101	111	45	32	52	82	16	29	32	19	33	44	22	16	48	80	38	46
Trusted and accurate UK news	103	45	58	17	23	35	27	2	15	23	14	21	13	9	6	16	26	29	32
Provision of regional programmes and content (including news)	168	75	93	25	37	57	49	6	19	37	25	32	26	17	6	29	58	35	46
Reflects the diversity of the UK	180	86	94	31	34	48	67	13	18	34	24	25	31	15	37	57	40	47	
Features people like me and the places I know	184	91	93	38	39	56	51	7	30	39	28	28	28	16	7	41	67	36	40
Encourages the development of new talent	228	108	120	36	48	72	71	9	17%akmo	11%o	9	11%o	9	8	4	11	12%sa	9	8
Programmes with new ideas and different approaches	103	44	59	20	24	34	25	6	13	24	18	15	14	4	7	18	35	19	31
Programmes that make me stop and think	109	51	57	26	19	31	34	9	17	19	16	14	13	10	22	40	14	34	
Programmes which reflect UK life and values	107	51	55	25	16	35	30	6	19	16	19	16	14	10	6	16	49	15	27

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79 ^a	178	347	306	267	314	196	165	360	568	391	532
Programmes that I can watch with and talk about with my family and friends	106	59	46	13	18	38	36	1	12	18	23	15	18	12	5	19	36	17	34
	6%	7%	5%	5%	5%	7%	5%	2%	7%	5%	8%	6%	6%	6%	3%	5%	6%	4%	6%
Programmes that bring the nation together for a shared viewing experience	168	92	76	26	35	38	71	8	17	35	23	15	35	21	14	42	61	29	37
	9%	10%	8%	10%	10%	7%	10%	11%	10%	10%	7%	6%	11%	11%	9%	12%	11%	7%	7%
Programmes that helps to understand what is going on in the world today	78	38	40	14	18	22	24	5	9	18	14	8	14	3	6	7	20	24	26
	4%	4%	4%	5%	5%	4%	4%	7%	5%	5%	5%	3%	5%	2%	4%	2%	4%	6%	5%
None	451	197	254	45	83	149	174	12	33	83	84	64	83	51	40	97	117	88	149
	24%	22%	27%	17%	24%	26%	26%	15%	18%	24%	28%	24%	26%	24%	24%	27%	21%	23%	28%
Q.6A TOP 3 BENEFITS FAMILY AND FRIENDS																			
Services which are available to everyone	257	117	140	46	47	75	89	12	34	47	35	41	44	25	19	44	79	46	87
	14%	13%	15%	18%	13%	13%	13%	15%	19%	13%	11%	15%	14%	13%	12%	12%	14%	12%	16%
High-quality productions	310	173	136	43	43	109	114	14	30	43	58	51	52	40	23	83	92	49	85
	17%	19%	14%	17%	12%	19%	17%	17%	17%	12%	19%	16%	19%	16%	14%	23%	16%	13%	16%
A wide range of different types of programmes for them	234	113	121	36	48	71	78	11	25	48	41	30	37	24	18	55	62	46	71
	13%	13%	13%	14%	14%	12%	12%	14%	14%	14%	13%	11%	12%	12%	11%	15%	11%	12%	13%
A wide range of high-quality programmes for children made in the UK	223	86	137	18	56	85	64	3	14	56	56	29	27	26	10	46	64	42	71
	12%	10%	14%	7%	16%	15%	10%	4%	8%	16%	18%	11%	9%	13%	6%	13%	11%	11%	13%
Trusted and accurate UK news	464	239	225	71	75	139	178	22	48	75	69	71	97	48	33	95	158	96	114
	25%	27%	23%	27%	22%	24%	26%	28%	27%	22%	22%	26%	31%	20%	26%	26%	28%	25%	21%
Provision of regional programmes and content (including news)	134	76	59	16	30	46	43	8	7	30	26	20	22	11	10	30	46	26	33
	7%	8%	6%	6%	9%	8%	6%	10%	4%	9%	8%	7%	7%	5%	6%	8%	8%	7%	6%
Reflects the diversity of the UK	147	64	83	29	29	45	45	11	18	29	26	19	18	13	13	19	65	25	38
	8%	7%	9%	11%	8%	8%	7%	13%	10%	8%	9%	7%	6%	7%	8%	5%	11%	7%	7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Features people like me and the places I know	105	49	57	19	22	34	30	5	14	22	19	16	12	10	8	20	26	25	34
Encourages the development of new talent	102	47	55	7	28	37	29	3	4	28	19	18	13	7	9	23	31	14	33
Programmes with new ideas and different approaches	179	71	108	28	42	42	68	7	20	42	18	24	36	20	12	31	63	40	46
Programmes that make me stop and think	191	84	107	33	33	60	64	9	24	33	35	25	27	22	15	39	57	36	59
Programmes which reflect UK life and values	197	83	114	33	47	58	60	7	26	47	32	25	28	17	15	36	67	41	53
Programmes that I can watch with and talk about with my family and friends	359	155	204	66	79	114	100	24	42	79	64	51	53	26	21	75	135	63	85
Programmes that bring the nation together for a shared viewing experience	155	75	80	36	40	47	32	15	22	40	30	16	15	8	9	25	50	31	49
Programmes that helps to understand what is going on in the world today	311	143	168	47	51	96	117	12	35	51	35	62	65	29	22	69	97	66	79
None	545	293	252	63	92	161	229	20	44	92	86	75	98	62	69	88	154	137	167
Q.7B LEAST 3 BENEFITS SOCIETY																			
Services which are available to everyone	75	36	40	13	16	26	21	3	11	16	15	11	4	11	6	9	29	13	24
High-quality productions	170	89	81	43	37	54	36	10	32	37	35	20	13	13	9	25	58	32	54

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	360	568	391	532	
A wide range of different types of programmes for everyone	87 5%	50 6%	37 4%	18 7%	14 4%	24 4%	32 5%	6 7%	12 7%	14 4%	15 5%	9 4%	19 6%	5 3%	12 4%	21 6%	29 5%	13 3%	25 5%
A wide range of high-quality programmes for children made in the UK	150 8%	81 9%	69 7%	27 11%	27 8%	41 7%	55 8%	6 8%	21 12%k	27 8%	16 5%	25 9%	24 8%	18 9%	12 8%	29 8%	49 9%	33 8%	39 7%
Trusted and accurate UK news	61 3%	33 4%	28 3%	12 4%	11 3%	21 4%	18 3%	4 6%	7 4%	11 3%	12 4%	9 3%	6 2%	7 3%	4 3%	7 2%	16 3%	19 5%p	19 4%
Provision of regional programmes and content (including news)	149 8%gm	86 10%c	63 7%	21 8%	42 12%ag	53 9%g	32 5%	4 5%	17 9%mn	42 12%amno	27 9%mn	26 10%mn	13 4%	11 6%	8 5%	31 9%	51 9%sa	37 9%sa	30 6%
Reflects the diversity of the UK	131 7%	75 8%	56 6%	10 4%	20 6%	44 8%	57 9%nd	1 1%	9 5%	20 6%	24 8%	21 8%	28 9%h	16 8%h	13 8%h	30 8%	33 6%	27 7%	41 8%
Features people like me and the places I know	257 14%rs	140 16%	117 12%	49 19%ag	51 15%	82 14%	75 11%	15 18%no	35 19%no	51 15%	37 12%	45 17%no	41 13%	19 10%	15 9%	72 20%ars	109 19%ars	36 9%	40 8%
Encourages the development of new talent	249 13%	115 13%	134 14%	31 12%	41 12%	86 15%	91 13%	10 12%	21 12%	41 12%	43 14%	43 16%	45 14%	27 14%	19 12%	49 14%	93 16%sa	47 12%	59 11%
Programmes with new ideas and different approaches	103 6%	63 7%c	41 4%	27 10%aefg	14 4%	21 4%	42 6%	13 16%ajkmno	14 8%	14 4%	12 4%	9 4%	18 6%	12 6%	12 7%	19 5%	34 6%	26 7%	24 5%
Programmes that make me stop and think	128 7%	71 8%	57 6%	20 8%	22 6%	39 7%	47 7%	7 9%	13 7%	22 6%	16 5%	23 9%	28 9%	9 5%	9 6%	19 5%	45 9%	24 6%	40 8%
Programmes which reflect UK life and values	91 5%	38 4%	53 6%	19 7%g	23 7%	23 4%	26 4%	4 5%	15 9%alm	23 7%lm	16 5%	7 3%	7 2%	12 6%lm	7 4%	16 4%	28 5%	14 3%	34 6%
Programmes that I can watch with and talk about with my family and friends	156 8%	76 9%	80 8%	29 11%	30 9%	44 8%	52 8%	7 9%	22 13%lo	30 9%	30 10%	15 5%	23 7%	9 10%lo	9 5%	30 8%	52 9%	35 9%	39 7%
Programmes that bring the nation together for a shared viewing experience	157 8%	80 9%	77 8%	22 9%	29 8%	42 7%	64 9%	6 7%	17 9%	29 8%	22 7%	20 8%	33 11%	16 8%	15 9%	36 10%	54 9%	27 7%	40 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Programmes that helps to understand what is going on in the world today	64	28	36	13	16	13	22	4	9	16	11	3	9	8	5	11	15	16	22
	3%	3%	4%	5%	4%	2%	3%	5%l	5%l	4%l	3%	1%	3%	4%l	3%	3%	3%	4%	4%
None	631	266	365	66	116	204	245	20	46	116	109	95	113	69	63	128	169	128	206
	34%bcd	30%	38%b	26%	34%	36%d	36%d	25%	26%	34%	36%i	36%	36%i	35%	38%hi	36%	30%	33%	39%q
Q.7A TOP 3 BENEFITS SOCIETY																			
Services which are available to everyone	379	167	212	64	58	133	124	20	44	58	71	62	69	36	19	88	116	67	109
	20%o	19%	22%	25%eg	17%	23%e	18%	25%o	25%o	17%	23%o	23%o	22%o	19%o	11%	24%r	20%	17%	20%
High-quality productions	265	133	132	25	32	106	101	9	16	32	56	51	41	37	24	62	72	45	86
	14%ej	15%	14%	10%	9%	19%ade	15%e	11%	9%	9%	18%ij	19%ij	13%	19%kij	14%	17%r	13%	12%	16%
A wide range of different types of programmes for everyone	310	158	153	42	58	92	119	12	30	58	48	43	56	36	28	69	106	54	81
	17%	18%	16%	16%	17%	16%	18%	15%	17%	17%	16%	16%	18%	17%	17%	19%	19%	14%	15%
A wide range of high-quality programmes for children made in the UK	141	69	72	18	26	43	53	5	12	26	22	22	29	11	13	24	35	29	53
	8%	8%	7%	7%	8%	8%	8%	7%	7%	8%	7%	8%	9%	6%	8%	7%	6%	7%	10%q
Trusted and accurate UK news	623	318	305	91	128	178	227	30	61	128	99	79	95	67	65	143	207	114	159
	34%	36%	32%	35%	37%	31%	34%	38%	34%	37%	32%	30%	30%	34%	39%lm	40%ars	36%rs	29%	30%
Provision of regional programmes and content (including news)	119	51	68	6	24	34	56	2	4	24	15	19	22	18	16	19	27	25	48
	6%di	6%	7%	2%	7%d	6%d	8%d	2%	2%	7%	5%	7%i	7%i	9%i	10%hk	5%	5%	7%	9%q
Reflects the diversity of the UK	414	202	212	78	91	128	118	28	50	91	74	54	63	27	28	95	147	81	92
	22%gns	23%	22%	30%afg	26%g	22%g	17%	35%almo	28%no	26%no	24%n	20%	20%	14%	17%	26%is	26%is	21%	17%
Features people like me and the places I know	79	37	42	18	18	13	30	3	16	18	9	4	18	6	5	9	21	19	30
	4%	4%	4%	7%f	5%	2%	4%	4%	9%akho	5%l	3%	1%	6%l	3%	3%	2%	4%	5%	6%p
Encourages the development of new talent	111	64	47	22	21	35	34	6	16	21	15	20	18	8	8	19	38	20	33
	6%	7%	5%	8%	6%	6%	5%	7%	9%	6%	5%	7%	6%	4%	5%	5%	7%	5%	6%
Programmes with new ideas and different approaches	184	82	102	31	42	64	48	10	21	42	27	37	19	16	13	31	65	34	55
	10%g	9%	11%	12%g	12%g	11%g	7%	13%	12%n	12%n	9%	14%mn	6%	8%	8%	9%	11%	9%	10%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Programmes that make me stop and think	221	104	118	21	32	72	96	3	18	32	35	37	41	30	25	38	67	51	66
Programmes which reflect UK life and values	306	141	165	42	62	93	109	4%	29	62	42	51	55	34	21	65	91	63	87
Programmes that I can watch with and talk about with my family and friends	196	66	131	18	45	56	77	3	15	45	35	21	32	22	23	34	58	37	68
Programmes that bring the nation together for a shared viewing experience	223	111	112	41	51	57	75	14	27	51	30	27	32	26	17	44	72	43	65
Programmes that helps to understand what is going on in the world today	394	187	207	60	59	126	149	10	50	59	63	63	74	45	31	73	138	73	111
None	347	179	168	48	69	95	135	18	30	69	47	47	63	36	36	49	103	93	102
Q.8B - LICENCE FEE PAID																			
Yes	1435	686	749	167	269	498	501	56	110	269	254	244	293	167	42	311	442	314	368
No	360	178	182	74	62	58	165	15	59	62	39	19	18	121	43	109	62	147	
Q.2A Media providers used in the last year																			
BBC services	1087	515	572	105	153	338	491	34	72	153	165	173	221	146	124	286	358	185	258
ITV services	958	444	514	82	130	281	465	26	56	130	137	145	207	139	119	238	323	155	242
Channel 4 services	847	396	451	70	113	258	406	23	47	113	120	138	181	99	217	289	140	202	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s

* small base

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Channel 5 services	681 37%dehijk	324 36%	357 37%	40 16%	81 23%d	207 36%de	353 52%def	14 17%	27 15%	81 23%i	89 29%i	118 44%ahijk	155 49%ahijk	108 55%ahijks	90 55%ahijks	168 47%aqrs	223 39%rs	120 31%	171 32%
Freeview/Youview	531 29%dehij	261 29%	270 28%	45 17%	61 18%	150 26%de	275 41%def	11 14%	34 19%	61 18%	69 23%	80 30%hij	120 38%ahijk	79 41%ahijks	76 46%ahijks	130 36%aqrs	161 28%	91 23%	149 28%
Netflix	944 51%gmnos	453 51%	492 51%	193 75%afg	239 69%afg	329 58%ag	182 27%	57 71%akmno	136 77%aklmno	239 69%aklmno	174 57%mn	155 58%mn	124 40%no	45 23%o	14 8%	226 63%ars	352 62%ars	181 46%rs	186 35%
Amazon Prime Video	529 29%gnors	269 30%	259 27%	87 34%g	124 36%ag	205 36%ag	113 17%	23 29%no	63 38%mn	124 36%amno	119 39%amno	85 32%no	82 26%no	21 11%	11 6%	170 47%aqrs	202 36%ars	86 22%rs	70 13%
Disney +	39 2%g	19 2%	20 2%	7 3%g	10 3%g	18 3%g	3 *	1 2%	6 3%mn	10 3%mn	10 3%mn	8 3%mn	2 *	1 *	1 *	9 2%	19 3%r	2 1%	9 2%
Apple TV +	52 3%gns	21 2%	31 3%	15 6%ag	8 2%g	24 4%g	5 1%	2 2%	13 7%ajmno	8 2%	16 5%mn	8 3%n	3 1%	* *	1 1%	15 4%rs	21 4%rs	11 3%rs	4 1%
Sky	577 31%o	283 32%	294 31%	71 27%	106 31%	202 35%dg	198 29%	22 28%	49 27%	106 31%o	97 32%o	105 39%aino	112 36%no	52 26%	34 21%	131 36%rs	179 31%	126 32%	141 27%
Virgin TV	203 11%os	92 10%	111 12%	27 10%	40 11%	66 12%	71 11%	10 12%	17 10%	40 11%o	35 11%	43 14%o	19 9%	10 6%	48 13%rs	78 14%rs	37 9%	40 8%	
Spotify	352 19%gmnos	178 20%	174 18%	116 45%aef	85 25%afg	98 17%g	52 8%	32 40%ajkmno	84 47%ajkmno	85 25%alimno	56 18%no	43 16%no	42 14%no	7 4%	3 2%	87 24%ars	145 25%ars	56 14%	64 12%
Apple Music/Apple Podcasts	122 7%gnors	55 6%	67 7%	29 11%ag	34 10%g	40 7%g	20 3%	11 14%alimno	18 10%mn	34 10%mn	25 8%no	15 5%o	14 4%	4 2%	2 1%	37 10%ars	55 10%ars	17 4%	13 2%
YouTube	922 50%cgmnos	494 55%ac	428 45%	195 76%aef	207 59%ag	325 57%ag	195 29%	63 79%ajkmno	133 75%ajkmno	207 59%amno	185 60%amno	140 53%mn	129 41%no	53 27%o	13 8%	216 60%ars	321 56%ars	173 44%	212 40%
None of these	133 7%pq	67 7%	66 7%	17 6%	22 6%	52 9%	43 6%	6 7%	11 6%	22 6%	31 10%mn	20 8%	14 4%	20 10%mn	9 6%	5 1%	19 3%	46 12%apq	64 12%apq

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE								SOCIAL GRADE			
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Q.3A Media provider ranked the most valuable																			
BBC services	354	171	183	13	20	85	237	3	10	20	37	48	101	79	56	118	116	62	58
	19%dehijk	19%	19%	5%	6%	15%de	35%adef	4%	5%	6%	12%hij	18%hij	32%ahijk	40%ahijk	34%ahij	33%aqr	20%ss	16%ss	11%
ITV services	124	35	90	4	6	31	84	1	3	6	13	18	32	24	29	15	29	27	54
	7%bdeij	4%	9%ab	2%	2%	5%de	12%adef	2%	3%	2%	4%	7%ij	10%hijk	12%ahijk	17%ahij	4%	5%	7%	10%apq
Channel 4 services	17	8	9	2	3	1	11	1	1	3	-	1	9	1	4	4	5	2	6
	1%	1%	1%	1%	1%	-	2%f	1%	1%	1%	-	1%	3%ak	1%	1%	1%	1%	1%	1%
Channel 5 services	19	8	11	-	-	6	13	-	-	-	4	2	-	8	5	2	3	6	8
	1%	1%	1%	-	-	1%	2%de	-	-	-	1%j	1%	-	4%ajlm	3%ajlm	1%	1%	1%	2%
Freeview/Youview	117	60	58	7	9	26	75	1	6	9	12	15	37	16	23	19	29	26	44
	6%deij	7%	6%	3%	3%	5%	11%adef	1%	3%	3%	4%	5%	12%ahijkl	8%hijk	14%ahij	5%	5%	7%	8%
Netflix	314	130	184	64	124	104	22	18	46	124	69	35	14	6	2	62	123	69	61
	17%gmno	15%	19%b	25%afg	36%adfg	18%g	3%	23%mno	28%almno	36%ahiklmno	23%almno	13%mno	4%	3%	1%	17%ss	22%as	18%ss	11%
Amazon Prime Video	34	18	16	2	8	21	2	1	1	8	8	14	1	1	1	7	13	7	6
	2%kg	2%	2%	1%	2%g	4%adg	*	1%	1%	2%m	2%m	5%aimno	*	*	*	2%	2%	2%	1%
Disney +	4	3	1	-	4	-	-	-	-	4	-	-	-	-	-	-	2	1	2
	*	*	*	-	1%afg	-	-	-	-	1%a	-	-	-	-	-	-	*	*	*
Apple TV +	3	2	2	-	-	2	2	-	-	-	-	2	1	-	1	-	2	2	-
	*	*	*	-	-	*	*	-	-	-	-	1%	*	*	*	-	*	*	-
Sky	286	140	147	14	53	122	98	3	11	53	58	64	58	20	19	63	84	60	79
	15%dhin	16%	15%	5%	15%d	21%ade	14%d	4%	6%	15%hi	19%hino	24%ahijn	19%hino	10%	11%	18%	15%	15%	15%
Virgin TV	60	26	34	6	10	15	29	4	2	10	8	7	18	6	6	9	20	10	22
	3%	3%	4%	2%	3%	3%	4%	5%	1%	3%	3%	6%i	3%	4%	3%	3%	4%	2%	4%
Spotify	73	37	36	47	14	9	3	13	34	14	7	2	3	-	-	8	32	8	25
	4%fglmno	4%	4%	18%aefg	4%g	2%g	*	17%ajkm	19%ajkmno	4%lmno	2%no	1%	1%	-	-	2%	6%pr	2%	5%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	GENDER		AGE				AGE							SOCIAL GRADE				
		Male (b)	Female (c)	16-24 (d)	25-34 (e)	35-54 (f)	55+ (g)	16-19 (h)	20-24 (i)	25-34 (j)	35-44 (k)	45-54 (l)	55-64 (m)	65-74 (n)	75+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)
Unweighted Base	1851	885	966	257	291	498	805	81	176	291	250	248	269	296	240	352	545	385	569
Weighted Base	1851	892	959	257	347	572	674	79*	178	347	306	267	314	196	165	360	568	391	532
Apple Music/Apple Podcasts	9	2	7	3	2	4	1	3	-	2	3	1	1	-	-	3	1	2	3
YouTube	1%	*	1%	1%	1%	1%	*	3%aimno	-	1%	1%	1%	*	-	-	1%	*	1%	1%
None	249	155	94	79	66	75	29	26	53	66	48	27	17	9	3	36	48	51	84
	13%comno	17%ac	10%	31%aefg	19%afg	13%g	4%	32%aikm	30%aikm	19%aimno	16%imno	10%no	5%o	5%	2%	10%	14%	13%	16%p
				g				no	no										
	53	30	23	-	7	18	27	-	-	7	7	11	9	7	10	10	14	12	17
	3%di	3%	2%	-	2%di	3%di	4%di	-	-	2%	2%	4%ij	3%ij	4%ij	6%ahijk	3%	2%	3%	3%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k/l/m/n/o - a/p/q/r/s
 * small base

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
GENDER																				
Male	892	541	351	470	387	318	406	205	373	345	315	487	183	144	601	132	66	689	40	15
	48% _m	47%	51%	47%	46%	47%	48%	52%	49%	46%	55% _{aj}	50% _{ln}	48% _{ln}	40%	47%	53%	50%	48%	44%	48%
Female	959	619	340	526	453	360	436	187	383	399	256	483	200	217	672	118	54	733	50	16
	52% _k	53%	49%	53%	54%	53%	52%	48%	51%	54% _{kl}	45%	50%	52%	60% _{alm}	53%	47%	45%	52%	56%	52%
AGE																				
16-24	257	115	142	85	64	51	178	66	171	49	161	180	27	14	197	13	2	199	13	2
	14% _{bdef}	10%	21% _{abdef}	8%	8%	8%	21% _{abde}	17% _{bdef}	23% _{aj}	7%	28% _{aj}	19% _{amm}	7%	4%	16% _{ppq}	5%	2%	14%	14%	8%
25-34	347	163	184	125	99	84	229	100	223	65	146	257	33	17	255	32	17	272	17	5
	19% _{bdef}	14%	27% _{abde}	13%	12%	12%	27% _{abde}	25% _{abde}	29% _{aj}	9%	26% _{aj}	26% _{amm}	9% _n	5%	20% _p	13%	15%	19%	19%	15%
35-54	572	361	211	315	244	198	286	147	256	221	189	335	128	68	399	81	34	430	41	15
	31% _n	31%	30%	32%	29%	29%	34% _e	37% _{abce}	34%	30%	33%	35% _n	33% _n	19%	31%	32%	29%	30%	46% _{ar}	47%
55+	674	520	155	471	433	344	148	79	105	410	75	198	195	263	422	124	66	522	19	9
	36% _{cgh}	45% _{acgh}	22% _g	47% _{acgh}	52% _{abcg}	51% _{abcg}	18%	20%	14%	55% _{aik}	13%	20%	51% _{al}	73% _{kalm}	33%	50% _{ao}	55% _{ao}	37% _s	21%	30%
AGE																				
16-19	79	35	45	26	20	14	52	19	49	16	51	56	9	2	62	4	1	63	5	-
	4% _{defn}	3%	6% _{abdef}	3%	2%	2%	6% _{bdef}	5% _{ef}	6% _{aj}	2%	9% _{aj}	6% _{mn}	2%	1%	5% _{ppq}	2%	1%	4%	5%	-
20-24	178	81	97	58	44	37	126	47	123	33	110	123	19	11	136	9	2	136	8	2
	10% _{bdef}	7%	14% _{abdef}	6%	5%	5%	15% _{abde}	12% _{bdef}	16% _{aj}	4%	19% _{aj}	13% _{amm}	5%	3%	11% _{ppq}	4%	1%	10%	9%	8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
GENDER						
Male	892 48% in	438 47%	119 47%	255 53% u	382 47%	445 50%
Female	959 52% k	501 53% w	137 53%	227 47%	430 53%	452 50%
AGE						
16-24	257 14% bdefj mnpqy	61 6%	48 19% u	143 30% auv	121 15% y	94 10%
25-34	347 19% bdefj jmnpu	104 11%	74 29% au	160 33% au	129 16%	187 21% x
35-54	572 31% n	282 30%	100 39% auw	143 30%	229 29%	311 35% x
55+	674 36% cgh klsv	492 52% avw	35 14% w	37 8%	335 41% ay	306 34%
AGE						
16-19	79 4% defn y	14 1%	16 6% u	48 10% au	38 5% y	23 3%
20-24	178 10% bdefj mnpqu	47 5%	32 12% u	95 20% auv	82 10%	70 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
25-34	347	163	184	125	99	84	229	100	223	65	146	257	33	17	255	32	17	272	17	5
	19%kdef	14%	27%abde	13%	12%	12%	27%abde	25%abde	29%aj	9%	26%aj	26%amn	9%n	5%	20%p	13%	15%	19%	19%	15%
35-44	306	180	126	155	109	92	157	87	146	99	117	203	49	29	226	30	13	223	28	8
	17%enu	15%	18%ef	16%	13%	14%	19%ef	22%abde	19%j	13%	21%aj	21%amn	13%n	8%	18%p	12%	11%	16%	31%ar	24%
45-54	267	182	85	160	135	106	129	60	111	122	71	133	79	39	173	51	21	207	13	7
	14%w	16%	12%	16%	16%	16%	15%	15%	15%	16%	12%	14%	21%ah	11%	14%	20%ao	17%	15%	15%	23%
55-64	314	235	78	209	192	154	108	58	75	180	47	123	89	93	193	60	34	250	8	4
	17%cgik	20%acgh	11%	21%acgh	23%acgh	23%acgh	13%	15%	10%	24%aik	8%	13%	23%al	26%al	15%	24%ao	29%ao	18%	9%	13%
65-74	196	155	41	142	129	105	30	13	24	131	22	41	66	83	130	32	16	158	5	2
	11%cghi	13%acgh	6%g	14%acgh	15%acgh	16%acgh	4%	3%	3%	18%aik	4%	4%	17%al	23%al	10%	13%	13%	11%	6%	6%
75+	165	130	35	120	111	85	10	8	6	99	5	34	40	87	100	32	16	115	6	3
	9%cghi	11%cgh	5%gh	12%acgh	13%acgh	13%acgh	1%	2%	1%	13%aik	1%	4%	10%al	24%alm	8%	13%o	13%	8%	6%	11%
SOCIAL GRADE																				
AB	360	292	67	258	195	172	195	115	164	212	102	185	78	77	267	42	24	289	17	11
	19%cvy	25%ac	10%	26%ac	23%ac	25%ac	23%ac	29%acag	22%	29%aik	18%	19%	20%	21%	21%	17%	20%	20%	18%	35%
C1	568	383	185	331	282	232	318	157	285	235	189	306	121	99	425	62	27	466	25	6
	31%	33%c	27%	33%c	34%c	34%c	38%abc	40%abcd	38%aj	32%	33%	32%	31%	27%	33%pq	25%	22%	33%	27%	21%
C2	391	202	189	174	144	108	165	72	147	133	112	213	86	59	262	59	23	295	25	9
	21%bdef	17%	27%abde	17%	17%	16%	20%	18%	19%	18%	20%	22%n	22%n	16%	21%	24%	19%	21%	27%	30%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
 Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
25-34	347	104	74	160	129	187
19%bdef	11%	29%au	33%au	16%	21%x	
35-44	306	121	62	98	126	158
17%enu	13%	24%au	20%au	16%	18%	
45-54	267	161	38	46	103	153
14%kw	17%w	15%w	9%	19%	17%kx	
55-64	314	226	25	25	160	142
17%cgik	24%avw	10%w	5%	20%	16%	
65-74	196	149	6	8	101	87
11%cgih	16%avw	2%	2%	12%	10%	
75+	165	117	4	4	74	76
9%cdhi	12%avw	1%	1%	9%	8%	
SOCIAL GRADE						
AB	360	207	70	64	200	144
19%cwv	22%w	27%aw	13%	25%ay	16%	
C1	568	284	94	162	282	246
31%	30%	37%	34%	35%y	27%	
C2	391	195	45	113	142	213
21%bdef	21%	18%	23%	17%	24%kx	

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
DE	532	282	250	233	218	165	164	48	159	164	167	267	98	126	320	87	46	373	24	5
	29%bdg	24%gh	36%abde fgh	23%h	26%gh	24%gh	19%h	12%	21%	22%	29%ij	28%	26%	35%alm	25%	35%o	38%ao	26%	27%	15%
SOCIAL GRADE																				
ABC1	928	676	252	589	477	404	513	272	450	447	291	490	198	176	692	104	51	755	41	17
	50%cpy	58%ac	37%	59%ac	57%ac	60%ac	61%ac	59%abcd efg	60%ak	60%ak	51%	51%	52%	49%	54%aapq	42%	43%	53%	46%	56%
C2DE	923	484	439	406	362	274	329	120	306	297	279	480	184	186	582	146	69	668	49	14
	50%bdef ghjovx	42%h	63%abde fgh	41%h	43%h	40%h	39%h	31%	40%	40%	49%ij	49%	48%	51%	46%	58%ao	57%o	47%	54%	45%
WORKING STATUS																				
Full time	743	462	281	392	316	262	440	220	395	274	262	445	139	88	519	96	42	566	43	16
	40%nu	40%	41%	39%	38%	39%	52%abcd ef	56%abcd ef	52%ajk	37%	46%aj	46%amm	36%n	24%	41%	39%	35%	40%	48%	51%
Part time	238	138	100	113	101	80	134	60	119	80	74	135	53	36	184	25	6	188	13	5
	13%q	12%	15%	11%	12%	12%	16%bdef	15%	16%j	11%	13%	14%	14%	10%	14%q	10%	5%	13%	14%	17%
Retired	424	333	91	308	282	224	57	31	41	272	33	103	125	186	262	84	35	324	10	7
	23%cghi klsvw	29%acgh	13%gh	31%acgh	34%abchg h	33%acgh	7%	8%	5%	37%aik	6%	11%	33%al	51%alm	21%	34%ao	29%o	23%a	11%	22%
In Education	141	54	87	43	20	22	91	33	92	23	95	104	9	3	107	2	5	105	9	1
	8%bdefj mnpuy	5%e	13%abdef	4%e	2%	3%	11%abdef	9%bdef	12%aj	3%	17%al	11%amn	2%	1%	8%p	1%	5%p	7%	10%	4%
Not working	305	174	132	140	120	90	120	47	109	96	106	182	57	49	201	42	32	240	15	2
	16%hj	15%	19%bdef gh	14%	14%	13%	14%	12%	14%	13%	19%j	19%n	15%	13%	16%	17%	26%aop	17%	16%	7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
DE	532	254	47	143	189	294
29%bdfg hjpvx		27%v	18%	30%w	23%	33%ax
SOCIAL GRADE						
ABC1	928	490	164	226	482	390
50%ccpy		52%	64%auw	47%	59%ay	43%
C2DE	923	449	92	257	331	507
50%bdef ghjpvx		48%v	36%	53%w	41%	57%ax
WORKING STATUS						
Full time	743	338	135	228	307	384
40%mu		36%	53%au	47%au	38%	43%
Part time	238	120	34	72	102	117
13%q		13%	13%	15%	13%	13%
Retired	424	306	17	13	217	181
23%cghi kavw		33%avw	7%w	3%	27%y	20%
In Education	141	25	29	82	70	47
8%bdef mnpuy		3%	11%u	17%au	9%y	5%
Not working	305	149	41	87	116	169
16%hj		16%	16%	18%	14%	19%ax

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/l/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
CHILDREN IN HOUSEHOLD																				
Any	507	284	223	224	179	139	318	147	301	139	216	355	77	41	368	63	23	404	26	14
	27%defj	24%	32%abde	22%	21%	20%	38%abcd	38%abde	40%aj	19%	38%aj	37%amn	20%n	11%	29%q	25%	19%	28%	29%	44%
0-9 years old	354	191	163	146	122	91	222	102	212	84	154	254	55	22	256	44	17	280	21	7
	19%defj	16%	24%abde	15%	15%	13%	26%abde	26%abde	29%aj	11%	27%aj	26%amn	14%n	6%	20%	18%	14%	20%	24%	22%
10-15 years old	249	141	108	116	91	77	159	79	151	76	108	169	39	25	190	25	10	202	11	8
	13%jnu	12%	16%def	12%	11%	11%	19%abde	20%abde	20%aj	10%	19%aj	17%amn	10%	7%	15%	10%	9%	14%	12%	26%
None	1344	876	468	772	661	539	524	245	455	605	354	615	305	321	905	186	97	1019	64	17
	73%cdhi	76%cgh	68%g	78%acgh	70%acgh	80%acgh	62%	62%	60%	81%aik	62%	63%	80%al	89%alm	71%	75%	81%o	72%	71%	56%
HOUSEHOLD SIZE																				
1	446	277	169	245	217	178	136	62	118	184	118	176	92	144	298	59	25	321	24	5
	24%ghj	24%gh	24%gh	25%gh	26%gh	26%gh	16%	16%	16%	25%i	21%i	18%	24%i	40%alm	23%	24%	21%	23%	27%	16%
2	623	419	203	381	325	266	248	132	217	307	117	296	151	139	426	93	55	482	29	11
	34%kvw	36%cg	29%	38%acg	39%acg	39%acg	29%	34%	29%kk	41%aik	21%	30%	39%al	39%i	33%	37%	46%ao	34%	32%	37%
3	317	188	130	149	127	94	172	74	155	117	122	185	62	41	208	48	17	246	11	7
	17%kn	16%	19%f	15%	15%	14%	20%bdef	19%f	21%j	16%	21%aj	19%kn	16%	11%	16%	19%	14%	17%	12%	23%
4+	465	276	189	220	171	139	286	123	285	137	213	314	78	38	340	50	23	373	27	8
	25%efjn	24%	27%def	22%	20%	21%	34%abcd	31%abde	35%aj	18%	37%aj	32%amn	20%n	10%	27%p	20%	19%	26%	30%	24%
INTERNET ACCESS																				
Any Internet access	1677	1049	628	893	746	610	837	391	752	667	568	933	338	274	1175	216	104	1303	85	30
	91%nu	90%	91%	90%	89%	90%	99%abc	100%abcd	100%aj	90%	100%aj	96%amn	88%n	76%	92%pq	87%	86%	92%	94%	97%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
CHILDREN IN HOUSEHOLD						
Any	507	193	107	183	210	265
	27%def mnu	21%	42%au	38%au	26%	29%
0-9 years old	354	131	75	133	152	181
	19%def mnu	14%	29%au	27%au	19%	20%
10-15 years old	249	100	53	87	100	136
	13%jnu	11%	21%au	18%au	12%	15%
None	1344	746	150	300	602	633
	73%cgh kww	79%avw	58%	62%	74%	71%
HOUSEHOLD SIZE						
1	446	233	49	94	173	227
	24%ghl	25%w	19%	20%	21%	25%
2	623	381	54	125	300	281
	34%ikw	41%avw	21%	26%	37%y	31%
3	317	139	65	90	133	160
	17%in	15%	26%au	19%	16%	18%
4+	465	186	88	174	206	229
	25%efj u	20%	34%au	36%au	25%	26%
INTERNET ACCESS						
Any internet access	1677	820	253	477	752	808
	91%nu	87%	99%au	99%au	92%	90%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
No Internet access	174	111	63	102	93	67	5	1	3	77	3	37	45	88	98	33	16	120	5	1
		9%ghk	10%gh	9%gh	10%gh	11%gh	10%gh	1%	*	10%ik	*	4%	12%l	24%alm	8%	13%o	14%o	8%	6%	3%
TV PLATFORM																				
Satellite	696	472	225	404	350	271	340	156	300	280	179	419	145	99	439	136	77	543	48	19
		38%ckmw	41%c	33%	41%c	42%c	40%c	40%c	40%k	38%k	31%	43%an	38%n	27%	34%	54%ao	64%ao	38%	53%ar	61%
Freeview	626	470	155	411	353	292	219	106	187	335	161	228	178	200	445	96	33	485	27	10
		34%cghi	41%acgh	22%	41%acgh	42%acgh	43%acgh	26%	25%	45%aik	28%	23%	46%al	55%alm	35%	38%	28%	34%	30%	32%
IPTV	105	78	27	67	58	45	46	17	43	54	41	47	21	31	83	8	-	85	4	2
		6%kq	7%c	4%	7%c	7%c	7%c	5%	6%	7%	7%	5%	5%	9%al	7%q	3%	-	6%	5%	8%
Pay TV	986	680	315	575	501	389	504	236	447	404	290	579	213	152	673	158	86	791	52	22
		54%cmw	59%ac	46%	58%c	60%ac	57%c	60%ac	59%ak	54%	51%	60%an	56%n	42%	53%	63%ao	71%ao	56%	56%	72%
FTA	677	503	173	444	375	311	236	118	205	359	169	254	187	211	481	98	35	519	32	11
		37%cghi	43%acgh	25%	45%acgh	45%acgh	46%acgh	28%	27%	48%aik	30%	26%	49%al	58%alm	38%	39%	29%	36%	35%	35%
GOVERNMENT REGIONS																				
North East	65	37	28	33	30	26	40	23	34	28	20	35	19	12	49	13	4	61	3	2
		4%	3%	4%	3%	4%	5%	6%b	5%	4%	3%	4%	5%	3%	4%	5%	3%	4%	3%	6%
North West	182	127	55	112	97	69	60	27	52	91	63	79	46	49	124	21	22	142	13	2
		10%gi	11%gh	8%	11%cgh	11%cgh	10%g	7%	7%	12%i	11%i	8%	12%l	14%al	10%	9%	19%aop	10%	15%	7%
Yorkshire and The Humber	127	78	50	62	56	48	58	20	52	43	38	67	26	30	96	19	7	115	6	1
		7%	7%	6%	7%	7%	7%	5%	7%	6%	7%	7%	7%	8%	8%	8%	6%	8%	7%	4%
East Midlands	147	73	74	52	46	37	53	24	56	34	38	83	30	33	123	15	4	133	7	3
		8%def	6%	11%abdef	5%	6%	6%	6%	7%j	6%	7%	9%	6%	9%	10%q	6%	4%	9%	8%	9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
No Internet access	174	119	3	6	61	90
	9%ghk	13%avw	1%	1%	8%	10%
	lvw					
TV PLATFORM						
Satellite	696	409	103	115	308	351
	38%ckmw	44%aw	40%w	24%	36%	39%
Freeview	626	387	68	92	307	289
	34%cgh	41%avw	27%w	19%	38%y	32%
	klw					
IPTV	105	50	20	26	49	52
	6%q	5%	8%	5%	6%	6%
Pay TV	996	541	174	197	443	498
	54%cmw	58%w	68%auw	41%	54%	59%
FTA	677	406	79	105	335	312
	37%cgh	43%avw	31%w	22%	41%ay	35%
	klw					
GOVERNMENT REGIONS						
North East	65	50	5	10	33	27
	4%	5%avw	2%	2%	4%	3%
North West	182	103	17	38	86	88
	10%gi	11%	6%	8%	11%	10%
Yorkshire and The Humber	127	72	16	37	50	70
	7%	8%	6%	8%	6%	8%
East Midlands	147	91	19	33	47	92
	8%def	10%	8%	7%	6%	10%k

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
West Midlands	156	8% bdefg hij	95	14% abdef gh	56	41	5%	31	46	13	3%	85	42	26	107	27	14	113	13	1
East of England	204	146	58	135	115	88	118	61	102	92	65	114	38	40	145	24	10	157	4	4
London	242	124	118	108	82	63	103	44	94	85	95	132	35	43	156	26	17	177	7	2
South East	269	189	80	169	138	118	148	78	128	120	88	144	55	40	170	37	13	176	18	6
South West	166	123	43	105	94	80	79	40	69	84	44	79	35	36	111	17	11	112	6	8
Wales	92	68	24	57	45	35	32	13	27	50	17	42	25	23	65	17	6	85	1	26%
Scotland	157	103	55	77	70	54	86	45	79	58	54	86	23	25	101	25	7	120	7	1
Northern Ireland	42	31	11	28	26	28	19	4	18	20	12	27	9	5	28	9	3	32	4	2
ETHNIC ORIGIN2	2%	3%	2%	3%	3%h	4%ach	2%	1%	2%	3%	2%	3%	2%	1%	2%	4%	2%	2%	5%	5%
White	1583	1045	538	903	779	634	714	354	633	664	437	790	346	338	1089	221	100	1216	74	27
Minority Ethnic	245	104	140	83	52	35	114	35	111	71	130	165	34	18	164	29	18	185	16	3

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
West Midlands	156 8% ^{bdefg} hj	77 8%	18 7%	35 7%	80 10%	70 8%
East of England	204 11%	93 10%	48 19% ^{auw}	41 9%	102 13%	86 10%
London	242 13% ^{efmu}	93 10%	29 11%	96 20% ^{auv}	84 10%	128 14% ^x
South East	269 15%	121 13%	45 18%	70 15%	141 17% ^y	109 12%
South West	166 9% ^c	87 9%	19 8%	39 8%	76 9%	73 8%
Wales	92 5%	59 6%	12 5%	20 4%	37 5%	44 5%
Scotland	157 9%	69 7%	18 7%	57 12% ^{au}	61 8%	85 9%
Northern Ireland	42 2%	25 3% ^w	10 4% ^w	4 1%	16 2%	26 3%
ETHNIC ORIGIN2						
White	1583 86% ^{cklw}	842 90% ^{avw}	215 84%	374 77%	705 87%	772 86%
Minority Ethnic	245 13% ^{bdefh} jmn	87 9%	39 15% ^u	98 20% ^{au}	100 12%	116 13%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

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Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Any other Asian	17	8	9	6	5	3	6	1	4	6	7	10	2	2	8	1	3	12	-	2
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	2%	1%	-	5%
Any other Black	6	-	6	-	-	-	3	1	3	-	4	3	1	-	5	-	-	3	1	-
	*	-	1%bdef	-	-	-	*	*	*	-	1%j	*	*	-	*	-	-	*	1%	-
Any other	3	1	2	1	1	1	1	-	1	1	1	1	1	1	2	-	-	2	-	-
	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	-	-	*	-	-
Q.2A/B PSB / Non PSB																				
Any PSB	1160	1160	-	995	840	678	542	271	446	745	304	546	303	286	822	168	70	941	52	21
	63%ckl	100%acgh	-	100%acg	100%acg	100%acg	64%ic	69%ac	59%	100%aik	53%	56%	78%al	79%al	65%	67%	58%	66%	58%	68%
Non PSB	691	-	691	-	-	-	299	121	310	-	266	424	79	76	451	81	50	482	38	10
	37%bdefh	-	100%abdef	-	-	-	36%bdef	31%bdef	41%j	-	47%aj	44%amm	21%	21%	35%	33%	42%	34%	42%	32%
Regular BBC	995	995	-	995	780	622	456	237	357	715	221	437	279	263	709	155	53	808	45	16
	54%ckl	86%acgh	-	100%abce	93%abcg	92%abcg	54%ic	60%ac	47%k	96%aik	39%	45%	73%al	73%al	56%q	62%aq	44%	57%	50%	51%
Regular ITV	840	840	-	780	840	610	379	199	289	554	159	358	240	233	587	139	50	685	32	12
	45%ckl	72%acgh	-	78%abc	100%abcd	90%abcd	45%ic	51%ic	38%k	74%aik	28%	37%	63%al	64%al	46%	56%aaq	42%	48%is	35%	39%
Regular C4	678	678	-	622	610	678	306	167	230	446	122	275	199	197	483	106	34	550	28	9
	37%ckl	58%acgh	-	62%acgh	73%abc	100%abcd	36%ic	43%ac	30%k	60%aik	21%	28%	52%al	54%al	38%	42%q	29%	39%	31%	31%
Regular Netflix	842	542	299	456	379	306	842	323	709	278	345	568	134	60	636	78	28	671	49	11
	45%jmnq	47%	43%	46%	45%	45%	100%abcd	82%abcd	94%ajk	37%	61%aj	59%amm	35%an	17%	50%app	31%	24%	47%	54%	36%
Regular Amazon Prime	392	271	121	237	199	167	323	392	272	139	119	253	65	32	289	40	14	302	20	7
	21%knqu	23%ic	18%	24%ic	24%ic	25%ic	38%abc	100%abcd	36%ajk	19%	21%	26%amm	17%an	9%	23%ppq	16%	12%	21%	23%	22%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Any other Asian	17 1%	8 1%	1 *	5 1%	9 1%	6 1%
Any other Black	6 *	3 *	- *	3 1%	3 *	3 *
Any other	3 *	1 *	- *	1 *	- *	3 *
Q.2A/B PSB / Non PSB						
Any PSB	1160 63%cklw y	719 77%aw	184 72%aw	161 33%	601 74%ay	516 58%
Non PSB	691 37%bdef lgnmuuv]	220 23%	72 28%	322 67%auv	212 26%	381 42%ax
Regular BBC	995 54%ckl wy	646 69%avw	155 60%w	106 22%	551 68%ay	412 46%
Regular ITV	840 45%ckl w	588 59%avw	116 45%w	81 17%	437 54%ay	374 42%
Regular C4	678 37%ckl wy	454 48%avw	96 37%w	56 12%	366 45%ay	289 32%
Regular Netflix	842 45%jmp qu	316 34%	199 78%auw	318 68%au	373 46%	420 47%
Regular Amazon Prime	392 21%naq	158 17%	97 38%auw	134 28%au	187 23%	186 21%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Q.3A TOP 3 SERVICES VALUED MOST																				
Netflix	755	446	310	357	289	230	709	272	755	197	333	537	101	36	572	63	30	602	42	13
	41%defj mnpqu	38%	45%bdef	36%	34%	34%	84%abcd efh	69%abc def	100%ajk	26%	58%aj	55%amm	28%n	10%	45%apq	25%	25%	42%	47%	43%
BBC services	745	745	-	715	554	446	278	139	197	745	139	255	251	228	531	119	40	612	33	12
	40%cgk lwy	64%acgh	-	72%abce fgh	66%acgh	66%acgh	33%k	35%k	26%	100%aik	24%	26%	66%al	63%al	42%	48%aq	33%	43%	37%	39%
YouTube	570	304	266	221	159	122	345	119	333	139	570	397	73	34	434	42	15	452	28	10
	31%bdef jmnopq	26%def	39%abde fn	22%	19%	18%	41%abde fn	30%def	44%aj	19%	100%aj	41%amm	19%n	9%	34%pq	17%	13%	32%	32%	33%
Q.4 PSB USAGE																				
Low	970	546	424	437	358	275	568	253	537	255	397	970	-	-	721	114	105	817	75	26
	52%bdef jmnu	47%f	61%abde f	44%	43%	41%	67%abcd ef	64%abde f	71%aj	34%	70%aj	100%amm	-	-	57%ap	46%	87%aop	57%a	84%ar	86%
Medium	383	303	79	279	240	199	134	65	101	251	73	-	383	-	241	127	1	316	14	-
	21%cgk lnqwy	26%acgh	11%	28%acgh	29%acgh	29%acgh	16%k	17%k	13%	34%aik	13%	-	100%aln	-	19%q	51%aoq	1%	22%	15%	-
High	361	286	76	263	233	197	60	32	36	228	34	-	-	361	301	1	-	271	-	-
	20%cgh lmnpqr w	25%acgh	11%g	26%acgh	28%acgh	29%acgh	7%	8%	5%	31%aik	6%	-	-	100%alm	24%apq	*	-	19%as	-	-
Q.4 OTHER BROADCAST TV CHANNELS USAGE																				
Low	1273	822	451	709	587	483	636	289	572	531	434	721	241	301	1273	-	-	1121	77	21
	69%mpqy	71%k	65%	71%k	70%	71%k	76%abce	74%k	76%a	71%	76%a	74%am	63%	83%alm	100%apq	-	-	79%a	86%a	68%
Medium	250	168	81	155	139	106	78	40	63	119	42	114	127	1	-	250	-	189	8	-
	13%gkn oqw	15%g	12%	16%cgh	17%cgh	16%gh	9%	10%	8%	16%ak	7%	12%n	33%aln	*	-	100%aoq	-	13%	9%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Q.3A TOP 3 SERVICES VALUED MOST						
Netflix	755 41%def mpqu	248 26%	186 72%au	316 65%au	312 38%	399 44%x
BBC services	745 40%cgik lwy	536 57%avw	91 36%w	51 11%	457 56%ay	263 29%
YouTube	570 31%bdef jmpqu	164 17%	108 42%au	285 59%auv	233 29%	292 33%
Q.4 PSB USAGE						
Low	970 52%bdef jmmu	359 38%	211 82%au	374 78%au	390 48%	493 55%x
Medium	383 21%cgik lnqvwy	295 31%avw	36 14%w	-	216 27%ay	153 17%
High	361 20%cgh kmpqvw	279 30%avw	-	-	173 21%	160 18%
Q.4 OTHER BROADCAST TV CHANNELS USAGE						
Low	1273 69%mpqy	651 69%	213 83%auw	365 76%au	601 74%ay	573 64%
Medium	250 13%gkn cqww	176 19%avw	28 11%w	-	116 14%	120 13%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
High	120	70	50	53	50	34	28	14	30	40	15	105	1	-	-	-	120	89	-	-
	6%ghkm nopsw	6%g	7%gh	5%	6%g	5%	3%	4%	4%	5%k	3%	11%amn	-	-	-	-	100%aop	6%ks	-	-
Q.4 ON DEMAND AND CATCH UP USAGE																				
Low	1423	941	482	808	685	550	671	302	602	612	452	817	316	271	1121	189	89	1423	-	-
	77%co	81%ac	70%	81%ac	82%ac	81%ac	80%c	77%c	80%	82%ia	79%	84%an	82%an	75%	88%apq	76%	74%	100%as	-	-
Medium	90	52	38	45	32	28	49	20	42	33	28	75	14	-	77	8	-	-	90	-
	5%nqw	4%	6%	5%	4%	4%	6%	5%	6%	4%	5%	8%amn	4%n	-	6%q	3%	-	-	100%ar	-
High	31	21	10	16	12	9	11	7	13	12	10	26	-	-	21	-	-	-	-	31
	2%mmrw	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	3%mn	-	-	2%	-	-	-	-	100%
Q.4 SVOD USAGE																				
Low	939	719	220	646	558	454	316	158	248	536	164	359	295	279	651	176	97	828	52	23
	51%cmi klwvy	52%acgh	32%	65%acgh	66%acgh	67%abog h	38%c	40%c	33%	72%aik	29%	37%	77%al	77%al	51%	71%ao	81%ao	58%a	58%	76%
Medium	256	184	72	155	116	96	199	97	186	91	108	211	36	-	213	28	-	205	33	-
	14%cmnq uw	16%c	10%	16%c	14%	14%	24%abcd ef	25%abcd ef	25%ajk	12%	19%aj	22%amn	9%n	-	17%apq	11%q	-	14%	36%ar	-
High	483	161	322	106	81	56	318	134	316	51	285	374	-	-	365	-	-	366	-	-
	26%bdef jmnopas vx	14%def	47%abde fgh	11%	10%	8%	38%abde f	34%abde f	42%aj	7%	50%aj	39%amn	-	-	29%pq	-	-	26%ks	-	-
Q.8A VFM LICENCE FEE																				
Good value	813	601	212	551	437	366	373	187	312	457	233	390	216	173	601	116	38	645	44	15
	44%qwvy	52%acg	31%	55%acgh	52%acg	54%acg	44%c	48%c	41%	61%aik	41%	40%	56%aln	48%j	47%q	46%q	32%	45%	48%	50%
Not good value	897	516	381	412	374	289	420	186	399	263	292	493	153	160	573	120	73	664	43	15
	48%bdfj mux	44%	55%abde th	41%	45%	43%	50%bdef	48%	53%j	35%	51%j	51%mn	40%	44%	45%	48%	61%aop	47%	48%	50%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/ij/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y

* small base; ** very small base (under 30) ineligible for sig testing

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
High	120	97	-	-	38	73
	6%ghk	10%avw	-	-	5%	8%xx
	mnpov					
	w					
Q.4 ON DEMAND AND CATCH UP USAGE						
Low	1423	828	205	366	645	664
	77%ca	88%avw	80%	76%	79%y	74%
Medium	90	52	33	-	44	43
	5%ncqw	6%w	13%auw	-	5%	5%
High	31	23	-	-	15	15
	2%mmw	2%vw	-	-	2%	2%
Q.4 SVOD USAGE						
Low	939	939	-	-	479	406
	51%cgh	100%avw	-	-	59%ay	45%
	ikrvwy					
Medium	256	-	256	-	116	133
	14%cmqu	-	100%auw	-	14%	15%
	w					
High	483	-	-	483	144	275
	26%bdefj	-	-	100%auv	18%	31%ax
	mnpqauvx					
Q.8A VFM LICENCE FEE						
Good value	813	479	116	144	813	-
	44%cwvy	51%aw	45%w	30%	100%ay	-
Not good value	897	406	133	275	-	897
	48%bdfj	43%	52%u	57%au	-	100%ax
	max					

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Q.5B LEAST 3 BENEFITS PERSONALLY																				
Services which are available to everyone	134	88	46	77	64	58	69	41	65	54	42	73	27	23	95	19	5	96	7	4
High-quality productions	147	92	55	75	61	46	73	32	71	55	58	85	26	27	111	12	5	109	12	4
A wide range of different types of programmes for me	103	64	38	47	46	39	44	18	44	38	36	58	21	18	63	19	9	82	2	3
A wide range of high-quality programmes for children made in the UK	393	293	100	256	208	181	190	102	164	202	110	193	91	85	282	54	17	313	21	3
Trusted and accurate UK news	123	74	49	63	54	45	53	28	54	45	48	71	23	17	81	17	12	95	9	-
Provision of regional programmes and content (including news)	175	104	71	84	65	60	91	41	87	68	62	102	28	33	132	17	7	132	9	8
Reflects the diversity of the UK	206	136	69	120	104	82	91	58	82	94	59	107	40	43	132	33	18	157	15	2
Features people like me and the places I know	266	183	83	153	134	113	163	87	140	116	86	138	63	42	204	28	6	207	16	6
Encourages the development of new talent	284	214	70	192	163	139	147	76	128	133	81	146	73	55	213	44	9	223	20	5
Programmes with new ideas and different approaches	107	63	44	52	47	37	46	18	40	39	32	57	22	19	60	21	9	76	7	6

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
* small base; ** very small base (under 30) ineligible for sig testing

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Q.5B LEAST 3 BENEFITS PERSONALLY						
Services which are available to everyone	134 7%	67 7%	23 9%	33 7%	78 10%y	53 6%
High-quality productions	147 8%	60 6%	31 12%u	38 8%	66 8%	77 9%
A wide range of different types of programmes for me	103 6%	61 6%	12 5%	25 5%	57 7%	41 5%
A wide range of high-quality programmes for children made in the UK	393 21%c	205 22%	67 26%w	85 18%	212 26%ay	167 19%
Trusted and accurate UK news	123 7%	55 6%	18 7%	40 8%	59 7%	61 7%
Provision of regional programmes and content (including news)	175 9%	78 8%	28 11%	54 11%	89 11%	77 9%
Reflects the diversity of the UK	206 11%	109 12%	33 13%	40 8%	103 13%	93 10%
Features people like me and the places I know	266 14%q	131 14%	49 19%	74 15%	143 18%y	117 13%
Encourages the development of new talent	284 15%cqww	163 17%w	41 16%	54 11%	151 19%y	124 14%
Programmes with new ideas and different approaches	107 6%	64 7%	12 5%	21 4%	47 6%	60 7%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes that make me stop and think	133	86	47	76	62	52	62	27	59	60	54	71	34	20	94	19	8	103	5	1
Programmes which reflect UK life and values	139	99	40	82	58	52	72	33	67	66	52	76	42	14	97	17	7	103	8	4
Programmes that I can watch with and talk about with my family and friends	146	105	42	95	65	58	68	30	55	77	40	68	35	32	113	12	6	110	11	2
Programmes that bring the nation together for a shared viewing experience	235	176	59	144	119	104	114	71	105	120	77	118	50	45	171	28	11	171	12	6
Programmes that helps to understand what is going on in the world today	93	47	46	38	31	30	39	16	41	31	32	54	21	11	66	11	8	71	7	1
None	477	311	166	275	234	166	200	78	169	199	137	244	113	98	317	81	37	379	16	8
Q.5A TOP 3 BENEFITS PERSONALLY																				
Services which are available to everyone	275	156	119	128	116	83	124	58	113	102	91	156	66	38	191	44	17	213	21	6
High-quality productions	453	317	136	288	227	190	234	120	201	220	144	243	107	79	323	70	20	368	22	9
A wide range of different types of programmes for me	365	250	119	221	191	162	172	92	155	157	96	179	97	68	248	56	22	272	27	8
A wide range of high-quality programmes for children made in the UK	150	99	51	83	69	58	75	33	72	51	58	93	27	20	103	19	9	110	11	6

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes that make me stop and think	133 7%	64 7%	22 8%	35 7%	61 7%	70 8%
Programmes which reflect UK life and values	139 8% ⁿ	72 8%	20 8%	39 8%	67 8%	70 8%
Programmes that I can watch with and talk about with my family and friends	146 8%	81 9%	22 9%	28 6%	76 9%	67 7%
Programmes that bring the nation together for a shared viewing experience	235 13% ^c	121 13%	36 14%	61 13%	120 15%	106 12%
Programmes that helps to understand what is going on in the world today	93 5%	42 4%	15 6%	29 6%	38 5%	48 5%
None	477 26% ^h	264 28% ^w	64 25%	103 21%	211 26%	240 27%
Q.5A TOP 3 BENEFITS PERSONALLY						
Services which are available to everyone	275 15% ⁿ	137 15%	39 15%	72 15%	123 15%	141 16%
High-quality productions	453 24% ^{cy}	254 27% ^w	73 29% ^w	97 20%	248 31% ^{ay}	186 21%
A wide range of different types of programmes for me	368 20%	195 21%	60 23% ^w	79 16%	170 21%	187 21%
A wide range of high- quality programmes for children made in the UK	150 8%	70 7%	27 11%	41 9%	61 7%	85 9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Trusted and accurate UK news	630	470	161	415	347	277	281	131	235	342	176	300	161	138	447	100	35	402	29	12
Provision of regional programmes and content (including news)	148	112	36	102	89	76	51	28	45	81	29	62	33	51	98	25	12	114	5	2
Reflects the diversity of the UK	197	120	77	100	79	76	112	41	100	73	72	113	40	27	144	18	10	152	9	-
Features people like me and the places I know	99	68	31	60	52	39	33	9	31	47	27	46	25	23	62	21	8	67	8	-
Encourages the development of new talent	134	72	63	53	37	36	66	27	68	38	54	71	21	25	95	11	3	92	9	-
Programmes with new ideas and different approaches	209	128	81	108	80	70	114	50	109	77	84	116	41	34	149	23	12	161	11	3
Programmes that make me stop and think	344	226	118	193	159	138	174	89	153	145	116	168	78	63	237	46	18	258	13	10
Programmes which reflect UK life and values	237	153	83	136	110	86	101	56	97	103	89	133	40	53	177	28	10	186	12	3
Programmes that I can watch with and talk about with my family and friends	439	289	150	247	220	177	218	100	195	179	137	244	91	82	301	78	25	345	19	8
Programmes that bring the nation together for a shared viewing experience	158	111	47	93	82	60	71	32	66	72	43	78	41	31	100	24	8	119	11	2

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Trusted and accurate UK news	630 34%cw	366 39%avw	80 31%	125 26%	335 41%ay	269 30%
Provision of regional programmes and content (including news)	148 8%ckw	97 10%w	17 7%	16 3%	78 10%	69 8%
Reflects the diversity of the UK	197 11%u	74 8%	44 17%au	66 14%u	96 12%	91 10%
Features people like me and the places I know	99 5%ht	48 5%	13 5%	20 4%	28 3%	66 7%x
Encourages the development of new talent	134 7%e	50 5%	25 10%u	46 10%u	57 7%	72 8%
Programmes with new ideas and different approaches	209 11%	97 10%	34 13%	63 13%	104 13%	98 11%
Programmes that make me stop and think	344 19%	181 19%	41 16%	93 19%	174 21%	161 18%
Programmes which reflect UK life and values	237 13%	109 12%	49 19%auw	50 10%	122 15%y	102 11%
Programmes that I can watch with and talk about with my family and friends	439 24%	226 24%	62 24%	106 22%	216 27%	201 22%
Programmes that bring the nation together for a shared viewing experience	158 9%	81 9%	29 11%w	30 6%	87 11%	70 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes that helps to understand what is going on in the world today	477	362	115	320	256	197	234	113	187	244	164	243	116	95	346	72	21	386	26	7
	26% <i>ov</i>	31% <i>ac</i>	17%	32% <i>ac</i>	31% <i>ac</i>	29% <i>c</i>	28% <i>c</i>	29% <i>c</i>	25%	33% <i>ai</i>	29%	25%	30%	26%	27% <i>q</i>	29% <i>q</i>	16%	27%	29%	24%
None	225	65	159	49	46	39	86	34	85	31	68	126	16	42	137	16	21	155	7	2
	12% <i>bdef</i>	6%	23% <i>abdef</i>	5%	6%	6%	10% <i>kbdef</i>	9% <i>d</i>	11% <i>j</i>	4%	12% <i>j</i>	13% <i>m</i>	4%	12% <i>m</i>	11% <i>p</i>	6%	18% <i>op</i>	11%	8%	7%
Q.6B LEAST 3 BENEFITS FAMILY AND FRIENDS																				
Services which are available to everyone	107	71	36	65	51	46	49	32	44	47	40	61	15	25	77	18	5	84	6	3
	6%	6%	5%	7%	6%	7%	6%	8%	6%	6%	7%	6%	4%	7%	6%	7%	4%	6%	6%	10%
High-quality productions	126	81	45	62	49	39	74	31	74	40	54	75	24	19	92	13	5	94	12	5
	7%	7%	7%	6%	6%	6%	9% <i>ef</i>	8%	10% <i>aj</i>	5%	9% <i>j</i>	8%	6%	5%	7%	5%	4%	7%	13% <i>ar</i>	15%
A wide range of different types of programmes for them	92	56	37	46	37	27	47	17	42	36	40	44	21	14	62	15	1	67	3	2
	5% <i>q</i>	5%	5%	5%	4%	4%	6%	4%	6%	5%	7%	5%	6%	4%	5% <i>q</i>	6% <i>q</i>	1%	5%	3%	7%
A wide range of high-quality programmes for children made in the UK	212	153	59	132	106	98	99	54	88	114	63	94	56	43	142	27	9	153	13	4
	11%	13% <i>c</i>	8%	13% <i>c</i>	13% <i>c</i>	15% <i>c</i>	12%	14% <i>c</i>	12%	15% <i>ak</i>	11%	10%	15% <i>l</i>	12%	11%	11%	8%	11%	14%	11%
Trusted and accurate UK news	103	66	37	51	47	37	54	24	49	34	37	63	18	12	65	13	10	79	11	2
	6%	6%	5%	5%	6%	6%	6%	6%	6%	5%	6%	6% <i>n</i>	5%	3%	5%	5%	9%	6%	13% <i>ar</i>	5%
Provision of regional programmes and content (including news)	168	112	56	92	74	65	85	34	78	73	53	82	34	34	118	18	6	115	11	6
	9%	10%	8%	9%	9%	10%	10%	9%	10%	10%	9%	8%	9%	10%	9%	7%	5%	8%	12%	20%
Reflects the diversity of the UK	180	137	43	118	99	76	100	51	82	86	56	102	28	39	128	23	6	132	13	6
	10% <i>c</i>	12% <i>c</i>	6%	12% <i>c</i>	12% <i>c</i>	11% <i>c</i>	12% <i>c</i>	13% <i>c</i>	11%	12%	10%	10%	7%	11%	10%	9%	5%	9%	15%	18%
Features people like me and the places I know	184	127	57	111	88	69	111	57	97	80	62	96	45	26	140	19	5	151	4	6
	10%	11%	8%	11%	10%	10%	13% <i>ac</i>	14% <i>ac</i>	13% <i>a</i>	11%	11%	10%	12% <i>n</i>	7%	11% <i>q</i>	8%	4%	11%	5%	19%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes that helps to understand what is going on in the world today	477 26%cw	269 29%w	80 31%w	98 20%	261 32%ay	202 23%
None	225 12%bdafj mpuvx	73 8%	14 6%	107 22%auv	29 4%	120 13%x
Q.6B LEAST 3 BENEFITS FAMILY AND FRIENDS						
Services which are available to everyone	107 6%	62 7%	14 5%	26 5%	58 7%	48 5%
High-quality productions	126 7%	71 8%	24 9%	27 6%	53 6%	69 8%
A wide range of different types of programmes for them	92 5%q	35 4%	22 9%au	28 6%	43 5%	43 5%
A wide range of high-quality programmes for children made in the UK	212 11%	99 11%	40 16%uw	47 10%	126 15%ay	83 9%
Trusted and accurate UK news	103 6%	57 6%	15 6%	25 5%	45 6%	56 6%
Provision of regional programmes and content (including news)	168 9%	82 9%	25 10%	43 9%	92 11%y	69 8%
Reflects the diversity of the UK	180 10%c	95 10%	27 11%	40 8%	82 10%	96 11%
Features people like me and the places I know	184 10%	85 9%	34 13%	54 11%	92 11%	85 10%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Encourages the development of new talent	228	164	64	137	118	91	121	63	105	104	78	128	54	34	161	36	9	179	13	4
	12%	14% ^c	9%	14% ^c	14% ^c	13% ^c	14% ^c	16% ^c	14%	14%	14%	13%	14%	9%	13%	14%	8%	13%	15%	14%
Programmes with new ideas and different approaches	103	74	29	67	59	51	60	28	51	45	31	56	22	17	74	11	2	76	6	2
	6%	6%	4%	7% ^c	7% ^c	8% ^c	7% ^c	7%	7%	6%	5%	6%	6%	5%	6%	5%	2%	5%	7%	7%
Programmes that make me stop and think	109	66	42	54	51	49	54	30	48	30	40	69	14	20	73	20	5	82	11	-
	6%	6%	6%	5%	6%	7%	6%	6%	6%	4%	7% ^j	7% ^m	4%	5%	6%	8%	4%	6%	13% ^{ar}	-
Programmes which reflect UK life and values	107	66	40	56	49	54	62	35	53	42	37	57	24	17	80	12	4	83	7	4
	6%	6%	6%	6%	6%	6%	7%	9% ^{abcd}	7%	6%	7%	6%	6%	5%	6%	5%	3%	6%	6%	13%
Programmes that I can watch with and talk about with my family and friends	106	73	33	58	36	39	45	28	47	46	38	54	25	22	77	16	4	82	7	-
	6%	6%	5%	6%	4%	6%	5%	7%	6%	6%	7%	6%	7%	6%	6%	6%	3%	6%	8%	-
Programmes that bring the nation together for a shared viewing experience	168	128	41	111	85	72	75	47	74	84	60	87	42	28	125	20	10	122	15	6
	9% ^c	11% ^c	6%	11% ^c	10% ^c	11% ^c	9% ^c	12% ^c	10%	11%	11%	9%	11%	8%	10%	8%	8%	9%	17% ^{ar}	20%
Programmes that helps to understand what is going on in the world today	78	37	41	33	30	25	30	12	30	26	28	41	12	14	48	11	2	52	2	1
	4%	3%	6% ^{bdeg}	3%	4%	4%	4%	3%	4%	3%	5%	4%	3%	4%	4%	5%	2%	4%	2%	5%
None	451	304	148	270	219	175	208	91	182	207	138	250	96	80	315	84	41	361	21	7
	24%	26% ^c	21%	27% ^c	26% ^c	26%	25%	23%	24%	26%	24%	26%	25%	22%	25%	25%	34% ^{ao}	25%	23%	23%
Q.6A TOP 3 BENEFITS FAMILY AND FRIENDS Services which are available to everyone	257	175	82	150	122	110	127	58	102	109	90	143	57	43	170	39	20	193	20	8
	14% ^w	15%	12%	15%	14%	16% ^c	15%	15%	13%	15%	16%	15%	15%	12%	13%	16%	17%	14%	22% ^{ar}	26%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.6A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Encourages the development of new talent	228 12%	114 12%	46 18%auw	52 11%	114 14%	110 12%
Programmes with new ideas and different approaches	103 6%	43 5%	27 10%auw	23 5%	62 8%y	41 5%
Programmes that make me stop and think	109 6%	52 6%	17 7%	30 6%	56 7%	49 5%
Programmes which reflect UK life and values	107 6%	52 5%	13 5%	35 7%	57 7%	48 5%
Programmes that I can watch with and talk about with my family and friends	106 6%	60 6%	17 6%	19 4%	57 7%	47 5%
Programmes that bring the nation together for a shared viewing experience	168 9% ^c	94 10%	22 9%	38 8%	96 12%ay	68 8%
Programmes that helps to understand what is going on in the world today	78 4%	29 3%	12 5%	25 5%	32 4%	44 5%
None	451 24%	246 26%	63 25%	110 23%	199 25%	231 26%
Q.6A TOP 3 BENEFITS FAMILY AND FRIENDS						
Services which are available to everyone	257 14% ^w	139 15% ^w	40 16% ^w	46 10%	135 17% ^y	113 13%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
High-quality productions	310	219	91	109	156	138	152	82	121	153	102	163	77	58	220	48	10	246	19	11
A wide range of different types of programmes for them	234	159	74	133	113	93	117	58	166	21%ai	16%	17%	20%	16%	18%q	19%q	8%	17%	21%	35%
A wide range of high-quality programmes for children made in the UK	223	148	76	130	107	81	123	56	108	98	75	119	49	39	149	42	12	171	11	3
Trusted and accurate UK news	464	340	123	296	238	189	225	117	204	232	144	239	109	84	335	61	25	366	26	9
Provision of regional programmes and content (including news)	134	97	38	86	63	60	68	26	57	68	26	78	32	19	104	13	9	105	11	4
Reflects the diversity of the UK	147	94	52	86	70	62	69	32	64	63	47	74	28	30	106	16	10	115	6	3
Features people like me and the places I know	106	59	46	50	39	28	51	17	46	39	38	51	25	18	70	15	3	77	7	1
Encourages the development of new talent	102	66	35	53	44	35	52	25	52	43	34	65	17	12	72	14	5	77	10	1
Programmes with new ideas and different approaches	179	122	58	110	88	69	89	42	79	84	56	99	40	31	131	24	10	138	8	4
Programmes that make me stop and think	191	139	53	126	94	83	80	44	79	93	61	98	46	30	125	30	13	138	12	7

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/z
* small base; ** very small base (under 30) ineligible for sig testing

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Q. Break by Break
Base: All Adults 16+ in UK

	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE		
	Total (a)	Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
High-quality productions	310 17% ^{cq}	171 18%	40 16%	66 14%	175 22% ^{ay}	126 14%
A wide range of different types of programmes for them	234 13%	110 12%	45 17% ^u	60 13%	124 15% ^y	101 11%
A wide range of high-quality programmes for children made in the UK	223 12%	122 13%	27 10%	56 12%	100 12%	120 13%
Trusted and accurate UK news	464 25% ^c	250 27%	70 27%	111 23%	247 30% ^{ay}	209 23%
Provision of regional programmes and content (including news)	134 7% ^{kw}	74 8% ^w	32 12% ^{auw}	21 4%	73 9%	60 7%
Reflects the diversity of the UK	147 8%	76 8%	28 11% ^w	30 6%	72 9%	68 8%
Features people like me and the places I know	105 6%	48 5%	13 5%	35 7%	59 7%	47 5%
Encourages the development of new talent	102 5%	46 5%	19 8%	29 6%	52 6%	46 5%
Programmes with new ideas and different approaches	179 10%	96 10%	22 9%	47 10%	89 11%	84 9%
Programmes that make me stop and think	191 10%	97 10%	31 12%	43 9%	98 12%	89 10%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes which reflect UK life and values	197	134	64	107	92	79	96	52	85	67	59	105	35	42	129	27	12	145	4	1
	11%	12%	9%	11%	11%	12%	11%	13%	11%	9%	10%	11%	9%	12%	10%	11%	10%	10%	4%	5%
Programmes that I can watch with and talk about with my family and friends	359	249	110	206	185	145	199	98	185	142	134	204	62	64	253	39	21	271	19	9
	19%	21% ^c	16%	21% ^c	22% ^c	21% ^c	24% ^{ac}	25% ^{ac}	25% ^{aj}	19%	23%	21%	16%	18%	20%	16%	17%	19%	21%	31%
Programmes that bring the nation together for a shared viewing experience	155	102	53	80	70	57	89	27	80	55	63	94	23	21	106	15	5	110	13	1
	8%	9%	8%	8%	8%	8%	11%	7%	11% ^j	7%	11% ^j	10% ^{mm}	6%	6%	8%	6%	4%	8%	14% ^r	3%
Programmes that helps to understand what is going on in the world today	311	217	94	187	148	133	162	78	140	143	119	169	66	59	225	43	20	242	20	8
	17%	19% ^c	14%	19% ^c	18% ^c	20% ^c	19% ^c	20% ^c	19%	19%	21% ^a	17%	17%	16%	18%	17%	16%	17%	22%	25%
None	545	267	278	228	209	156	205	87	188	165	140	267	108	118	347	74	43	409	17	4
	29% ^{bcdefghiksvx}	23%	40% ^{abde fgh}	23%	25%	23%	24%	22%	25%	22%	24%	28%	28%	33%	27%	30%	36%	29%	18%	13%
Q.7B LEAST 3 BENEFITS SOCIETY																				
Services which are available to everyone	75	46	29	32	31	30	35	21	35	24	26	44	13	13	60	8	1	57	5	4
	4%	4%	4%	3%	4%	4%	4%	5%	5%	3%	5%	5%	3%	4%	5%	3%	1%	4%	5%	14%
High-quality productions	170	112	58	83	73	58	102	48	92	44	67	114	30	18	125	20	2	133	9	10
	9% ^{hjk}	10%	8%	8%	9%	9%	12% ^{acde f}	12% ^d	12% ^{aj}	6%	12% ^j	12% ^{mm}	8%	5%	10% ^q	8% ^q	2%	9%	10%	31%
A wide range of different types of programmes for everyone	87	58	29	51	34	35	42	22	36	38	31	41	19	23	66	15	1	68	6	-
	5% ^q	5%	4%	5%	4%	5%	5%	6%	5%	5%	5%	4%	5%	6%	5% ^q	8% ^q	*	5%	7%	-
A wide range of high-quality programmes for children made in the UK	150	102	47	91	68	61	74	43	68	68	40	74	40	29	109	22	3	116	8	3
	8% ^q	9%	7%	9%	8%	9%	9%	11% ^c	9%	9%	7%	8%	10%	8%	9% ^q	9% ^q	3%	8%	9%	9%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes which reflect UK life and values	197 11%	86 9%	43 17% ^{auw}	43 9%	93 11%	97 11%
Programmes that I can watch with and talk about with my family and friends	359 19%	165 18%	60 23%	103 21%	170 21%	174 19%
Programmes that bring the nation together for a shared viewing experience	155 8%	62 7%	35 14% ^{au}	50 10% ^u	60 7%	87 10%
Programmes that helps to understand what is going on in the world today	311 17%	165 18%	60 23% ^{aw}	70 14%	159 20%	148 17%
None	545 29% ^{bdefghiksvx}	264 28% ^v	48 19%	166 34% ^{uv}	179 22%	265 30% ^x
Q.7B LEAST 3 BENEFITS SOCIETY						
Services which are available to everyone	75 4%	42 4%	13 5%	13 3%	37 5%	37 4%
High-quality productions	170 9% ^{jq}	71 8%	39 15% ^{au}	51 10%	80 10%	87 10%
A wide range of different types of programmes for everyone	87 5% ^q	48 5%	19 7% ^w	15 3%	41 5%	47 5%
A wide range of high-quality programmes for children made in the UK	150 8% ^q	75 8%	29 11%	34 7%	71 9%	76 8%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Trusted and accurate UK news	61	36	26	26	21	11	26	12	28	20	18	36	9	9	41	7	5	45	8	-
Provision of regional programmes and content (including news)	149	87	62	70	46	43	81	33	78	52	53	91	25	20	115	9	5	120	7	6
Reflects the diversity of the UK	131	94	37	83	68	54	53	32	48	63	37	67	26	30	85	20	8	93	12	2
Features people like me and the places I know	257	188	69	167	123	108	164	82	146	112	99	140	55	40	186	35	4	203	9	6
Encourages the development of new talent	249	185	64	170	136	109	135	75	112	128	78	131	57	46	182	33	10	193	13	6
Programmes with new ideas and different approaches	103	65	38	55	47	40	53	25	49	43	38	47	34	11	67	16	7	77	7	2
Programmes that make me stop and think	128	74	54	64	61	48	63	30	54	46	38	78	17	24	85	22	6	100	6	1
Programmes which reflect UK life and values	91	59	32	44	42	37	41	18	36	26	40	44	22	15	60	13	3	66	2	3
Programmes that I can watch with and talk about with my family and friends	156	108	47	90	72	67	76	45	66	69	54	78	37	26	113	21	6	118	12	2
Programmes that bring the nation together for a shared viewing experience	157	105	51	89	72	65	72	39	62	68	48	69	29	39	107	18	9	104	4	5

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Trusted and accurate UK news	61 3% ^f	32 3%	8 3%	17 4%	27 3%	32 4%
Provision of regional programmes and content (including news)	149 8% ^{ep}	70 7%	19 8%	53 11% ^u	77 9%	67 7%
Reflects the diversity of the UK	131 7%	72 8%	13 5%	25 5%	59 7%	70 8%
Features people like me and the places I know	257 14% ^{coq}	110 12%	50 19% ^{au}	76 16%	146 18% ^{ay}	107 12%
Encourages the development of new talent	249 13% ^c	136 15%	36 14%	55 11%	129 16%	116 13%
Programmes with new ideas and different approaches	103 6%	54 6%	12 5%	28 6%	53 7%	49 5%
Programmes that make me stop and think	128 7%	58 6%	25 10%	30 6%	60 7%	60 7%
Programmes which reflect UK life and values	91 5%	41 4%	15 6%	27 6%	39 5%	49 5%
Programmes that I can watch with and talk about with my family and friends	156 8%	87 9% ^w	32 12% ^w	29 6%	86 11% ^y	61 7%
Programmes that bring the nation together for a shared viewing experience	157 8%	77 8%	21 8%	38 8%	92 11% ^{ay}	58 6%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable

Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB						Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service S (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Programmes that helps to understand what is going on in the world today	64	36	28	31	25	20	24	7	20	23	22	30	7	16	39	3	4	34	6	2
	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%	4%	3%	2%	4% ^m	3%	1%	3%	2%	6% ^r	6%
None	631	417	215	368	322	249	265	112	244	290	176	328	156	117	431	108	55	501	27	6
	34% ^w	36% ^h	31%	37% ^{cgh}	38% ^{ao} gh	37% ^{cgh}	31%	28%	32%	39% ^{ai} k	31%	34%	41% ^{ai} h	33%	34%	43% ^{ao}	46% ^{ao}	35%	30%	18%
Q.7A TOP 3 BENEFITS SOCIETY																				
Services which are available to everyone	379	253	126	217	173	147	189	84	158	166	134	202	95	61	261	81	21	295	23	5
	20%	22%	18%	22%	21%	22%	22%	22%	21%	22%	23%	21%	25% ⁿ	17%	21%	25%	18%	21%	25%	17%
High-quality productions	265	174	91	160	124	104	108	52	91	126	88	120	68	63	182	46	13	197	12	7
	14%	15%	13%	16%	15%	15%	13%	5%	12%	17% ⁱ	15%	12%	18% ⁱ	18% ⁱ	14%	16%	11%	14%	14%	22%
A wide range of different types of programmes for everyone	310	225	85	200	163	133	135	65	122	160	93	163	72	60	214	43	22	233	20	5
	17% ^c	19% ^c	12%	20% ^{ao} g	19% ^c	20% ^c	16%	17%	16%	21% ^{ai} k	16%	17%	19%	17%	17%	17%	19%	16%	22%	15%
A wide range of high-quality programmes for children made in the UK	141	82	59	68	64	46	64	30	64	52	46	75	26	30	90	23	9	100	5	7
	8%	7%	8%	7%	8%	7%	8%	8%	8%	7%	8%	8%	7%	8%	7%	9%	8%	7%	5%	22%
Trusted and accurate UK news	623	423	199	371	302	245	316	161	284	273	198	321	130	127	444	89	32	476	32	10
	34% ^c	36% ^c	29%	37% ^c	36% ^c	37% ^c	41% ^{ac}	15%	38%	37%	35%	33%	34%	35%	35%	36%	27%	33%	36%	31%
Provision of regional programmes and content (including news)	119	87	33	72	58	45	40	15	41	57	25	49	33	33	82	18	4	84	9	1
	6% ^w	7% ^{cgh}	5%	7% ^{gh}	7% ^h	7%	5%	4%	5%	8% ^k	4%	5%	9% ⁱ	9% ⁱ	6%	7%	4%	6%	10%	3%
Reflects the diversity of the UK	414	306	107	270	213	182	244	114	210	182	136	251	87	50	313	50	26	334	18	6
	22% ^{on} y	26% ^{ac}	16%	27% ^{ac}	25% ^c	27% ^{ac}	29% ^{ac}	10%	28% ^a	25%	24%	26% ⁿ	23% ⁿ	14%	25%	20%	22%	23%	20%	20%
Features people like me and the places I know	79	47	32	38	29	19	32	8	32	29	21	38	12	18	51	12	3	57	6	-
	4%	4%	5%	4%	3%	3%	4%	2%	4%	4%	4%	4%	3%	5%	4%	5%	2%	4%	6%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Programmes that helps to understand what is going on in the world today	64 3%	28 3%	8 3%	15 3%	30 4%	32 4%
None	631 34%w	342 36%w	90 35%	137 28%	299 37%	305 34%
Q.7A TOP 3 BENEFITS SOCIETY						
Services which are available to everyone	379 20%	200 21%	56 22%	91 19%	185 24%y	168 19%
High-quality productions	265 14%	149 16%w	34 13%	52 11%	134 16%	127 14%
A wide range of different types of programmes for everyone	310 17%c	159 17%	47 18%	70 14%	152 19%	147 16%
A wide range of high-quality programmes for children made in the UK	141 8%	66 7%	17 7%	35 7%	61 7%	75 8%
Trusted and accurate UK news	623 34%c	309 33%	103 40%w	150 31%	312 38%ay	296 33%
Provision of regional programmes and content (including news)	119 6%w	61 7%w	18 7%	18 4%	53 7%	59 7%
Reflects the diversity of the UK	414 22%cmj	193 21%	85 33%auw	108 22%	236 29%ay	168 19%
Features people like me and the places I know	79 4%	37 4%	13 5%	25 5%	35 4%	38 4%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Encourages the development of new talent	111	65	46	50	46	41	53	20	52	41	50	51	27	17	74	17	2	83	3	3
	6%	6%	7%	5%	5%	6%	6%	5%	7%	6%	9%aj	5%	7%	5%	6%	7%	2%	6%	4%	11%
Programmes with new ideas and different approaches	184	111	74	92	69	65	90	36	77	74	74	97	34	34	132	21	8	137	12	2
	10%	10%	11%	9%	8%	10%	11%	9%	10%	10%	13%	10%	9%	9%	10%	8%	7%	10%	14%	8%
Programmes that make me stop and think	221	146	76	128	116	89	93	50	74	102	54	106	54	44	146	39	16	165	15	6
	12%	13%	11%	13%	14%	13%	11%	13%	10%	14%kk	9%	11%	14%	12%	11%	16%	14%	12%	16%	16%
Programmes which reflect UK life and values	306	204	102	180	154	124	148	83	142	126	85	170	66	51	207	52	18	233	19	5
	17%	18%	15%	18%	18%	18%	18%	21%c	19%	17%	15%	18%	17%	14%	16%	21%	15%	16%	21%	17%
Programmes that I can watch with and talk about with my family and friends	196	123	73	103	97	82	80	38	75	74	50	94	31	53	143	22	9	145	13	4
	11%	11%	11%	10%	12%	12%	9%	10%	10%	10%	9%	10%	8%	15%alm	11%	9%	8%	10%	14%	11%
Programmes that bring the nation together for a shared viewing experience	223	159	64	137	113	91	113	42	102	102	76	131	54	32	152	39	12	181	12	3
	12%	14%c	9%	14%c	13%c	13%c	13%c	11%	13%	14%	13%	13%n	14%n	9%	12%	16%	10%	13%	13%	9%
Programmes that helps to understand what is going on in the world today	394	281	113	242	190	154	190	96	175	191	129	193	107	75	285	54	23	310	24	5
	21%cw	24%c	16%	24%c	23%c	23%c	24%c	24%c	23%	26%a	23%	20%	28%ah	21%	22%	22%	19%	22%	27%	15%
None	347	154	193	127	119	97	134	59	121	87	96	182	49	76	214	33	30	254	13	5
	19%bdef jmpvx	13%	28%abde fgh	13%	14%	14%	16%	15%	16%j	12%	17%j	19%km	13%	21%n	17%	13%	25%op	18%	14%	16%
Q.8B - LICENCE FEE PAID	1435	1002	433	861	724	593	702	333	615	634	436	759	336	267	997	212	99	1123	76	28
Yes	78%cw	86%ac	63%	87%ac	86%ac	88%acq	83%ac	85%ac	81%k	85%ak	78%	78%	88%aln	74%	78%	85%ao	83%	79%	85%	91%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Encourages the development of new talent	111 6%	48 5%	22 8%	29 6%	60 7%y	44 5%
Programmes with new ideas and different approaches	184 10%	92 10%	30 12%	49 10%	92 11%	82 9%
Programmes that make me stop and think	221 12%	121 13%	25 10%	53 11%	116 14%	101 11%
Programmes which reflect UK life and values	306 17%	157 17%	48 19%	70 15%	141 17%	161 18%
Programmes that I can watch with and talk about with my family and friends	196 11%	111 12%	22 8%	46 9%	92 11%	101 11%
Programmes that bring the nation together for a shared viewing experience	223 12%	119 13%	39 15%w	46 10%	128 16%ay	92 10%
Programmes that helps to understand what is going on in the world today	394 21%cw	222 24%w	65 26%w	78 16%	185 23%	191 21%
None	347 18%bdef jmpvx	160 17%v	23 9%	129 27%auv	82 10%	174 19%x
Q.8B - LICENCE FEE PAID						
Yes	1435 78%cw	776 83%aw	238 93%auw	288 60%	698 86%ay	691 77%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
		Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
No	360	146	214	125	109	79	122	51	122	107	111	163	45	91	232	33	18	249	11	3
	19%bdef ghmpuv x	13%	31%abde fgh	13%	13%	12%	15%	13%	16%	14%	19%	17%lm	12%	25%alm	18%	13%	15%	18%	12%	9%
Q.2A Media providers used in the last year																				
BBC services	1087	1087	-	995	800	640	513	256	414	745	276	499	292	271	773	162	62	883	49	17
	59%ckw y	94%acgh	-	100%abce fgh	95%acgh	95%acgh	61%c	65%ac	55%k	100%aik	46%	51%	76%al	75%al	61%	65%q	51%	62%	55%	55%
ITV services	958	958	-	849	840	638	445	225	351	608	222	440	258	245	673	151	63	786	37	16
	52%ckd w	83%acgh	-	85%acd h	100%abcd fgh	94%abcd gh	53%c	57%c	46%k	82%aik	39%	45%	67%al	68%al	53%	61%ao	53%	55%e	41%	52%
Channel 4 services	847	847	-	744	702	678	388	208	302	534	183	374	234	230	602	133	47	688	36	16
	46%ckd w	73%acgh	-	75%acgh	84%abc dgh	100%abcd efgh	46%c	53%acg	40%k	72%aik	32%	39%	61%al	64%al	47%	53%aq	39%	48%	40%	50%
Channel 5 services	681	681	-	612	594	544	293	148	223	435	132	281	197	195	476	115	45	557	28	8
	37%ckd w	59%acgh	-	61%acgh	71%abcd gh	80%abcd efgh	35%c	38%c	30%k	58%aik	23%	29%	51%al	54%al	37%	46%ao	37%	39%	31%	27%
Freeview/Youview	531	459	72	404	367	324	214	126	167	295	123	215	161	148	380	89	32	425	25	8
	29%ckd w	40%acgh	10%	41%acgh	44%acgh	48%abcd gh	25%c	32%cg	22%	40%aik	22%	22%	42%al	41%al	30%	36%a	27%	30%	28%	27%
Netflix	944	620	324	518	423	339	842	332	755	332	382	618	156	83	704	96	36	752	55	15
	51%jmp qu	53%c	47%	52%	50%	50%	100%abcd efh	85%abcd def	100%ajk	45%	67%aj	64%amm	41%n	23%	55%apq	38%	30%	53%	61%	49%
Amazon Prime Video	529	377	152	322	264	220	410	392	356	193	177	337	85	56	399	53	18	417	28	9
	29%cmpp qu	32%ac	22%	32%c	31%c	32%c	49%abc def	100%abcd efg	47%ajk	26%	31%	35%amm	22%n	16%	31%ppq	21%	15%	29%	31%	29%
Disney +	39	34	4	32	23	19	27	19	23	19	13	29	6	2	29	7	1	29	4	1
	2%c	3%c	1%	3%c	3%c	3%c	3%c	5%ac	3%	3%	2%	3%n	2%	1%	2%	3%	1%	2%	5%	4%
Apple TV +	52	39	13	33	27	27	42	29	34	15	15	42	6	2	40	3	3	40	7	1
	3%n	3%	2%	3%	3%	4%c	5%ac	7%abcde f	5%aj	2%	3%	4%mn	2%	*	3%	1%	3%	3%	7%ar	4%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

* small base; ** very small base (under 30) ineligible for sig testing

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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
No	360	146	15	161	111	199
	19%bdef	16%v	6%	33%auv	14%	22%x
	dhimpuv					
	x					
Q.2A Media providers used in the last year						
BBC services	1087	678	174	145	582	466
	59%cklw	72%aw	68%aw	30%	72%ay	52%
	y					
ITV services	958	615	140	118	490	433
	52%ckl	65%avw	55%w	24%	60%ay	48%
	w					
Channel 4 services	847	553	121	95	442	375
	46%ckl	59%avw	47%w	20%	54%ay	42%
	w					
Channel 5 services	681	460	95	58	347	314
	37%ckl	49%avw	37%w	12%	43%ay	35%
	w					
Freeview/Youview	531	348	67	61	270	245
	29%ckl	37%avw	26%w	13%	33%ay	27%
	w					
Netflix	944	388	214	332	432	462
	51%jimp	41%	84%auw	69%au	53%	51%
	qu					
Amazon Prime Video	529	224	127	173	254	253
	29%cmpp	24%	50%auw	36%au	31%	28%
	qu					
Disney +	39	19	10	7	19	19
	2%c	2%	4%	2%	2%	2%
Apple TV +	52	24	13	14	31	15
	3%n	3%	5%	3%	4%y	2%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/l/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y

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Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB								Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE		
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service s (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Sky	577	422	154	359	324	252	303	149	258	237	147	359	115	71	345	133	73	452	35	18
	31%ckno	36%ac	22%	36%ac	39%ac	37%ac	36%ac	38%ac	34%k	32%k	26%	37%amn	30%n	20%	27%	53%ao	61%ao	32%	39%	58%
Virgin TV	203	148	55	122	110	85	106	73	95	73	57	119	42	28	150	17	12	159	5	2
	11%cp	13%ac	8%	12%ac	13%ac	13%ac	13%ac	19%abcd	13%	10%	10%	12%n	17%	8%	12%p	7%	10%	17%	6%	8%
Spotify	352	251	101	205	157	149	261	132	231	111	165	243	53	27	266	35	13	279	27	8
	19%qjmm	22%ac	15%	21%ac	19%	22%ac	31%abcd	34%abcd	31%aj	15%	29%aj	25%amm	14%n	8%	21%pq	14%	11%	20%	30%ar	25%
Apple Music/Apple Podcasts	122	104	19	90	69	65	99	60	82	40	53	98	11	8	100	10	3	99	15	2
	7%cm	9%ac	3%	9%ac	8%ac	10%ac	12%ace	15%abcd	11%aj	5%	9%j	10%amn	3%	2%	8%p	4%	3%	7%	16%ar	7%
YouTube	922	624	298	518	417	348	585	277	517	345	570	589	167	91	702	95	26	746	52	12
	50%cmpp	54%ac	43%	52%ac	50%ac	51%ac	69%abcd	71%abcd	68%aj	46%	100%aj	61%amn	44%n	25%	55%apq	38%q	22%	52%	57%	40%
None of these	133	-	133	-	-	-	-	-	-	-	-	69	25	30	86	19	10	88	7	1
	7%bcdefg	-	19%abdef	-	-	-	-	-	-	-	-	7%	6%	6%	7%	8%	6%	6%	8%	3%
Q.3A Media provider ranked the most valuable BBC services	354	354	-	345	258	230	113	55	75	354	52	58	156	139	284	49	3	302	16	7
	19%icohi	31%acgh	-	35%acgh	31%acgh	34%acgh	13%ac	14%ac	10%	48%aik	9%	6%	41%al	38%al	22%aq	20%q	3%	21%	18%	23%
ITV services	124	124	-	114	123	88	35	12	17	90	8	16	42	66	86	16	7	94	2	-
	7%cohi	11%acgh	-	11%acgh	15%abco	13%acgh	4%ac	3%ac	2%	12%aik	1%	2%	11%al	18%alm	7%	6%	6%	7%	2%	-
Channel 4 services	17	17	-	10	10	14	4	-	4	7	1	4	4	9	15	1	-	14	1	-
	1%c	1%ch	-	1%c	1%c	2%acgh	*	*	1%	1%	*	*	1%	2%al	1%	*	-	1%	1%	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
 * small base; ** very small base (under 30) ineligible for sig testing

Note: Please be aware that no analysis should be conducted on columns with base sizes below 100 as results may not be reliable



Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Sky	577	354	94	78	259	285
	31%ckno	38%aw	37%w	16%	32%	32%
Virgin TV	203	90	52	49	98	95
	11%cp	10%	20%auw	10%	12%	11%
Spotify	352	136	79	133	173	160
	19%cm	14%	31%au	28%au	21%	18%
Apple Music/Apple Podcasts	122	52	33	34	74	43
	7%cmn	6%	13%auw	7%	9%ay	5%
YouTube	922	378	180	343	431	435
	50%cmpp	40%	70%au	71%au	53%	48%
None of these	133	68	6	29	36	66
	7%bdfg	7%v	2%	6%v	4%	7%x
Q.8A Media provider ranked the most valuable						
BBC services	354	288	31	4	265	75
	19%cah	31%avw	12%w	1%	33%ay	8%
ITV services	124	94	5	-	34	86
	7%cgih	10%avw	2%w	-	4%	10%ax
Channel 4 services	17	14	-	-	9	8
	1%c	2%w	-	-	1%	1%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Total (a)	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service S (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
Channel 5 services	19	19	-	14	16	17	1	-	1	10	-	4	1	14	11	-	2	13	-	-
Freeview/Youview	117	81	36	68	65	45	16	13	14	58	8	38	38	41	62	33	17	88	4	1
Netflix	314	162	152	125	99	81	307	118	314	62	114	258	16	5	267	7	-	253	19	1
Amazon Prime Video	34	16	18	12	12	11	18	28	13	6	3	22	5	1	26	-	-	23	2	-
Disney +	4	2	2	-	-	-	2	-	2	2	2	2	2	-	2	2	-	2	2	-
Apple TV +	3	-	3	-	-	-	-	-	-	-	-	2	1	-	3	-	1	3	-	-
Sky	286	181	106	146	141	104	133	67	117	86	66	207	45	20	115	93	67	210	20	17
Virgin TV	60	30	30	26	20	14	14	16	13	16	13	27	15	8	35	9	7	42	2	1
Spotify	73	32	41	26	21	18	55	22	57	9	47	53	8	3	58	3	1	59	2	2
Apple Music/Apple Podcasts	9	5	4	3	1	1	4	1	4	3	5	8	-	-	8	-	-	6	1	-

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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Q. Break by Break
Base: All Adults 16+ in UK

	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
Channel 5 services	19	15	-	-	5	13
	1%cgkw	2%w	-	-	1%	1%
Freeview/Youview	117	91	7	2	54	62
	6%ghk	10%avw	3%w	*	7%	7%
Netflix	314	44	90	180	107	186
	17%bde	5%	35%au	37%au	13%	21%ax
Amazon Prime Video	34	4	11	18	8	21
	2%npu	*	4%au	4%au	1%	2%
Disney +	4	3	-	1	2	2
	*	-	-	*	*	*
Apple TV +	3	1	-	2	1	1
	*	-	-	*	*	*
Sky	286	208	27	15	124	143
	15%ikno	22%avw	10%w	3%	15%	16%
Virgin TV	60	33	10	12	29	29
	3%g	4%	4%	2%	4%	3%
Spotify	73	16	13	44	31	37
	4%jpu	2%	5%u	9%au	4%	4%
Apple Music/Apple Podcasts	9	4	-	5	7	2
	1%	*	-	1%	1%	*

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)

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

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Q. Break by Break
 Base: All Adults 16+ in UK

Total (a)	Q.2A/B PSB / Non PSB							Q.3A TOP 3 SERVICES VALUED MOST			Q.4 PSB USAGE			Q.4 OTHER BROADCAST TV CHANNELS USAGE			Q.4 ON DEMAND AND CATCH UP USAGE			
	Any PSB (b)	Non PSB (c)	Regular BBC (d)	Regular ITV (e)	Regular C4 (f)	Regular Netflix (g)	Regular Amazon Prime (h)	Netflix (i)	BBC service (j)	YouTube (k)	Low (l)	Medium (m)	High (n)	Low (o)	Medium (p)	High (q)	Low (r)	Medium (s)	High (t)	
Unweighted Base	1851	1203	648	1039	900	730	767	347	686	804	535	907	401	416	1263	264	124	1429	94	29
Weighted Base	1851	1160	691	995	840	678	842	392	755	745	570	970	383	361	1273	250	120	1423	90*	31**
YouTube	249	102	147	74	48	38	127	50	125	42	249	185	13	10	195	7	1	194	10	-
	13%bdefj mnpqu	9%ef	21%abdef gh	7%	6%	6%	15%bdef	13%bde	17%j	6%	44%aj	19%amn	3%	3%	15%pq	3%	1%	14%	12%	-
None	53	33	19	31	25	16	14	7	-	-	-	15	13	15	20	11	5	30	1	2
	3%iko	3%	3%	3%	3%	2%	2%	2%	-	-	-	2%	3%	4%j	2%	4%o	4%o	2%	1%	5%

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
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	Total (a)	Q.4 SVOD USAGE			Q.8A VFM LICENCE FEE	
		Low (u)	Medium (v)	High (w)	Good value (x)	Not good value (y)
Unweighted Base	1851	1000	233	432	821	900
Weighted Base	1851	939	256	483	813	897
YouTube	249	31	51	161	86	133
	13% ^{bde}	3%	20% ^{au}	33% ^{auv}	11%	15% ^x
None	53	24	5	10	15	34
	3% ^{ijk}	3%	2%	2%	2%	4% ^x

Fieldwork : 11/03/2020 - 17/03/2020 (Week 11)
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/i/j/k - a/l/m/n - a/o/p/q - a/r/s/t - a/u/v/w - a/x/y
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