

# What makes Channel 4 stand out from the crowd...?

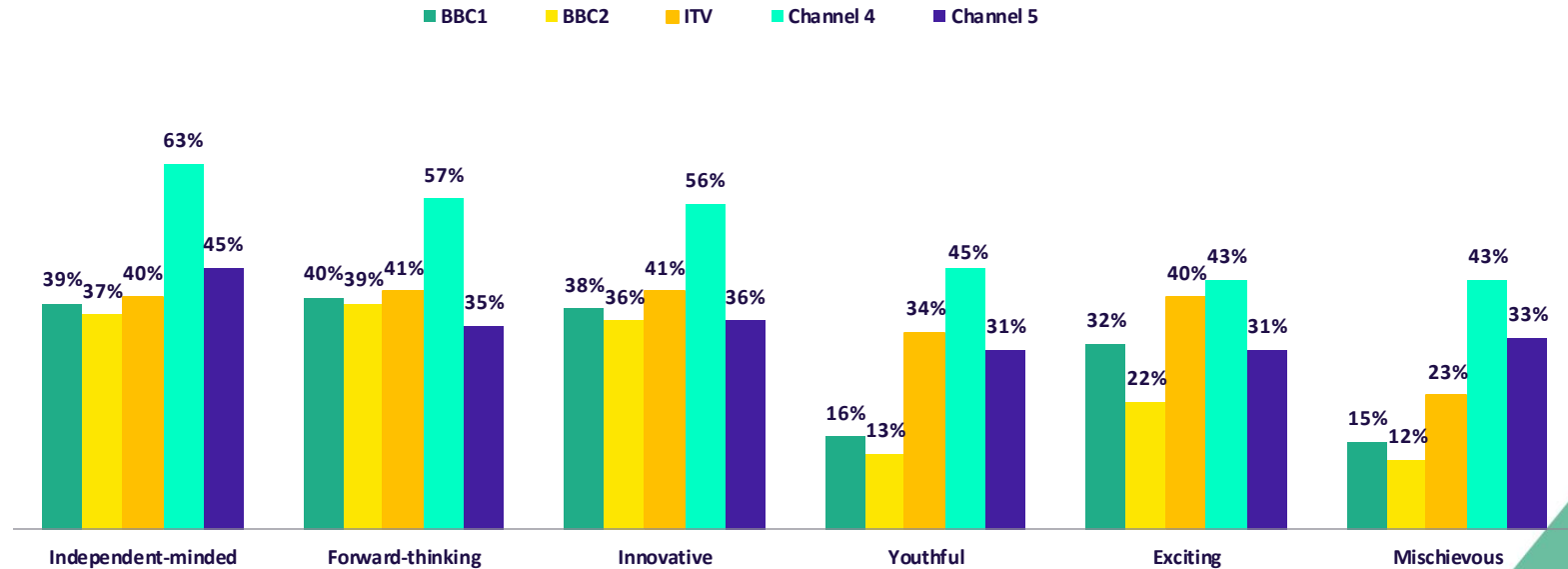
Channel 4 is seen as the most **independent-minded, forward-thinking, innovative, fun, youthful, exciting and mischievous** channel.

Perceptions that **Channel 4 is better than five years ago** have remained strong and are higher than any other broadcaster.

Channel 4's **positivity score** among all adults is **above all other commercial TV broadcasters**. Among **16-34s**, **Channel 4 receives the highest positivity score of all TV broadcasters**.

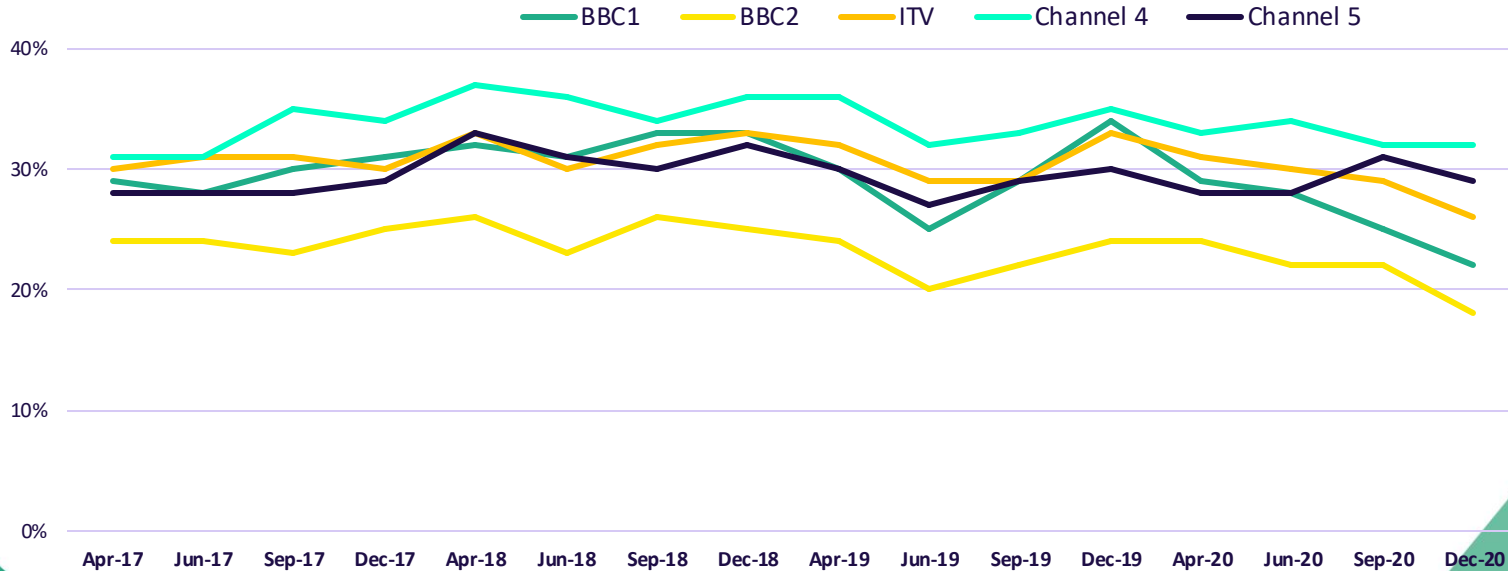
# Channel 4 stands out from the crowd

Channel 4 is seen as the most **independent-minded**, **forward-thinking** and **innovative** PSB channel. Channel 4 is also seen to be the most **fun**, **youthful**, **exciting** and **mischievous** of all the PSBs.



# ...and Channel 4 is only getting better

Perceptions that Channel 4 is **better than five years ago have remained strong in 2020**. Reasons for this perceived improvement include: a view that Channel 4 is **committed to inclusivity** (Channel 4's response to the Sainsbury's Christmas advert backlash was heavily cited in the December wave), a **strong appreciation for C4 News** and the **quality of programming** in general.



# Channel 4 has the highest positivity score of all TV broadcasters for 16-34s

Channel 4's positivity score among all adults is above all other commercial TV broadcasters. Among **16-34s** however, Channel 4 receives the **highest positivity score of all TV broadcasters**

NOTE: Broadcaster positivity here includes all channels and on-demand services

