

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

RESPONDENT'S AGE	1
Base : All respondents	
RESPONDENT'S GENDER	4
Base : All respondents	
NATION/ REGION	7
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	13
Base : All respondents	
TOTAL NUMBER OF PEOPLE IN THE HOUSEHOLD	19
Base : All respondents	
ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD	22
Base : All respondents	
WHETHER RESPONDENT IS A PARENT/ GUARDIAN OF ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD	25
Base : All respondents	
QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)	28
Base : All respondents	
QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)	36
Base : All respondents	
QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITV Hub) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)	44
Base : All respondents	
QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)	50
Base : All respondents	
QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4 and My5. Please include watching on any device. (MULTI CODE)	59
Base : All respondents	
QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)	65
Base : All respondents	
QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)	71
Base : All respondents	
QB1. Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)	76
Base : Those who have watched any live broadcast TV in the last 12 months	
QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.	79
Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year	
QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.	85
Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year	
QC1. SHOW PRODUCT PLACEMENT 'P' SYMBOL. Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? (SINGLE CODE)	94
Base : Those who have watched any live broadcast TV in the last 12 months	
QC2. Do you know what this symbol is used for? (MULTI CODE)	97
Base : Those who have ever noticed the 'P' symbol	

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AWARENESS AND IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL	100
Base : Those who have watched any live broadcast TV in the last 12 months	
QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)	103
Base : Those who have watched any live broadcast TV in the last 12 months	
QC4. Do you have any concerns about advertising on television? (SINGLE CODE)	108
Base : Those who have watched any live broadcast TV in the last 12 months	
QC5. What do you have concerns about?	111
Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months	
QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)	117
Base : Those who have watched any live broadcast TV in the last 12 months	
QC7. What specifically concerns you about advertising in children's programming or when children could be watching?	123
Base : Those with any concerns about adverts during children's programming or when children could be watching	
QC8. What specifically concerns you about TV advertising for alcohol?	129
Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months	
QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar?	135
Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months	
QC10. What specifically concerns you about TV advertising for gambling?	141
Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months	
QC11. What specifically concerns you about TV advertising that makes claims to be environmentally friendly?	147
Base : Those with any concerns about adverts that make claims to be environmentally friendly and who have watched any live broadcast TV in the last 12 months	
QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)	150
Base : Those who have watched any live broadcast TV in the last 12 months	
QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)	156
Base : Those who have watched any live broadcast TV in the last 12 months	
QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)	162
Base : Those who have watched any live broadcast TV in the last 12 months	
QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)	168
Base : Those who have watched any live broadcast TV in the last 12 months	
QD1. Please think about TV programmes that that people can watch 'live' at the time they are shown on scheduled TV or record to watch later... As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE)	174
Base : All respondents	
QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)	177
Base : Those who say that TV programmes are regulated	
QD3A. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - Television programmes as a whole? (SINGLE CODE)	183
Base : All respondents	
QD3B. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - BBC television? (SINGLE CODE)	186
Base : All respondents	

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QD3C. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - ITV/ STV/ UTV / Channel 4/ Channel 5 television? (SINGLE CODE)	189
Base : All respondents	
QD3D. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - All other TV channels? (SINGLE CODE)	192
Base : All respondents	
QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?	195
Base : All respondents	
QE1. Still thinking about TV programmes that that people can watch 'live' on scheduled TV or record to watch later... Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don't see unsuitable programmes? (SINGLE CODE)	210
Base : Those who have watched any live broadcast TV in the last 12 months	
QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)	213
Base : Those who have watched any live broadcast TV in the last 12 months	
QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)	216
Base : Those who have watched any live broadcast TV in the last 12 months	
QE4. Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)	222
Base : Those aged 18 or over who have watched any live broadcast TV in the last 12 months	
QF1. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television that you found to be offensive? (SINGLE CODE)	225
Base : Those who have watched any live broadcast TV in the last 12 months	
QF2. What type of programme showed something that offended you? (MULTI CODE)	228
Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months	
QF3. What kind of things in the programme offended you? (MULTI CODE)	234
Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months	
QF4. What did you do when you were offended by what you saw? (MULTI CODE)	241
Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months	
QF5. Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months? (SINGLE CODE)	244
Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months	
QF6A. Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)	247
Base : Those who have watched any live broadcast TV in the last 12 months	
QF6B. Do you think, in general, that there is too much, too little, or an acceptable amount of violence on television? (SINGLE CODE)	250
Base : Those who have watched any live broadcast TV in the last 12 months	
QF6C. Do you think, in general, that there is too much, too little, or an acceptable amount of swearing on television? (SINGLE CODE)	253
Base : Those who have watched any live broadcast TV in the last 12 months	
QF7. Which one of these statements do you agree with most about programmes which show scenes which some people might find particularly violent? (SINGLE CODE)	256
Base : Those who have watched any live broadcast TV in the last 12 months	
QF8. Which one of these statements do you agree with most about programmes which show scenes of sexual violence? (SINGLE CODE)	259
Base : Those who have watched any live broadcast TV in the last 12 months	
QF9. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television which you thought was harmful or damaging either to you, other adults, or children? (MULTI CODE)	262
Base : Those who have watched any live broadcast TV in the last 12 months	

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QF10. What type of programme showed something harmful or damaging? (MULTI CODE)	265
Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months	
QF11. What kind of things in the programme were harmful or damaging?	271
Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months	
QF12. What did you do when you saw something harmful or damaging? (MULTI CODE)	279
Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months	
QF13. As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme? (SINGLE CODE)	282
Base : Those who have watched any live broadcast TV in the last 12 months	
QF14. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... Have you seen anything on television where you were concerned about the adults taking part in the programme in the last 12 months? (SINGLE CODE)	285
Base : Those who have watched any live broadcast TV in the last 12 months	
QF13/ QF14. WHETHER SEEN ANYTHING WHERE YOU WERE CONCERNED ABOUT CHILDREN OR YOUNG PEOPLE OR ABOUT ADULTS TAKING PART IN THE PROGRAMME IN THE LAST 12 MONTHS	288
Base : Those who have watched any live broadcast TV in the last 12 months	
QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)	291
Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months	
QG1. Please think about the types of programmes your child watches 'live' at the time they are shown on scheduled TV or which have been recorded for them to watch later – thinking specifically about TV programmes that are on during the day and evening up until 9pm. How concerned are you, if at all, by the types of things your child has seen 'live' on scheduled TV before 9pm in the last 12 months? (SINGLE CODE)	297
Base : Those who have watched any live broadcast TV in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on scheduled TV)	
QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)	300
Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months	
QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)	306
Base : All respondents	
QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)	313
Base : Those who have listened to any commercial radio in the last 12 months	
QH3. This next section of questions is about offensive content on radio – so anything which has offended you or which you thought was inappropriate. In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)	319
Base : Those who have listened to any radio in the last 12 months	
QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)	322
Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months	
QH5. What kinds of things in the programme offended you?	328
Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months	
QH6. What did you do when you were offended by what you heard on the radio? (MULTI CODE)	334
Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months	
QJ1. We're interested in your views on the regulation of radio – meaning any rules or guidelines that should be followed in terms of what can and what can't be broadcast on radio. As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can't be broadcast on radio? (SINGLE CODE)	337
Base : All respondents	
QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)	340
Base : Those who say that radio programmes are regulated	

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QJ3. Do you think the amount of regulation for radio shows is too much, too little, or about the right amount? (SINGLE CODE)	345
Base : All respondents	
QK1. Thinking just about programmes you have watched on these catch-up and on-demand services... In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (MULTI CODE)	348
Base : Those who have watched any catch-up or on-demand services in the last 12 months	
QK2. What type of programme caused any concern? (MULTI CODE)	351
Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)	357
Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?	363
Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK5. What did you do when you saw something of concern? (MULTI CODE)	371
Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK6. You said you complained to the broadcaster or service/ the broadcaster or service and the regulator/ the regulator about the content that caused concern. Who was this?	377
Base : Those who complained to the broadcaster/ service and/ or the regulator having seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK7. Please think about the types of programmes your child watches on these catch-up and on-demand services – such as (SERVICES FROM QA6 AND QA7). How concerned are you, if at all, by the types of things your child has seen on these services in the last 12 months? (SINGLE CODE)	380
Base : Those who have watched any catch-up or on-demand services in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on catch-up or on-demand services)	
QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)	383
Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months	
QL1A. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)	390
Base : All respondents	
QL1B. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)	393
Base : All respondents	
QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)	396
Base : Those who say that TV broadcaster catch-up services are regulated	
QL3. Do you think the amount of regulation (i.e. official rules) for TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5 is too much, too little or about the right amount? (SINGLE CODE)	402
Base : Those who say that TV broadcaster catch-up services either are or are not regulated	
QL4. Do you think the amount of regulation (i.e. official rules) for TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+ is too much, too little or about the right amount? (SINGLE CODE)	405
Base : Those who say that paid-for on-demand services either are or are not regulated	
QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)	408
Base : All respondents	
QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)	414
Base : All respondents	
QM2. At the moment, what can be shown on broadcast TV – so channels like BBC or ITV – is more regulated than what can be shown on catch-up and on-demand services like ITV Hub, Netflix or Amazon Prime Video. How do you feel about this difference? (SINGLE CODE)	420
Base : All respondents	

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QN1. Some TV services – like Freeview, Sky and Virgin – have settings for parental controls which restrict what can be watched. A PIN or password would need to be entered to watch something that’s been restricted. Did you know about being able to set a PIN or password like this before today? (SINGLE CODE)	423
Base : Parents/ guardians of any children aged under 16 in their household who have a TV service	
QN2. Do you have these parental controls in place on your home TV service? (SINGLE CODE)	426
Base : Parents/ guardians of any children aged under 16 in their household who have a TV service	
QN3. Some programmes and films on TV catch-up services (like the BBC iPlayer, ITV Hub and All4) show a guidance label or G rating which let viewers know when the programme may be unsuitable for younger audiences. Did you know about guidance labels on these catch-up services before today? (SINGLE CODE)	429
Base : Parents/ guardians of any children aged under 16 in their household	
QN4. Do you have a parental lock on any TV catch up services (like BBC iPlayer, ITV Hub and All4) – so a PIN or password is needed to watch something with a guidance label or G rating? (SINGLE CODE)	432
Base : Parents/ guardians of any children aged under 16 in their household	
HOURS SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)	435
Base : All respondents	
WAYS THE HOUSEHOLD USES TO CONNECT TO THE INTERNET AT HOME (MULTI CODE)	438
Base : All respondents	
RESPONDENT'S WORKING STATUS (SINGLE CODE)	441
Base : All respondents	
RESPONDENT'S ETHNICITY (SINGLE CODE)	444
Base : All respondents	
ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)	453
Base : All respondents	
RESPONDENT'S SEXUALITY (SINGLE CODE)	462
Base : All respondents	
WHETHER RESPONDENT'S CURRENT GENDER IDENTITY IS THE SAME AS THAT ASSIGNED AT BIRTH (SINGLE CODE)	465
Base : All respondents	

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Table 1

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

RESPONDENT'S AGE

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
16-17 years	7 *%	7 2%	- -%	- -%	- -%	- -%	- -%	- -%	7 1%	* *%	3 *%	3 2%	- -%	* 1%	7 1%	* *%	- -%	7 *%
		bce									a							
18-24 years	354 15%	354 98%	- -%	- -%	- -%	- -%	- -%	- -%	195 15%	148 14%	308 15%	21 10%	18 12%	7 14%	173 15%	168 14%	73 11%	275 16%
		bcddefg																a
25-34 years	385 16%	- -%	385 100%	- -%	- -%	- -%	- -%	- -%	209 16%	172 16%	319 16%	35 16%	22 15%	9 18%	186 16%	195 16%	173 26%	211 12%
			acdefg															b
35-44 years	409 17%	- -%	- -%	409 100%	- -%	- -%	- -%	- -%	230 18%	173 16%	339 17%	39 18%	23 16%	8 17%	189 16%	213 18%	247 37%	161 9%
				abdefg														b
45-54 years	409 17%	- -%	- -%	- -%	409 100%	- -%	- -%	- -%	239 19%	167 15%	337 17%	42 19%	23 16%	8 17%	197 17%	207 17%	143 21%	266 15%
				abcefg														b
55-64 years	337 14%	- -%	- -%	- -%	- -%	337 100%	- -%	- -%	155 12%	178 16%	273 14%	33 15%	24 17%	7 14%	147 13%	188 16%	27 4%	310 18%
					abcdfg					a								a
65-74 years	265 11%	- -%	- -%	- -%	- -%	- -%	265 100%	- -%	131 10%	130 12%	219 11%	22 10%	20 14%	5 10%	137 12%	127 11%	3 1%	261 15%
						abcdeg												a
75 years or over	241 10%	- -%	- -%	- -%	- -%	- -%	- -%	241 100%	117 9%	114 11%	199 10%	22 10%	16 11%	4 9%	127 11%	108 9%	- -%	241 14%
								abcdef										a

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

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

RESPONDENT'S AGE

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
16-17 years	7	5	2	2	5	6	2	7	6	7	-	6	2
	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	-%	*%	1%
18-24 years	354	212	136	116	176	300	54	319	274	341	13	307	46
	15%	11%	33%	17%	12%	14%	28%	18%	14%	16%	6%	14%	28%
			a				a	d	d	d			a
25-34 years	385	283	93	90	245	330	55	347	295	363	22	335	50
	16%	14%	23%	13%	17%	15%	29%	19%	15%	17%	10%	15%	30%
			a				a	bd					a
35-44 years	409	331	72	97	266	367	42	340	318	383	27	372	38
	17%	17%	18%	14%	19%	17%	22%	19%	17%	18%	12%	17%	22%
45-54 years	409	347	61	104	262	392	17	327	352	381	28	398	11
	17%	18%	15%	15%	18%	18%	9%	18%	18%	17%	13%	18%	6%
						b						b	
55-64 years	337	315	22	107	202	322	15	242	277	303	34	323	14
	14%	16%	5%	15%	14%	15%	8%	13%	15%	14%	15%	14%	9%
		b											
65-74 years	265	256	9	72	171	261	3	155	208	224	41	262	2
	11%	13%	2%	10%	12%	12%	2%	8%	11%	10%	18%	12%	1%
		b				b					abc	b	
75 years or over	241	224	13	112	111	237	4	85	172	182	59	237	4
	10%	11%	3%	16%	8%	11%	2%	5%	9%	8%	26%	11%	2%
		b		b		b			a	a	abc	b	

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

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

RESPONDENT'S AGE

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
16-17 years	7 *%	- -%	6 *%	4 1% b	- -%	2 1%	6 *%
18-24 years	354 15%	51 12%	222 14%	82 14%	185 14%	52 21%	270 15%
25-34 years	385 16%	63 15%	246 15%	86 15%	209 16%	45 19%	306 17%
35-44 years	409 17%	46 11%	292 18% a	88 15%	229 17%	35 14%	326 18%
45-54 years	409 17%	64 15%	288 18%	95 16%	253 19%	45 18%	319 17%
55-64 years	337 14%	44 11%	248 16%	59 10%	209 16% a	29 12%	261 14%
65-74 years	265 11%	70 17% b	164 10%	79 14%	136 10%	24 10%	190 10%
75 years or over	241 10%	80 19% b	127 8%	90 15% b	96 7%	11 5%	160 9%

Columns Tested: a,b - a,b - a,b

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

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Man	1163	180	186	189	197	147	137	127	636	512	970	103	66	24	1163	-	298	861
	48%	50%	48%	46%	48%	44%	52%	53%	50%	47%	49%	48%	46%	50%	100%	-%	45%	50%
Woman	1207	169	195	213	207	188	127	108	630	555	995	110	78	23	-	1207	365	839
	50%	47%	51%	52%	51%	56%	48%	45%	49%	51%	50%	51%	54%	48%	-%	100%	55%	48%
Non-binary	17	10	1	3	2	-	*	-	5	12	13	3	-	*	-	-	3	14
	1%	3%	*%	1%	*%	-%	*%	-%	*%	1%	1%	1%	-%	1%	-%	-%	*%	1%
Prefer not to say	21	2	3	4	4	2	-	6	13	5	20	-	1	1	-	-	-	19
	1%	1%	1%	1%	1%	*%	-%	2%	1%	*%	1%	-%	*%	1%	-%	-%	-%	1%

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

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

RESPONDENT'S GENDER

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Man	1163 48%	938 48%	216 53%	338 48%	684 48%	1062 48%	101 53%	890 49%	906 48%	1045 48%	118 52%	1076 48%	86 52%
Woman	1207 50%	1009 51%	186 46%	343 49%	747 52%	1120 51%	87 45%	910 50%	963 51%	1102 50%	105 47%	1128 50%	78 47%
Non-binary	17 1%	16 1%	* *%	13 2% b	3 *%	15 1%	2 1%	13 1%	13 1%	15 1%	2 1%	15 1%	2 1%
Prefer not to say	21 1%	9 *%	6 1%	5 1%	5 *%	19 1%	2 1%	8 *%	19 1%	21 1%	- -%	21 1%	* *%

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

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

RESPONDENT'S GENDER

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Man	1163 48%	230 55%	758 48%	294 50%	655 50%	105 43%	905 49%
Woman	1207 50%	179 43%	815 51%	278 48%	647 49%	134 55%	907 49%
Non-binary	17 1%	2 *%	12 1%	4 1%	9 1%	1 *%	13 1%
Prefer not to say	21 1%	7 2%	8 *%	8 1%	7 1%	3 1%	13 1%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

Table 3

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

NATION/ REGION

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
North East	155	21	19	31	30	21	19	12	73	78	155	-	-	-	77	73	52	100
	6%	6%	5%	8%	7%	6%	7%	5%	6%	7%	8%	-%	-%	-%	7%	6%	8%	6%
											bcd							
Yorkshire and Humberside	199	38	47	34	25	19	24	12	91	100	199	-	-	-	102	95	53	146
	8%	10%	12%	8%	6%	6%	9%	5%	7%	9%	10%	-%	-%	-%	9%	8%	8%	8%
			deg								bcd							
North West	257	39	39	41	39	25	34	125	130	257	-	-	-	121	134	73	185	
	11%	11%	10%	10%	10%	12%	9%	14%	10%	12%	13%	-%	-%	-%	10%	11%	11%	11%
											bcd							
West Midlands	211	50	30	36	36	25	14	19	104	102	211	-	-	-	115	94	60	151
	9%	14%	8%	9%	9%	7%	5%	8%	8%	9%	11%	-%	-%	-%	10%	8%	9%	9%
		ef									bcd							
East Midlands	171	35	12	34	32	23	16	19	89	82	171	-	-	-	72	97	54	117
	7%	10%	3%	8%	8%	7%	6%	8%	7%	8%	9%	-%	-%	-%	6%	8%	8%	7%
		b		b	b						bcd							
East of England	207	14	37	39	34	31	30	23	116	85	207	-	-	-	107	95	57	151
	9%	4%	10%	9%	8%	9%	11%	10%	9%	8%	10%	-%	-%	-%	9%	8%	9%	9%
							a				bcd							
South West	190	24	29	21	32	32	29	24	101	86	190	-	-	-	89	92	48	142
	8%	7%	7%	5%	8%	9%	11%	10%	8%	8%	10%	-%	-%	-%	8%	8%	7%	8%
							c				bcd							
South East	302	18	43	52	58	50	45	37	158	142	302	-	-	-	136	164	85	217
	13%	5%	11%	13%	14%	15%	17%	15%	12%	13%	15%	-%	-%	-%	12%	14%	13%	13%
				a	a	a	a	a			bcd							
London	306	72	65	52	48	32	18	19	211	89	306	-	-	-	152	150	84	218
	13%	20%	17%	13%	12%	10%	7%	8%	16%	8%	15%	-%	-%	-%	13%	12%	13%	13%
		efg	efg						b		bcd							

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

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

Table 3

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

NATION/ REGION

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
ENGLAND	1998	312	319	339	337	273	219	199	1068	894	1998	-	-	-	970	995	565	1426
	83%	86%	83%	83%	82%	81%	83%	83%	83%	83%	100%	-%	-%	-%	83%	82%	85%	82%
											bcd							
SCOTLAND	217	25	35	39	42	33	22	22	118	96	-	217	-	-	103	110	55	161
	9%	7%	9%	10%	10%	10%	8%	9%	9%	9%	-%	100%	-%	-%	9%	9%	8%	9%
											acd							
WALES	144	18	22	23	23	24	20	16	75	68	-	-	144	-	66	78	30	113
	6%	5%	6%	6%	6%	7%	7%	7%	6%	6%	-%	-%	100%	-%	6%	6%	5%	7%
													abd					
NORTHERN IRELAND	48	7	9	8	8	7	5	4	22	25	-	-	-	48	24	23	15	32
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-%	-%	-%	100%	2%	2%	2%	2%
													abc					

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

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

NATION/ REGION

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
North East	155 6%	145 7% b	8 2%	52 7%	87 6%	139 6%	16 8%	109 6%	107 6%	130 6%	25 11% abc	141 6%	14 8%
Yorkshire and Humberside	199 8%	165 8%	31 8%	39 6%	126 9%	178 8%	21 11%	138 8%	146 8%	174 8%	25 11%	178 8%	20 12%
North West	257 11%	214 11%	41 10%	86 12%	139 10%	234 11%	24 12%	181 10%	197 10%	229 10%	29 13%	237 11%	21 12%
West Midlands	211 9%	147 7%	64 16% a	71 10%	108 8%	192 9%	19 10%	155 9%	164 9%	192 9%	19 8%	195 9%	16 9%
East Midlands	171 7%	138 7%	33 8%	55 8%	108 8%	160 7%	11 6%	136 7%	143 8%	162 7%	9 4%	160 7%	11 6%
East of England	207 9%	179 9%	25 6%	63 9%	127 9%	192 9%	16 8%	152 8%	171 9%	196 9%	12 5%	193 9%	14 9%
South West	190 8%	176 9% b	14 3%	52 7%	119 8%	175 8%	15 8%	138 8%	146 8%	161 7%	28 13% c	178 8%	12 7%
South East	302 13%	276 14% b	23 6%	68 10%	212 15% a	287 13%	15 8%	241 13%	262 14%	280 13%	22 10%	292 13%	10 6%
London	306 13%	156 8%	141 35% a	80 11%	177 12%	291 13%	15 8%	254 14%	249 13%	286 13%	20 9%	294 13%	11 7%

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

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

NATION/ REGION

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
	a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
ENGLAND	1998	1595	382	568	1204	1847	151	1503	1585	1809	188	1868	130
	83%	81%	94%	81%	84%	83%	79%	83%	83%	83%	84%	83%	78%
			a										
SCOTLAND	217	196	17	63	128	188	28	168	161	196	21	191	26
	9%	10%	4%	9%	9%	9%	15%	9%	8%	9%	9%	9%	15%
		b					a						a
WALES	144	137	6	54	79	137	8	111	118	133	11	137	7
	6%	7%	1%	8%	5%	6%	4%	6%	6%	6%	5%	6%	4%
		b											
NORTHERN IRELAND	48	45	3	15	28	43	5	39	37	45	4	45	4
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

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

NATION/ REGION

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
North East	155	17	117	33	91	19	105
	6%	4%	7%	6%	7%	8%	6%
Yorkshire and Humberside	199	19	140	37	110	9	155
	8%	5%	9%	6%	8%	4%	8%
			a				
North West	257	46	166	58	133	25	194
	11%	11%	10%	10%	10%	10%	11%
West Midlands	211	43	131	50	119	26	159
	9%	10%	8%	9%	9%	11%	9%
East Midlands	171	27	117	37	100	20	134
	7%	6%	7%	6%	8%	8%	7%
East of England	207	42	133	58	116	20	168
	9%	10%	8%	10%	9%	8%	9%
South West	190	41	119	34	113	17	140
	8%	10%	7%	6%	9%	7%	8%
South East	302	48	211	82	166	30	242
	13%	12%	13%	14%	13%	12%	13%
London	306	72	185	95	154	38	224
	13%	17%	12%	16%	12%	16%	12%
		b					
ENGLAND	1998	355	1320	483	1102	205	1522
	83%	85%	83%	83%	84%	84%	83%
SCOTLAND	217	27	146	51	117	21	168
	9%	6%	9%	9%	9%	9%	9%

Columns Tested: a,b - a,b - a,b

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

NATION/ REGION

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
WALES	144	27	96	33	76	11	112
	6%	6%	6%	6%	6%	5%	6%
NORTHERN IRELAND	48	10	31	16	23	7	35
	2%	2%	2%	3%	2%	3%	2%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
A	131 5%	30 8%	17 4%	20 5%	15 4%	17 5%	17 6%	15 6%	131 10% b	- -%	121 6% b	4 2%	5 3%	1 3%	80 7% b	50 4%	47 7%	83 5%
B	519 22%	52 15%	58 15%	107 26% ab	112 27% ab	69 20%	55 21%	66 27% ab	519 40% b	- -%	426 21%	50 23%	33 23%	10 20%	275 24%	240 20%	168 25%	351 20%
C1	633 26%	119 33% efg	134 35% cefg	103 25%	112 27% g	70 21%	59 22%	37 15%	633 49% b	- -%	520 26%	64 30%	37 26%	12 24%	281 24%	340 28%	154 23%	480 28%
C2	481 20%	76 21% g	92 24% g	82 20% g	74 18% g	87 26% g	48 18% g	23 9% g	- -%	481 44% a	399 20%	46 21%	26 18%	11 22%	255 22%	220 18%	160 24% b	316 18%
D	263 11%	44 12% g	44 11% g	53 13% fg	46 11% g	50 15% fg	17 6%	10 4%	- -%	263 24% a	211 11%	21 10%	24 16%	7 15%	115 10%	141 12%	68 10%	194 11%
E	339 14%	29 8%	36 9%	39 9%	48 12%	40 12%	65 25% abcde	82 34% abcde	- -%	339 31% a	284 14%	29 14%	18 12%	7 14%	142 12%	194 16%	61 9%	277 16% a
Prefer not to say	41 2%	10 3%	4 1%	7 2%	3 1%	4 1%	4 2%	9 4%	- -%	- -%	36 2%	2 1%	2 1%	1 2%	15 1%	22 2%	9 1%	32 2%
SUMMARY																		
AB	650 27%	83 23%	75 20%	127 31% b	127 31% b	85 25%	72 27%	80 33% b	650 51% b	- -%	547 27%	54 25%	38 26%	11 23%	355 31% b	290 24% b	215 32% b	435 25%
DE	602 25%	72 20%	80 21%	91 22%	94 23%	91 27%	82 31% ab	92 38% abcde	- -%	602 56% a	495 25%	51 23%	42 29%	14 29%	257 22%	335 28% a	129 19%	471 27% a

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
ABC1	1283	202	209	230	239	155	131	117	1283	-	1068	118	75	22	636	630	368	914
	53%	56%	54%	56%	58%	46%	50%	49%	100%	-%	53%	55%	52%	47%	55%	52%	55%	53%
				e	e				b									
C2DE	1083	149	172	173	167	178	130	114	-	1083	894	96	68	25	512	555	289	787
	45%	41%	45%	42%	41%	53%	49%	48%	-%	100%	45%	44%	47%	51%	44%	46%	43%	45%
						acd				a								

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

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
A	131 5%	97 5%	32 8%	35 5%	90 6%	131 6% b	- -%	107 6%	109 6%	119 5%	12 5%	131 6% b	- -%
B	519 22%	418 21%	96 24%	122 17%	359 25% a	497 22% b	22 11%	413 23% d	457 24% d	495 23% d	24 11%	504 22% b	15 9%
C1	633 26%	512 26%	114 28%	160 23%	416 29% a	569 26%	64 33%	504 28% d	510 27% d	598 27% d	36 16%	579 26%	54 32%
C2	481 20%	414 21%	63 15%	132 19%	282 20%	445 20%	37 19%	385 21%	384 20%	446 20%	35 16%	449 20%	32 19%
D	263 11%	219 11%	42 10%	80 11%	144 10%	245 11%	18 9%	195 11%	205 11%	237 11%	26 12%	245 11%	18 11%
E	339 14%	290 15%	48 12%	155 22% b	134 9%	295 13%	43 23% a	200 11%	212 11%	262 12%	77 34% abc	297 13%	41 25% a
Prefer not to say	41 2%	23 1%	12 3%	15 2%	14 1%	33 1%	8 4% a	16 1%	23 1%	26 1%	14 6% abc	34 2%	6 4%
SUMMARY													
AB	650 27%	515 26%	128 31%	157 22%	449 31% a	628 28% b	22 11%	521 29% d	566 30% d	614 28% d	36 16%	635 28% b	15 9%
DE	602 25%	509 26%	90 22%	235 34% b	278 19%	540 24%	61 32%	395 22%	418 22%	499 23%	103 46% abc	543 24%	59 35% a

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
	a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
ABC1	1283	1028	242	317	865	1197	86	1025	1076	1212	71	1214	69
	53%	52%	60%	45%	60%	54%	45%	56%	57%	56%	32%	54%	41%
					a			d	d	d		b	
C2DE	1083	922	153	367	560	985	98	780	802	945	138	992	92
	45%	47%	38%	53%	39%	44%	51%	43%	42%	43%	62%	44%	55%
		b		b							abc		

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
A	131 5%	35 8%	83 5%	44 8%	73 6%	22 9%	99 5%
B	519 22%	114 27%	348 22%	155 27%	281 21%	66 27%	410 22%
C1	633 26%	94 22%	424 27%	144 25%	349 26%	66 27%	498 27%
C2	481 20%	68 16%	340 21%	112 19%	276 21%	50 20%	376 20%
D	263 11%	31 7%	181 11%	42 7%	162 12%	17 7%	203 11%
E	339 14%	70 17%	195 12%	75 13%	159 12%	21 9%	234 13%
Prefer not to say	41 2%	6 2%	22 1%	9 2%	19 1%	2 1%	19 1%
SUMMARY							
AB	650 27%	149 36%	431 27%	199 34%	354 27%	88 36%	508 28%
DE	602 25%	100 24%	376 24%	118 20%	321 24%	38 15%	437 24%
ABC1	1283 53%	243 58%	855 54%	344 59%	702 53%	154 63%	1006 55%

Columns Tested: a,b - a,b - a,b

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
C2DE	1083	169	716	229	596	87	813
	45%	40%	45%	39%	45%	36%	44%

Columns Tested: a,b - a,b - a,b

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

TOTAL NUMBER OF PEOPLE IN THE HOUSEHOLD

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
1	428 18%	37 10%	38 10%	46 11%	67 16%	83 25%	64 24%	94 39%	207 16%	211 19%	359 18%	37 17%	23 16%	8 17%	222 19%	201 17%	2 *	427 25%
						abcd	abc	abcdef										a
2	870 36%	76 21%	116 30%	101 25%	115 28%	159 47%	175 66%	129 54%	473 37%	385 36%	704 35%	88 40%	60 42%	18 38%	424 36%	435 36%	48 7%	821 47%
						abcd	abcdeg	abcd										a
3	461 19%	73 20%	95 25%	97 24%	102 25%	65 19%	17 6%	12 5%	249 19%	206 19%	384 19%	45 21%	24 17%	8 17%	212 18%	238 20%	236 35%	224 13%
		fg	fg	fg	fg	fg											b	
4 or more	647 27%	175 48%	136 35%	165 40%	126 31%	30 9%	10 4%	6 2%	353 28%	281 26%	550 28%	47 22%	36 25%	14 29%	305 26%	333 28%	381 57%	261 15%
		bdefg	efg	efg	efg	fg											b	

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

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

TOTAL NUMBER OF PEOPLE IN THE HOUSEHOLD

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
1	428 18%	370 19%	49 12%	153 22%	235 16%	388 18%	40 21%	249 14%	317 17%	354 16%	75 33%	393 18%	35 21%
		b		b							abc		
2	870 36%	771 39%	95 23%	247 35%	531 37%	812 37%	58 30%	622 34%	691 36%	791 36%	79 35%	815 36%	55 33%
		b											
3	461 19%	385 20%	72 18%	132 19%	286 20%	434 20%	27 14%	385 21%	384 20%	435 20%	25 11%	439 20%	22 13%
								d	d	d			
4 or more	647 27%	446 23%	191 47%	168 24%	387 27%	580 26%	67 35%	565 31%	509 27%	603 28%	44 20%	592 26%	55 33%
			a					bd					

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

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

TOTAL NUMBER OF PEOPLE IN THE HOUSEHOLD

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
1	428 18%	79 19%	265 17%	86 15%	224 17%	38 16%	300 16%
2	870 36%	177 42%	559 35%	222 38%	467 35%	71 29%	689 37%
3	461 19%	73 17%	322 20%	100 17%	278 21%	59 24%	352 19%
4 or more	647 27%	89 21%	448 28%	175 30%	349 26%	75 31%	497 27%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

Table 6

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

ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Yes, aged 0-2	195	46	77	59	10	2	-	1	95	100	158	23	9	5	73	122	178	17
	8%	13%	20%	14%	2%	1%	-%	1%	7%	9%	8%	11%	6%	10%	6%	10%	27%	1%
		defg	defg	defg	f										a		b	
Yes, aged 3-4	163	25	61	58	17	2	-	-	80	81	147	10	4	2	76	86	150	12
	7%	7%	16%	14%	4%	1%	-%	-%	6%	7%	7%	5%	3%	5%	7%	7%	22%	1%
		efg	adefg	adefg	efg												b	
Yes, aged 5-10	354	40	97	143	62	11	*	1	185	165	304	27	15	9	170	183	328	26
	15%	11%	25%	35%	15%	3%	*%	1%	14%	15%	15%	12%	10%	18%	15%	15%	49%	2%
		efg	adefg	abdefg	efg	f											b	
Yes, aged 11-15	312	64	31	95	99	18	4	-	181	128	271	18	15	8	148	162	267	38
	13%	18%	8%	23%	24%	5%	2%	-%	14%	12%	14%	8%	10%	16%	13%	13%	40%	2%
		befg	fg	befg	befg	g											b	
No children aged under 16	1623	214	203	147	258	306	258	238	856	735	1331	154	108	31	802	793	-	1623
	67%	59%	53%	36%	63%	91%	97%	99%	67%	68%	67%	71%	74%	65%	69%	66%	-%	94%
		c	c		bc	abcd	abcde	abcde										a
Prefer not to say	45	18	5	9	5	4	2	3	21	23	40	4	2	*	28	11	-	45
	2%	5%	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%	2%	1%	-%	3%
		bef													b			a

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

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

ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Yes, aged 0-2	195 8%	155 8%	38 9%	49 7%	123 9%	167 8%	28 15% a	172 9%	149 8%	181 8%	14 6%	170 8%	25 15% a
Yes, aged 3-4	163 7%	129 7%	31 8%	38 5%	101 7%	139 6%	24 12% a	139 8%	128 7%	153 7%	10 4%	141 6%	22 13% a
Yes, aged 5-10	354 15%	271 14%	81 20% a	79 11%	227 16% a	318 14%	36 19%	302 17%	274 14%	333 15%	21 10%	324 14%	30 18%
Yes, aged 11-15	312 13%	230 12%	80 20% a	78 11%	203 14%	294 13%	18 10%	274 15% d	260 14% d	298 14% d	14 6%	297 13%	15 9%
No children aged under 16	1623 67%	1384 70% b	225 55%	516 74% b	950 66%	1509 68%	115 60%	1155 63%	1281 67%	1447 66%	176 79% abc	1524 68%	99 59%
Prefer not to say	45 2%	25 1%	14 4% a	8 1%	13 1%	40 2%	5 3%	26 1%	29 2%	39 2%	7 3%	40 2%	5 3%

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

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

ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Yes, aged 0-2	195 8%	28 7%	130 8%	48 8%	107 8%	22 9%	151 8%
Yes, aged 3-4	163 7%	13 3%	121 8% a	36 6%	90 7%	14 6%	135 7%
Yes, aged 5-10	354 15%	38 9%	260 16% a	79 14%	205 16%	31 13%	286 16%
Yes, aged 11-15	312 13%	45 11%	232 15%	79 14%	186 14%	46 19%	242 13%
No children aged under 16	1623 67%	313 75% b	1044 66%	393 67%	876 66%	146 60%	1240 67%
Prefer not to say	45 2%	10 2%	19 1%	13 2%	17 1%	6 2%	23 1%

Columns Tested: a,b - a,b - a,b

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

WHETHER RESPONDENT IS A PARENT/ GUARDIAN OF ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Yes	666	73	173	247	143	27	3	-	368	289	565	55	30	15	298	365	666	-
	28%	20%	45%	60%	35%	8%	1%	-%	29%	27%	28%	26%	21%	32%	26%	30%	100%	-%
		efg	adefg	abdefg	aefg	fg											b	
No	1733	283	211	161	266	310	261	241	914	787	1426	161	113	32	861	839	-	1733
	72%	78%	55%	39%	65%	92%	99%	100%	71%	73%	71%	74%	79%	67%	74%	70%	-%	100%
		bcd	c		bc	abcd	abcde	abcde										a
Prefer not to say	8	6	1	1	-	-	-	-	1	7	7	-	1	*	4	2	-	-
	*%	2%	*%	*%	-%	-%	-%	-%	*%	1%	*%	-%	*%	1%	*%	*%	-%	-%
		e																

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

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

WHETHER RESPONDENT IS A PARENT/ GUARDIAN OF ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Yes	666 28%	526 27%	132 32%	152 22%	433 30% a	601 27%	66 34%	574 32% d	537 28% d	629 29% d	37 17%	608 27%	58 35%
No	1733 72%	1444 73%	270 66%	545 78% b	1002 70%	1608 73%	125 65%	1241 68%	1360 72%	1546 71%	187 83% abc	1626 73%	107 64%
Prefer not to say	8 *%	2 *%	5 1% a	2 *%	4 *%	6 *%	2 1%	6 *%	4 *%	8 *%	- -%	6 *%	2 1%

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

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

WHETHER RESPONDENT IS A PARENT/ GUARDIAN OF ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Yes	666 28%	92 22%	472 30% a	160 27%	385 29%	77 32%	522 28%
No	1733 72%	326 78% b	1117 70%	423 73%	927 70%	163 67%	1312 71%
Prefer not to say	8 *%	- -%	4 *%	- -%	6 *%	3 1% b	4 *%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Freeview or Freeview Play (free TV via an aerial or set top box)	1028	97	125	153	176	168	142	168	550	461	864	77	67	20	536	483	235	791
	43%	27%	33%	37%	43%	50%	54%	70%	43%	43%	43%	36%	46%	42%	46%	40%	35%	46%
			a	ab	abc	abc	abcdef								b		a	
Sky (satellite TV with a monthly subscription)	728	63	126	154	147	104	83	53	403	311	596	68	47	17	358	359	256	468
	30%	17%	33%	38%	36%	31%	31%	22%	31%	29%	30%	31%	32%	36%	31%	30%	38%	27%
			a	ag	ag	a	a										b	
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	700	103	132	123	151	81	63	46	449	244	588	62	40	10	324	368	234	464
	29%	29%	34%	30%	37%	24%	24%	19%	35%	23%	29%	28%	28%	21%	28%	31%	35%	27%
			efg	g	efg				b								b	
Amazon Fire TV (plug in stick, plug in box or cube)	522	90	91	99	105	69	48	20	293	228	420	58	30	14	253	266	176	345
	22%	25%	24%	24%	26%	21%	18%	8%	23%	21%	21%	27%	20%	29%	22%	22%	26%	20%
		g	g	g	g	g	g										b	
Virgin Media (cable TV subscription)	341	82	53	39	64	43	42	18	185	151	296	30	10	6	176	162	111	230
	14%	23%	14%	10%	16%	13%	16%	7%	14%	14%	15%	14%	7%	12%	15%	13%	17%	13%
		bceg		g							c							
NOW	241	47	56	60	40	26	9	3	131	108	203	22	12	4	126	112	94	147
	10%	13%	15%	15%	10%	8%	3%	1%	10%	10%	10%	10%	9%	8%	11%	9%	14%	8%
		fg	efg	efg	fg	g											b	

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

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

Table 8

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

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
BT TV	180	38	30	23	24	20	17	27	119	60	150	12	12	5	107	72	55	125
	7%	11%	8%	6%	6%	6%	7%	11%	9%	5%	8%	6%	9%	11%	9%	6%	8%	7%
									b						b			
Freesat (satellite TV with no subscription)	171	15	20	18	23	39	28	28	91	76	144	12	10	5	90	80	41	129
	7%	4%	5%	4%	6%	12%	11%	12%	7%	7%	7%	5%	7%	10%	8%	7%	6%	7%
						abcd	abc	abc										
Google Chromecast	137	19	33	37	23	12	10	2	93	42	118	10	5	3	69	66	56	79
	6%	5%	9%	9%	6%	4%	4%	1%	7%	4%	6%	5%	4%	7%	6%	5%	8%	5%
			eg	eg					b								b	
Roku	82	20	8	18	10	16	8	2	48	34	68	6	6	2	43	36	29	51
	3%	5%	2%	4%	3%	5%	3%	1%	4%	3%	3%	3%	4%	3%	4%	3%	4%	3%
TalkTalk TV	74	24	11	7	8	9	6	10	38	35	61	4	6	2	34	40	27	44
	3%	7%	3%	2%	2%	3%	2%	4%	3%	3%	3%	2%	4%	5%	3%	3%	4%	3%
		cd																
YouView	50	9	7	8	8	4	8	7	31	19	42	4	2	1	31	19	16	33
	2%	2%	2%	2%	2%	1%	3%	3%	2%	2%	2%	2%	1%	3%	3%	2%	2%	2%
Other satellite TV	32	10	9	3	5	2	2	1	16	16	28	2	1	1	23	9	10	22
	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
Other	45	-	7	6	6	14	5	7	25	19	37	5	2	1	25	20	14	31
	2%	-%	2%	2%	1%	4%	2%	3%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%
						a												
No one watches broadcast TV channels	179	48	46	41	21	15	3	4	88	89	140	28	7	4	88	84	56	121
	7%	13%	12%	10%	5%	5%	1%	2%	7%	8%	7%	13%	5%	8%	8%	7%	8%	7%
		defg	defg	efg								ac						

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

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

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Don't know	33	16	4	3	2	2	1	4	11	18	27	4	1	*	12	19	5	27
	1%	4%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%
		cdef																
SUMMARY																		
ANY BROADCAST TV SERVICE	1980	239	280	325	357	298	253	227	1056	890	1646	168	126	40	969	989	529	1444
	82%	66%	73%	79%	87%	89%	96%	94%	82%	82%	82%	78%	87%	83%	83%	82%	79%	83%
				a	abc	abc	abcde	abc										

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

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

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Freeview or Freeview Play (free TV via an aerial or set top box)	1028	881	136	303	632	1021	6	702	865	916	112	1024	4
	43%	45%	33%	43%	44%	46%	3%	39%	45%	42%	50%	46%	3%
		b				b			a		a	b	
Sky (satellite TV with a monthly subscription)	728	596	125	204	445	723	5	599	620	680	48	724	4
	30%	30%	31%	29%	31%	33%	3%	33%	33%	31%	21%	32%	2%
						b		d	d	d		b	
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	700	598	98	197	460	692	8	623	677	696	4	699	2
	29%	30%	24%	28%	32%	31%	4%	34%	36%	32%	2%	31%	1%
						b		d	d	d		b	
Amazon Fire TV (plug in stick, plug in box or cube)	522	431	89	148	319	506	16	477	466	516	6	507	15
	22%	22%	22%	21%	22%	23%	9%	26%	25%	24%	3%	23%	9%
						b		d	d	d		b	
Virgin Media (cable TV subscription)	341	271	67	110	188	330	11	272	291	326	15	332	9
	14%	14%	16%	16%	13%	15%	6%	15%	15%	15%	7%	15%	5%
						b		d	d	d		b	
NOW	241	207	31	66	151	232	9	216	217	240	1	234	7
	10%	10%	8%	9%	10%	10%	5%	12%	11%	11%	*%	10%	4%
								d	d	d			

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

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
BT TV	180 7%	140 7%	38 9%	58 8%	98 7%	178 8%	2 1%	146 8%	164 9%	174 8%	6 3%	178 8%	2 1%
						b		d	d	d		b	
Freesat (satellite TV with no subscription)	171 7%	152 8%	19 5%	54 8%	100 7%	169 8%	2 1%	124 7%	152 8%	158 7%	13 6%	169 8%	2 1%
						b						b	
Google Chromecast	137 6%	111 6%	25 6%	39 6%	89 6%	134 6%	3 2%	128 7%	122 6%	135 6%	2 1%	135 6%	2 1%
								d	d	d			
Roku	82 3%	66 3%	14 3%	25 4%	46 3%	81 4%	1 *%	75 4%	80 4%	82 4%	- -%	81 4%	1 *%
								d	d	d			
TalkTalk TV	74 3%	55 3%	19 5%	25 4%	41 3%	74 3%	* *%	56 3%	65 3%	71 3%	3 1%	74 3%	- -%
YouView	50 2%	44 2%	6 2%	20 3%	26 2%	50 2%	- -%	43 2%	49 3%	50 2%	- -%	50 2%	- -%
Other satellite TV	32 1%	26 1%	6 1%	12 2%	16 1%	30 1%	2 1%	26 1%	24 1%	30 1%	2 1%	30 1%	2 1%
Other	45 2%	39 2%	5 1%	22 3%	22 2%	39 2%	6 3%	36 2%	34 2%	41 2%	4 2%	39 2%	6 3%
No one watches broadcast TV channels	179 7%	122 6%	56 14%	47 7%	112 8%	56 3%	123 64%	137 8%	47 2%	139 6%	40 18%	67 3%	112 67%
			a				a	b		b	abc		a

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

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

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
	a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Don't know	33	15	12	10	10	21	11	22	19	25	7	24	9
	1%	1%	3%	1%	1%	1%	6%	1%	1%	1%	3%	1%	5%
			a				a				b		a
SUMMARY													
ANY BROADCAST TV SERVICE	1980	1666	296	580	1193	1955	26	1472	1665	1810	170	1961	20
	82%	84%	73%	83%	83%	88%	13%	81%	88%	83%	76%	88%	12%
		b				b			acd			b	

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

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

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Freeview or Freeview Play (free TV via an aerial or set top box)	1028 43%	202 48%	726 46%	275 47%	588 45%	104 43%	772 42%
Sky (satellite TV with a monthly subscription)	728 30%	141 34%	517 32%	194 33%	446 34%	84 35%	567 31%
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	700 29%	128 31%	512 32%	190 33%	422 32%	93 38%	575 31%
Amazon Fire TV (plug in stick, plug in box or cube)	522 22%	93 22%	372 23%	160 27%	288 22%	78 32%	417 23%
Virgin Media (cable TV subscription)	341 14%	87 21%	224 14%	90 15%	204 15%	44 18%	272 15%
NOW	241 10%	43 10%	170 11%	65 11%	139 11%	43 18%	187 10%
BT TV	180 7%	47 11%	121 8%	70 12%	97 7%	25 10%	145 8%

Columns Tested: a,b - a,b - a,b

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

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Freesat (satellite TV with no subscription)	171 7%	39 9%	112 7%	46 8%	96 7%	22 9%	124 7%
Google Chromecast	137 6%	36 9%	89 6%	46 8%	76 6%	21 9%	112 6%
Roku	82 3%	20 5%	55 3%	28 5%	49 4%	11 5%	63 3%
TalkTalk TV	74 3%	19 5%	47 3%	27 5%	40 3%	11 4%	57 3%
YouView	50 2%	14 3%	31 2%	22 4%	24 2%	8 3%	41 2%
Other satellite TV	32 1%	8 2%	19 1%	13 2%	14 1%	7 3%	22 1%
Other	45 2%	9 2%	25 2%	12 2%	22 2%	5 2%	34 2%
No one watches broadcast TV channels	179 7%	5 1%	42 3%	8 1%	38 3%	11 5%	121 7%
Don't know	33 1%	1 *%	13 1%	5 1%	7 1%	- -%	17 1%
SUMMARY							
ANY BROADCAST TV SERVICE	1980 82%	383 92%	1396 88%	512 88%	1175 89%	203 83%	1528 83%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

Table 9

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

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Sky (satellite TV with a monthly subscription)	642	45	106	139	138	96	75	43	344	286	528	58	41	15	310	323	231	408
	27%	12%	27%	34%	34%	28%	29%	18%	27%	26%	26%	27%	28%	31%	27%	27%	35%	24%
			a	ag	ag	ag	a										b	
Freeview or Freeview Play (free TV via an aerial or set top box)	592	43	54	92	90	101	88	125	292	289	494	40	45	12	301	284	99	493
	25%	12%	14%	22%	22%	30%	33%	52%	23%	27%	25%	19%	31%	25%	26%	24%	15%	28%
			ab	ab	ab	abcd	abcdef						b					a
Virgin Media (cable TV subscription)	273	62	36	31	54	39	35	15	146	121	234	25	10	4	137	132	80	192
	11%	17%	9%	8%	13%	12%	13%	6%	11%	11%	12%	12%	7%	9%	12%	11%	12%	11%
		bcg																
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	196	44	52	31	39	14	12	4	127	67	168	15	10	2	80	115	56	139
	8%	12%	14%	7%	9%	4%	4%	2%	10%	6%	8%	7%	7%	4%	7%	10%	8%	8%
		efg	cefg	g	eg				b									
Amazon Fire TV (plug in stick, plug in box or cube)	125	29	25	24	21	16	10	1	70	55	102	11	8	3	55	70	53	72
	5%	8%	6%	6%	5%	5%	4%	1%	5%	5%	5%	5%	6%	6%	5%	6%	8%	4%
		g	g	g													b	
BT TV	97	21	20	12	9	10	11	13	66	30	80	10	6	2	48	48	25	73
	4%	6%	5%	3%	2%	3%	4%	6%	5%	3%	4%	5%	4%	4%	4%	4%	4%	4%
									b									

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

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Freesat (satellite TV with no subscription)	92 4%	6 2%	10 2%	6 2%	14 3%	21 6%	18 7%	17 7%	49 4%	41 4%	78 4%	8 4%	4 3%	2 4%	47 4%	44 4%	13 2%	79 5%
						abc	abc	abc										a
NOW	45 2%	16 5%	12 3%	9 2%	3 1%	3 1%	1 *	- -%	19 1%	26 2%	39 2%	4 2%	2 1%	1 2%	24 2%	17 1%	20 3%	25 1%
		defg																
TalkTalk TV	33 1%	6 2%	3 1%	5 1%	5 1%	5 1%	5 2%	5 2%	17 1%	17 2%	27 1%	2 1%	4 3%	1 3%	16 1%	17 1%	7 1%	27 2%
Google Chromecast	20 1%	4 1%	6 2%	6 1%	3 1%	1 *	1 *	- -%	12 1%	8 1%	18 1%	2 1%	- -%	* *	6 1%	14 1%	6 1%	12 1%
Roku	19 1%	6 2%	1 *	5 1%	4 1%	3 1%	- -%	1 *	10 1%	9 1%	13 1%	4 2%	2 1%	* 1%	7 1%	9 1%	2 *	15 1%
Other satellite TV	16 1%	9 2%	1 *	1 *	4 1%	- -%	1 *	- -%	10 1%	5 1%	13 1%	2 1%	- -%	- -%	14 1%	2 *	3 *	13 1%
		be													b			
YouView	11 *	2 *	2 1%	* *	2 *	1 *	2 1%	2 1%	7 1%	3 *	7 *	2 1%	1 *	1 1%	4 *	7 1%	4 1%	7 *
Other	20 1%	- -%	4 1%	2 *	2 *	9 3%	2 1%	1 1%	8 1%	12 1%	18 1%	2 1%	1 1%	- -%	9 1%	11 1%	3 *	17 1%
No one watches broadcast TV channels	179 7%	48 13%	46 12%	41 10%	21 5%	15 5%	3 1%	4 2%	88 7%	89 8%	140 7%	28 13%	7 5%	4 8%	88 8%	84 7%	56 8%	121 7%
		defg	defg	efg								ac						
Don't know	48 2%	20 6%	8 2%	3 1%	2 1%	5 2%	1 *	8 3%	17 1%	24 2%	39 2%	4 2%	4 3%	1 2%	16 1%	29 2%	7 1%	40 2%
		cdef																

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

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

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
SUMMARY																		
ANY BROADCAST TV SERVICE	1755	194	231	288	316	271	235	221	933	793	1460	147	111	37	877	857	461	1292
	73%	54%	60%	70%	77%	81%	89%	92%	73%	73%	73%	68%	77%	76%	75%	71%	69%	75%
				ab	ab	abc	abcde	abcde										

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

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

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Sky (satellite TV with a monthly subscription)	642 27%	535 27%	100 25%	171 24%	399 28%	639 29%	2 1%	525 29%	550 29%	599 27%	43 19%	640 29%	1 1%
Freeview or Freeview Play (free TV via an aerial or set top box)	592 25%	523 27%	62 15%	172 25%	366 25%	586 26%	5 3%	353 19%	461 24%	497 23%	95 42%	587 26%	4 3%
Virgin Media (cable TV subscription)	273 11%	230 12%	40 10%	89 13%	153 11%	262 12%	11 6%	217 12%	233 12%	262 12%	10 5%	264 12%	9 5%
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	196 8%	161 8%	35 9%	54 8%	127 9%	190 9%	5 3%	179 10%	191 10%	196 9%	- -%	196 9%	- -%
Amazon Fire TV (plug in stick, plug in box or cube)	125 5%	96 5%	28 7%	42 6%	69 5%	112 5%	13 7%	113 6%	105 6%	122 6%	3 1%	113 5%	12 7%
BT TV	97 4%	73 4%	22 6%	26 4%	56 4%	95 4%	2 1%	75 4%	86 5%	92 4%	5 2%	95 4%	2 1%

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

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Freesat (satellite TV with no subscription)	92 4%	83 4%	9 2%	27 4%	57 4%	91 4%	1 1%	60 3%	76 4%	82 4%	10 5%	91 4%	1 1%
NOW	45 2%	38 2%	7 2%	9 1%	28 2%	38 2%	7 4%	40 2%	33 2%	44 2%	1 *	39 2%	6 4%
TalkTalk TV	33 1%	22 1%	12 3%	14 2%	17 1%	33 1%	* *%	24 1%	27 1%	30 1%	3 1%	33 1%	- -%
Google Chromecast	20 1%	17 1%	3 1%	9 1%	11 1%	18 1%	2 1%	18 1%	14 1%	18 1%	2 1%	18 1%	2 1%
Roku	19 1%	12 1%	6 1%	3 *%	10 1%	19 1%	- -%	15 1%	18 1%	19 1%	- -%	19 1%	- -%
Other satellite TV	16 1%	10 *%	6 1%	4 1%	8 1%	14 1%	2 1%	10 1%	8 *%	14 1%	2 1%	14 1%	2 1%
YouView	11 *%	9 *%	2 *%	3 *%	8 1%	11 *%	- -%	9 *%	11 1%	11 *%	- -%	11 *%	- -%
Other	20 1%	15 1%	5 1%	13 2%	5 *%	14 1%	6 3%	15 1%	11 1%	18 1%	2 1%	14 1%	6 3%
No one watches broadcast TV channels	179 7%	122 6%	56 14%	47 7%	112 8%	56 3%	123 64%	137 8%	47 2%	139 6%	40 18%	67 3%	112 67%
Don't know	48 2%	26 1%	16 4%	15 2%	14 1%	36 2%	12 6%	31 2%	29 2%	40 2%	8 4%	38 2%	10 6%

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

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

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
	a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
SUMMARY													
ANY BROADCAST TV SERVICE	1755	1485	253	507	1063	1731	24	1273	1452	1587	168	1736	19
	73%	75%	62%	73%	74%	78%	12%	70%	76%	73%	75%	77%	11%
		b				b			a			b	

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

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

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Sky (satellite TV with a monthly subscription)	642 27%	125 30%	458 29%	164 28%	401 30%	63 26%	513 28%
Freeview or Freeview Play (free TV via an aerial or set top box)	592 25%	106 25%	424 27%	159 27%	330 25%	52 21%	424 23%
Virgin Media (cable TV subscription)	273 11%	65 16%	182 11%	65 11%	162 12%	29 12%	224 12%
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	196 8%	29 7%	148 9%	43 7%	115 9%	31 13%	153 8%
Amazon Fire TV (plug in stick, plug in box or cube)	125 5%	22 5%	80 5%	30 5%	65 5%	16 7%	102 6%
BT TV	97 4%	20 5%	69 4%	34 6%	57 4%	10 4%	80 4%
Freesat (satellite TV with no subscription)	92 4%	17 4%	62 4%	18 3%	59 4%	9 4%	65 4%
NOW	45 2%	5 1%	31 2%	16 3%	21 2%	6 2%	39 2%

Columns Tested: a,b - a,b - a,b

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

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
TalkTalk TV	33 1%	8 2%	24 1%	11 2%	16 1%	2 1%	26 1%
Google Chromecast	20 1%	5 1%	13 1%	6 1%	9 1%	6 2%	12 1%
Roku	19 1%	2 1%	13 1%	7 1%	11 1%	1 *%	15 1%
Other satellite TV	16 1%	1 *%	10 1%	3 1%	7 1%	3 1%	10 1%
YouView	11 *%	2 *%	8 *%	4 1%	5 *%	* *%	10 1%
Other	20 1%	3 1%	10 1%	5 1%	7 1%	3 1%	15 1%
No one watches broadcast TV channels	179 7%	5 1%	42 3%	8 1%	38 3%	11 5%	121 7%
Don't know	48 2%	3 1%	22 1%	11 2%	14 1%	* *%	28 2%
SUMMARY							
ANY BROADCAST TV SERVICE	1755 73%	343 82%	1236 78%	458 79%	1038 79%	169 70%	1352 74%

Columns Tested: a,b - a,b - a,b

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

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITV Hub) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
A television set – including Smart TV sets	1972	208	288	328	375	304	243	226	1079	866	1632	175	127	38	968	983	545	1422
	82%	58%	75%	80%	92%	90%	92%	94%	84%	80%	82%	81%	88%	79%	83%	81%	82%	82%
			a	a	abc	abc	abc	abc										
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1156	220	252	240	231	133	57	23	653	491	980	88	66	22	545	597	416	736
	48%	61%	65%	59%	56%	39%	22%	9%	51%	45%	49%	40%	46%	46%	47%	50%	62%	42%
		efg	efg	efg	efg	fg	g										b	
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	1025	156	178	198	205	150	96	42	631	380	864	83	61	18	474	543	371	655
	43%	43%	46%	48%	50%	44%	36%	18%	49%	35%	43%	38%	42%	38%	41%	45%	56%	38%
		g	g	fg	fg	g	g		b								b	
A desktop computer/ laptop/ netbook	922	187	174	148	175	102	86	50	604	309	775	81	50	15	475	435	262	656
	38%	52%	45%	36%	43%	30%	32%	21%	47%	29%	39%	38%	35%	32%	41%	36%	39%	38%
		cefg	efg	g	eg		g		b									
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch)	515	138	142	93	95	37	9	2	272	237	440	39	27	9	286	223	220	293
	21%	38%	37%	23%	23%	11%	4%	1%	21%	22%	22%	18%	19%	18%	25%	18%	33%	17%
		cdefg	cdefg	efg	efg	fg									b		b	
Any other type of device	13	-	4	2	2	1	-	4	7	6	9	2	1	*	7	6	4	8
	1%	-%	1%	2%	2%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITV Hub) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
None of these/ no one watches TV programmes or films	65	11	11	20	7	10	4	3	21	41	52	6	4	3	30	33	20	42
	3%	3%	3%	5%	2%	3%	2%	1%	2%	4%	3%	3%	3%	6%	3%	3%	3%	2%
										a				a				
Don't know	43	11	6	9	6	2	1	7	12	25	39	1	2	1	19	21	8	34
	2%	3%	2%	2%	1%	1%	0%	3%	1%	2%	2%	0%	1%	1%	2%	2%	1%	2%

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

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

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITV Hub) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
A television set – including Smart TV sets	1972	1681	275	567	1225	1896	76	1500	1616	1815	157	1908	64
	82%	85%	67%	81%	85%	86%	40%	82%	85%	83%	70%	85%	39%
		b				b		d	d	d		b	
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1156	893	256	316	721	1076	80	1019	983	1124	32	1089	67
	48%	45%	63%	45%	50%	49%	42%	56%	52%	51%	14%	49%	40%
			a					cd	d	d			
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	1025	836	181	261	668	974	51	879	919	1003	22	985	40
	43%	42%	44%	37%	46%	44%	27%	48%	48%	46%	10%	44%	24%
					a	b		d	d	d		b	
A desktop computer/ laptop/ netbook	922	703	215	267	576	855	67	789	797	897	25	867	55
	38%	36%	53%	38%	40%	39%	35%	43%	42%	41%	11%	39%	33%
			a					d	d	d			
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch)	515	402	111	159	301	473	42	462	446	501	15	478	38
	21%	20%	27%	23%	21%	21%	22%	25%	23%	23%	7%	21%	22%
			a					d	d	d			

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

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

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITV Hub) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE a	MINORITY ETHNIC b	ANY a	NONE b	YES a	NO b	SVOD a	BVOD b	EITHER c	NO d	YES a	NO b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Any other type of device	13 1%	13 1%	- -%	6 1%	5 *%	11 1%	1 1%	11 1%	11 1%	13 1%	- -%	11 1%	1 1%
None of these/ no one watches TV programmes or films	65 3%	46 2%	17 4%	25 4%	26 2%	27 1%	38 20% a	34 2%	19 1%	38 2%	26 12% abc	28 1%	37 22% a
Don't know	43 2%	27 1%	12 3%	12 2%	15 1%	28 1%	15 8% a	17 1%	23 1%	25 1%	17 8% abc	30 1%	13 8% a

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

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

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITV Hub) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
A television set – including Smart TV sets	1972	352	1379	493	1136	187	1542
	82%	84%	87%	85%	86%	77%	84%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	1156	179	810	306	649	142	926
	48%	43%	51%	52%	49%	58%	50%
			a				
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	1025	178	723	258	604	129	835
	43%	43%	45%	44%	46%	53%	45%
A desktop computer/ laptop/ netbook	922	171	613	274	484	134	732
	38%	41%	38%	47%	37%	55%	40%
				b		b	
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch)	515	90	346	124	305	53	429
	21%	21%	22%	21%	23%	22%	23%
Any other type of device	13	2	9	2	9	1	12
	1%	1%	1%	*%	1%	*%	1%

Columns Tested: a,b - a,b - a,b

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

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITV Hub) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
None of these/ no one watches TV programmes or films	65 3%	7 2%	17 1%	4 1%	16 1%	6 3%	31 2%
Don't know	43 2%	3 1%	16 1%	1 *%	17 1%	1 1%	21 1%

Columns Tested: a,b - a,b - a,b

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

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Watch TV programmes or films at the time they are shown on scheduled TV – for example, watching EastEnders at 7.30pm on BBC One. This would include watching 'live' through broadcaster services such as BBC iPlayer, ITV Hub, All 4 or My5.	2211 92%	305 85%	330 86%	366 89%	391 95%	322 96%	260 98%	237 98%	1197 93%	984 91%	1843 92%	188 87%	137 95%	43 90%	1060 91%	1118 93%	599 90%	1606 93%
Catch up on TV programmes or films that have already been shown on scheduled TV using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1901 79%	280 78%	295 76%	318 78%	352 86%	277 82%	208 79%	172 71%	1076 84%	802 74%	1585 79%	161 74%	118 82%	37 78%	906 78%	963 80%	537 81%	1360 78%
Watch TV programmes or films from a paid-for on-demand service such as Netflix, Amazon Prime, Disney+ or Apple TV+	1821 76%	326 90%	347 90%	340 83%	327 80%	242 72%	155 58%	85 35%	1025 80%	780 72%	1503 75%	168 77%	111 77%	39 81%	890 77%	910 75%	574 86%	1241 72%

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

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

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Watch TV programmes or films that you or someone in your household has set up to record from scheduled TV and watch later	1049 44%	85 24%	140 36%	163 40%	204 50%	162 48%	160 61%	134 56%	585 46%	449 41%	862 43%	98 45%	68 47%	21 44%	528 45%	511 42%	302 45%	744 43%
			a	a	abc	ab	abce	abc										
Watch programmes or films that are available 'on demand' from Sky TV/ Virgin Media TV. For example, this could include binge watching a series of 'Game of Thrones'.	513 21%	48 13%	98 25%	103 25%	117 29%	71 21%	54 20%	22 9%	301 23%	206 19%	435 22%	40 19%	28 20%	10 21%	245 21%	262 22%	186 28%	327 19%
			ag	ag	ag	g	g										b	
Watch a 'pay per view' sporting or music event, pay to buy or rent a film from home	294 12%	53 15%	77 20%	57 14%	52 13%	35 10%	12 4%	8 3%	190 15%	103 10%	256 13%	20 9%	13 9%	5 11%	158 14%	135 11%	116 17%	178 10%
		fg	defg	fg	fg	fg			b								b	
None of these	42 2%	6 2%	9 2%	8 2%	8 2%	6 2%	1 1%	4 2%	12 1%	25 2%	34 2%	5 2%	3 2%	1 1%	22 2%	18 2%	15 2%	27 2%
Don't know	8 *%	- -%	4 1%	3 1%	- -%	1 *%	- -%	- -%	2 *%	5 *%	8 *%	- -%	1 *%	* *%	4 *%	5 *%	2 *%	6 *%

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

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

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
SUMMARY																		
ANY LIVE BROADCAST TV	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
	92%	85%	86%	90%	96%	96%	99%	98%	93%	91%	92%	87%	95%	90%	91%	93%	90%	93%
				abc	abc	abc	abc				b		b					
ANY ONLINE OR ON-DEMAND TV	2183	348	363	383	381	303	224	182	1212	945	1809	196	133	45	1045	1102	629	1546
	91%	96%	94%	93%	93%	90%	85%	75%	94%	87%	91%	90%	92%	92%	90%	91%	94%	89%
		efg	fg	fg	fg	g			b								b	

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

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

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Watch TV programmes or films at the time they are shown on scheduled TV – for example, watching EastEnders at 7.30pm on BBC One. This would include watching 'live' through broadcaster services such as BBC iPlayer, ITV Hub, All 4 or My5.	2211 92%	1843 93% b	348 85%	643 92%	1336 93%	2211 100% b	- -%	1680 92% d	1874 99% acd	2039 93% d	172 77%	2211 99% b	- -%
Catch up on TV programmes or films that have already been shown on scheduled TV using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1901 79%	1596 81% b	286 70%	547 78%	1159 81%	1876 85% b	25 13%	1539 85% d	1901 100% acd	1901 87% d	- -%	1901 85% b	- -%
Watch TV programmes or films from a paid-for on-demand service such as Netflix, Amazon Prime, Disney+ or Apple TV+	1821 76%	1478 75%	328 81%	509 73%	1125 78%	1682 76%	139 72%	1821 100% bcd	1539 81% d	1821 83% d	- -%	1706 76%	115 69%

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

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

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Watch TV programmes or films that you or someone in your household has set up to record from scheduled TV and watch later	1049 44%	927 47% b	114 28%	290 41%	671 47%	1049 47% b	- -%	813 45% d	921 48% d	984 45% d	65 29%	1049 47% b	- -%
Watch programmes or films that are available 'on demand' from Sky TV/ Virgin Media TV. For example, this could include binge watching a series of 'Game of Thrones'.	513 21%	423 21%	88 21%	148 21%	314 22%	513 23% b	- -%	466 26% d	486 26% d	507 23% d	6 3%	513 23% b	- -%
Watch a 'pay per view' sporting or music event, pay to buy or rent a film from home	294 12%	233 12%	59 15%	61 9%	210 15% a	284 13% b	10 5%	276 15% d	276 14% d	289 13% d	4 2%	285 13% b	9 5%
None of these	42 2%	27 1%	13 3%	17 2%	15 1%	- -%	42 22% a	- -%	- -%	- -%	42 19% abc	- -%	42 25% a

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

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

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Don't know	8	5	2	2	2	-	8	-	-	-	8	-	8
	*%	*%	*%	*%	*%	-%	4%	-%	-%	-%	4%	-%	5%
							a				abc		a
SUMMARY													
ANY LIVE BROADCAST TV	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
	92%	94%	86%	92%	93%	100%	-%	92%	99%	94%	77%	99%	-%
		b				b		d	acd	d		b	
ANY ONLINE OR ON-DEMAND TV	2183	1788	373	619	1329	2043	140	1821	1901	2183	-	2068	115
	91%	91%	92%	89%	92%	92%	73%	100%	100%	100%	-%	92%	69%
					a	b		d	d	d		b	

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

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

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Watch TV programmes or films at the time they are shown on scheduled TV – for example, watching EastEnders at 7.30pm on BBC One. This would include watching 'live' through broadcaster services such as BBC iPlayer, ITV Hub, All 4 or My5.	2211 92%	418 100%	1590 100%	582 100%	1314 100%	234 96%	1704 93%
Catch up on TV programmes or films that have already been shown on scheduled TV using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1901 79%	369 88%	1348 85%	517 89%	1105 84%	209 86%	1590 87%
Watch TV programmes or films from a paid-for on-demand service such as Netflix, Amazon Prime, Disney+ or Apple TV+	1821 76%	304 73%	1246 78%	457 79%	1018 77%	223 92%	1519 83%

b

Columns Tested: a,b - a,b - a,b

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

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Watch TV programmes or films that you or someone in your household has set up to record from scheduled TV and watch later	1049 44%	228 54%	739 46%	292 50%	627 48%	95 39%	852 46%
		b					
Watch programmes or films that are available 'on demand' from Sky TV/ Virgin Media TV. For example, this could include binge watching a series of 'Game of Thrones'.	513 21%	112 27%	366 23%	151 26%	306 23%	53 22%	436 24%
Watch a 'pay per view' sporting or music event, pay to buy or rent a film from home	294 12%	65 16%	198 12%	87 15%	175 13%	38 16%	245 13%
None of these	42 2%	- -%	- -%	- -%	- -%	- -%	- -%
Don't know	8 *%	- -%	- -%	- -%	- -%	- -%	- -%

Columns Tested: a,b - a,b - a,b

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

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
SUMMARY							
ANY LIVE BROADCAST TV	2215 92%	418 100%	1592 100%	582 100%	1317 100%	234 96%	1708 93%
ANY ONLINE OR ON-DEMAND TV	2183 91%	390 93%	1476 93%	549 94%	1211 92%	243 100%	1827 99%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

Table 12

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

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4 and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Any BBC channel (e.g. BBC One, BBC Two, BBC Three, BBC Four, BBC News)	1882	208	276	297	353	283	241	225	1061	794	1574	157	115	36	884	970	496	1382
	78%	58%	72%	73%	86%	84%	91%	93%	83%	73%	79%	72%	80%	75%	76%	80%	74%	80%
			a	a	abc	abc	abce	abce	b									
Any ITV channel (e.g. ITV/ STV/ UTV, ITV2, ITV Be)	1844	206	252	287	346	292	242	220	998	820	1539	155	113	37	857	964	477	1362
	77%	57%	65%	70%	84%	87%	91%	92%	78%	76%	77%	72%	79%	76%	74%	80%	72%	79%
				a	abc	abc	abc	abc							a			a
Any Channel 4 channel (e.g. Channel 4, E4, Film4, More4, 4Seven)	1717	183	241	267	323	276	226	202	970	721	1444	137	102	34	814	882	438	1275
	71%	51%	63%	65%	79%	82%	85%	84%	76%	67%	72%	63%	70%	70%	70%	73%	66%	74%
			a	a	abc	abc	abc	abc	b		b							a
Any Channel 5 channel (e.g. Channel 5, 5USA, 5Star)	1307	74	151	194	261	237	210	180	688	598	1086	115	83	24	625	664	321	984
	54%	20%	39%	47%	64%	70%	79%	75%	54%	55%	54%	53%	57%	49%	54%	55%	48%	57%
			a	a	abc	abc	abcde	abc										a
Any Sky channel (e.g. Sky Atlantic, Sky Sports, Sky News, Sky Showcase)	1059	131	187	201	211	146	117	64	617	432	881	93	63	21	554	492	335	719
	44%	36%	49%	49%	52%	43%	44%	27%	48%	40%	44%	43%	44%	43%	48%	41%	50%	42%
			ag	ag	ag	g	g		b						b		b	

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

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

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4 and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Any UKTV channel (e.g. Dave, Yesterday, Drama)	586	29	48	80	120	102	102	103	326	246	480	57	40	8	329	252	128	458
	24%	8%	13%	20%	29%	30%	38%	43%	25%	23%	24%	27%	28%	16%	28%	21%	19%	26%
				ab	abc	abc	abc	abcde					d		b		a	
Discovery Channel	373	20	61	59	95	64	42	30	194	176	299	41	25	9	218	155	125	248
	16%	6%	16%	14%	23%	19%	16%	13%	15%	16%	15%	19%	17%	18%	19%	13%	19%	14%
			a	a	acg	a	a								b			
GB News	167	11	15	18	29	32	35	27	89	76	141	14	9	4	112	56	35	132
	7%	3%	4%	4%	7%	9%	13%	11%	7%	7%	7%	7%	6%	8%	10%	5%	5%	8%
						abc	abc	abc							b			
Al Jazeera	143	22	23	25	19	17	16	19	78	64	126	9	4	3	88	53	37	105
	6%	6%	6%	6%	5%	5%	6%	8%	6%	6%	6%	4%	3%	6%	8%	4%	6%	6%
															b			
S4C (Welsh)	62	3	15	5	9	11	9	10	35	26	25	1	36	*	37	25	17	45
	3%	1%	4%	1%	2%	3%	3%	4%	3%	2%	1%	1%	25%	1%	3%	2%	3%	3%
													abd					
Any other broadcast TV channels	144	7	14	27	24	26	25	20	87	55	120	12	7	4	77	61	26	118
	6%	2%	4%	7%	6%	8%	9%	8%	7%	5%	6%	6%	5%	8%	7%	5%	4%	7%
						a	ab	a										
None	207	58	55	47	22	15	6	5	88	108	166	28	8	5	107	94	71	135
	9%	16%	14%	11%	5%	4%	2%	2%	7%	10%	8%	13%	5%	10%	9%	8%	11%	8%
		defg	defg	defg								c						

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

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

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4 and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Any BBC channel (e.g. BBC One, BBC Two, BBC Three, BBC Four, BBC News)	1882	1598	270	532	1173	1882	-	1418	1624	1740	142	1882	-
	78%	81%	66%	76%	82%	85%	-%	78%	85%	80%	63%	84%	-%
		b			a	b		d	acd	d		b	
Any ITV channel (e.g. ITV/ STV/ UTV, ITV2, ITV Be)	1844	1599	229	540	1143	1844	-	1379	1589	1701	143	1844	-
	77%	81%	56%	77%	79%	83%	-%	76%	84%	78%	64%	82%	-%
		b				b		d	acd	d		b	
Any Channel 4 channel (e.g. Channel 4, E4, Film4, More4, 4Seven)	1717	1513	191	478	1095	1717	-	1291	1500	1592	125	1717	-
	71%	77%	47%	68%	76%	78%	-%	71%	79%	73%	56%	77%	-%
		b			a	b		d	acd	d		b	
Any Channel 5 channel (e.g. Channel 5, 5USA, 5Star)	1307	1169	125	375	811	1307	-	938	1137	1197	111	1307	-
	54%	59%	31%	54%	56%	59%	-%	52%	60%	55%	49%	58%	-%
		b				b			acd			b	
Any Sky channel (e.g. Sky Atlantic, Sky Sports, Sky News, Sky Showcase)	1059	891	158	295	658	1059	-	884	930	1007	51	1059	-
	44%	45%	39%	42%	46%	48%	-%	49%	49%	46%	23%	47%	-%
						b		d	d	d		b	

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

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

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4 and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Any UKTV channel (e.g. Dave, Yesterday, Drama)	586 24%	532 27%	47 12%	180 26%	355 25%	586 26%	- -%	408 22%	519 27%	537 25%	49 22%	586 26%	- -%
		b				b			a			b	
Discovery Channel	373 16%	320 16%	52 13%	109 16%	235 16%	373 17%	- -%	317 17%	331 17%	358 16%	15 7%	373 17%	- -%
						b		d	d	d		b	
GB News	167 7%	146 7%	22 5%	51 7%	98 7%	167 8%	- -%	130 7%	143 8%	158 7%	10 4%	167 7%	- -%
						b						b	
Al Jazeera	143 6%	81 4%	60 15%	38 5%	84 6%	143 6%	- -%	108 6%	120 6%	136 6%	6 3%	143 6%	- -%
			a			b						b	
S4C (Welsh)	62 3%	57 3%	5 1%	24 3%	34 2%	62 3%	- -%	49 3%	52 3%	57 3%	5 2%	62 3%	- -%
Any other broadcast TV channels	144 6%	128 7%	11 3%	44 6%	89 6%	144 6%	- -%	107 6%	121 6%	129 6%	15 7%	144 6%	- -%
			b			b						b	
None	207 9%	138 7%	63 15%	63 9%	107 7%	15 1%	192 100%	148 8%	34 2%	152 7%	55 25%	40 2%	167 100%
			a				a	b		b	abc		a

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

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

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4 and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Any BBC channel (e.g. BBC One, BBC Two, BBC Three, BBC Four, BBC News)	1882 78%	372 89%	1339 84%	495 85%	1121 85%	186 77%	1470 80%
Any ITV channel (e.g. ITV/ STV/ UTV, ITV2, ITV Be)	1844 77%	347 83%	1336 84%	478 82%	1105 84%	180 74%	1449 79%
Any Channel 4 channel (e.g. Channel 4, E4, Film4, More4, 4Seven)	1717 71%	332 79%	1234 77%	443 76%	1043 79%	165 68%	1360 74%
Any Channel 5 channel (e.g. Channel 5, 5USA, 5Star)	1307 54%	278 67% b	921 58%	330 57%	794 60%	126 52%	1018 55%
Any Sky channel (e.g. Sky Atlantic, Sky Sports, Sky News, Sky Showcase)	1059 44%	207 50%	759 48%	278 48%	648 49%	126 52%	843 46%
Any UKTV channel (e.g. Dave, Yesterday, Drama)	586 24%	148 35% b	401 25%	177 30%	331 25%	47 19%	478 26%

Columns Tested: a,b - a,b - a,b

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

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, All4 and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Discovery Channel	373 16%	80 19%	269 17%	101 17%	227 17%	42 17%	302 16%
GB News	167 7%	49 12%	99 6%	49 8%	103 8%	17 7%	135 7%
Al Jazeera	143 6%	51 12%	75 5%	42 7%	82 6%	23 10%	109 6%
S4C (Welsh)	62 3%	18 4%	41 3%	18 3%	36 3%	6 2%	48 3%
Any other broadcast TV channels	144 6%	41 10%	90 6%	48 8%	75 6%	17 7%	105 6%
None	207 9%	1 *%	14 1%	3 *%	10 1%	11 4%	140 8%

Columns Tested: a,b - a,b - a,b

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

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
BBC iPlayer	1631	204	254	271	308	251	187	156	956	654	1372	131	99	29	767	839	455	1172
	68%	57%	66%	66%	75%	75%	71%	65%	75%	60%	69%	60%	69%	61%	66%	70%	68%	68%
					abc	abc	a		b									
ITV Hub or ITV Hub+	1394	187	220	235	272	211	161	107	783	594	1181	91	92	30	638	741	412	976
	58%	52%	57%	57%	67%	63%	61%	44%	61%	55%	59%	42%	63%	62%	55%	61%	62%	56%
			g	g	ag	ag	g		b		b		b	b	a			
All4/ All4+ (previously 4OD)	1123	141	199	207	218	165	111	82	676	436	948	90	64	21	516	595	336	785
	47%	39%	52%	50%	53%	49%	42%	34%	53%	40%	47%	41%	44%	44%	44%	49%	51%	45%
			ag	ag	afg	g			b									
My5 (previously Demand 5)	645	34	67	96	147	127	99	75	346	295	534	53	47	11	294	346	179	464
	27%	9%	17%	24%	36%	38%	37%	31%	27%	27%	27%	25%	32%	22%	25%	29%	27%	27%
			a	a	abc	abc	abc	ab										
Sky On Demand or Sky Go	531	62	117	112	112	64	47	18	308	217	444	43	31	13	272	248	199	330
	22%	17%	30%	27%	27%	19%	18%	7%	24%	20%	22%	20%	22%	27%	23%	21%	30%	19%
		g	aefg	aefg	aefg	g	g										b	
UKTV Play	241	12	23	44	50	48	42	22	127	113	194	21	24	2	139	101	55	186
	10%	3%	6%	11%	12%	14%	16%	9%	10%	10%	10%	10%	16%	5%	12%	8%	8%	11%
				a	ab	ab	ab						ad		b			
Discovery+	185	13	42	40	32	31	18	9	94	87	152	17	13	4	103	81	63	122
	8%	4%	11%	10%	8%	9%	7%	4%	7%	8%	8%	8%	9%	8%	9%	7%	9%	7%
			ag	a														
STV Player/ STV Player VIP (Scotland)	156	20	26	25	37	26	14	7	82	72	54	93	6	3	82	70	43	109
	6%	6%	7%	6%	9%	8%	5%	3%	6%	7%	3%	43%	4%	6%	7%	6%	7%	6%
					g							acd						

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

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

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65-74 f	75+ g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Virgin TV Catch-up or Virgin TV Go	114 5%	18 5%	26 7% c	10 2%	21 5%	14 4%	16 6%	10 4%	71 6%	43 4%	94 5%	17 8% c	2 1%	2 5%	79 7% b	35 3%	38 6%	77 4%
S4C Clic (Welsh language)	29 1%	3 1%	10 3%	5 1%	3 1%	3 1%	2 1%	3 1%	13 1%	16 1%	19 1%	2 1%	8 6% abd	* 1%	19 2%	10 1%	13 2%	16 1%
Any other TV catch-up or on-demand service	64 3%	5 2%	8 2%	14 3%	15 4%	10 3%	8 3%	3 1%	38 3%	25 2%	56 3%	4 2%	3 2%	* 1%	26 2%	38 3%	15 2%	49 3%
None of these	402 17%	66 18%	67 17%	60 15%	43 11%	49 14%	50 19% d	67 28% bcde	162 13%	227 21% a	319 16%	51 23% a	24 16%	9 18%	216 19%	182 15%	79 12%	321 19% a

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

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

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
BBC iPlayer	1631	1389	229	445	1027	1617	14	1306	1562	1612	19	1629	2
	68%	70%	56%	64%	71%	73%	7%	72%	82%	74%	8%	73%	1%
		b			a	b		d	acd	d		b	
ITV Hub or ITV Hub+	1394	1199	185	410	870	1387	6	1146	1327	1379	14	1394	-
	58%	61%	45%	59%	60%	63%	3%	63%	70%	63%	6%	62%	-%
		b				b		d	acd	d		b	
All4/ All4+ (previously 4OD)	1123	991	123	313	720	1115	8	950	1080	1115	9	1122	2
	47%	50%	30%	45%	50%	50%	4%	52%	57%	51%	4%	50%	1%
		b				b		d	acd	d		b	
My5 (previously Demand 5)	645	585	58	184	403	645	-	499	622	641	4	645	-
	27%	30%	14%	26%	28%	29%	-%	27%	33%	29%	2%	29%	-%
		b				b		d	ad	d		b	
Sky On Demand or Sky Go	531	446	79	132	340	521	10	474	499	522	9	528	4
	22%	23%	20%	19%	24%	24%	5%	26%	26%	24%	4%	24%	2%
						b		d	d	d		b	
UKTV Play	241	214	27	79	146	240	1	198	231	237	4	241	-
	10%	11%	7%	11%	10%	11%	1%	11%	12%	11%	2%	11%	-%
						b		d	d	d		b	
Discovery+	185	156	30	64	105	183	2	164	175	184	2	185	-
	8%	8%	7%	9%	7%	8%	1%	9%	9%	8%	1%	8%	-%
						b		d	d	d		b	

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

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

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
STV Player/ STV Player VIP (Scotland)	156	138	18	51	88	156	-	130	149	155	1	156	-
	6%	7%	4%	7%	6%	7%	-%	7%	8%	7%	*%	7%	-%
						b		d	d	d		b	
Virgin TV Catch-up or Virgin TV Go	114	88	26	35	64	114	*	91	111	114	-	114	-
	5%	4%	6%	5%	4%	5%	*%	5%	6%	5%	-%	5%	-%
						b		d	d	d		b	
S4C Clic (Welsh language)	29	23	6	12	15	29	-	29	28	29	-	29	-
	1%	1%	1%	2%	1%	1%	-%	2%	1%	1%	-%	1%	-%
Any other TV catch-up or on-demand service	64	57	7	22	39	58	6	57	57	64	-	60	4
	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	-%	3%	2%
None of these	402	294	100	131	209	245	157	198	16	204	197	247	155
	17%	15%	24%	19%	15%	11%	81%	11%	1%	9%	88%	11%	93%
			a				a	b		b	abc		a

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

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

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
BBC iPlayer	1631 68%	316 76%	1171 73%	432 74%	952 72%	177 73%	1344 73%
ITV Hub or ITV Hub+	1394 58%	259 62%	1024 64%	376 64%	832 63%	148 61%	1167 63%
All4/ All4+ (previously 4OD)	1123 47%	201 48%	832 52%	287 49%	688 52%	123 50%	940 51%
My5 (previously Demand 5)	645 27%	124 30%	478 30%	178 30%	380 29%	69 28%	540 29%
Sky On Demand or Sky Go	531 22%	113 27%	365 23%	158 27%	313 24%	63 26%	449 24%
UKTV Play	241 10%	54 13%	177 11%	72 12%	139 11%	17 7%	211 11%
Discovery+	185 8%	42 10%	128 8%	59 10%	104 8%	23 9%	157 9%
STV Player/ STV Player VIP (Scotland)	156 6%	29 7%	117 7%	43 7%	102 8%	21 9%	127 7%
Virgin TV Catch-up or Virgin TV Go	114 5%	45 11%	65 4%	44 8%	61 5%	17 7%	93 5%

Columns Tested: a,b - a,b - a,b

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

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
S4C Clic (Welsh language)	29 1%	14 3%	15 1%	16 3%	13 1%	6 2%	23 1%
Any other TV catch-up or on-demand service	64 3%	10 2%	40 3%	9 2%	39 3%	7 3%	55 3%
None of these	402 17%	39 9%	169 11%	55 10%	149 11%	26 11%	184 10%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Netflix	1752	327	356	336	330	209	131	63	978	752	1455	159	101	36	829	905	598	1147
	73%	90%	92%	82%	81%	62%	49%	26%	76%	69%	73%	74%	70%	75%	71%	75%	90%	66%
		cdefg	cdefg	efg	efg	fg	g		b								b	
Amazon Prime Video	1378	229	269	257	255	186	117	65	827	542	1138	132	83	25	683	678	448	925
	57%	64%	70%	63%	62%	55%	44%	27%	64%	50%	57%	61%	57%	52%	59%	56%	67%	53%
		fg	efg	fg	fg	fg	g		b								b	
Disney+	1005	219	250	218	169	96	41	12	589	405	845	87	52	21	469	528	424	577
	42%	61%	65%	53%	41%	28%	15%	5%	46%	37%	42%	40%	36%	44%	40%	44%	64%	33%
		defg	cdefg	defg	efg	fg	g		b								b	
NOW	356	68	81	78	58	45	16	10	209	146	294	30	24	8	183	168	125	230
	15%	19%	21%	19%	14%	13%	6%	4%	16%	13%	15%	14%	16%	16%	16%	14%	19%	13%
		fg	efg	fg	fg	fg											b	
Apple TV+	255	59	60	51	39	21	19	6	169	83	219	24	8	4	133	118	87	166
	11%	16%	16%	13%	10%	6%	7%	2%	13%	8%	11%	11%	5%	9%	11%	10%	13%	10%
		efg	efg	eg	g				b									
BritBox	100	10	17	16	19	17	14	6	59	41	86	9	4	1	52	48	27	73
	4%	3%	4%	4%	5%	5%	5%	2%	5%	4%	4%	4%	3%	3%	4%	4%	4%	4%
Starzplay	71	19	19	14	11	6	2	-	37	33	56	9	4	2	35	37	29	41
	3%	5%	5%	3%	3%	2%	1%	-%	3%	3%	3%	4%	3%	4%	3%	3%	4%	2%
		fg	fg															
Hayu	59	16	14	15	7	4	2	-	39	19	51	3	3	2	16	43	20	39
	2%	4%	4%	4%	2%	1%	1%	-%	3%	2%	3%	2%	2%	3%	1%	4%	3%	2%
		g														a		
Any other paid-for on-demand services	20	4	3	5	6	1	-	-	14	6	15	3	2	1	12	8	11	9
	1%	1%	1%	1%	1%	*%	-%	-%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%
														a			b	

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

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

QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
None	450	16	17	41	49	81	96	150	191	240	378	35	29	8	216	220	34	414
	19%	5%	4%	10%	12%	24%	36%	62%	15%	22%	19%	16%	20%	16%	19%	18%	5%	24%
				b	ab	abcd	abcde	abcdef		a								a

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

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Netflix	1752 73%	1398 71%	335 82% a	483 69%	1074 75%	1618 73%	134 70%	1632 90% bcd	1470 77% d	1717 79% d	34 15%	1639 73%	112 67%
Amazon Prime Video	1378 57%	1150 58%	220 54%	386 55%	864 60%	1278 58%	101 52%	1309 72% bcd	1192 63% d	1363 62% d	15 7%	1294 58%	85 51%
Disney+	1005 42%	816 41%	178 44%	264 38%	633 44%	917 41%	89 46%	959 53% bcd	849 45% d	988 45% d	17 8%	933 42%	73 44%
NOW	356 15%	317 16% b	36 9%	95 14%	228 16%	340 15%	16 8%	330 18% d	323 17% d	352 16% d	3 1%	345 15% b	11 6%
Apple TV+	255 11%	192 10%	61 15% a	68 10%	154 11%	234 11%	21 11%	238 13% d	220 12% d	251 11% d	4 2%	236 11%	19 11%
BritBox	100 4%	89 5%	11 3%	34 5%	62 4%	97 4%	2 1%	94 5% d	96 5% d	99 5% d	1 1%	98 4%	1 1%
Starzplay	71 3%	49 3%	22 5% a	24 3%	38 3%	65 3%	7 4%	68 4%	60 3%	70 3%	1 1%	66 3%	5 3%
Hayu	59 2%	46 2%	13 3%	17 2%	41 3%	55 2%	4 2%	55 3%	54 3%	59 3%	- -%	56 2%	3 2%
Any other paid-for on-demand services	20 1%	15 1%	5 1%	8 1%	10 1%	17 1%	3 2%	19 1%	17 1%	20 1%	- -%	17 1%	3 2%

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

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

QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)

Base : All respondents

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
None	450	388	55	157	238	404	45	8	259	262	188	405	45
	19%	20%	13%	22%	17%	18%	24%	*%	14%	12%	84%	18%	27%
				b					a	a	abc		a

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

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

QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Netflix	1752 73%	296 71%	1192 75%	452 78%	977 74%	216 89%	1425 78%
Amazon Prime Video	1378 57%	229 55%	940 59%	358 61%	765 58%	165 68%	1142 62%
Disney+	1005 42%	159 38%	681 43%	243 42%	557 42%	115 47%	838 46%
NOW	356 15%	61 15%	251 16%	96 17%	206 16%	52 21%	290 16%
Apple TV+	255 11%	62 15%	154 10%	86 15%	123 9%	36 15%	207 11%
BritBox	100 4%	26 6%	63 4%	29 5%	60 5%	16 7%	82 4%
Starzplay	71 3%	13 3%	48 3%	20 4%	39 3%	11 5%	58 3%
Hayu	59 2%	16 4%	37 2%	15 3%	35 3%	8 3%	50 3%
Any other paid-for on-demand services	20 1%	3 1%	12 1%	2 *	14 1%	2 1%	16 1%
None	450 19%	93 22%	257 16%	87 15%	224 17%	13 5%	235 13%

Columns Tested: a,b - a,b - a,b

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

QB1. Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Improved	408	82	91	63	64	49	37	21	214	190	358	31	10	9	203	201	164	244
	18%	27%	28%	17%	16%	15%	14%	9%	18%	19%	19%	17%	7%	22%	19%	18%	27%	15%
		defg	cdefg								c	c		c			b	
Got worse	647	89	86	100	99	101	80	93	333	298	528	55	53	12	309	324	152	495
	29%	29%	26%	27%	25%	31%	30%	39%	28%	30%	29%	29%	39%	29%	29%	29%	25%	31%
							bcd						a					
Stayed about the same	1047	106	137	176	214	161	139	114	594	443	864	96	67	20	502	534	255	790
	47%	35%	42%	48%	55%	50%	53%	48%	50%	45%	47%	51%	49%	47%	47%	48%	43%	49%
				a	ab	a	ab											
Don't know	113	28	16	28	15	11	6	8	56	54	97	7	8	1	48	61	29	79
	5%	9%	5%	8%	4%	3%	2%	4%	5%	6%	5%	4%	6%	3%	4%	5%	5%	5%
		ef		f														

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

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

QB1. Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Improved	408 18%	322 17%	82 23%	126 20%	241 18%	408 18%	** **	351 21% d	375 20% d	396 19% d	12 7%	408 18%	** **
Got worse	647 29%	539 29%	100 29%	197 31%	385 29%	647 29%	** **	461 27%	534 28%	590 29%	57 33%	647 29%	** **
Stayed about the same	1047 47%	906 49% b	134 38%	283 44%	664 50%	1047 47%	** **	785 47%	878 47%	953 47%	94 55%	1047 47%	** **
Don't know	113 5%	78 4%	33 9% a	39 6%	49 4%	113 5%	** **	85 5%	89 5%	103 5%	10 6%	113 5%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QB1. Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Improved	408 18%	97 23%	290 18%	133 23%	240 18%	60 26%	326 19%
Got worse	647 29%	152 36%	438 28%	192 33%	359 27%	83 35%	477 28%
Stayed about the same	1047 47%	157 38%	793 50%	236 40%	662 50%	73 31%	835 49%
Don't know	113 5%	12 3%	71 4%	22 4%	56 4%	18 8%	69 4%

Columns Tested: a,b - a,b - a,b

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

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	400	51	105	66	54	68	41	15	222	175	300	33	16	51	206	190	157	243
Effective Weighted Sample	331	47	90	54	47	64	37	15	179	149	278	28	13	44	163	166	130	200
Total	408	82	91	63	64	49	37	21	214	190	358	31	10	9	203	201	164	244
More choice/ variety	112 27%	** **	20 21%	** **	** **	** **	** **	** **	52 24%	61 32%	99 28%	** **	** **	** **	45 22%	67 34%	47 29%	65 27%
Better quality	91 22%	** **	27 29%	** **	** **	** **	** **	** **	44 20%	47 25%	79 22%	** **	** **	** **	52 25%	40 20%	40 24%	51 21%
Better drama	80 20%	** **	10 11%	** **	** **	** **	** **	** **	53 25%	27 14%	71 20%	** **	** **	** **	34 17%	46 23%	23 14%	57 23%
Better writing/ acting/ stories	46 11%	** **	7 7%	** **	** **	** **	** **	** **	24 11%	22 11%	44 12%	** **	** **	** **	26 13%	20 10%	13 8%	34 14%
More entertaining/ interesting	42 10%	** **	9 10%	** **	** **	** **	** **	** **	19 9%	24 12%	38 11%	** **	** **	** **	15 8%	23 12%	15 9%	27 11%
More new shows/ fewer repeats	36 9%	** **	10 11%	** **	** **	** **	** **	** **	25 12%	11 6%	33 9%	** **	** **	** **	19 10%	17 8%	15 9%	22 9%
Better documentaries/ nature programmes/ educational programmes	29 7%	** **	6 6%	** **	** **	** **	** **	** **	19 9%	11 6%	26 7%	** **	** **	** **	15 7%	15 7%	8 5%	21 9%
More ways to watch/ easy to access	26 6%	** **	6 7%	** **	** **	** **	** **	** **	16 7%	9 5%	22 6%	** **	** **	** **	13 6%	13 6%	12 7%	14 6%
Better technical quality/ sound/ picture	25 6%	** **	4 5%	** **	** **	** **	** **	** **	13 6%	12 6%	22 6%	** **	** **	** **	13 7%	11 6%	6 3%	19 8%

* indicates a low base size (less than 100)

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

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

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	400	51	105	66	54	68	41	15	222	175	300	33	16	51	206	190	157	243
Effective Weighted Sample	331	47	90	54	47	64	37	15	179	149	278	28	13	44	163	166	130	200
Total	408	82	91	63	64	49	37	21	214	190	358	31	10	9	203	201	164	244
Return after Covid restrictions to TV	16 4%	** **	7 8%	** **	** **	** **	** **	** **	7 3%	9 4%	13 4%	** **	** **	** **	10 5%	6 3%	11 6%	5 2%
More big budget programmes	8 2%	** **	1 1%	** **	** **	** **	** **	** **	6 3%	2 1%	7 2%	** **	** **	** **	6 3%	2 1%	3 2%	5 2%
More inclusive/ diverse content	8 2%	** **	2 2%	** **	** **	** **	** **	** **	8 4%	* *%	8 2%	** **	** **	** **	1 1%	7 3%	4 2%	4 2%
More US/ international programmes	6 2%	** **	1 1%	** **	** **	** **	** **	** **	3 1%	1 1%	6 2%	** **	** **	** **	6 3%	1 *%	3 2%	3 1%
Better/ more sport	5 1%	** **	- -%	** **	** **	** **	** **	** **	3 1%	2 1%	5 1%	** **	** **	** **	4 2%	1 1%	3 2%	3 1%
Better news coverage	4 1%	** **	- -%	** **	** **	** **	** **	** **	2 1%	2 1%	4 1%	** **	** **	** **	- -%	4 2%	1 1%	3 1%
More live programmes	3 1%	** **	- -%	** **	** **	** **	** **	** **	2 1%	1 1%	3 1%	** **	** **	** **	3 1%	- -%	1 1%	2 1%
Other	1 *%	** **	- -%	** **	** **	** **	** **	** **	1 1%	- -%	1 *%	** **	** **	** **	1 1%	- -%	1 1%	- -%

* indicates a low base size (less than 100)

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

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

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	400	327	70	118	246	400	-	347	366	388	12	400	-
Effective Weighted Sample	331	267	61	96	206	331	-	286	303	320	11	331	-
Total	408	322	82	126	241	408	-	351	375	396	12	408	-
More choice/ variety	112	97	**	36	66	112	**	97	105	108	**	112	**
	27%	30%	**	28%	28%	27%	**	28%	28%	27%	**	27%	**
Better quality	91	70	**	24	53	91	**	77	83	88	**	91	**
	22%	22%	**	19%	22%	22%	**	22%	22%	22%	**	22%	**
Better drama	80	72	**	24	55	80	**	70	76	80	**	80	**
	20%	22%	**	19%	23%	20%	**	20%	20%	20%	**	20%	**
Better writing/ acting/ stories	46	38	**	16	27	46	**	38	42	44	**	46	**
	11%	12%	**	12%	11%	11%	**	11%	11%	11%	**	11%	**
More entertaining/ interesting	42	27	**	14	23	42	**	40	38	42	**	42	**
	10%	8%	**	11%	10%	10%	**	11%	10%	10%	**	10%	**
More new shows/ fewer repeats	36	29	**	13	24	36	**	32	34	36	**	36	**
	9%	9%	**	10%	10%	9%	**	9%	9%	9%	**	9%	**
Better documentaries/ nature programmes/ educational programmes	29	25	**	8	21	29	**	23	26	28	**	29	**
	7%	8%	**	7%	9%	7%	**	7%	7%	7%	**	7%	**
More ways to watch/ easy to access	26	18	**	4	15	26	**	23	25	26	**	26	**
	6%	6%	**	3%	6%	6%	**	6%	7%	7%	**	6%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	400	327	70	118	246	400	-	347	366	388	12	400	-
Effective Weighted Sample	331	267	61	96	206	331	-	286	303	320	11	331	-
Total	408	322	82	126	241	408	-	351	375	396	12	408	-
Better technical quality/ sound/ picture	25 6%	19 6%	** **	9 7%	12 5%	25 6%	** **	20 6%	24 6%	25 6%	** **	25 6%	** **
Return after Covid restrictions to TV	16 4%	16 5%	** **	5 4%	10 4%	16 4%	** **	15 4%	15 4%	16 4%	** **	16 4%	** **
More big budget programmes	8 2%	8 3%	** **	2 1%	6 3%	8 2%	** **	8 2%	8 2%	8 2%	** **	8 2%	** **
More inclusive/ diverse content	8 2%	6 2%	** **	2 1%	6 3%	8 2%	** **	6 2%	8 2%	8 2%	** **	8 2%	** **
More US/ international programmes	6 2%	3 1%	** **	3 3%	2 1%	6 2%	** **	5 1%	5 1%	5 1%	** **	6 2%	** **
Better/ more sport	5 1%	4 1%	** **	- -%	5 2%	5 1%	** **	2 1%	4 1%	4 1%	** **	5 1%	** **
Better news coverage	4 1%	2 1%	** **	1 1%	2 1%	4 1%	** **	4 1%	4 1%	4 1%	** **	4 1%	** **
More live programmes	3 1%	2 1%	** **	* *%	1 1%	3 1%	** **	3 1%	3 1%	3 1%	** **	3 1%	** **
Other	1 *%	1 *%	** **	1 1%	- -%	1 *%	** **	1 *%	1 *%	1 *%	** **	1 *%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	400	87	294	130	237	54	324
Effective Weighted Sample	331	74	240	105	198	45	268
Total	408	97	290	133	240	60	326
More choice/ variety	112 27%	** **	83 29%	19 14%	80 33%	** **	96 29%
				a			
Better quality	91 22%	** **	68 24%	31 23%	54 22%	** **	73 22%
Better drama	80 20%	** **	55 19%	32 24%	40 17%	** **	65 20%
Better writing/ acting/ stories	46 11%	** **	30 10%	15 11%	30 12%	** **	32 10%
More entertaining/ interesting	42 10%	** **	28 10%	10 7%	26 11%	** **	38 12%
More new shows/ fewer repeats	36 9%	** **	27 9%	12 9%	23 9%	** **	27 8%
Better documentaries/ nature programmes/ educational programmes	29 7%	** **	25 9%	4 3%	22 9%	** **	24 7%
More ways to watch/ easy to access	26 6%	** **	20 7%	13 10%	12 5%	** **	19 6%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	400	87	294	130	237	54	324
Effective Weighted Sample	331	74	240	105	198	45	268
Total	408	97	290	133	240	60	326
Better technical quality/ sound/ picture	25 6%	** **	19 6%	14 10%	10 4%	** **	19 6%
Return after Covid restrictions to TV	16 4%	** **	11 4%	2 2%	14 6%	** **	14 4%
More big budget programmes	8 2%	** **	5 2%	3 2%	6 2%	** **	7 2%
More inclusive/ diverse content	8 2%	** **	4 1%	4 3%	2 1%	** **	5 2%
More US/ international programmes	6 2%	** **	5 2%	2 2%	2 1%	** **	5 1%
Better/ more sport	5 1%	** **	5 2%	1 1%	4 2%	** **	3 1%
Better news coverage	4 1%	** **	2 1%	1 1%	2 1%	** **	4 1%
More live programmes	3 1%	** **	2 1%	3 2%	- -%	** **	3 1%
Other	1 *%	** **	- -%	1 1%	- -%	** **	- -%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	c	*d	e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	653	54	98	103	88	143	95	72	344	293	447	62	83	61	314	327	151	501
Effective Weighted Sample	550	51	88	89	77	130	83	67	291	247	416	56	76	56	263	277	128	422
Total	647	89	86	100	99	101	80	93	333	298	528	55	53	12	309	324	152	495
Too many repeats/ not enough new shows	196 30%	** **	** **	37 37%	** **	40 39%	** **	** **	90 27%	99 33%	160 30%	** **	** **	** **	98 32%	93 29%	39 25%	158 32%
Not enough variety	106 16%	** **	** **	21 21%	** **	15 15%	** **	** **	61 18%	42 14%	86 16%	** **	** **	** **	33 11%	73 23%	47 31%	59 12%
Poor quality	97 15%	** **	** **	15 15%	** **	13 13%	** **	** **	57 17%	40 13%	78 15%	** **	** **	** **	54 17%	39 12%	23 15%	74 15%
Poor writing/ acting/ stories	94 15%	** **	** **	21 21%	** **	10 10%	** **	** **	53 16%	40 13%	82 16%	** **	** **	** **	49 16%	43 13%	29 19%	66 13%
Less entertaining/ interesting/ now boring	94 14%	** **	** **	10 10%	** **	7 7%	** **	** **	49 15%	42 14%	75 14%	** **	** **	** **	43 14%	49 15%	16 10%	78 16%
Too many reality shows	80 12%	** **	** **	14 14%	** **	17 17%	** **	** **	38 11%	39 13%	64 12%	** **	** **	** **	37 12%	44 14%	19 13%	61 12%
Woke/ political correctness	41 6%	** **	** **	6 6%	** **	7 7%	** **	** **	16 5%	23 8%	35 7%	** **	** **	** **	27 9%	12 4%	2 2%	39 8%
Dumbed down/ downmarket	41 6%	** **	** **	5 5%	** **	7 7%	** **	** **	30 9%	10 4%	31 6%	** **	** **	** **	17 6%	21 6%	5 3%	36 7%

* indicates a low base size (less than 100)

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

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

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	c	*d	e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	653	54	98	103	88	143	95	72	344	293	447	62	83	61	314	327	151	501
Effective Weighted Sample	550	51	88	89	77	130	83	67	291	247	416	56	76	56	263	277	128	422
Total	647	89	86	100	99	101	80	93	333	298	528	55	53	12	309	324	152	495
Too many talent/ competition/ quiz shows	32 5%	** **	** **	5 5%	** **	6 6%	** **	** **	22 6%	11 4%	23 4%	** **	** **	** **	12 4%	20 6%	3 2%	30 6%
Lack of quality drama	29 5%	** **	** **	1 1%	** **	7 7%	** **	** **	20 6%	9 3%	23 4%	** **	** **	** **	9 3%	19 6%	8 5%	22 4%
Poor technical quality/ sound/ picture	28 4%	** **	** **	- -%	** **	3 3%	** **	** **	15 4%	13 4%	24 5%	** **	** **	** **	15 5%	13 4%	- -%	28 6%
Too much violence	23 4%	** **	** **	2 2%	** **	3 3%	** **	** **	9 3%	14 5%	17 3%	** **	** **	** **	11 4%	10 3%	4 3%	19 4%
Too many adverts/ on too long	21 3%	** **	** **	- -%	** **	3 3%	** **	** **	12 4%	9 3%	17 3%	** **	** **	** **	11 3%	10 3%	1 1%	20 4%
Bias/ not impartial	19 3%	** **	** **	2 2%	** **	5 5%	** **	** **	15 4%	4 1%	11 2%	** **	** **	** **	13 4%	5 1%	1 1%	18 4%
Sports coverage	15 2%	** **	** **	- -%	** **	1 1%	** **	** **	9 3%	6 2%	11 2%	** **	** **	** **	8 3%	7 2%	- -%	15 3%
Too many cookery/ home/ gardening shows	13 2%	** **	** **	1 1%	** **	2 2%	** **	** **	6 2%	6 2%	11 2%	** **	** **	** **	6 2%	8 2%	- -%	13 3%
Too many celebrity programmes	10 2%	** **	** **	* *%	** **	2 2%	** **	** **	5 1%	5 2%	6 1%	** **	** **	** **	3 1%	5 2%	1 1%	9 2%

* indicates a low base size (less than 100)

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

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

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	c	*d	e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	653	54	98	103	88	143	95	72	344	293	447	62	83	61	314	327	151	501
Effective Weighted Sample	550	51	88	89	77	130	83	67	291	247	416	56	76	56	263	277	128	422
Total	647	89	86	100	99	101	80	93	333	298	528	55	53	12	309	324	152	495
Impact of Covid on TV	8 1%	**	**	3 3%	**	1 1%	**	**	4 1%	4 1%	5 1%	**	**	**	5 2%	3 1%	6 4%	2 *%
Bad language	8 1%	**	**	- -%	**	* *%	**	**	4 1%	4 1%	7 1%	**	**	**	4 1%	4 1%	1 1%	7 1%
Sex/ sexual content	7 1%	**	**	- -%	**	* *%	**	**	6 2%	2 1%	7 1%	**	**	**	4 1%	3 1%	1 1%	6 1%
Other	6 1%	**	**	2 2%	**	- -%	**	**	4 1%	2 1%	5 1%	**	**	**	2 1%	4 1%	1 1%	5 1%

* indicates a low base size (less than 100)

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

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

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	653	567	81	201	388	653	-	476	533	595	58	653	-
Effective Weighted Sample	550	476	73	171	326	550	-	393	449	499	51	550	-
Total	647	539	100	197	385	647	-	461	534	590	57	647	-
Too many repeats/ not enough new shows	196	184	**	66	113	196	**	111	148	169	**	196	**
	30%	34%	**	34%	29%	30%	**	24%	28%	29%	**	30%	**
Not enough variety	106	92	**	34	65	106	**	77	89	97	**	106	**
	16%	17%	**	17%	17%	16%	**	17%	17%	16%	**	16%	**
Poor quality	97	79	**	25	58	97	**	74	81	92	**	97	**
	15%	15%	**	13%	15%	15%	**	16%	15%	16%	**	15%	**
Poor writing/ acting/ stories	94	74	**	27	60	94	**	77	80	88	**	94	**
	15%	14%	**	14%	16%	15%	**	17%	15%	15%	**	15%	**
Less entertaining/ interesting/ now boring	94	67	**	17	66	94	**	74	89	92	**	94	**
	14%	12%	**	9%	17%	14%	**	16%	17%	16%	**	14%	**
				a									
Too many reality shows	80	73	**	22	52	80	**	50	65	70	**	80	**
	12%	14%	**	11%	13%	12%	**	11%	12%	12%	**	12%	**
Woke/ political correctness	41	35	**	15	22	41	**	28	30	37	**	41	**
	6%	6%	**	7%	6%	6%	**	6%	6%	6%	**	6%	**
Dumbed down/ downmarket	41	33	**	11	26	41	**	19	32	33	**	41	**
	6%	6%	**	6%	7%	6%	**	4%	6%	6%	**	6%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	653	567	81	201	388	653	-	476	533	595	58	653	-
Effective Weighted Sample	550	476	73	171	326	550	-	393	449	499	51	550	-
Total	647	539	100	197	385	647	-	461	534	590	57	647	-
Too many talent/ competition/ quiz shows	32	32	**	8	23	32	**	21	23	27	**	32	**
	5%	6%	**	4%	6%	5%	**	4%	4%	4%	**	5%	**
Lack of quality drama	29	27	**	7	21	29	**	20	26	27	**	29	**
	5%	5%	**	4%	5%	5%	**	4%	5%	5%	**	5%	**
Poor technical quality/ sound/ picture	28	28	**	18	5	28	**	16	27	27	**	28	**
	4%	5%	**	9%	1%	4%	**	4%	5%	5%	**	4%	**
				b									
Too much violence	23	21	**	7	13	23	**	9	18	19	**	23	**
	4%	4%	**	4%	3%	4%	**	2%	3%	3%	**	4%	**
Too many adverts/ on too long	21	17	**	13	8	21	**	13	18	18	**	21	**
	3%	3%	**	7%	2%	3%	**	3%	3%	3%	**	3%	**
				b									
Bias/ not impartial	19	16	**	5	12	19	**	15	17	19	**	19	**
	3%	3%	**	3%	3%	3%	**	3%	3%	3%	**	3%	**
Sports coverage	15	12	**	9	7	15	**	10	10	13	**	15	**
	2%	2%	**	4%	2%	2%	**	2%	2%	2%	**	2%	**
Too many cookery/ home/ gardening shows	13	10	**	4	7	13	**	9	10	12	**	13	**
	2%	2%	**	2%	2%	2%	**	2%	2%	2%	**	2%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	653	567	81	201	388	653	-	476	533	595	58	653	-
Effective Weighted Sample	550	476	73	171	326	550	-	393	449	499	51	550	-
Total	647	539	100	197	385	647	-	461	534	590	57	647	-
Too many celebrity programmes	10	9	**	3	5	10	**	5	8	9	**	10	**
	2%	2%	**	2%	1%	2%	**	1%	2%	2%	**	2%	**
Impact of Covid on TV	8	7	**	1	7	8	**	7	7	8	**	8	**
	1%	1%	**	*%	2%	1%	**	2%	1%	1%	**	1%	**
Bad language	8	7	**	3	5	8	**	4	8	8	**	8	**
	1%	1%	**	1%	1%	1%	**	1%	1%	1%	**	1%	**
Sex/ sexual content	7	5	**	3	4	7	**	5	7	7	**	7	**
	1%	1%	**	2%	1%	1%	**	1%	1%	1%	**	1%	**
Other	6	2	**	1	4	6	**	6	4	6	**	6	**
	1%	*%	**	*%	1%	1%	**	1%	1%	1%	**	1%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later.

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	653	159	437	195	357	89	474
Effective Weighted Sample	550	132	371	163	304	73	403
Total	647	152	438	192	359	83	477
Too many repeats/ not enough new shows	196 30%	39 26%	134 31%	48 25%	108 30%	**	143 30%
Not enough variety	106 16%	20 13%	75 17%	33 17%	64 18%	**	70 15%
Poor quality	97 15%	24 16%	62 14%	38 20%	45 13%	**	77 16%
Poor writing/ acting/ stories	94 15%	25 17%	63 14%	19 10%	66 18%	**	74 16%
Less entertaining/ interesting/ now boring	94 14%	19 12%	67 15%	34 18%	47 13%	**	80 17%
Too many reality shows	80 12%	19 12%	52 12%	22 12%	43 12%	**	52 11%
Woke/ political correctness	41 6%	11 8%	27 6%	12 6%	25 7%	**	33 7%
Dumbed down/ downmarket	41 6%	14 9%	24 5%	14 7%	21 6%	**	24 5%
Too many talent/ competition/ quiz shows	32 5%	12 8%	19 4%	11 6%	18 5%	**	21 4%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

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Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES	NO	YES	NO	YES	NO
Significance Level: 99%		a	b	a	b	*a	b
Unweighted total	653	159	437	195	357	89	474
Effective Weighted Sample	550	132	371	163	304	73	403
Total	647	152	438	192	359	83	477
Lack of quality drama	29 5%	8 6%	20 5%	13 7%	12 3%	**	20 4%
Poor technical quality/ sound/ picture	28 4%	10 7%	15 3%	12 6%	11 3%	**	19 4%
Too much violence	23 4%	10 7%	7 2%	10 5%	7 2%	**	15 3%
Too many adverts/ on too long	21 3%	7 5%	12 3%	10 5%	10 3%	**	15 3%
Bias/ not impartial	19 3%	9 6%	9 2%	9 5%	7 2%	**	12 3%
Sports coverage	15 2%	3 2%	12 3%	5 3%	8 2%	**	12 3%
Too many cookery/ home/ gardening shows	13 2%	5 3%	8 2%	1 1%	10 3%	**	10 2%
Too many celebrity programmes	10 2%	5 3%	4 1%	4 2%	4 1%	**	7 1%
Impact of Covid on TV	8 1%	3 2%	5 1%	2 1%	6 2%	**	5 1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

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Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	653	159	437	195	357	89	474
Effective Weighted Sample	550	132	371	163	304	73	403
Total	647	152	438	192	359	83	477
Bad language	8 1%	6 4% b	2 *%	5 2%	2 *%	**	5 1%
Sex/ sexual content	7 1%	7 4% b	1 *%	5 3%	1 *%	**	3 1%
Other	6 1%	1 1%	4 1%	2 1%	1 *%	**	4 1%

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b

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

QC1. SHOW PRODUCT PLACEMENT 'P' SYMBOL. Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Yes	708	120	151	149	131	84	50	24	368	332	593	61	40	14	352	343	255	449
	32%	39%	46%	41%	33%	26%	19%	10%	31%	34%	32%	32%	29%	33%	33%	31%	43%	28%
		efg	defg	efg	fg	g											b	
No	1506	186	179	218	261	238	211	213	829	653	1253	128	96	29	710	777	345	1159
	68%	61%	54%	59%	67%	74%	81%	90%	69%	66%	68%	68%	71%	67%	67%	69%	57%	72%
				b	abc	abcd	abcde										a	

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

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

QC1. SHOW PRODUCT PLACEMENT 'P' SYMBOL. Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Yes	708	598	105	235	414	708	**	585	635	684	25	708	**
	32%	32%	30%	36%	31%	32%	**	35%	34%	33%	14%	32%	**
								d	d	d			
No	1506	1248	244	410	924	1506	**	1097	1241	1359	147	1506	**
	68%	68%	70%	64%	69%	68%	**	65%	66%	67%	86%	68%	**
											abc		

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC1. SHOW PRODUCT PLACEMENT 'P' SYMBOL. Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Yes	708 32%	144 34%	517 32%	183 31%	440 33%	79 34%	582 34%
No	1506 68%	274 66%	1075 68%	399 69%	877 67%	155 66%	1126 66%

Columns Tested: a,b - a,b - a,b

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

QC2. Do you know what this symbol is used for? (MULTI CODE)

Base : Those who have ever noticed the 'P' symbol

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	701	73	174	150	110	113	60	21	375	318	497	71	63	70	350	341	247	451
Effective Weighted Sample	594	69	154	131	100	104	52	18	316	271	465	66	58	60	293	293	215	377
Total	708	120	151	149	131	84	50	24	368	332	593	61	40	14	352	343	255	449
Product placement/ company has paid for product to be featured in the programme	383	**	78	92	74	51	**	**	222	161	318	**	**	**	187	188	141	242
	54%	**	51%	61%	57%	60%	**	**	60%	48%	54%	**	**	**	53%	55%	55%	54%
									b									
Protected content – it can't be copied or shared	76	**	20	12	8	5	**	**	36	40	68	**	**	**	44	32	39	36
	11%	**	13%	8%	6%	6%	**	**	10%	12%	11%	**	**	**	12%	9%	15%	8%
																	b	
Previously shown - it's a repeat	62	**	17	3	14	3	**	**	29	31	54	**	**	**	38	24	21	40
	9%	**	12%	2%	11%	4%	**	**	8%	9%	9%	**	**	**	11%	7%	8%	9%
			c	c														
Other	5	**	-	1	-	2	**	**	-	5	5	**	**	**	2	2	1	3
	1%	**	-%	1%	-%	2%	**	**	-%	1%	1%	**	**	**	1%	1%	1%	1%
Don't know	199	**	40	41	36	25	**	**	92	102	165	**	**	**	95	99	63	134
	28%	**	27%	28%	27%	29%	**	**	25%	31%	28%	**	**	**	27%	29%	25%	30%

* indicates a low base size (less than 100)

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

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

QC2. Do you know what this symbol is used for? (MULTI CODE)

Base : Those who have ever noticed the 'P' symbol

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	701	609	87	224	415	701	-	580	626	674	27	701	-
Effective Weighted Sample	594	515	76	192	350	594	-	489	530	571	23	594	-
Total	708	598	105	235	414	708	-	585	635	684	25	708	-
Product placement/ company has paid for product to be featured in the programme	383	338	**	116	246	383	**	315	350	373	**	383	**
	54%	57%	**	49%	59%	54%	**	54%	55%	55%	**	54%	**
Protected content – it can't be copied or shared	76	58	**	37	33	76	**	69	69	74	**	76	**
	11%	10%	**	16%	8%	11%	**	12%	11%	11%	**	11%	**
				b									
Previously shown - it's a repeat	62	45	**	23	32	62	**	55	54	61	**	62	**
	9%	7%	**	10%	8%	9%	**	9%	8%	9%	**	9%	**
Other	5	4	**	3	-	5	**	2	5	5	**	5	**
	1%	1%	**	1%	-%	1%	**	*%	1%	1%	**	1%	**
Don't know	199	163	**	67	106	199	**	159	174	187	**	199	**
	28%	27%	**	28%	26%	28%	**	27%	27%	27%	**	28%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC2. Do you know what this symbol is used for? (MULTI CODE)

Base : Those who have ever noticed the 'P' symbol

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	701	139	515	181	434	81	571
Effective Weighted Sample	594	116	438	149	371	65	487
Total	708	144	517	183	440	79	582
Product placement/ company has paid for product to be featured in the programme	383 54%	85 59%	271 52%	88 48%	243 55%	** **	323 56%
Protected content – it can't be copied or shared	76 11%	24 16%	44 9%	30 16%	42 10%	** **	63 11%
Previously shown - it's a repeat	62 9%	16 11%	45 9%	25 14%	35 8%	** **	51 9%
Other	5 1%	1 1%	4 1%	- -%	4 1%	** **	5 1%
Don't know	199 28%	29 20%	155 30%	50 27%	122 28%	** **	154 26%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

AWARENESS AND IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
CORRECT IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL	383 17%	53 17%	78 24%	92 25%	74 19%	51 16%	26 10%	11 4%	222 19%	161 16%	318 17%	36 19%	23 17%	7 16%	187 18%	188 17%	141 24%	242 15%
		g	efg	efg	fg	g											b	
SEEN SYMBOL BUT NOT CORRECTLY IDENTIFIED	325 15%	67 22%	74 22%	58 16%	57 15%	33 10%	24 9%	13 6%	146 12%	171 17%	276 15%	25 13%	17 12%	7 17%	165 16%	155 14%	114 19%	208 13%
		efg	efg	g	g				a								b	
NOT SEEN SYMBOL	1506 68%	186 61%	179 54%	218 59%	261 67%	238 74%	211 81%	213 90%	829 69%	653 66%	1253 68%	128 68%	96 71%	29 67%	710 67%	777 69%	345 57%	1159 72%
					b	abc	abcd	abcde										a

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

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

AWARENESS AND IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
CORRECT IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL	383	338	40	116	246	383	**	315	350	373	10	383	**
	17%	18%	12%	18%	18%	17%	**	19%	19%	18%	6%	17%	**
		b						d	d	d			
SEEN SYMBOL BUT NOT CORRECTLY IDENTIFIED	325	260	64	119	168	325	**	270	285	311	15	325	**
	15%	14%	18%	18%	13%	15%	**	16%	15%	15%	9%	15%	**
				b									
NOT SEEN SYMBOL	1506	1248	244	410	924	1506	**	1097	1241	1359	147	1506	**
	68%	68%	70%	64%	69%	68%	**	65%	66%	67%	86%	68%	**
											abc		

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

AWARENESS AND IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
CORRECT IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL	383 17%	85 20%	271 17%	88 15%	243 18%	35 15%	323 19%
SEEN SYMBOL BUT NOT CORRECTLY IDENTIFIED	325 15%	58 14%	246 15%	95 16%	197 15%	44 19%	259 15%
NOT SEEN SYMBOL	1506 68%	274 66%	1075 68%	399 69%	877 67%	155 66%	1126 66%

Columns Tested: a,b - a,b - a,b

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

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Trailers or promotions for particular TV programmes	1565	150	216	243	294	245	218	198	907	635	1308	136	92	30	728	816	395	1168
	71%	49%	65%	66%	75%	76%	83%	84%	76%	64%	71%	72%	67%	69%	69%	73%	66%	73%
			a	a	ab	abc	abc	abc	b									a
Trailers or promotions for particular TV channels	1160	111	165	184	214	183	164	139	670	473	962	110	66	22	564	579	292	866
	52%	36%	50%	50%	55%	57%	63%	59%	56%	48%	52%	58%	48%	52%	53%	52%	49%	54%
			a	a	a	a	abc	a	b									
Programme sponsorship announcements	1139	126	168	170	214	179	148	133	671	458	947	95	74	22	602	527	308	831
	51%	41%	51%	46%	55%	56%	57%	56%	56%	46%	51%	51%	54%	52%	57%	47%	51%	52%
					a	a	a	a	b						b			
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	1051	145	176	185	201	160	115	70	633	407	863	103	64	21	518	513	299	751
	47%	48%	53%	50%	51%	50%	44%	29%	53%	41%	47%	55%	47%	48%	49%	46%	50%	47%
		g	g	g	g	g	g		b									
Trailers or promotions for websites or other online services provided by TV channels	821	117	144	147	162	103	93	55	495	316	677	84	44	16	432	374	244	573
	37%	38%	44%	40%	41%	32%	35%	23%	41%	32%	37%	45%	32%	37%	41%	33%	41%	36%
		g	eg	g	g		g		b						b			
None of these	126	17	16	23	19	21	18	12	47	77	98	13	13	1	59	64	27	98
	6%	6%	5%	6%	5%	7%	7%	5%	4%	8%	5%	7%	10%	3%	6%	6%	4%	6%
									a				d					

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

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

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625	
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368	
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608	
Don't know	164	24	23	35	29	22	11	20	64	97	140	12	10	2	79	81	43	121	
		7%	8%	7%	10%	7%	7%	4%	8%	5%	10%	8%	6%	8%	5%	7%	7%	7%	7%

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

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

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Trailers or promotions for particular TV programmes	1565	1369	181	445	1004	1565	**	1189	1371	1452	113	1565	**
	71%	74%	52%	69%	75%	71%	**	71%	73%	71%	66%	71%	**
		b											
Trailers or promotions for particular TV channels	1160	1018	135	318	749	1160	**	902	1031	1096	64	1160	**
	52%	55%	39%	49%	56%	52%	**	54%	55%	54%	37%	52%	**
		b						d	d	d			
Programme sponsorship announcements	1139	985	145	308	734	1139	**	878	1011	1072	67	1139	**
	51%	53%	42%	48%	55%	51%	**	52%	54%	52%	39%	51%	**
		b			a			d	d	d			
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	1051	893	151	281	688	1051	**	870	932	998	53	1051	**
	47%	48%	43%	44%	51%	47%	**	52%	50%	49%	31%	47%	**
					a			d	d	d			
Trailers or promotions for websites or other online services provided by TV channels	821	670	143	231	516	821	**	693	748	793	28	821	**
	37%	36%	41%	36%	39%	37%	**	41%	40%	39%	16%	37%	**
								d	d	d			

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
None of these	126 6%	92 5%	31 9%	36 6%	65 5%	126 6%	** **	85 5%	87 5%	105 5%	20 12% abc	126 6%	** **
Don't know	164 7%	127 7%	35 10%	47 7%	70 5%	164 7%	** **	111 7%	114 6%	141 7%	24 14% abc	164 7%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Trailers or promotions for particular TV programmes	1565 71%	302 72%	1141 72%	419 72%	945 72%	158 67%	1243 73%
Trailers or promotions for particular TV channels	1160 52%	231 55%	843 53%	309 53%	696 53%	114 49%	941 55%
Programme sponsorship announcements	1139 51%	222 53%	833 52%	300 51%	704 53%	112 48%	920 54%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	1051 47%	195 47%	778 49%	258 44%	661 50%	108 46%	853 50%
Trailers or promotions for websites or other online services provided by TV channels	821 37%	171 41%	592 37%	238 41%	479 36%	93 40%	668 39%
None of these	126 6%	17 4%	96 6%	30 5%	81 6%	13 6%	83 5%
Don't know	164 7%	22 5%	93 6%	29 5%	71 5%	11 5%	102 6%

Columns Tested: a,b - a,b - a,b

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

QC4. Do you have any concerns about advertising on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Yes	531	55	52	80	84	75	93	91	317	204	451	38	31	11	277	240	126	399
	24%	18%	16%	22%	21%	23%	36%	39%	26%	21%	24%	20%	23%	25%	26%	21%	21%	25%
							abcde	abcde	b									
No	1684	250	278	287	308	247	168	145	880	781	1395	151	106	32	785	880	475	1209
	76%	82%	84%	78%	79%	77%	64%	61%	74%	79%	76%	80%	77%	75%	74%	79%	79%	75%
		fg	fg	fg	fg	fg			a									

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

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

QC4. Do you have any concerns about advertising on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Yes	531	444	79	164	298	531	**	385	451	487	43	531	**
	24%	24%	23%	25%	22%	24%	**	23%	24%	24%	25%	24%	**
No	1684	1401	270	480	1040	1684	**	1297	1425	1555	128	1684	**
	76%	76%	77%	75%	78%	76%	**	77%	76%	76%	75%	76%	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC4. Do you have any concerns about advertising on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Yes	531 24%	165 39%	316 20%	195 34%	258 20%	91 39%	368 22%
No	1684 76%	253 61%	1276 80%	387 66%	1059 80%	144 61%	1340 78%
			a		a		a

Columns Tested: a,b - a,b - a,b

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

QC5. What do you have concerns about?

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	537	34	63	78	70	106	114	72	329	199	386	43	52	56	284	242	122	411
Effective Weighted Sample	452	31	56	69	63	97	97	66	278	167	360	40	47	48	234	208	106	344
Total	531	55	52	80	84	75	93	91	317	204	451	38	31	11	277	240	126	399
Too many advertising breaks	167	**	**	**	**	22	39	**	92	70	145	**	**	**	92	73	32	132
	31%	**	**	**	**	29%	42%	**	29%	34%	32%	**	**	**	33%	30%	25%	33%
Adverts for gambling/ alcohol/ encouraging addictions	80	**	**	**	**	13	21	**	52	28	69	**	**	**	39	38	12	67
	15%	**	**	**	**	18%	22%	**	16%	14%	15%	**	**	**	14%	16%	9%	17%
Aimed at/ targeting children	59	**	**	**	**	4	6	**	38	21	48	**	**	**	24	34	24	35
	11%	**	**	**	**	5%	6%	**	12%	10%	11%	**	**	**	9%	14%	19%	9%
																	b	
Brainwashing/ targeting vulnerable people	49	**	**	**	**	7	8	**	28	21	42	**	**	**	21	23	8	42
	9%	**	**	**	**	9%	9%	**	9%	10%	9%	**	**	**	8%	10%	6%	10%
Interrupt programmes/ distracting	45	**	**	**	**	6	8	**	27	17	37	**	**	**	20	25	3	40
	9%	**	**	**	**	8%	9%	**	8%	8%	8%	**	**	**	7%	10%	3%	10%
Adverts for unhealthy food/ fast food/ sugar/ encouraging obesity	45	**	**	**	**	8	6	**	29	16	40	**	**	**	17	25	8	36
	8%	**	**	**	**	11%	7%	**	9%	8%	9%	**	**	**	6%	10%	6%	9%
Encourage debt/ spending people can't afford/ in cost of living crisis	40	**	**	**	**	6	10	**	33	7	34	**	**	**	17	22	9	31
	8%	**	**	**	**	8%	10%	**	10%	3%	8%	**	**	**	6%	9%	7%	8%

* indicates a low base size (less than 100)

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

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

QC5. What do you have concerns about?

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	537	34	63	78	70	106	114	72	329	199	386	43	52	56	284	242	122	411
Effective Weighted Sample	452	31	56	69	63	97	97	66	278	167	360	40	47	48	234	208	106	344
Total	531	55	52	80	84	75	93	91	317	204	451	38	31	11	277	240	126	399
Advertising breaks are too long	32 6%	**	**	**	**	6 8%	6 6%	**	19 6%	12 6%	25 6%	**	**	**	17 6%	15 6%	9 7%	23 6%
Annoying/ irritating/ don't make sense	31 6%	**	**	**	**	3 4%	7 8%	**	15 5%	16 8%	26 6%	**	**	**	21 8%	8 3%	11 9%	20 5%
Adverts that are inappropriate for the programme	28 5%	**	**	**	**	3 4%	3 3%	**	16 5%	12 6%	23 5%	**	**	**	12 5%	15 6%	17 14%	11 3%
Adverts of a sensitive nature/ embarrassing	27 5%	**	**	**	**	6 8%	4 4%	**	15 5%	12 6%	24 5%	**	**	**	14 5%	13 5%	6 4%	21 5%
Woke/ politically correct adverts	23 4%	**	**	**	**	4 5%	7 7%	**	9 3%	11 5%	18 4%	**	**	**	14 5%	7 3%	1 1%	21 5%
Charity advertising	4 1%	**	**	**	**	2 3%	* %	**	2 1%	2 1%	3 1%	**	**	**	2 1%	1 1%	1 1%	3 1%
Other	14 3%	**	**	**	**	1 2%	- %	**	13 4%	1 *%	11 2%	**	**	**	8 3%	6 2%	6 5%	7 2%

* indicates a low base size (less than 100)

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

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

QC5. What do you have concerns about?

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	537	464	67	163	311	537	-	400	456	495	42	537	-
Effective Weighted Sample	452	387	60	137	261	452	-	331	384	414	38	452	-
Total	531	444	79	164	298	531	-	385	451	487	43	531	-
Too many advertising breaks	167 31%	151 34%	** **	56 34%	92 31%	167 31%	** **	111 29%	141 31%	151 31%	** **	167 31%	** **
Adverts for gambling/ alcohol/ encouraging addictions	80 15%	74 17%	** **	23 14%	50 17%	80 15%	** **	56 15%	70 16%	75 15%	** **	80 15%	** **
Aimed at/ targeting children	59 11%	50 11%	** **	14 8%	33 11%	59 11%	** **	49 13%	48 11%	55 11%	** **	59 11%	** **
Brainwashing/ targeting vulnerable people	49 9%	42 9%	** **	14 9%	29 10%	49 9%	** **	39 10%	45 10%	46 10%	** **	49 9%	** **
Interrupt programmes/ distracting	45 9%	36 8%	** **	20 12%	23 8%	45 9%	** **	34 9%	38 8%	43 9%	** **	45 9%	** **
Adverts for unhealthy food/ fast food/ sugar/ encouraging obesity	45 8%	38 8%	** **	10 6%	28 9%	45 8%	** **	25 7%	43 10%	44 9%	** **	45 8%	** **
Encourage debt/ spending people can't afford/ in cost of living crisis	40 8%	34 8%	** **	11 7%	23 8%	40 8%	** **	28 7%	34 7%	37 8%	** **	40 8%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC5. What do you have concerns about?

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	537	464	67	163	311	537	-	400	456	495	42	537	-
Effective Weighted Sample	452	387	60	137	261	452	-	331	384	414	38	452	-
Total	531	444	79	164	298	531	-	385	451	487	43	531	-
Advertising breaks are too long	32 6%	25 6%	** **	10 6%	19 6%	32 6%	** **	23 6%	29 6%	29 6%	** **	32 6%	** **
Annoying/ irritating/ don't make sense	31 6%	26 6%	** **	13 8%	14 5%	31 6%	** **	24 6%	27 6%	27 6%	** **	31 6%	** **
Adverts that are inappropriate for the programme	28 5%	22 5%	** **	5 3%	17 6%	28 5%	** **	23 6%	23 5%	25 5%	** **	28 5%	** **
Adverts of a sensitive nature/ embarrassing	27 5%	17 4%	** **	10 6%	11 4%	27 5%	** **	20 5%	18 4%	21 4%	** **	27 5%	** **
Woke/ politically correct adverts	23 4%	19 4%	** **	5 3%	12 4%	23 4%	** **	11 3%	18 4%	19 4%	** **	23 4%	** **
Charity advertising	4 1%	4 1%	** **	1 1%	1 *%	4 1%	** **	1 *%	2 1%	2 *%	** **	4 1%	** **
Other	14 3%	10 2%	** **	6 3%	6 2%	14 3%	** **	8 2%	11 2%	12 2%	** **	14 3%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC5. What do you have concerns about?

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	537	173	313	204	252	95	368
Effective Weighted Sample	452	140	268	166	216	77	311
Total	531	165	316	195	258	91	368
Too many advertising breaks	167 31%	53 32%	98 31%	51 26%	94 37%	**	122 33%
Adverts for gambling/ alcohol/ encouraging addictions	80 15%	25 15%	45 14%	31 16%	40 16%	**	58 16%
Aimed at/ targeting children	59 11%	13 8%	38 12%	27 14%	24 9%	**	28 8%
Brainwashing/ targeting vulnerable people	49 9%	15 9%	30 9%	20 10%	19 7%	**	31 8%
Interrupt programmes/ distracting	45 9%	8 5%	34 11%	12 6%	28 11%	**	36 10%
Adverts for unhealthy food/ fast food/ sugar/ encouraging obesity	45 8%	10 6%	30 10%	12 6%	22 8%	**	34 9%
Encourage debt/ spending people can't afford/ in cost of living crisis	40 8%	13 8%	23 7%	13 6%	19 7%	**	32 9%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QC5. What do you have concerns about?

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%		a	b	a	b	*a	b
Unweighted total	537	173	313	204	252	95	368
Effective Weighted Sample	452	140	268	166	216	77	311
Total	531	165	316	195	258	91	368
Advertising breaks are too long	32 6%	5 3%	22 7%	8 4%	14 6%	**	22 6%
Annoying/ irritating/ don't make sense	31 6%	15 9%	15 5%	16 8%	13 5%	**	20 5%
Adverts that are inappropriate for the programme	28 5%	10 6%	14 5%	12 6%	11 4%	**	19 5%
Adverts of a sensitive nature/ embarrassing	27 5%	10 6%	13 4%	9 5%	13 5%	**	16 4%
Woke/ politically correct adverts	23 4%	13 8%	8 3%	8 4%	8 3%	**	15 4%
Charity advertising	4 1%	* *%	3 1%	- -%	3 1%	**	2 1%
Other	14 3%	2 1%	10 3%	6 3%	6 3%	**	10 3%

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b

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

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Adverts for gambling/ bookmakers/ gambling websites	1124	100	141	148	199	188	174	173	659	447	939	89	74	22	515	586	237	885
	51%	33%	43%	40%	51%	58%	67%	73%	55%	45%	51%	47%	55%	51%	49%	52%	39%	55%
					ac	abc	abcd	abcde	b									a
Adverts for e-cigarettes/ vaping	859	101	114	129	137	140	123	116	511	334	711	74	56	17	375	468	203	653
	39%	33%	34%	35%	35%	43%	47%	49%	43%	34%	38%	39%	41%	40%	35%	42%	34%	41%
							abcd	abcd	b							a		a
Adverts offering compensation in no win no fee deals	698	62	70	91	119	129	123	105	425	262	592	55	40	10	336	348	130	567
	31%	20%	21%	25%	30%	40%	47%	44%	35%	27%	32%	29%	30%	23%	32%	31%	22%	35%
					b	abcd	abcd	abcd	b		d							a
Adverts for alcohol	625	82	93	86	99	96	85	85	321	296	521	51	38	15	261	352	157	464
	28%	27%	28%	23%	25%	30%	32%	36%	27%	30%	28%	27%	28%	34%	25%	31%	26%	29%
								c								a		
Adverts for credit cards	600	62	98	82	108	86	88	75	331	255	503	48	37	11	257	333	148	451
	27%	20%	30%	22%	28%	27%	34%	31%	28%	26%	27%	25%	27%	26%	24%	30%	25%	28%
							ac									a		
Adverts for foods that are high in fat, salt or sugar	593	45	71	83	108	93	94	100	362	222	501	42	37	11	273	309	138	453
	27%	15%	21%	22%	27%	29%	36%	42%	30%	23%	27%	23%	27%	26%	26%	28%	23%	28%
					a	a	abc	abcde	b									

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

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

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Adverts during children's programming or when children could be watching	588 27%	45 15%	79 24%	106 29%	96 24%	89 28%	86 33%	86 37%	357 30%	223 23%	493 27%	49 26%	35 25%	11 26%	251 24%	327 29%	170 28%	415 26%
Adverts for charities/ refugee appeals	357 16%	31 10%	34 10%	53 14%	72 18%	69 22%	54 21%	44 19%	184 15%	165 17%	293 16%	33 18%	24 18%	7 15%	181 17%	170 15%	81 13%	276 17%
Adverts that make claims to be environmentally friendly	321 15%	38 12%	36 11%	47 13%	54 14%	57 18%	45 17%	46 19%	201 17%	118 12%	263 14%	33 17%	21 15%	4 10%	164 15%	148 13%	59 10%	262 16%
Adverts for children's toys	274 12%	13 4%	30 9%	55 15%	44 11%	41 13%	49 19%	42 18%	161 13%	107 11%	228 12%	26 14%	15 11%	5 12%	133 13%	137 12%	76 13%	197 12%
Adverts for public health campaigns	144 7%	24 8%	18 5%	30 8%	20 5%	24 7%	13 5%	16 7%	72 6%	69 7%	121 7%	12 7%	10 7%	2 4%	81 8%	59 5%	37 6%	105 7%
None of these	530 24%	77 25%	88 27%	106 29%	103 26%	76 24%	54 21%	26 11%	247 21%	278 28%	428 23%	56 30%	35 26%	10 24%	265 25%	263 23%	166 28%	364 23%
Don't know	86 4%	11 4%	12 4%	13 4%	20 5%	7 2%	8 3%	15 6%	42 4%	41 4%	71 4%	8 4%	5 4%	1 3%	41 4%	41 4%	16 3%	70 4%

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

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

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Adverts for gambling/ bookmakers/ gambling websites	1124	979	138	343	681	1124	**	815	973	1037	87	1124	**
	51%	53%	40%	53%	51%	51%	**	48%	52%	51%	51%	51%	**
		b											
Adverts for e-cigarettes/ vaping	859	725	126	257	514	859	**	664	760	811	48	859	**
	39%	39%	36%	40%	38%	39%	**	39%	41%	40%	28%	39%	**
								d	d	d			
Adverts offering compensation in no win no fee deals	698	616	78	230	405	698	**	510	613	649	48	698	**
	31%	33%	22%	36%	30%	31%	**	30%	33%	32%	28%	31%	**
		b											
Adverts for alcohol	625	516	104	213	344	625	**	461	533	576	49	625	**
	28%	28%	30%	33%	26%	28%	**	27%	28%	28%	29%	28%	**
				b									
Adverts for credit cards	600	527	69	210	340	600	**	449	525	561	39	600	**
	27%	29%	20%	33%	25%	27%	**	27%	28%	27%	23%	27%	**
		b		b									
Adverts for foods that are high in fat, salt or sugar	593	500	90	188	345	593	**	436	522	553	39	593	**
	27%	27%	26%	29%	26%	27%	**	26%	28%	27%	23%	27%	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Adverts during children's programming or when children could be watching	588	494	89	180	356	588	**	461	520	558	30	588	**
	27%	27%	26%	28%	27%	27%	**	27%	28%	27%	18%	27%	**
								d	d	d			
Adverts for charities/ refugee appeals	357	314	42	93	215	357	**	261	299	328	29	357	**
	16%	17%	12%	14%	16%	16%	**	15%	16%	16%	17%	16%	**
Adverts that make claims to be environmentally friendly	321	274	46	107	177	321	**	246	284	303	18	321	**
	15%	15%	13%	17%	13%	15%	**	15%	15%	15%	10%	15%	**
Adverts for children's toys	274	233	39	107	148	274	**	210	246	258	15	274	**
	12%	13%	11%	17%	11%	12%	**	12%	13%	13%	9%	12%	**
				b									
Adverts for public health campaigns	144	110	31	55	77	144	**	119	121	137	7	144	**
	7%	6%	9%	9%	6%	7%	**	7%	6%	7%	4%	7%	**
None of these	530	443	84	118	365	530	**	412	422	478	52	530	**
	24%	24%	24%	18%	27%	24%	**	25%	23%	23%	30%	24%	**
				a									
Don't know	86	61	23	27	32	86	**	56	61	71	15	86	**
	4%	3%	7%	4%	2%	4%	**	3%	3%	3%	9%	4%	**
											abc		

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Adverts for gambling/ bookmakers/ gambling websites	1124 51%	260 62% b	763 48%	352 60% b	607 46%	131 56%	854 50%
Adverts for e-cigarettes/ vaping	859 39%	188 45% b	579 36%	261 45% b	463 35%	114 49% b	656 38%
Adverts offering compensation in no win no fee deals	698 31%	182 43% b	453 28%	238 41% b	357 27%	90 38%	523 31%
Adverts for alcohol	625 28%	146 35% b	404 25%	202 35% b	325 25%	92 39% b	451 26%
Adverts for credit cards	600 27%	146 35% b	396 25%	202 35% b	309 23%	78 33%	460 27%
Adverts for foods that are high in fat, salt or sugar	593 27%	160 38% b	381 24%	215 37% b	295 22%	89 38% b	437 26%

Columns Tested: a,b - a,b - a,b

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

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Adverts during children's programming or when children could be watching	588 27%	152 36% b	376 24%	207 36% b	282 21%	95 41% b	431 25%
Adverts for charities/ refugee appeals	357 16%	99 24% b	216 14%	119 20% b	186 14%	47 20%	256 15%
Adverts that make claims to be environmentally friendly	321 15%	103 25% b	180 11%	125 21% b	147 11%	46 20%	241 14%
Adverts for children's toys	274 12%	75 18% b	173 11%	105 18% b	126 10%	44 19% b	198 12%
Adverts for public health campaigns	144 7%	50 12% b	77 5%	53 9% b	69 5%	22 9%	105 6%
None of these	530 24%	48 12%	459 29% a	63 11%	414 31% a	23 10%	442 26% a
Don't know	86 4%	11 3%	45 3%	13 2%	31 2%	5 2%	49 3%

Columns Tested: a,b - a,b - a,b

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

QC7. What specifically concerns you about advertising in children's programming or when children could be watching?

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	599	28	91	98	84	129	100	69	370	222	430	54	58	57	258	332	165	432
Effective Weighted Sample	511	26	81	89	74	119	87	64	316	190	403	50	54	51	217	287	143	367
Total	588	45	79	106	96	89	86	86	357	223	493	49	35	11	251	327	170	415
May be inappropriate content/ adult content/ not age appropriate	194	**	**	**	**	26	19	**	101	92	169	**	**	**	72	119	65	126
	33%	**	**	**	**	29%	22%	**	28%	41%	34%	**	**	**	29%	36%	38%	30%
									a									
Puts pressure on parents to buy/ pester power	158	**	**	**	**	26	37	**	112	46	130	**	**	**	69	87	49	109
	27%	**	**	**	**	29%	43%	**	31%	21%	26%	**	**	**	28%	27%	29%	26%
Children are easily influenced/ impressionable	116	**	**	**	**	24	14	**	80	36	93	**	**	**	49	65	28	88
	20%	**	**	**	**	26%	17%	**	22%	16%	19%	**	**	**	20%	20%	16%	21%
Should be no advertising within children's TV programmes	61	**	**	**	**	5	14	**	35	21	53	**	**	**	21	40	11	50
	10%	**	**	**	**	6%	16%	**	10%	9%	11%	**	**	**	8%	12%	6%	12%
Advertising fast food/ sugar/ encouraging obesity	60	**	**	**	**	9	16	**	40	18	48	**	**	**	32	28	10	50
	10%	**	**	**	**	10%	19%	**	11%	8%	10%	**	**	**	13%	9%	6%	12%
Encourages debt/ spending people can't afford/ in cost of living crisis	58	**	**	**	**	14	18	**	36	22	48	**	**	**	24	34	13	45
	10%	**	**	**	**	16%	21%	**	10%	10%	10%	**	**	**	9%	10%	7%	11%

* indicates a low base size (less than 100)

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

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

QC7. What specifically concerns you about advertising in children's programming or when children could be watching?

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	599	28	91	98	84	129	100	69	370	222	430	54	58	57	258	332	165	432
Effective Weighted Sample	511	26	81	89	74	119	87	64	316	190	403	50	54	51	217	287	143	367
Total	588	45	79	106	96	89	86	86	357	223	493	49	35	11	251	327	170	415
Could be damaging to children	35 6%	**	**	**	**	4 4%	4 5%	**	22 6%	12 6%	30 6%	**	**	**	10 4%	23 7%	8 5%	26 6%
Encourages consumerism	30 5%	**	**	**	**	4 5%	4 5%	**	22 6%	8 4%	24 5%	**	**	**	13 5%	17 5%	15 9%	14 3%
Advertising alcohol/ gambling/ encouraging addiction	27 5%	**	**	**	**	5 5%	6 7%	**	11 3%	15 7%	22 5%	**	**	**	14 6%	11 3%	5 3%	22 5%

* indicates a low base size (less than 100)

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

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

QC7. What specifically concerns you about advertising in children's programming or when children could be watching?

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	599	519	76	184	364	599	-	469	530	569	30	599	-
Effective Weighted Sample	511	440	69	157	311	511	-	400	452	484	27	511	-
Total	588	494	89	180	356	588	-	461	520	558	30	588	-
May be inappropriate content/ adult content/ not age appropriate	194 33%	150 30%	** **	52 29%	127 36%	194 33%	** **	164 35%	163 31%	182 33%	** **	194 33%	** **
Puts pressure on parents to buy/ pester power	158 27%	144 29%	** **	48 27%	101 28%	158 27%	** **	120 26%	146 28%	153 27%	** **	158 27%	** **
Children are easily influenced/ impressionable	116 20%	105 21%	** **	33 18%	66 19%	116 20%	** **	90 20%	99 19%	109 19%	** **	116 20%	** **
Should be no advertising within children's TV programmes	61 10%	49 10%	** **	24 13%	31 9%	61 10%	** **	37 8%	56 11%	57 10%	** **	61 10%	** **
Advertising fast food/ sugar/ encouraging obesity	60 10%	57 11%	** **	21 12%	35 10%	60 10%	** **	45 10%	57 11%	57 10%	** **	60 10%	** **
Encourages debt/ spending people can't afford/ in cost of living crisis	58 10%	55 11%	** **	18 10%	34 10%	58 10%	** **	43 9%	54 10%	56 10%	** **	58 10%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC7. What specifically concerns you about advertising in children's programming or when children could be watching?

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	599	519	76	184	364	599	-	469	530	569	30	599	-
Effective Weighted Sample	511	440	69	157	311	511	-	400	452	484	27	511	-
Total	588	494	89	180	356	588	-	461	520	558	30	588	-
Could be damaging to children	35	24	**	11	19	35	**	28	35	35	**	35	**
	6%	5%	**	6%	5%	6%	**	6%	7%	6%	**	6%	**
Encourages consumerism	30	26	**	7	21	30	**	28	30	30	**	30	**
	5%	5%	**	4%	6%	5%	**	6%	6%	5%	**	5%	**
Advertising alcohol/ gambling/ encouraging addiction	27	21	**	8	13	27	**	18	27	27	**	27	**
	5%	4%	**	5%	4%	5%	**	4%	5%	5%	**	5%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC7. What specifically concerns you about advertising in children's programming or when children could be watching?

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	599	160	376	216	281	105	431
Effective Weighted Sample	511	133	326	179	245	83	373
Total	588	152	376	207	282	95	431
May be inappropriate content/ adult content/ not age appropriate	194 33%	43 28%	134 36%	60 29%	101 36%	34 36%	139 32%
Puts pressure on parents to buy/ pester power	158 27%	47 31%	99 26%	56 27%	81 29%	18 19%	127 29%
Children are easily influenced/ impressionable	116 20%	26 17%	74 20%	42 20%	55 19%	18 19%	89 21%
Should be no advertising within children's TV programmes	61 10%	16 10%	36 9%	20 10%	27 10%	10 10%	43 10%
Advertising fast food/ sugar/ encouraging obesity	60 10%	23 15%	33 9%	26 13%	29 10%	12 13%	41 10%
Encourages debt/ spending people can't afford/ in cost of living crisis	58 10%	23 15%	29 8%	21 10%	25 9%	12 13%	42 10%

Columns Tested: a,b - a,b - a,b

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

QC7. What specifically concerns you about advertising in children's programming or when children could be watching?

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	599	160	376	216	281	105	431
Effective Weighted Sample	511	133	326	179	245	83	373
Total	588	152	376	207	282	95	431
Could be damaging to children	35 6%	11 8%	19 5%	13 6%	14 5%	7 7%	25 6%
Encourages consumerism	30 5%	7 5%	21 6%	9 4%	16 6%	5 5%	23 5%
Advertising alcohol/ gambling/ encouraging addiction	27 5%	9 6%	14 4%	12 6%	10 4%	5 5%	21 5%

Columns Tested: a,b - a,b - a,b

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

QC8. What specifically concerns you about TV advertising for alcohol?

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	*c	*d	e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	631	50	106	86	84	132	102	71	329	295	444	57	61	69	271	349	153	476
Effective Weighted Sample	530	47	93	76	75	122	87	62	278	246	413	52	55	61	225	297	132	397
Total	625	82	93	86	99	96	85	85	321	296	521	51	38	15	261	352	157	464
Encourages drinking/ excess drinking	209	**	31	**	**	33	23	**	110	99	176	**	**	**	77	128	48	160
	34%	**	33%	**	**	34%	28%	**	34%	33%	34%	**	**	**	30%	36%	30%	34%
It's addictive/ a harmful drug/ leads to alcoholism/ dangerous	162	**	22	**	**	29	23	**	74	84	133	**	**	**	64	93	35	127
	26%	**	24%	**	**	30%	28%	**	23%	28%	26%	**	**	**	25%	26%	22%	27%
Encourages underage drinking/ children	110	**	19	**	**	18	13	**	54	56	90	**	**	**	54	56	38	72
	18%	**	20%	**	**	19%	15%	**	17%	19%	17%	**	**	**	21%	16%	24%	16%
Glamourises/ glorifies alcohol/ makes it look cool	100	**	9	**	**	20	16	**	48	50	87	**	**	**	32	63	21	79
	16%	**	10%	**	**	20%	19%	**	15%	17%	17%	**	**	**	12%	18%	13%	17%
Should not be advertised at all	57	**	9	**	**	6	6	**	35	22	46	**	**	**	28	30	18	38
	9%	**	10%	**	**	6%	7%	**	11%	7%	9%	**	**	**	11%	8%	11%	8%
No need for alcohol advertising	30	**	4	**	**	5	4	**	17	13	25	**	**	**	15	15	11	20
	5%	**	5%	**	**	6%	5%	**	5%	4%	5%	**	**	**	6%	4%	7%	4%
Should warn of excess drinking/ effects of alcohol	24	**	5	**	**	4	5	**	15	9	21	**	**	**	7	18	8	16
	4%	**	5%	**	**	4%	6%	**	5%	3%	4%	**	**	**	3%	5%	5%	4%
Adverts are too frequent	19	**	2	**	**	1	4	**	14	4	16	**	**	**	8	11	4	14
	3%	**	2%	**	**	1%	4%	**	4%	2%	3%	**	**	**	3%	3%	3%	3%

* indicates a low base size (less than 100)

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

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

QC8. What specifically concerns you about TV advertising for alcohol?

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	*c	*d	e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	631	50	106	86	84	132	102	71	329	295	444	57	61	69	271	349	153	476
Effective Weighted Sample	530	47	93	76	75	122	87	62	278	246	413	52	55	61	225	297	132	397
Total	625	82	93	86	99	96	85	85	321	296	521	51	38	15	261	352	157	464
Should not be shown when children are watching/ pre-watershed	17	**	1	**	**	3	4	**	8	8	16	**	**	**	8	10	2	16
	3%	**	1%	**	**	3%	5%	**	3%	3%	3%	**	**	**	3%	3%	1%	3%

* indicates a low base size (less than 100)

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

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

QC8. What specifically concerns you about TV advertising for alcohol?

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	631	537	90	222	343	631	-	462	540	581	50	631	-
Effective Weighted Sample	530	448	79	184	290	530	-	388	453	487	44	530	-
Total	625	516	104	213	344	625	-	461	533	576	49	625	-
Encourages drinking/ excess drinking	209 34%	159 31%	** **	68 32%	112 33%	209 34%	** **	164 35%	172 32%	192 33%	** **	209 34%	** **
It's addictive/ a harmful drug/ leads to alcoholism/ dangerous	162 26%	138 27%	** **	61 29%	85 25%	162 26%	** **	121 26%	144 27%	150 26%	** **	162 26%	** **
Encourages underage drinking/ children	110 18%	95 18%	** **	34 16%	67 19%	110 18%	** **	82 18%	94 18%	104 18%	** **	110 18%	** **
Glamourises/ glorifies alcohol/ makes it look cool	100 16%	89 17%	** **	34 16%	57 17%	100 16%	** **	60 13%	88 16%	91 16%	** **	100 16%	** **
Should not be advertised at all	57 9%	46 9%	** **	28 13%	26 8%	57 9%	** **	51 11%	52 10%	56 10%	** **	57 9%	** **
No need for alcohol advertising	30 5%	28 5%	** **	6 3%	20 6%	30 5%	** **	22 5%	28 5%	29 5%	** **	30 5%	** **
Should warn of excess drinking/ effects of alcohol	24 4%	16 3%	** **	5 2%	17 5%	24 4%	** **	18 4%	21 4%	21 4%	** **	24 4%	** **
Adverts are too frequent	19 3%	15 3%	** **	7 3%	11 3%	19 3%	** **	8 2%	16 3%	17 3%	** **	19 3%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC8. What specifically concerns you about TV advertising for alcohol?

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	631	537	90	222	343	631	-	462	540	581	50	631	-
Effective Weighted Sample	530	448	79	184	290	530	-	388	453	487	44	530	-
Total	625	516	104	213	344	625	-	461	533	576	49	625	-
Should not be shown when children are watching/ pre-watershed	17	16	**	7	11	17	**	14	14	14	**	17	**
	3%	3%	**	3%	3%	3%	**	3%	3%	3%	**	3%	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC8. What specifically concerns you about TV advertising for alcohol?

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	631	154	402	210	320	95	451
Effective Weighted Sample	530	127	340	170	274	76	382
Total	625	146	404	202	325	92	451
Encourages drinking/ excess drinking	209 34%	37 25%	143 35%	58 29%	119 37%	**	149 33%
It's addictive/ a harmful drug/ leads to alcoholism/ dangerous	162 26%	41 28%	107 26%	57 28%	80 25%	**	123 27%
Encourages underage drinking/ children	110 18%	24 16%	76 19%	38 19%	56 17%	**	80 18%
Glamourises/ glorifies alcohol/ makes it look cool	100 16%	30 21%	52 13%	33 16%	46 14%	**	74 16%
Should not be advertised at all	57 9%	15 10%	37 9%	19 9%	33 10%	**	40 9%
No need for alcohol advertising	30 5%	5 3%	24 6%	3 2%	20 6%	**	26 6%
Should warn of excess drinking/ effects of alcohol	24 4%	7 5%	14 3%	8 4%	12 4%	**	18 4%
Adverts are too frequent	19 3%	5 4%	10 3%	8 4%	8 3%	**	11 2%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QC8. What specifically concerns you about TV advertising for alcohol?

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	631	154	402	210	320	95	451
Effective Weighted Sample	530	127	340	170	274	76	382
Total	625	146	404	202	325	92	451
Should not be shown when children are watching/ pre-watershed	17	8	9	10	6	**	9
	3%	5%	2%	5%	2%	**	2%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar?

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	594	30	77	77	91	129	111	79	370	216	435	48	57	54	279	305	129	464
Effective Weighted Sample	512	27	70	70	82	119	97	73	320	186	408	45	52	48	238	266	114	397
Total	593	45	71	83	108	93	94	100	362	222	501	42	37	11	273	309	138	453
Obesity/ diabetes/ ill health/ drain on NHS	300 51%	** **	** **	** **	** **	47 51%	52 56%	** **	177 49%	121 54%	253 50%	** **	** **	** **	136 50%	162 52%	58 42%	242 53%
Encourages unhealthy eating/ bad habits	134 23%	** **	** **	** **	** **	22 23%	15 16%	** **	81 23%	52 24%	113 22%	** **	** **	** **	51 19%	77 25%	36 26%	98 22%
Aimed at/ influences children	82 14%	** **	** **	** **	** **	12 13%	12 13%	** **	55 15%	25 11%	69 14%	** **	** **	** **	33 12%	49 16%	29 21%	53 12%
Should promote healthy eating	40 7%	** **	** **	** **	** **	6 6%	8 8%	** **	26 7%	12 6%	34 7%	** **	** **	** **	19 7%	22 7%	14 10%	26 6%
Should not be advertised at all	35 6%	** **	** **	** **	** **	10 10%	7 7%	** **	24 7%	10 5%	30 6%	** **	** **	** **	18 6%	16 5%	4 3%	31 7%
Should warn of excess eating/ effects of this food	29 5%	** **	** **	** **	** **	5 6%	5 5%	** **	18 5%	10 5%	24 5%	** **	** **	** **	15 6%	12 4%	7 5%	20 5%
Glamourises unhealthy food/ makes it look cool/ fun	19 3%	** **	** **	** **	** **	4 4%	1 1%	** **	12 3%	7 3%	16 3%	** **	** **	** **	9 3%	10 3%	6 4%	13 3%
Adverts are too frequent	12 2%	** **	** **	** **	** **	1 1%	3 3%	** **	6 2%	7 3%	11 2%	** **	** **	** **	5 2%	8 2%	3 2%	10 2%

* indicates a low base size (less than 100)

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

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

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar?

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	594	30	77	77	91	129	111	79	370	216	435	48	57	54	279	305	129	464
Effective Weighted Sample	512	27	70	70	82	119	97	73	320	186	408	45	52	48	238	266	114	397
Total	593	45	71	83	108	93	94	100	362	222	501	42	37	11	273	309	138	453
Big profits/ major companies profiting	9 2%	**	**	**	**	1 1%	- -%	**	5 1%	4 2%	7 1%	**	**	**	4 2%	5 2%	- -%	9 2%

* indicates a low base size (less than 100)

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

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

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar?

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	594	513	79	186	356	594	-	441	521	554	40	594	-
Effective Weighted Sample	512	440	71	159	307	512	-	379	451	477	35	512	-
Total	593	500	90	188	345	593	-	436	522	553	39	593	-
Obesity/ diabetes/ ill health/ drain on NHS	300	251	**	101	169	300	**	216	265	282	**	300	**
	51%	50%	**	54%	49%	51%	**	50%	51%	51%	**	51%	**
Encourages unhealthy eating/ bad habits	134	107	**	44	77	134	**	101	115	125	**	134	**
	23%	21%	**	23%	22%	23%	**	23%	22%	23%	**	23%	**
Aimed at/ influences children	82	66	**	15	57	82	**	63	72	75	**	82	**
	14%	13%	**	8%	17%	14%	**	14%	14%	14%	**	14%	**
Should promote healthy eating	40	40	**	9	29	40	**	33	34	38	**	40	**
	7%	8%	**	5%	8%	7%	**	8%	7%	7%	**	7%	**
Should not be advertised at all	35	28	**	7	24	35	**	25	32	32	**	35	**
	6%	6%	**	4%	7%	6%	**	6%	6%	6%	**	6%	**
Should warn of excess eating/ effects of this food	29	24	**	11	14	29	**	18	27	27	**	29	**
	5%	5%	**	6%	4%	5%	**	4%	5%	5%	**	5%	**
Glamourises unhealthy food/ makes it look cool/ fun	19	15	**	9	9	19	**	16	18	18	**	19	**
	3%	3%	**	5%	3%	3%	**	4%	4%	3%	**	3%	**
Adverts are too frequent	12	12	**	2	7	12	**	6	11	11	**	12	**
	2%	2%	**	1%	2%	2%	**	1%	2%	2%	**	2%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar?

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	594	513	79	186	356	594	-	441	521	554	40	594	-
Effective Weighted Sample	512	440	71	159	307	512	-	379	451	477	35	512	-
Total	593	500	90	188	345	593	-	436	522	553	39	593	-
Big profits/ major companies profiting	9	9	**	2	5	9	**	9	8	9	**	9	**
	2%	2%	**	1%	2%	2%	**	2%	2%	2%	**	2%	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar?

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%		a	b	a	b	*a	b
Unweighted total	594	161	377	222	287	94	432
Effective Weighted Sample	512	138	327	187	252	79	376
Total	593	160	381	215	295	89	437
Obesity/ diabetes/ ill health/ drain on NHS	300	80	192	110	153	**	231
	51%	50%	51%	51%	52%	**	53%
Encourages unhealthy eating/ bad habits	134	44	78	50	63	**	97
	23%	27%	21%	23%	21%	**	22%
Aimed at/ influences children	82	19	61	29	43	**	55
	14%	12%	16%	14%	15%	**	13%
Should promote healthy eating	40	5	30	10	20	**	29
	7%	3%	8%	5%	7%	**	7%
Should not be advertised at all	35	7	24	14	18	**	24
	6%	4%	6%	7%	6%	**	6%
Should warn of excess eating/ effects of this food	29	7	18	12	11	**	23
	5%	4%	5%	6%	4%	**	5%
Glamourises unhealthy food/ makes it look cool/ fun	19	7	12	8	9	**	11
	3%	5%	3%	4%	3%	**	3%
Adverts are too frequent	12	4	6	4	4	**	6
	2%	2%	2%	2%	1%	**	1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar?

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	594	161	377	222	287	94	432
Effective Weighted Sample	512	138	327	187	252	79	376
Total	593	160	381	215	295	89	437
Big profits/ major companies profiting	9 2%	2 1%	7 2%	2 1%	6 2%	**	9 2%

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b

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

QC10. What specifically concerns you about TV advertising for gambling?

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1149	63	160	147	171	261	209	138	686	446	816	103	122	108	536	594	231	916
Effective Weighted Sample	977	59	142	130	152	243	180	126	584	379	762	98	110	94	451	510	201	775
Total	1124	100	141	148	199	188	174	173	659	447	939	89	74	22	515	586	237	885
It's addictive/ destructive/ damaging	497	**	63	64	82	79	84	77	289	202	412	40	31	14	220	262	97	398
	44%	**	45%	43%	41%	42%	48%	45%	44%	45%	44%	45%	41%	61%	43%	45%	41%	45%
														ac				
Encourages people to gamble	218	**	32	30	39	34	33	28	136	78	177	21	17	3	84	134	53	165
	19%	**	23%	20%	20%	18%	19%	16%	21%	17%	19%	24%	23%	15%	16%	23%	22%	19%
															a			
Should not be advertised at all	117	**	14	14	22	24	13	20	65	47	97	7	11	2	54	58	28	89
	10%	**	10%	10%	11%	13%	7%	11%	10%	11%	10%	7%	15%	9%	11%	10%	12%	10%
Encourages debt/ spending people can't afford	114	**	9	11	13	29	21	22	63	48	99	8	6	2	49	65	17	97
	10%	**	6%	7%	7%	15%	12%	12%	10%	11%	11%	9%	8%	9%	10%	11%	7%	11%
						bd												
Glamourises gambling/ makes it cool/ fun	94	**	9	14	23	17	13	15	66	28	77	10	6	1	37	53	24	70
	8%	**	6%	9%	12%	9%	7%	9%	10%	6%	8%	12%	7%	5%	7%	9%	10%	8%
Should not be shown when children are watching/ pre-watershed	74	**	14	12	18	8	8	6	43	30	62	6	4	2	35	37	24	50
	7%	**	10%	8%	9%	4%	5%	3%	7%	7%	7%	6%	5%	9%	7%	6%	10%	6%
Adverts are too frequent	70	**	5	13	20	14	8	10	42	27	58	6	5	1	41	27	14	56
	6%	**	4%	9%	10%	7%	4%	6%	6%	6%	6%	7%	6%	4%	8%	5%	6%	6%

* indicates a low base size (less than 100)

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

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

QC10. What specifically concerns you about TV advertising for gambling?

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1149	63	160	147	171	261	209	138	686	446	816	103	122	108	536	594	231	916
Effective Weighted Sample	977	59	142	130	152	243	180	126	584	379	762	98	110	94	451	510	201	775
Total	1124	100	141	148	199	188	174	173	659	447	939	89	74	22	515	586	237	885
Impact on vulnerable people	46	**	8	4	7	7	9	5	30	16	41	-	3	1	21	24	9	37
	4%	**	6%	3%	3%	4%	5%	3%	5%	4%	4%	-%	4%	5%	4%	4%	4%	4%
Suggests people will win/ make money	36	**	3	5	4	8	8	5	17	19	33	1	2	*	23	12	5	31
	3%	**	2%	4%	2%	4%	4%	3%	3%	4%	4%	1%	3%	2%	4%	2%	2%	4%
Easy access to gambling	21	**	2	4	2	9	4	1	13	8	15	5	2	*	8	14	2	19
	2%	**	1%	2%	1%	5%	2%	1%	2%	2%	2%	5%	2%	1%	1%	2%	1%	2%
Free deals to hook people into gambling	20	**	2	1	3	2	4	4	12	8	18	1	1	*	6	14	2	18
	2%	**	1%	1%	1%	1%	3%	3%	2%	2%	2%	1%	1%	1%	1%	2%	1%	2%

* indicates a low base size (less than 100)

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

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

QC10. What specifically concerns you about TV advertising for gambling?

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	1149	1028	116	354	700	1149	-	841	995	1062	87	1149	-
Effective Weighted Sample	977	868	106	300	594	977	-	710	847	901	76	977	-
Total	1124	979	138	343	681	1124	-	815	973	1037	87	1124	-
It's addictive/ destructive/ damaging	497	431	64	141	316	497	**	359	433	459	**	497	**
	44%	44%	47%	41%	46%	44%	**	44%	45%	44%	**	44%	**
Encourages people to gamble	218	185	32	64	133	218	**	165	186	204	**	218	**
	19%	19%	23%	19%	20%	19%	**	20%	19%	20%	**	19%	**
Should not be advertised at all	117	105	12	36	72	117	**	80	104	109	**	117	**
	10%	11%	9%	11%	11%	10%	**	10%	11%	11%	**	10%	**
Encourages debt/ spending people can't afford	114	97	16	45	56	114	**	75	93	103	**	114	**
	10%	10%	12%	13%	8%	10%	**	9%	10%	10%	**	10%	**
Glamourises gambling/ makes it cool/ fun	94	83	10	28	61	94	**	74	86	93	**	94	**
	8%	9%	8%	8%	9%	8%	**	9%	9%	9%	**	8%	**
Should not be shown when children are watching/ pre-watershed	74	59	15	18	52	74	**	56	66	69	**	74	**
	7%	6%	11%	5%	8%	7%	**	7%	7%	7%	**	7%	**
Adverts are too frequent	70	61	7	27	36	70	**	43	57	61	**	70	**
	6%	6%	5%	8%	5%	6%	**	5%	6%	6%	**	6%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC10. What specifically concerns you about TV advertising for gambling?

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	1149	1028	116	354	700	1149	-	841	995	1062	87	1149	-
Effective Weighted Sample	977	868	106	300	594	977	-	710	847	901	76	977	-
Total	1124	979	138	343	681	1124	-	815	973	1037	87	1124	-
Impact on vulnerable people	46	44	2	16	26	46	**	42	43	44	**	46	**
	4%	4%	1%	5%	4%	4%	**	5%	4%	4%	**	4%	**
Suggests people will win/ make money	36	36	-	8	24	36	**	28	33	35	**	36	**
	3%	4%	-%	2%	3%	3%	**	3%	3%	3%	**	3%	**
Easy access to gambling	21	20	1	6	12	21	**	12	17	17	**	21	**
	2%	2%	1%	2%	2%	2%	**	1%	2%	2%	**	2%	**
Free deals to hook people into gambling	20	19	2	9	11	20	**	13	17	17	**	20	**
	2%	2%	1%	3%	2%	2%	**	2%	2%	2%	**	2%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC10. What specifically concerns you about TV advertising for gambling?

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	1149	272	773	351	620	137	867
Effective Weighted Sample	977	229	658	297	530	113	739
Total	1124	260	763	352	607	131	854
It's addictive/ destructive/ damaging	497 44%	119 46%	338 44%	153 43%	272 45%	58 45%	381 45%
Encourages people to gamble	218 19%	41 16%	155 20%	64 18%	119 20%	29 22%	166 19%
Should not be advertised at all	117 10%	27 10%	83 11%	29 8%	69 11%	9 7%	95 11%
Encourages debt/ spending people can't afford	114 10%	28 11%	74 10%	41 12%	55 9%	13 10%	84 10%
Glamourises gambling/ makes it cool/ fun	94 8%	26 10%	54 7%	33 9%	42 7%	15 11%	73 9%
Should not be shown when children are watching/ pre-watershed	74 7%	15 6%	48 6%	24 7%	39 6%	14 10%	49 6%
Adverts are too frequent	70 6%	14 5%	51 7%	18 5%	45 7%	5 4%	53 6%
Impact on vulnerable people	46 4%	10 4%	31 4%	16 4%	24 4%	6 5%	37 4%

Columns Tested: a,b - a,b - a,b

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

QC10. What specifically concerns you about TV advertising for gambling?

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	1149	272	773	351	620	137	867
Effective Weighted Sample	977	229	658	297	530	113	739
Total	1124	260	763	352	607	131	854
Suggests people will win/ make money	36 3%	10 4%	23 3%	11 3%	15 2%	1 1%	31 4%
Easy access to gambling	21 2%	10 4% b	9 1%	6 2%	9 1%	2 2%	11 1%
Free deals to hook people into gambling	20 2%	6 2%	13 2%	12 4%	8 1%	2 2%	15 2%

Columns Tested: a,b - a,b - a,b

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

QC11. What specifically concerns you about TV advertising that makes claims to be environmentally friendly?

Base : Those with any concerns about adverts that make claims to be environmentally friendly and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	*a	b
Unweighted total	324	23	43	45	44	80	53	36	208	114	228	36	37	23	175	142	56	268
Effective Weighted Sample	276	21	38	40	41	75	47	34	176	98	211	33	34	21	144	125	50	226
Total	321	38	36	47	54	57	45	46	201	118	263	33	21	4	164	148	59	262
False claims/ not true	137	**	**	**	**	**	**	**	77	59	112	**	**	**	65	68	**	111
	43%	**	**	**	**	**	**	**	38%	50%	42%	**	**	**	40%	46%	**	42%
Can't tell if this is truthful/ accurate	91	**	**	**	**	**	**	**	58	32	69	**	**	**	50	40	**	77
	28%	**	**	**	**	**	**	**	29%	27%	26%	**	**	**	31%	27%	**	29%
Greenwashing/ covering up	68	**	**	**	**	**	**	**	47	21	60	**	**	**	29	37	**	52
	21%	**	**	**	**	**	**	**	23%	18%	23%	**	**	**	18%	25%	**	20%
Just selling products/ marketing	12	**	**	**	**	**	**	**	10	2	10	**	**	**	5	7	**	12
	4%	**	**	**	**	**	**	**	5%	2%	4%	**	**	**	3%	5%	**	5%
Virtue signalling/ preaching	9	**	**	**	**	**	**	**	5	4	7	**	**	**	7	1	**	9
	3%	**	**	**	**	**	**	**	3%	3%	3%	**	**	**	4%	1%	**	4%
Products are sold at a premium/ over-priced	8	**	**	**	**	**	**	**	5	3	5	**	**	**	2	6	**	8
	2%	**	**	**	**	**	**	**	3%	2%	2%	**	**	**	1%	4%	**	3%
Other	3	**	**	**	**	**	**	**	1	1	3	**	**	**	3	-	**	3
	1%	**	**	**	**	**	**	**	1%	1%	1%	**	**	**	2%	-%	**	1%

* indicates a low base size (less than 100)

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

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

QC11. What specifically concerns you about TV advertising that makes claims to be environmentally friendly?

Base : Those with any concerns about adverts that make claims to be environmentally friendly and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	324	282	41	104	186	324	-	249	286	306	18	324	-
Effective Weighted Sample	276	240	36	88	158	276	-	212	244	260	15	276	-
Total	321	274	46	107	177	321	-	246	284	303	18	321	-
False claims/ not true	137	120	**	50	65	137	**	97	122	129	**	137	**
	43%	44%	**	46%	37%	43%	**	40%	43%	42%	**	43%	**
Can't tell if this is truthful/ accurate	91	81	**	21	59	91	**	73	79	86	**	91	**
	28%	29%	**	20%	34%	28%	**	30%	28%	28%	**	28%	**
Greenwashing/ covering up	68	55	**	26	39	68	**	55	60	64	**	68	**
	21%	20%	**	24%	22%	21%	**	22%	21%	21%	**	21%	**
Just selling products/ marketing	12	9	**	5	6	12	**	11	12	12	**	12	**
	4%	3%	**	5%	3%	4%	**	5%	4%	4%	**	4%	**
Virtue signalling/ preaching	9	7	**	3	6	9	**	8	5	8	**	9	**
	3%	3%	**	2%	3%	3%	**	3%	2%	3%	**	3%	**
Products are sold at a premium/ over-priced	8	8	**	5	3	8	**	8	8	8	**	8	**
	2%	3%	**	5%	2%	2%	**	3%	3%	3%	**	2%	**
Other	3	3	**	1	1	3	**	3	3	3	**	3	**
	1%	1%	**	1%	1%	1%	**	1%	1%	1%	**	1%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC11. What specifically concerns you about TV advertising that makes claims to be environmentally friendly?

Base : Those with any concerns about adverts that make claims to be environmentally friendly and who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	324	107	182	123	151	46	242
Effective Weighted Sample	276	89	156	104	128	37	209
Total	321	103	180	125	147	46	241
False claims/ not true	137 43%	48 47%	67 37%	65 52% b	51 35%	**	103 43%
Can't tell if this is truthful/ accurate	91 28%	29 28%	57 32%	31 25%	50 34%	**	71 30%
Greenwashing/ covering up	68 21%	14 14%	47 26%	23 18%	33 23%	**	52 21%
Just selling products/ marketing	12 4%	3 3%	7 4%	5 4%	4 3%	**	6 2%
Virtue signalling/ preaching	9 3%	6 6%	3 2%	2 2%	6 4%	**	6 3%
Products are sold at a premium/ over-priced	8 2%	3 3%	3 2%	4 3%	3 2%	**	5 2%
Other	3 1%	1 1%	1 1%	1 1%	1 1%	**	1 1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
There could be quite a few more advertising breaks before it bothered me	151 7%	52 17% cdefg	36 11% defg	25 7% g	17 4%	10 3%	7 3%	3 1%	71 6%	79 8%	132 7%	7 4%	8 6%	4 9%	96 9% b	52 5%	56 9% b	93 6%
A small increase in advertising breaks would not bother me	222 10%	44 14% fg	52 16% efg	38 10% f	43 11% f	25 8%	10 4%	10 4%	124 10%	98 10%	185 10%	25 13% c	7 5%	4 10%	133 13% b	88 8%	81 14% b	140 9%
The present number doesn't bother me, but I would not want any more	778 35%	90 29%	104 31%	122 33%	142 36%	129 40%	101 39%	90 38%	451 38% b	312 32%	643 35%	73 39%	48 35%	15 35%	362 34%	410 37%	196 33%	581 36%
There are already more advertising breaks than I am happy with	970 44%	98 32%	129 39%	160 44%	170 43%	147 46% a	138 53% ab	128 54% ab	516 43%	440 45%	807 44%	76 41%	67 49%	20 45%	430 41%	518 46%	240 40%	728 45%
Don't know	95 4%	21 7% f	10 3%	22 6% f	20 5%	11 3%	4 2%	6 3%	37 3%	56 6% a	79 4%	7 4%	7 5%	* 1%	41 4%	52 5%	28 5%	66 4%

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

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

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	372	96	88	63	60	34	17	13	194	177	317	31	15	8	229	141	137	233
	17%	32%	27%	17%	15%	11%	7%	6%	16%	18%	17%	17%	11%	19%	22%	13%	23%	15%
		cdefg	cdefg	fg	fg										b		b	
NOT HAPPY WITH ANY INCREASE	1748	188	232	282	312	277	240	218	966	752	1450	149	114	35	792	928	435	1309
	79%	61%	70%	77%	80%	86%	92%	92%	81%	76%	79%	79%	84%	80%	75%	83%	72%	81%
				a	ab	abc	abcd	abcd								a		a

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

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

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
There could be quite a few more advertising breaks before it bothered me	151 7%	97 5%	50 14% a	57 9% b	73 5%	151 7%	** **	124 7%	140 7%	146 7%	4 3%	151 7%	** **
A small increase in advertising breaks would not bother me	222 10%	174 9%	46 13%	69 11%	129 10%	222 10%	** **	185 11% d	202 11% d	219 11% d	3 2%	222 10%	** **
The present number doesn't bother me, but I would not want any more	778 35%	669 36%	101 29%	218 34%	502 38%	778 35%	** **	601 36%	654 35%	712 35%	66 38%	778 35%	** **
There are already more advertising breaks than I am happy with	970 44%	845 46% b	120 34%	276 43%	599 45%	970 44%	** **	707 42%	813 43%	884 43%	86 50%	970 44%	** **
Don't know	95 4%	60 3%	32 9% a	24 4%	35 3%	95 4%	** **	65 4%	68 4%	82 4%	13 7%	95 4%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
SUMMARY													
HAPPY WITH AT LEAST A SMALL INCREASE	372	271	96	126	202	372	**	309	341	365	7	372	**
	17%	15%	28%	20%	15%	17%	**	18%	18%	18%	4%	17%	**
			a					d	d	d			
NOT HAPPY WITH ANY INCREASE	1748	1514	221	494	1101	1748	**	1308	1467	1596	152	1748	**
	79%	82%	63%	77%	82%	79%	**	78%	78%	78%	88%	79%	**
		b			a						abc		

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
There could be quite a few more advertising breaks before it bothered me	151 7%	47 11% b	92 6%	66 11% b	74 6%	29 12% b	114 7%
A small increase in advertising breaks would not bother me	222 10%	56 13%	154 10%	66 11%	138 10%	36 15%	178 10%
The present number doesn't bother me, but I would not want any more	778 35%	126 30%	599 38%	197 34%	481 37%	80 34%	604 35%
There are already more advertising breaks than I am happy with	970 44%	176 42%	698 44%	238 41%	582 44%	87 37%	754 44%
Don't know	95 4%	13 3%	49 3%	16 3%	42 3%	2 1%	58 3%
SUMMARY							
HAPPY WITH AT LEAST A SMALL INCREASE	372 17%	103 25% b	246 15%	132 23% b	211 16%	65 28% b	292 17%

Columns Tested: a,b - a,b - a,b

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

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
NOT HAPPY WITH ANY INCREASE	1748	302	1297	435	1064	167	1358
	79%	72%	81%	75%	81%	71%	80%
			a		a		a

Columns Tested: a,b - a,b - a,b

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

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
There could be quite a few more advertising breaks before it bothered me	97 4%	21 7% fg	21 6% efg	23 6%	16 4%	8 3%	5 2%	3 1%	42 3%	56 6%	85 5%	5 3%	5 3%	2 6%	54 5%	40 4%	39 6% b	55 3%
A small increase in advertising breaks would not bother me	226 10%	45 15% fg	50 15% efg	41 11% fg	42 11% fg	27 9%	11 4%	9 4%	120 10%	105 11%	195 11%	18 10%	9 7%	4 8%	131 12% b	95 8%	82 14% b	144 9%
The present number doesn't bother me, but I would not want any more	767 35%	103 34%	111 34%	122 33%	147 37%	121 37%	92 35%	71 30%	424 35%	329 33%	634 34%	68 36%	47 35%	17 40%	372 35%	388 35%	219 36%	548 34%
There are already more advertising breaks than I am happy with	965 44%	106 35%	130 39%	162 44%	161 41%	150 46% a	141 54% abd	115 49% a	533 45%	419 43%	802 43%	78 41%	66 48%	19 43%	435 41%	507 45%	226 38%	736 46% a
Don't know	160 7%	29 10%	17 5%	20 5%	26 7%	16 5%	12 5%	39 16% bcdef	79 7%	76 8%	130 7%	20 10%	9 7%	1 2%	70 7%	89 8%	35 6%	125 8%
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	323 15%	66 22% efg	72 22% efg	64 17% fg	58 15% fg	36 11%	16 6%	12 5%	161 13%	161 16%	280 15%	23 12%	14 10%	6 14%	185 17% b	135 12%	121 20% b	199 12%

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

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

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
NOT HAPPY WITH ANY INCREASE	1731	210	241	283	308	270	233	186	957	748	1436	146	113	36	807	895	445	1284
	78%	69%	73%	77%	78%	84%	89%	79%	80%	76%	78%	77%	83%	84%	76%	80%	74%	80%
						ab	abcdg											a

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

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

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
There could be quite a few more advertising breaks before it bothered me	97 4%	67 4%	29 8% a	33 5%	49 4%	97 4%	** **	70 4%	84 4%	94 5%	3 2%	97 4%	** **
A small increase in advertising breaks would not bother me	226 10%	172 9%	53 15% a	72 11%	136 10%	226 10%	** **	198 12% d	205 11% d	222 11% d	4 2%	226 10%	** **
The present number doesn't bother me, but I would not want any more	767 35%	648 35%	109 31%	225 35%	474 35%	767 35%	** **	597 36%	639 34%	701 34%	66 38%	767 35%	** **
There are already more advertising breaks than I am happy with	965 44%	839 45% b	121 35%	276 43%	599 45%	965 44%	** **	726 43%	825 44%	889 44%	76 44%	965 44%	** **
Don't know	160 7%	120 6%	37 11%	39 6%	81 6%	160 7%	** **	91 5%	122 7%	136 7%	24 14% abc	160 7%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
SUMMARY													
HAPPY WITH AT LEAST A SMALL INCREASE	323	238	82	104	184	323	**	267	289	316	7	323	**
	15%	13%	24%	16%	14%	15%	**	16%	15%	15%	4%	15%	**
			a					d	d	d			
NOT HAPPY WITH ANY INCREASE	1731	1488	230	501	1073	1731	**	1323	1465	1590	141	1731	**
	78%	81%	66%	78%	80%	78%	**	79%	78%	78%	82%	78%	**
		b											

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
There could be quite a few more advertising breaks before it bothered me	97 4%	24 6%	66 4%	35 6%	56 4%	26 11% b	66 4%
A small increase in advertising breaks would not bother me	226 10%	57 14%	157 10%	68 12%	139 11%	40 17% b	177 10%
The present number doesn't bother me, but I would not want any more	767 35%	133 32%	580 36%	196 34%	473 36%	65 28%	609 36%
There are already more advertising breaks than I am happy with	965 44%	174 42%	701 44%	250 43%	574 44%	93 40%	758 44%
Don't know	160 7%	31 7%	89 6%	33 6%	75 6%	10 4%	98 6%
SUMMARY							
HAPPY WITH AT LEAST A SMALL INCREASE	323 15%	80 19%	222 14%	104 18%	195 15%	66 28% b	243 14%

Columns Tested: a,b - a,b - a,b

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

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
NOT HAPPY WITH ANY INCREASE	1731	307	1281	446	1047	158	1367
	78%	73%	80%	77%	80%	68%	80%
			a				a

Columns Tested: a,b - a,b - a,b

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

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
There could be quite a few more minutes of advertising before it bothered me	92 4%	31 10% defg	15 4%	22 6% eg	10 3%	6 2%	6 2%	1 1%	52 4%	39 4%	84 5% b	1 *%	6 4%	2 5% b	53 5%	37 3%	42 7% b	49 3%
A small increase in the number of minutes of advertising would not bother me	227 10%	53 17% defg	47 14% efg	43 12% f	36 9%	26 8%	10 4%	12 5%	121 10%	106 11%	191 10%	22 12%	9 7%	5 10%	125 12%	101 9%	86 14% b	141 9%
The present number of minutes of advertising doesn't bother me, but I would not want any more	816 37%	101 33%	116 35%	128 35%	168 43%	128 40%	87 33%	89 38%	453 38%	348 35%	674 37%	72 38%	51 38%	18 42%	387 36%	422 38%	217 36%	597 37%
There are already more minutes of advertising than I am really happy with	967 44%	94 31%	138 42%	156 42%	154 39%	149 46% a	151 58% abcde	126 53% ad	530 44%	423 43%	803 43%	81 43%	66 48%	18 41%	442 42%	502 45%	224 37%	742 46% a
Don't know	113 5%	27 9% f	14 4%	19 5%	24 6%	13 4%	6 2%	9 4%	42 4%	68 7% a	95 5%	13 7%	5 3%	1 2%	54 5%	58 5%	31 5%	79 5%

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

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

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	319	84	62	65	46	32	17	13	173	145	275	23	15	7	178	138	128	190
	14%	27%	19%	18%	12%	10%	6%	6%	14%	15%	15%	12%	11%	15%	17%	12%	21%	12%
		defg	efg	efg											b		b	
NOT HAPPY WITH ANY INCREASE	1783	195	254	284	321	277	238	215	982	772	1477	153	117	36	830	924	441	1339
	80%	64%	77%	77%	82%	86%	91%	91%	82%	78%	80%	81%	86%	83%	78%	82%	73%	83%
			a	a	a	abc	abcd	abc										a

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

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

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
There could be quite a few more minutes of advertising before it bothered me	92 4%	64 3%	27 8% a	32 5%	46 3%	92 4%	** **	64 4%	87 5%	91 4%	1 1%	92 4%	** **
A small increase in the number of minutes of advertising would not bother me	227 10%	178 10%	48 14%	68 11%	136 10%	227 10%	** **	192 11%	200 11%	217 11%	10 6%	227 10%	** **
The present number of minutes of advertising doesn't bother me, but I would not want any more	816 37%	686 37%	123 35%	245 38%	509 38%	816 37%	** **	638 38%	698 37%	757 37%	58 34%	816 37%	** **
There are already more minutes of advertising than I am really happy with	967 44%	846 46% b	115 33%	270 42%	602 45%	967 44%	** **	705 42%	813 43%	882 43%	85 50%	967 44%	** **
Don't know	113 5%	71 4%	36 10% a	30 5%	46 3%	113 5%	** **	83 5%	78 4%	96 5%	17 10% bc	113 5%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
SUMMARY													
HAPPY WITH AT LEAST A SMALL INCREASE	319	242	74	100	181	319	**	256	287	308	12	319	**
	14%	13%	21%	16%	14%	14%	**	15%	15%	15%	7%	14%	**
			a					d	d	d			
NOT HAPPY WITH ANY INCREASE	1783	1532	239	515	1111	1783	**	1343	1511	1639	144	1783	**
	80%	83%	68%	80%	83%	80%	**	80%	81%	80%	84%	80%	**
		b											

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
There could be quite a few more minutes of advertising before it bothered me	92 4%	33 8% b	50 3%	39 7% b	48 4%	24 10% b	66 4%
A small increase in the number of minutes of advertising would not bother me	227 10%	53 13%	156 10%	75 13%	130 10%	31 13%	177 10%
The present number of minutes of advertising doesn't bother me, but I would not want any more	816 37%	128 31%	632 40% a	204 35%	503 38%	83 36%	647 38%
There are already more minutes of advertising than I am really happy with	967 44%	190 45%	688 43%	239 41%	584 44%	85 36%	753 44%
Don't know	113 5%	13 3%	65 4%	25 4%	52 4%	12 5%	64 4%

Columns Tested: a,b - a,b - a,b

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

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
SUMMARY							
HAPPY WITH AT LEAST A SMALL INCREASE	319 14%	87 21% b	207 13%	115 20% b	178 14%	54 23% b	243 14%
NOT HAPPY WITH ANY INCREASE	1783 80%	318 76%	1320 83% a	443 76%	1086 83% a	168 72%	1401 82% a

Columns Tested: a,b - a,b - a,b

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

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
There could be quite a few more minutes of advertising before it bothered me	101 5%	30 10% defg	23 7% efg	20 5%	14 4%	7 2%	4 2%	3 1%	51 4%	50 5%	92 5%	2 1%	4 3%	3 7% b	56 5%	43 4%	39 7% b	60 4%
A small increase in the number of minutes of advertising would not bother me	216 10%	41 14% fg	46 14% efg	42 12% g	37 9%	25 8%	14 5%	11 4%	111 9%	103 10%	184 10%	18 9%	10 7%	4 8%	124 12%	91 8%	76 13% b	138 9%
The present number of minutes of advertising doesn't bother me, but I would not want any more	728 33%	103 34%	112 34%	113 31%	145 37%	118 36%	73 28%	65 28%	408 34%	308 31%	596 32%	69 37%	47 34%	17 38%	361 34%	361 32%	206 34%	522 32%
There are already more minutes of advertising than I am really happy with	980 44%	105 34%	133 40%	164 45%	165 42%	149 46% a	146 56% abcd	118 50% a	537 45%	427 43%	817 44%	80 43%	65 48%	17 40%	431 41%	526 47% a	245 41%	733 46%
Don't know	190 9%	27 9%	17 5%	27 7%	31 8%	24 7%	24 9%	40 17% bcde	90 8%	97 10%	157 9%	19 10%	11 8%	3 6%	89 8%	98 9%	34 6%	155 10% a

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

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

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	316	71	68	63	51	31	18	13	162	153	276	20	13	7	180	134	115	198
	14%	23%	21%	17%	13%	10%	7%	6%	14%	16%	15%	11%	10%	15%	17%	12%	19%	12%
		defg	efg	efg											b		b	
NOT HAPPY WITH ANY INCREASE	1708	207	244	277	310	267	219	183	945	735	1413	149	112	34	792	887	451	1255
	77%	68%	74%	76%	79%	83%	84%	77%	79%	75%	77%	79%	82%	78%	75%	79%	75%	78%
				a	ab	ab												

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

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

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
There could be quite a few more minutes of advertising before it bothered me	101 5%	68 4%	31 9% a	38 6%	49 4%	101 5%	** **	75 4%	93 5%	97 5%	4 2%	101 5%	** **
A small increase in the number of minutes of advertising would not bother me	216 10%	175 9%	39 11%	60 9%	132 10%	216 10%	** **	187 11% d	195 10% d	213 10% d	3 2%	216 10%	** **
The present number of minutes of advertising doesn't bother me, but I would not want any more	728 33%	601 33%	122 35%	225 35%	442 33%	728 33%	** **	576 34%	620 33%	675 33%	54 31%	728 33%	** **
There are already more minutes of advertising than I am really happy with	980 44%	857 46% b	117 33%	273 42%	612 46%	980 44%	** **	738 44%	829 44%	899 44%	81 47%	980 44%	** **
Don't know	190 9%	145 8%	41 12%	47 7%	102 8%	190 9%	** **	107 6%	139 7%	160 8%	30 18% abc	190 9%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
SUMMARY													
HAPPY WITH AT LEAST A SMALL INCREASE	316	243	70	99	181	316	**	261	288	309	7	316	**
	14%	13%	20%	15%	14%	14%	**	16%	15%	15%	4%	14%	**
			a					d	d	d			
NOT HAPPY WITH ANY INCREASE	1708	1457	238	499	1055	1708	**	1313	1449	1573	135	1708	**
	77%	79%	68%	77%	79%	77%	**	78%	77%	77%	78%	77%	**
		b											

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
There could be quite a few more minutes of advertising before it bothered me	101 5%	36 9% b	57 4%	39 7%	58 4%	21 9% b	75 4%
A small increase in the number of minutes of advertising would not bother me	216 10%	47 11%	157 10%	63 11%	131 10%	35 15%	173 10%
The present number of minutes of advertising doesn't bother me, but I would not want any more	728 33%	119 29%	558 35%	198 34%	451 34%	72 31%	580 34%
There are already more minutes of advertising than I am really happy with	980 44%	190 45%	707 44%	247 42%	578 44%	94 40%	761 45%
Don't know	190 9%	26 6%	113 7%	35 6%	98 7%	12 5%	119 7%
SUMMARY							
HAPPY WITH AT LEAST A SMALL INCREASE	316 14%	83 20% b	214 13%	103 18%	189 14%	57 24% b	248 15%

Columns Tested: a,b - a,b - a,b

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

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
NOT HAPPY WITH ANY INCREASE	1708	309	1265	445	1029	165	1341
	77%	74%	79%	76%	78%	71%	79%

Columns Tested: a,b - a,b - a,b

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

QD1. Please think about TV programmes that that people can watch 'live' at the time they are shown on scheduled TV or record to watch later... As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Yes	1885	228	296	305	348	286	229	193	1037	818	1554	181	115	36	905	955	510	1367
	78%	63%	77%	74%	85%	85%	86%	80%	81%	75%	78%	83%	80%	74%	78%	79%	77%	79%
			a	a	abc	abc	abc	a	b									
No	182	64	34	40	13	8	9	13	87	92	153	16	9	4	104	72	51	130
	8%	18%	9%	10%	3%	3%	3%	5%	7%	8%	8%	7%	6%	9%	9%	6%	8%	8%
		bcd	efg	def	def										b			
Don't know	340	68	55	64	48	42	27	34	159	174	291	20	21	8	154	180	104	235
	14%	19%	14%	16%	12%	12%	10%	14%	12%	16%	15%	9%	14%	17%	13%	15%	16%	14%
		f																

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

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

QD1. Please think about TV programmes that that people can watch 'live' at the time they are shown on scheduled TV or record to watch later... As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Yes	1885	1607	262	530	1199	1765	121	1436	1536	1725	160	1782	103
	78%	81%	64%	76%	83%	80%	63%	79%	81%	79%	71%	80%	62%
		b			a	b			d			b	
No	182	119	61	65	83	169	13	144	137	162	20	169	12
	8%	6%	15%	9%	6%	8%	7%	8%	7%	7%	9%	8%	7%
			a	b									
Don't know	340	246	85	104	158	282	59	242	228	296	44	289	51
	14%	12%	21%	15%	11%	13%	30%	13%	12%	14%	20%	13%	31%
			a				a				b		a

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

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

QD1. Please think about TV programmes that that people can watch 'live' at the time they are shown on scheduled TV or record to watch later... As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Yes	1885	345	1276	460	1080	187	1468
	78%	82%	80%	79%	82%	77%	80%
No	182	28	130	60	93	31	121
	8%	7%	8%	10%	7%	13%	7%
						b	
Don't know	340	46	188	62	145	25	249
	14%	11%	12%	11%	11%	10%	14%

Columns Tested: a,b - a,b - a,b

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

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1910	145	344	307	295	399	271	149	1089	794	1336	203	188	183	946	945	503	1402
Effective Weighted Sample	1616	133	304	268	263	368	236	140	912	682	1247	185	169	159	786	813	429	1184
Total	1885	228	296	305	348	286	229	193	1037	818	1554	181	115	36	905	955	510	1367
Ofcom/ Office of Communications	704	58	119	135	150	108	77	57	440	258	574	77	40	12	353	340	201	499
	37%	25%	40%	44%	43%	38%	33%	30%	42%	32%	37%	43%	35%	35%	39%	36%	39%	37%
			a	ag	ag				b									
BSC/ Broadcasting Standards Commission	366	32	35	52	65	78	61	42	213	146	299	35	24	8	164	197	85	278
	19%	14%	12%	17%	19%	27%	27%	22%	20%	18%	19%	19%	21%	24%	18%	21%	17%	20%
						abc	abc	b										
ASA/ Advertising Standards Authority	213	15	29	24	41	29	37	38	104	109	174	25	11	4	102	111	44	167
	11%	7%	10%	8%	12%	10%	16%	19%	10%	13%	11%	14%	9%	10%	11%	12%	9%	12%
							ac	abce										
BBC	108	40	34	14	11	1	2	5	46	57	93	5	9	1	61	47	39	69
	6%	18%	11%	4%	3%	1%	1%	3%	4%	7%	6%	3%	8%	3%	7%	5%	8%	5%
		cdefg	cdefg	e	e													
TV channels themselves	86	15	18	11	15	11	6	9	34	50	66	9	7	3	34	51	30	56
	5%	7%	6%	4%	4%	4%	3%	5%	3%	6%	4%	5%	6%	8%	4%	5%	6%	4%
									a									
ITC/ Independent Television Commission	61	6	4	10	19	16	6	1	42	19	55	1	4	2	30	31	20	41
	3%	2%	1%	3%	5%	6%	2%	1%	4%	2%	4%	1%	3%	6%	3%	3%	4%	3%
					b	b								b				
BBFC/ British Board of Film Classification	55	15	17	6	6	7	1	2	29	25	49	4	2	1	35	18	18	37
	3%	7%	6%	2%	2%	3%	1%	1%	3%	3%	3%	2%	2%	2%	4%	2%	4%	3%
		df	f															

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

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1910	145	344	307	295	399	271	149	1089	794	1336	203	188	183	946	945	503	1402
Effective Weighted Sample	1616	133	304	268	263	368	236	140	912	682	1247	185	169	159	786	813	429	1184
Total	1885	228	296	305	348	286	229	193	1037	818	1554	181	115	36	905	955	510	1367
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	48	10	8	12	5	6	4	3	25	23	38	8	2	1	26	22	17	31
	3%	4%	3%	4%	2%	2%	2%	2%	2%	3%	2%	4%	2%	3%	3%	2%	3%	2%
Other response	2	-	-	-	-	2	-	-	2	-	1	1	-	-	2	-	-	2
	*%	-%	-%	-%	-%	1%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%	-%	*%
Don't know	243	38	31	41	35	28	34	36	103	130	206	17	16	4	97	138	54	188
	13%	17%	10%	13%	10%	10%	15%	19%	10%	16%	13%	9%	14%	10%	11%	14%	11%	14%
							e			a								
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	939	133	145	129	163	150	118	100	494	429	774	86	59	20	455	477	255	680
	50%	58%	49%	42%	47%	52%	52%	52%	48%	53%	50%	48%	51%	55%	50%	50%	50%	50%
		c																
NET - ALL OTHER OPTIONS AND DON'T KNOW NOT INCLUDING OFCOM	1182	171	176	170	197	179	152	136	597	560	980	103	75	23	552	615	309	868
	63%	75%	60%	56%	57%	62%	67%	70%	58%	68%	63%	57%	65%	65%	61%	64%	61%	63%
		bcd					cd			a								

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

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

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	1910	1675	223	534	1224	1795	115	1472	1561	1755	155	1812	98
Effective Weighted Sample	1616	1411	199	454	1033	1519	98	1233	1321	1479	137	1533	83
Total	1885	1607	262	530	1199	1765	121	1436	1536	1725	160	1782	103
Ofcom/ Office of Communications	704	617	82	168	470	641	63	557	565	641	63	653	**
	37%	38%	31%	32%	39%	36%	52%	39%	37%	37%	39%	37%	**
					a		a						
BSC/ Broadcasting Standards Commission	366	329	33	105	246	360	6	263	321	342	24	361	**
	19%	20%	13%	20%	21%	20%	5%	18%	21%	20%	15%	20%	**
		b				b							
ASA/ Advertising Standards Authority	213	185	28	63	134	210	3	142	171	187	26	211	**
	11%	11%	11%	12%	11%	12%	3%	10%	11%	11%	16%	12%	**
						b							
BBC	108	66	39	25	62	102	6	98	95	104	4	103	**
	6%	4%	15%	5%	5%	6%	5%	7%	6%	6%	2%	6%	**
			a										
TV channels themselves	86	72	12	30	51	83	3	68	68	83	3	83	**
	5%	5%	5%	6%	4%	5%	2%	5%	4%	5%	2%	5%	**
ITC/ Independent Television Commission	61	53	9	21	38	59	3	48	49	58	4	59	**
	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%	2%	3%	**
BBFC/ British Board of Film Classification	55	38	15	24	24	50	5	47	48	53	2	50	**
	3%	2%	6%	4%	2%	3%	4%	3%	3%	3%	1%	3%	**
			a	b									

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	1910	1675	223	534	1224	1795	115	1472	1561	1755	155	1812	98
Effective Weighted Sample	1616	1411	199	454	1033	1519	98	1233	1321	1479	137	1533	83
Total	1885	1607	262	530	1199	1765	121	1436	1536	1725	160	1782	103
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	48	36	12	22	25	42	7	38	38	44	4	42	**
	3%	2%	5%	4%	2%	2%	5%	3%	3%	3%	3%	2%	**
Other response	2	2	-	1	1	2	-	2	2	2	-	2	**
	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%	**
Don't know	243	208	31	71	147	216	26	172	178	212	30	218	**
	13%	13%	12%	13%	12%	12%	22%	12%	12%	12%	19%	12%	**
							a						
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	939	782	149	291	581	907	32	707	793	872	67	910	**
	50%	49%	57%	55%	48%	51%	26%	49%	52%	51%	42%	51%	**
						b							
NET - ALL OTHER OPTIONS AND DON'T KNOW NOT INCLUDING OFCOM	1182	990	180	362	728	1124	58	878	971	1084	97	1128	**
	63%	62%	69%	68%	61%	64%	48%	61%	63%	63%	61%	63%	**
				b		b							

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	1910	350	1301	462	1097	191	1492
Effective Weighted Sample	1616	292	1102	383	933	155	1264
Total	1885	345	1276	460	1080	187	1468
Ofcom/ Office of Communications	704 37%	111 32%	487 38%	164 36%	402 37%	69 37%	548 37%
BSC/ Broadcasting Standards Commission	366 19%	82 24%	249 20%	95 21%	214 20%	40 21%	292 20%
ASA/ Advertising Standards Authority	213 11%	28 8%	160 13%	46 10%	130 12%	16 9%	166 11%
BBC	108 6%	29 9%	66 5%	35 8%	63 6%	17 9%	79 5%
TV channels themselves	86 5%	18 5%	57 4%	19 4%	57 5%	14 7%	64 4%
ITC/ Independent Television Commission	61 3%	14 4%	41 3%	20 4%	35 3%	3 2%	54 4%
BBFC/ British Board of Film Classification	55 3%	21 6%	29 2%	20 4%	28 3%	8 4%	44 3%
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	48 3%	7 2%	29 2%	16 4%	22 2%	7 4%	37 3%

Columns Tested: a,b - a,b - a,b

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

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	1910	350	1301	462	1097	191	1492
Effective Weighted Sample	1616	292	1102	383	933	155	1264
Total	1885	345	1276	460	1080	187	1468
Other response	2 *%	1 *%	1 *%	- -%	1 *%	- -%	2 *%
Don't know	243 13%	34 10%	157 12%	46 10%	128 12%	15 8%	182 12%
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	939 50%	200 58%	631 49%	251 55%	550 51%	104 55%	738 50%
NET - ALL OTHER OPTIONS AND DON'T KNOW NOT INCLUDING OFCOM	1182 63%	234 68%	789 62%	297 64%	678 63%	118 63%	920 63%

Columns Tested: a,b - a,b - a,b

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

QD3A. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - Television programmes as a whole? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Too much	214	59	43	34	29	27	13	10	102	110	176	19	15	5	149	62	58	155
	9%	16%	11%	8%	7%	8%	5%	4%	8%	10%	9%	9%	10%	9%	13%	5%	9%	9%
		cdefg	fg												b			
Too little	348	74	58	54	44	39	42	36	190	152	300	22	19	7	165	174	100	245
	14%	21%	15%	13%	11%	12%	16%	15%	15%	14%	15%	10%	13%	15%	14%	14%	15%	14%
		de																
About the right amount	1426	172	210	247	265	218	175	140	790	618	1175	139	87	26	676	737	407	1017
	59%	48%	55%	60%	65%	65%	66%	58%	62%	57%	59%	64%	60%	54%	58%	61%	61%	59%
				a	ab	ab	ab											
Don't know	418	55	75	74	71	53	35	54	201	202	346	37	24	11	172	234	101	316
	17%	15%	19%	18%	17%	16%	13%	23%	16%	19%	17%	17%	17%	22%	15%	19%	15%	18%
							f								a			

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

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

QD3A. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - Television programmes as a whole? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Too much	214 9%	174 9%	41 10%	79 11%	122 8%	186 8%	28 15% a	182 10%	165 9%	197 9%	17 8%	187 8%	27 16% a
Too little	348 14%	260 13%	84 21% a	119 17% b	174 12%	326 15%	23 12%	266 15%	281 15%	322 15%	26 12%	328 15%	20 12%
About the right amount	1426 59%	1218 62% b	197 48%	379 54%	927 64% a	1359 61% b	68 35%	1093 60% d	1188 63% d	1320 60% d	107 48%	1376 61% b	50 30%
Don't know	418 17%	321 16%	86 21%	123 18%	216 15%	344 16%	73 38% a	280 15%	267 14%	344 16%	74 33% abc	348 16%	69 41% a

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

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

QD3A. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - Television programmes as a whole? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Too much	214 9%	53 13% b	125 8%	60 10%	117 9%	28 12%	165 9%
Too little	348 14%	120 29% b	169 11%	151 26% b	136 10%	83 34% b	218 12%
About the right amount	1426 59%	194 46%	1074 67% a	318 55%	882 67% a	109 45%	1158 63% a
Don't know	418 17%	52 12%	225 14%	54 9%	183 14%	23 10%	297 16%

Columns Tested: a,b - a,b - a,b

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

QD3B. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - BBC television? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Too much	247	51	62	45	35	33	14	7	136	108	208	20	13	6	176	67	73	172
	10%	14%	16%	11%	9%	10%	5%	3%	11%	10%	10%	9%	9%	12%	15%	6%	11%	10%
		fg	defg	fg		g									b			
Too little	311	79	43	46	32	33	46	32	170	137	264	25	16	6	158	142	79	231
	13%	22%	11%	11%	8%	10%	18%	13%	13%	13%	13%	12%	11%	12%	14%	12%	12%	13%
		bcde					de											
About the right amount	1426	160	218	233	267	224	173	151	777	632	1177	132	92	26	654	761	401	1023
	59%	44%	57%	57%	65%	67%	65%	63%	61%	58%	59%	61%	64%	54%	56%	63%	60%	59%
		a	a	a	abc	a	a								a			
Don't know	423	71	62	85	75	47	32	50	200	206	350	40	23	11	175	237	113	307
	18%	20%	16%	21%	18%	14%	12%	21%	16%	19%	18%	18%	16%	22%	15%	20%	17%	18%
				f											a			

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

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

QD3B. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - BBC television? (SINGLE CODE)

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
	a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Too much	247	190	57	78	152	209	38	218	189	233	14	212	35
	10%	10%	14%	11%	11%	9%	20%	12%	10%	11%	6%	9%	21%
							a						a
Too little	311	252	54	99	162	289	22	238	250	283	29	294	18
	13%	13%	13%	14%	11%	13%	11%	13%	13%	13%	13%	13%	11%
About the right amount	1426	1207	210	387	912	1372	54	1078	1206	1319	107	1386	40
	59%	61%	51%	55%	63%	62%	28%	59%	63%	60%	48%	62%	24%
		b			a	b		d	d	d		b	
Don't know	423	325	87	135	213	345	78	288	255	348	75	349	74
	18%	16%	21%	19%	15%	16%	41%	16%	13%	16%	33%	16%	44%
							a				abc		a

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

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

QD3B. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - BBC television? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Too much	247 10%	50 12%	150 9%	54 9%	136 10%	25 10%	201 11%
Too little	311 13%	112 27% b	144 9%	137 24% b	121 9%	67 28% b	199 11%
About the right amount	1426 59%	208 50%	1066 67% a	331 57%	871 66% a	123 51%	1145 62% a
Don't know	423 18%	49 12%	233 15%	59 10%	189 14%	28 12%	293 16%

Columns Tested: a,b - a,b - a,b

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

QD3C. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - ITV/ STV/ UTV / Channel 4/ Channel 5 television? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Too much	188	52	37	26	28	23	9	14	90	97	158	14	12	4	128	57	55	132
	8%	14%	9%	6%	7%	7%	3%	6%	7%	9%	8%	7%	8%	8%	11%	5%	8%	8%
		cdefg	f												b			
Too little	324	62	45	56	45	43	45	30	180	138	277	25	15	7	168	147	77	244
	13%	17%	12%	14%	11%	13%	17%	12%	14%	13%	14%	11%	11%	14%	14%	12%	12%	14%
About the right amount	1464	176	230	245	264	226	180	143	795	649	1209	137	90	28	687	762	415	1047
	61%	49%	60%	60%	65%	67%	68%	59%	62%	60%	60%	63%	62%	58%	59%	63%	62%	60%
		a	a	a	a	a	a											
Don't know	431	71	74	83	72	46	31	54	217	199	353	41	27	10	179	242	119	311
	18%	20%	19%	20%	18%	14%	12%	22%	17%	18%	18%	19%	19%	20%	15%	20%	18%	18%
			f	f				ef							a			

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

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

QD3C. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - ITV/ STV/ UTV / Channel 4/ Channel 5 television? (SINGLE CODE)

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
	a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Too much	188	148	38	55	108	167	21	155	142	171	17	167	21
	8%	8%	9%	8%	7%	8%	11%	8%	7%	8%	8%	7%	13%
Too little	324	245	75	113	172	309	15	250	269	300	24	312	12
	13%	12%	18%	16%	12%	14%	8%	14%	14%	14%	11%	14%	7%
			a										
About the right amount	1464	1256	199	410	920	1400	63	1123	1231	1358	105	1416	48
	61%	64%	49%	59%	64%	63%	33%	62%	65%	62%	47%	63%	29%
		b				b		d	d	d		b	
Don't know	431	323	95	121	239	339	92	293	259	354	77	345	86
	18%	16%	23%	17%	17%	15%	48%	16%	14%	16%	34%	15%	51%
			a				a				abc		a

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

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

QD3C. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - ITV/ STV/ UTV / Channel 4/ Channel 5 television? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Too much	188 8%	48 11% b	111 7%	54 9%	99 8%	24 10%	143 8%
Too little	324 13%	120 29% b	153 10%	142 24% b	126 10%	76 31% b	203 11%
About the right amount	1464 61%	204 49%	1102 69% a	327 56%	910 69% a	117 48%	1193 65% a
Don't know	431 18%	46 11%	228 14%	59 10%	182 14%	27 11%	299 16%

Columns Tested: a,b - a,b - a,b

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

QD3D. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - All other TV channels? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Too much	187	49	32	33	32	21	8	13	91	93	157	16	11	3	128	56	61	122
	8%	13%	8%	8%	8%	6%	3%	5%	7%	9%	8%	7%	8%	7%	11%	5%	9%	7%
		efg	f	f											b			
Too little	295	52	46	47	41	38	43	28	168	121	250	25	13	7	155	128	65	228
	12%	14%	12%	11%	10%	11%	16%	12%	13%	11%	13%	11%	9%	15%	13%	11%	10%	13%
About the right amount	1369	169	224	236	250	214	162	113	743	612	1136	122	86	25	644	713	406	961
	57%	47%	58%	58%	61%	64%	61%	47%	58%	56%	57%	56%	59%	51%	55%	59%	61%	55%
		a		ag	ag	ag												
Don't know	557	91	84	93	86	64	52	87	282	257	455	54	35	13	236	309	135	421
	23%	25%	22%	23%	21%	19%	20%	36%	22%	24%	23%	25%	24%	27%	20%	26%	20%	24%
								bcd							a			

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

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

QD3D. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - All other TV channels? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Too much	187 8%	149 8%	36 9%	68 10%	104 7%	167 8%	20 10%	158 9%	142 7%	171 8%	16 7%	167 7%	20 12%
Too little	295 12%	227 12%	62 15%	95 14%	160 11%	273 12%	22 11%	223 12%	233 12%	269 12%	26 11%	277 12%	18 11%
About the right amount	1369 57%	1161 59%	203 50%	371 53%	873 61%	1317 59%	51 27%	1067 59%	1165 61%	1276 58%	93 42%	1333 59%	36 22%
Don't know	557 23%	436 22%	107 26%	165 24%	302 21%	457 21%	99 52%	373 20%	361 19%	467 21%	90 40%	464 21%	93 55%
							a				abc		a

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

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

QD3D. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - All other TV channels? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Too much	187 8%	52 12% b	107 7%	53 9%	96 7%	29 12%	141 8%
Too little	295 12%	101 24% b	145 9%	128 22% b	113 9%	62 26% b	187 10%
About the right amount	1369 57%	184 44%	1041 65% a	302 52%	860 65% a	108 44%	1116 61% a
Don't know	557 23%	81 19%	300 19%	98 17%	249 19%	45 18%	394 21%

Columns Tested: a,b - a,b - a,b

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Ensure it is age appropriate/ protect children/ younger viewers	623 26%	87 24%	70 18%	93 23%	112 27%	110 33%	83 31%	69 29%	316 25%	298 28%	508 25%	59 27%	44 31%	12 25%	267 23%	352 29%	175 26%	445 26%
Restrictions on harmful/ dangerous/ offensive/ upsetting content	300 12%	43 12%	53 14%	43 10%	53 13%	48 14%	37 14%	23 10%	174 14%	122 11%	249 12%	28 13%	16 11%	7 15%	124 11%	170 14%	67 10%	232 13%
Prevent inappropriate content/ ensure it is appropriate for all viewers/ audiences	293 12%	55 15%	63 16%	48 12%	47 12%	32 9%	32 12%	17 7%	192 15%	101 9%	247 12%	28 13%	14 9%	5 10%	135 12%	155 13%	88 13%	203 12%
Safety/ safeguarding/ protect viewers/ the public	261 11%	31 9%	41 11%	49 12%	36 9%	41 12%	32 12%	31 13%	147 11%	108 10%	212 11%	24 11%	19 13%	6 13%	116 10%	144 12%	73 11%	188 11%
Regulate content/ maintain and set standards/ rules/ guidelines	226 9%	11 3%	36 9%	53 13%	45 11%	27 8%	24 9%	29 12%	142 11%	82 8%	195 10%	17 8%	9 6%	5 10%	110 9%	111 9%	76 11%	148 9%
Timing/ watershed	187 8%	22 6%	30 8%	31 8%	37 9%	35 10%	18 7%	14 6%	99 8%	85 8%	151 8%	18 8%	15 10%	4 8%	80 7%	104 9%	56 8%	131 8%

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Protecting vulnerable people	147	4	12	12	35	28	30	25	83	61	124	13	9	2	85	61	26	121
	6%	1%	3%	3%	9%	8%	11%	10%	6%	6%	6%	6%	6%	4%	7%	5%	4%	7%
				abc	abc	abc	abc											
Ensure balance/ not pushing an agenda/ bias/ propaganda	123	9	19	22	29	16	15	13	92	31	103	10	8	2	61	61	30	92
	5%	3%	5%	5%	7%	5%	6%	5%	7%	3%	5%	5%	6%	3%	5%	5%	5%	5%
									b									
Restrictions on adult/ sexual content/ nudity	122	20	13	20	26	19	15	10	53	67	96	15	7	4	48	70	31	91
	5%	6%	3%	5%	6%	6%	5%	4%	4%	6%	5%	7%	5%	8%	4%	6%	5%	5%
Stop people being misled/ misinformation/ false advertising	100	5	15	17	25	15	13	10	70	28	81	11	6	1	52	46	23	77
	4%	1%	4%	4%	6%	4%	5%	4%	5%	3%	4%	5%	4%	1%	5%	4%	3%	4%
				a					b									
Restrictions on violence	74	7	7	12	11	12	15	10	38	33	58	11	3	2	30	43	13	61
	3%	2%	2%	3%	3%	3%	6%	4%	3%	3%	3%	5%	2%	4%	3%	4%	2%	4%
							b											
Restrictions on swearing/ bad/ inappropriate language	68	18	6	5	15	10	9	4	30	36	61	4	2	1	23	43	20	47
	3%	5%	2%	1%	4%	3%	3%	2%	2%	3%	3%	2%	1%	2%	2%	4%	3%	3%
		c																

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
For decency/ moral values/ ethics/ social norms	55 2%	2 *%	3 1%	11 3%	10 2%	7 2%	10 4%	12 5%	38 3%	15 1%	43 2%	6 3%	5 4%	1 2%	33 3%	21 2%	11 2%	44 3%
Prevent illegal/ unlawful content	27 1%	5 2%	5 1%	4 1%	4 1%	6 2%	1 *%	2 1%	18 1%	10 1%	23 1%	4 2%	1 1%	* *%	12 1%	16 1%	8 1%	19 1%
Restrictions on drinking/ smoking/ gambling/ drugs/ unhealthy food	25 1%	3 1%	* *%	3 1%	6 2%	5 1%	4 2%	2 1%	10 1%	14 1%	16 1%	5 2%	3 2%	1 2%	11 1%	14 1%	6 1%	19 1%
Nanny state/ government control/ brainwashing	24 1%	- -%	5 1%	4 1%	6 1%	8 2%	1 *%	- -%	13 1%	11 1%	19 1%	1 *%	4 3%	1 1%	16 1%	7 1%	8 1%	17 1%
Ensure no discrimination against a group/ community (racism/ sexism/ ableism/ religious)	24 1%	2 *%	3 1%	2 *%	7 2%	3 1%	6 2%	1 1%	15 1%	9 1%	18 1%	5 2%	1 1%	* 1%	10 1%	14 1%	7 1%	17 1%
Fear of complaints/ backlash/ legal action	20 1%	9 2%	4 1%	- -%	3 1%	2 1%	2 1%	- -%	13 1%	6 1%	18 1%	2 1%	- -%	* 1%	10 1%	8 1%	1 *%	17 1%

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
There are enough rules/ doing a good job	16 1%	2 *%	5 1%	3 1%	3 1%	2 1%	* *%	- -%	10 1%	6 1%	13 1%	2 1%	2 1%	* 1%	10 1%	6 *%	2 *%	14 1%
Censorship	10 *%	2 *%	- -%	4 1%	- -%	1 *%	1 *%	1 1%	5 *%	4 *%	9 *%	- -%	1 *%	- -%	7 1%	2 *%	4 1%	6 *%
Copyright	7 *%	2 1%	3 1%	1 *%	- -%	- -%	- -%	- -%	* *%	6 1%	5 *%	1 *%	- -%	* 1%	2 *%	5 *%	3 1%	3 *%
The rules don't go far enough/ don't work	5 *%	2 *%	- -%	- -%	1 *%	- -%	* *%	1 1%	5 *%	- -%	5 *%	- -%	* *%	- -%	4 *%	- -%	- -%	5 *%
Other	59 2%	10 3%	8 2%	16 4%	10 2%	8 2%	2 1%	4 2%	35 3%	24 2%	50 3%	7 3%	2 1%	1 2%	31 3%	25 2%	14 2%	45 3%
Don't know	365 15%	79 22%	68 18%	67 16%	50 12%	32 9%	30 11%	40 17%	157 12%	195 18%	313 16%	25 11%	20 14%	8 16%	202 17%	155 13%	104 16%	261 15%
		def	e	e						a					b			
SUMMARY																		
HARM AND OFFENCE	1086 45%	121 34%	160 42%	182 45%	197 48%	157 47%	143 54%	125 52%	613 48%	455 42%	899 45%	100 46%	63 43%	25 51%	505 43%	561 46%	285 43%	798 46%
					a	a	ab	a										
PROTECTING THE UNDER-EIGHTEENS	1042 43%	159 44%	151 39%	159 39%	190 46%	167 50%	123 47%	93 39%	555 43%	476 44%	854 43%	99 46%	68 47%	21 43%	462 40%	572 47%	299 45%	739 43%
						bc										a		
DUE IMPARTIALITY AND DUE ACCURACY	208 9%	15 4%	32 8%	36 9%	49 12%	30 9%	25 9%	23 9%	150 12%	56 5%	173 9%	20 9%	14 9%	2 5%	107 9%	98 8%	48 7%	161 9%
					a				b									

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
OVER-PROTECTIVE/ CENSORSHIP	53 2%	10 3%	9 2%	8 2%	9 2%	11 3%	4 2%	1 1%	30 2%	21 2%	46 2%	2 1%	4 3%	1 2%	33 3%	17 1%	12 2%	39 2%
CRIME, DISORDER, HATRED AND ABUSE	27 1%	5 2%	5 1%	4 1%	4 1%	6 2%	1 *	2 1%	18 1%	10 1%	23 1%	4 2%	1 1%	* *	12 1%	16 1%	8 1%	19 1%
FAIRNESS	24 1%	2 *%	3 1%	2 *%	7 2%	3 1%	6 2%	1 1%	15 1%	9 1%	18 1%	5 2%	1 1%	* 1%	10 1%	14 1%	7 1%	17 1%

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Ensure it is age appropriate/ protect children/ younger viewers	623	543	78	170	403	579	44	468	501	567	55	586	37
	26%	28%	19%	24%	28%	26%	23%	26%	26%	26%	25%	26%	22%
		b											
Restrictions on harmful/ dangerous/ offensive/ upsetting content	300	263	34	78	195	285	15	237	251	280	20	287	13
	12%	13%	8%	11%	14%	13%	8%	13%	13%	13%	9%	13%	8%
Prevent inappropriate content/ ensure it is appropriate for all viewers/ audiences	293	228	63	61	209	273	20	232	240	275	19	275	18
	12%	12%	16%	9%	15%	12%	10%	13%	13%	13%	8%	12%	11%
			a										
Safety/ safeguarding/ protect viewers/ the public	261	221	35	84	149	243	18	194	221	238	23	249	12
	11%	11%	9%	12%	10%	11%	9%	11%	12%	11%	10%	11%	7%
Regulate content/ maintain and set standards/ rules/ guidelines	226	174	49	65	134	215	11	168	187	209	17	217	9
	9%	9%	12%	9%	9%	10%	5%	9%	10%	10%	7%	10%	5%
Timing/ watershed	187	170	12	58	116	179	7	148	157	175	12	182	4
	8%	9%	3%	8%	8%	8%	4%	8%	8%	8%	5%	8%	3%
		b											

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Protecting vulnerable people	147 6%	134 7%	13 3%	35 5%	101 7%	144 6%	3 1%	113 6%	128 7%	135 6%	11 5%	145 6% b	1 1%
Ensure balance/ not pushing an agenda/ bias/ propaganda	123 5%	103 5%	20 5%	28 4%	88 6%	111 5%	12 6%	99 5%	102 5%	117 5%	6 3%	114 5%	9 5%
Restrictions on adult/ sexual content/ nudity	122 5%	109 6%	9 2%	47 7%	61 4%	112 5%	11 6%	98 5%	97 5%	112 5%	10 5%	113 5%	9 5%
Stop people being misled/ misinformation/ false advertising	100 4%	83 4%	13 3%	25 4%	68 5%	99 4%	1 *%	76 4%	86 5%	90 4%	9 4%	99 4%	1 *%
Restrictions on violence	74 3%	65 3%	7 2%	21 3%	44 3%	68 3%	6 3%	54 3%	56 3%	65 3%	8 4%	69 3%	5 3%
Restrictions on swearing/ bad/ inappropriate language	68 3%	63 3%	5 1%	19 3%	42 3%	63 3%	4 2%	53 3%	49 3%	60 3%	8 4%	63 3%	4 3%
For decency/ moral values/ ethics/ social norms	55 2%	47 2%	6 2%	21 3%	31 2%	53 2%	2 1%	47 3%	48 3%	53 2%	2 1%	53 2%	2 1%

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Prevent illegal/ unlawful content	27 1%	20 1%	8 2%	9 1%	16 1%	27 1%	1 *%	20 1%	24 1%	26 1%	2 1%	27 1%	1 *%
Restrictions on drinking/ smoking/ gambling/ drugs/ unhealthy food	25 1%	24 1%	1 *%	8 1%	14 1%	24 1%	1 1%	22 1%	23 1%	24 1%	* *%	24 1%	1 1%
Nanny state/ government control/ brainwashing	24 1%	20 1%	4 1%	12 2%	12 1%	21 1%	3 2%	17 1%	14 1%	20 1%	5 2%	21 1%	3 2%
Ensure no discrimination against a group/ community (racism/ sexism/ ableism/ religious)	24 1%	21 1%	3 1%	9 1%	11 1%	23 1%	1 *%	21 1%	23 1%	24 1%	- -%	23 1%	1 1%
Fear of complaints/ backlash/ legal action	20 1%	14 1%	6 1%	6 1%	13 1%	16 1%	4 2%	16 1%	14 1%	17 1%	3 1%	16 1%	4 2%
There are enough rules/ doing a good job	16 1%	12 1%	4 1%	6 1%	10 1%	15 1%	1 *%	14 1%	12 1%	15 1%	2 1%	15 1%	1 1%
Censorship	10 *%	8 *%	1 *%	2 *%	5 *%	9 *%	1 1%	8 *%	7 *%	9 *%	1 *%	9 *%	1 1%

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Copyright	7 *%	6 *%	1 *%	3 *%	4 *%	6 *%	1 1%	5 *%	6 *%	6 *%	* *%	6 *%	* *%
The rules don't go far enough/ don't work	5 *%	* *%	5 1% a	1 *%	* *%	5 *%	- -%	4 *%	5 *%	5 *%	- -%	5 *%	- -%
Other	59 2%	39 2%	20 5% a	18 3%	32 2%	57 3%	3 1%	50 3%	45 2%	57 3%	2 1%	57 3%	3 2%
Don't know	365 15%	269 14%	90 22% a	124 18% b	170 12%	303 14%	62 32% a	247 14%	242 13%	300 14%	66 29% abc	305 14%	60 36% a
SUMMARY													
HARM AND OFFENCE	1086 45%	931 47% b	141 35%	320 46%	659 46%	1023 46% b	63 33%	836 46%	901 47%	1001 46%	85 38%	1037 46% b	49 29%
PROTECTING THE UNDER-EIGHTEENS	1042 43%	884 45% b	150 37%	272 39%	684 48% a	974 44%	68 35%	800 44%	845 44%	959 44%	83 37%	985 44%	57 34%
DUE IMPARTIALITY AND DUE ACCURACY	208 9%	172 9%	33 8%	49 7%	145 10%	196 9%	12 6%	162 9%	174 9%	194 9%	14 6%	199 9%	10 6%
OVER-PROTECTIVE/ CENSORSHIP	53 2%	42 2%	11 3%	21 3%	29 2%	45 2%	9 4%	40 2%	34 2%	45 2%	8 4%	45 2%	9 5%

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
CRIME, DISORDER, HATRED AND ABUSE	27	20	8	9	16	27	1	20	24	26	2	27	1
	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%
FAIRNESS	24	21	3	9	11	23	1	21	23	24	-	23	1
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	-%	1%	1%

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

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Ensure it is age appropriate/ protect children/ younger viewers	623 26%	107 25%	428 27%	159 27%	352 27%	62 26%	474 26%
Restrictions on harmful/ dangerous/ offensive/ upsetting content	300 12%	57 14%	209 13%	73 13%	176 13%	37 15%	234 13%
Prevent inappropriate content/ ensure it is appropriate for all viewers/ audiences	293 12%	48 12%	206 13%	66 11%	173 13%	30 13%	232 13%
Safety/ safeguarding/ protect viewers/ the public	261 11%	36 9%	185 12%	63 11%	142 11%	20 8%	211 11%
Regulate content/ maintain and set standards/ rules/ guidelines	226 9%	56 13%	140 9%	70 12%	118 9%	32 13%	166 9%
Timing/ watershed	187 8%	26 6%	137 9%	45 8%	115 9%	14 6%	156 9%

Columns Tested: a,b - a,b - a,b

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Protecting vulnerable people	147 6%	47 11% b	83 5%	46 8%	78 6%	23 9%	108 6%
Ensure balance/ not pushing an agenda/ bias/ propaganda	123 5%	30 7%	66 4%	37 6%	59 4%	14 6%	101 5%
Restrictions on adult/ sexual content/ nudity	122 5%	24 6%	77 5%	28 5%	65 5%	7 3%	99 5%
Stop people being misled/ misinformation/ false advertising	100 4%	21 5%	70 4%	24 4%	59 4%	15 6%	72 4%
Restrictions on violence	74 3%	11 3%	53 3%	23 4%	36 3%	2 1%	60 3%
Restrictions on swearing/ bad/ inappropriate language	68 3%	13 3%	43 3%	21 4%	31 2%	6 2%	51 3%
For decency/ moral values/ ethics/ social norms	55 2%	20 5% b	29 2%	24 4% b	23 2%	8 3%	40 2%

Columns Tested: a,b - a,b - a,b

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Prevent illegal/ unlawful content	27 1%	8 2%	17 1%	7 1%	16 1%	4 2%	22 1%
Restrictions on drinking/ smoking/ gambling/ drugs/ unhealthy food	25 1%	6 1%	13 1%	7 1%	11 1%	2 1%	17 1%
Nanny state/ government control/ brainwashing	24 1%	2 *%	18 1%	8 1%	12 1%	2 1%	18 1%
Ensure no discrimination against a group/ community (racism/ sexism/ ableism/ religious)	24 1%	3 1%	19 1%	9 2%	10 1%	7 3%	16 1%
Fear of complaints/ backlash/ legal action	20 1%	3 1%	12 1%	4 1%	12 1%	3 1%	15 1%
There are enough rules/ doing a good job	16 1%	4 1%	11 1%	4 1%	10 1%	4 1%	11 1%
Censorship	10 *%	2 *%	4 *%	2 *%	4 *%	1 *%	4 *%

Columns Tested: a,b - a,b - a,b

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Copyright	7 *%	- -%	4 *%	1 *%	4 *%	- -%	6 *%
The rules don't go far enough/ don't work	5 *%	5 1% b	- -%	5 1% b	* *%	2 1%	2 *%
Other	59 2%	15 4%	38 2%	14 2%	32 2%	13 5%	43 2%
Don't know	365 15%	50 12%	206 13%	61 10%	176 13%	33 13%	248 14%
SUMMARY							
HARM AND OFFENCE	1086 45%	217 52%	721 45%	294 50%	590 45%	118 48%	846 46%
PROTECTING THE UNDER-EIGHTEENS	1042 43%	166 40%	731 46%	261 45%	596 45%	100 41%	809 44%
DUE IMPARTIALITY AND DUE ACCURACY	208 9%	49 12%	125 8%	59 10%	111 8%	26 11%	164 9%
OVER-PROTECTIVE/ CENSORSHIP	53 2%	7 2%	34 2%	14 2%	26 2%	6 2%	36 2%
CRIME, DISORDER, HATRED AND ABUSE	27 1%	8 2%	17 1%	7 1%	16 1%	4 2%	22 1%

Columns Tested: a,b - a,b - a,b

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

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
FAIRNESS	24	3	19	9	10	7	16
	1%	1%	1%	2%	1%	3%	1%

Columns Tested: a,b - a,b - a,b

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

QE1. Still thinking about TV programmes that that people can watch 'live' on scheduled TV or record to watch later... Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don't see unsuitable programmes? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Mainly parents/ guardians	761	114	113	117	141	112	91	73	412	345	637	67	44	12	360	392	212	549
	34%	37%	34%	32%	36%	35%	35%	31%	34%	35%	34%	36%	32%	29%	34%	35%	35%	34%
Mainly broadcasters	211	48	41	33	37	23	16	12	128	82	185	13	9	4	136	73	77	132
	10%	16%	13%	9%	10%	7%	6%	5%	11%	8%	10%	7%	7%	9%	13%	7%	13%	8%
		efg	fg												b		b	
Both equally	1185	126	172	209	205	183	149	143	636	527	974	105	80	26	532	630	301	881
	54%	41%	52%	57%	52%	57%	57%	60%	53%	54%	53%	56%	59%	60%	50%	56%	50%	55%
			a	a	a	a	a	a							a			
Don't know	58	18	5	8	9	4	6	9	22	31	51	3	3	1	33	25	11	47
	3%	6%	1%	2%	2%	1%	2%	4%	2%	3%	3%	2%	2%	1%	3%	2%	2%	3%
		be																

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

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

QE1. Still thinking about TV programmes that that people can watch 'live' on scheduled TV or record to watch later... Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don't see unsuitable programmes? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Mainly parents/ guardians	761	647	110	219	484	761	**	611	663	714	46	761	**
	34%	35%	31%	34%	36%	34%	**	36%	35%	35%	27%	34%	**
Mainly broadcasters	211	163	43	79	107	211	**	169	175	197	14	211	**
	10%	9%	12%	12%	8%	10%	**	10%	9%	10%	8%	10%	**
				b									
Both equally	1185	1000	174	330	729	1185	**	862	997	1083	103	1185	**
	54%	54%	50%	51%	55%	54%	**	51%	53%	53%	60%	54%	**
Don't know	58	36	22	17	18	58	**	40	40	49	9	58	**
	3%	2%	6%	3%	1%	3%	**	2%	2%	2%	5%	3%	**
			a										

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QE1. Still thinking about TV programmes that that people can watch 'live' on scheduled TV or record to watch later... Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don't see unsuitable programmes? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Mainly parents/ guardians	761 34%	144 34%	565 35%	190 33%	487 37%	90 38%	609 36%
Mainly broadcasters	211 10%	45 11%	146 9%	80 14%	109 8%	32 14%	152 9%
Both equally	1185 54%	225 54%	850 53%	302 52%	701 53%	110 47%	914 54%
Don't know	58 3%	4 1%	31 2%	10 2%	20 2%	2 1%	33 2%

Columns Tested: a,b - a,b - a,b

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

QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Yes	1939	207	284	314	357	304	251	221	1072	837	1609	170	122	38	909	999	514	1423
	88%	68%	86%	86%	91%	94%	96%	93%	90%	85%	87%	90%	89%	88%	86%	89%	86%	88%
			a	a	a	abc	abc	a	b									
No	171	64	38	33	14	11	2	8	78	93	146	12	10	3	97	73	62	107
	8%	21%	11%	9%	4%	3%	1%	4%	7%	9%	8%	6%	7%	7%	9%	7%	10%	7%
		bcd	defg	def													b	
Don't know	105	34	9	20	21	7	8	8	47	56	92	7	5	2	56	47	24	79
	5%	11%	3%	5%	5%	2%	3%	3%	4%	6%	5%	4%	3%	5%	5%	4%	4%	5%
		befg																

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

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

QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Yes	1939	1664	256	565	1205	1939	**	1470	1656	1791	147	1939	**
	88%	90%	73%	88%	90%	88%	**	87%	88%	88%	86%	88%	**
		b											
No	171	111	58	52	91	171	**	141	141	159	12	171	**
	8%	6%	17%	8%	7%	8%	**	8%	8%	8%	7%	8%	**
			a										
Don't know	105	70	35	27	41	105	**	71	79	93	12	105	**
	5%	4%	10%	4%	3%	5%	**	4%	4%	5%	7%	5%	**
			a										

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Yes	1939	384	1400	505	1170	195	1525
	88%	92%	88%	87%	89%	83%	89%
No	171	21	137	59	95	30	118
	8%	5%	9%	10%	7%	13%	7%
						b	
Don't know	105	14	55	18	52	10	65
	5%	3%	3%	3%	4%	4%	4%

Columns Tested: a,b - a,b - a,b

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

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Before 6pm	28 1%	3 1%	3 1%	6 2%	4 1%	4 1%	3 1%	4 2%	13 1%	15 2%	27 1%	1 *	- -	* 1%	14 1%	14 1%	9 2%	19 1%
6pm	32 1%	13 4%	9 3%	6 2%	- -	2 1%	2 1%	- -	16 1%	16 2%	31 2%	1 *	- -	* 1%	18 2%	13 1%	11 2%	21 1%
6.30pm	22 1%	12 4%	3 1%	3 1%	3 1%	1 *	* *	- -	11 1%	11 1%	15 1%	6 3%	- -	1 1%	9 1%	13 1%	5 1%	16 1%
7pm	85 4%	20 7%	19 6%	27 7%	12 3%	4 1%	* 1%	2 1%	42 4%	43 4%	70 4%	7 4%	7 5%	1 3%	47 4%	38 3%	42 7%	44 3%
7.30pm	39 2%	22 7%	8 2%	6 2%	- -	3 1%	* *	* *	22 2%	16 2%	37 2%	- -	2 1%	1 1%	26 2%	13 1%	11 2%	28 2%
8pm	151 7%	28 9%	46 14%	22 6%	22 6%	13 4%	12 5%	9 4%	81 7%	66 7%	131 7%	9 5%	8 6%	3 7%	64 6%	85 8%	50 8%	101 6%
8.30pm	29 1%	11 4%	5 2%	4 1%	4 1%	2 1%	2 1%	- -	14 1%	16 2%	21 1%	5 3%	2 1%	1 2%	14 1%	15 1%	11 2%	18 1%
9pm	1566 71%	120 39%	197 60%	251 68%	311 79%	280 87%	222 85%	184 78%	858 72%	687 70%	1291 70%	139 74%	103 75%	33 76%	736 69%	811 72%	398 66%	1168 73%
9.30pm	37 2%	7 2%	7 2%	8 2%	7 2%	3 1%	5 2%	- -	20 2%	17 2%	35 2%	1 *	1 1%	* 1%	23 2%	11 1%	12 2%	24 1%
10pm	80 4%	21 7%	17 5%	14 4%	11 3%	4 1%	6 2%	7 3%	47 4%	33 3%	66 4%	7 4%	6 4%	1 1%	36 3%	44 4%	19 3%	61 4%

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

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

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
10.30pm	15 1%	6 2% e	5 1%	1 *%	1 *%	- -%	- -%	1 1%	11 1%	4 *%	13 1%	1 *%	1 1%	- -%	10 1%	5 *%	6 1%	9 1%
11pm	14 1%	4 1%	3 1%	1 *%	5 1%	- -%	1 *%	- -%	6 1%	8 1%	12 1%	2 1%	- -%	* *%	9 1%	4 *%	3 *%	9 1%
After 11pm	28 1%	16 5% bcdefg	4 1%	4 1%	1 *%	2 1%	1 1%	- -%	11 1%	15 2%	26 1%	- -%	1 1%	1 3%	19 2%	10 1%	13 2%	15 1%
There isn't a time	9 *%	3 1%	- -%	3 1%	- -%	- -%	- -%	3 1%	5 *%	2 *%	6 *%	3 1%	- -%	- -%	4 *%	5 *%	2 *%	7 *%
Other	3 *%	- -%	- -%	- -%	- -%	* *%	- -%	3 1%	3 *%	- -%	3 *%	- -%	- -%	* *%	2 *%	- -%	- -%	3 *%
Don't know	76 3%	18 6% be	4 1%	11 3%	10 3%	4 1%	6 2%	23 10% bcdef	37 3%	37 4%	62 3%	7 4%	6 5%	1 2%	33 3%	40 4%	9 2%	65 4% a
SUMMARY																		
TOTAL BEFORE 9PM	386 17%	110 36% cdefg	93 28% defg	73 20% defg	44 11%	29 9%	21 8%	15 6%	198 17%	183 19%	332 18%	29 16%	18 13%	7 16%	190 18%	190 17%	140 23% b	246 15%
TOTAL 9PM	1566 71%	120 39%	197 60% a	251 68% a	311 79% abc	280 87% abcdg	222 85% abc	184 78% ab	858 72%	687 70%	1291 70%	139 74%	103 75%	33 76%	736 69%	811 72%	398 66%	1168 73% a
TOTAL AFTER 9PM	174 8%	54 18% cdefg	35 11% efg	29 8% e	26 7%	9 3%	13 5%	9 4%	96 8%	76 8%	152 8%	10 6%	9 7%	2 5%	97 9%	74 7%	52 9%	118 7%

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

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

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Before 6pm	28	22	6	11	15	28	**	21	22	24	4	28	**
	1%	1%	2%	2%	1%	1%	**	1%	1%	1%	2%	1%	**
6pm	32	17	14	11	19	32	**	30	29	32	-	32	**
	1%	1%	4%	2%	1%	1%	**	2%	2%	2%	-%	1%	**
			a										
6.30pm	22	17	5	10	8	22	**	19	21	22	*	22	**
	1%	1%	1%	2%	1%	1%	**	1%	1%	1%	-%	1%	**
7pm	85	64	19	31	39	85	**	72	74	80	5	85	**
	4%	3%	6%	5%	3%	4%	**	4%	4%	4%	3%	4%	**
7.30pm	39	25	14	19	10	39	**	31	34	34	4	39	**
	2%	1%	4%	3%	1%	2%	**	2%	2%	2%	3%	2%	**
			a	b									
8pm	151	105	41	42	90	151	**	123	124	137	14	151	**
	7%	6%	12%	7%	7%	7%	**	7%	7%	7%	8%	7%	**
			a										
8.30pm	29	23	6	9	12	29	**	28	26	29	-	29	**
	1%	1%	2%	1%	1%	1%	**	2%	1%	1%	-%	1%	**
9pm	1566	1419	137	431	1012	1566	**	1158	1354	1450	116	1566	**
	71%	77%	39%	67%	76%	71%	**	69%	72%	71%	67%	71%	**
		b	a										
9.30pm	37	24	13	9	19	37	**	34	28	37	-	37	**
	2%	1%	4%	1%	1%	2%	**	2%	2%	2%	-%	2%	**
			a										
10pm	80	49	30	20	49	80	**	60	61	72	8	80	**
	4%	3%	8%	3%	4%	4%	**	4%	3%	4%	4%	4%	**
			a										

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
10.30pm	15 1%	6 *%	9 3% a	6 1%	9 1%	15 1%	** **	11 1%	12 1%	13 1%	1 1%	15 1%	** **
11pm	14 1%	6 *%	9 2% a	6 1%	6 *%	14 1%	** **	11 1%	10 1%	13 1%	1 *%	14 1%	** **
After 11pm	28 1%	9 *%	20 6% a	8 1%	14 1%	28 1%	** **	28 2%	23 1%	28 1%	- -%	28 1%	** **
There isn't a time	9 *%	5 *%	4 1%	4 1%	3 *%	9 *%	** **	6 *%	3 *%	8 *%	1 1%	9 *%	** **
Other	3 *%	2 *%	1 *%	- -%	1 *%	3 *%	** **	2 *%	2 *%	3 *%	- -%	3 *%	** **
Don't know	76 3%	53 3%	23 7% a	28 4%	31 2%	76 3%	** **	48 3%	52 3%	59 3%	17 10% abc	76 3%	** **
SUMMARY													
TOTAL BEFORE 9PM	386 17%	273 15%	105 30% a	133 21% b	193 14%	386 17%	** **	324 19%	330 18%	358 18%	28 16%	386 17%	** **
TOTAL 9PM	1566 71%	1419 77% b	137 39% a	431 67%	1012 76% a	1566 71%	** **	1158 69%	1354 72%	1450 71%	116 67%	1566 71%	** **
TOTAL AFTER 9PM	174 8%	94 5%	79 23% a	48 7%	97 7%	174 8%	** **	144 9%	135 7%	164 8%	10 6%	174 8%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Before 6pm	28 1%	8 2%	15 1%	13 2%	12 1%	4 2%	17 1%
6pm	32 1%	5 1%	25 2%	8 1%	20 2%	4 2%	26 2%
6.30pm	22 1%	3 1%	19 1%	9 2%	10 1%	4 2%	17 1%
7pm	85 4%	13 3%	67 4%	25 4%	50 4%	10 4%	65 4%
7.30pm	39 2%	6 1%	25 2%	10 2%	21 2%	2 1%	30 2%
8pm	151 7%	32 8%	102 6%	41 7%	89 7%	17 7%	109 6%
8.30pm	29 1%	6 1%	20 1%	12 2%	17 1%	5 2%	22 1%
9pm	1566 71%	293 70%	1145 72%	390 67%	971 74%	142 61%	1256 74%
				a	a		a
9.30pm	37 2%	10 2%	24 1%	11 2%	21 2%	4 2%	30 2%
10pm	80 4%	12 3%	59 4%	24 4%	45 3%	16 7%	53 3%
10.30pm	15 1%	7 2%	6 *%	5 1%	9 1%	3 1%	8 *%

Columns Tested: a,b - a,b - a,b

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

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
11pm	14 1%	3 1%	11 1%	7 1%	6 *%	8 3% b	4 *%
After 11pm	28 1%	8 2%	17 1%	12 2%	14 1%	3 1%	24 1%
There isn't a time	9 *%	2 1%	6 *%	6 1% b	1 *%	4 2% b	3 *%
Other	3 *%	3 1% b	- -%	2 *%	- -%	* *%	1 *%
Don't know	76 3%	8 2%	51 3%	7 1%	32 2%	7 3%	42 2%
SUMMARY							
TOTAL BEFORE 9PM	386 17%	73 17%	274 17%	119 20%	218 17%	47 20%	286 17%
TOTAL 9PM	1566 71%	293 70%	1145 72%	390 67%	971 74% a	142 61% a	1256 74% a
TOTAL AFTER 9PM	174 8%	39 9%	117 7%	59 10%	94 7%	34 15% b	120 7%

Columns Tested: a,b - a,b - a,b

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

QE4. Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base : Those aged 18 or over who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2215	186	381	370	331	452	310	185	1229	955	1564	212	222	217	1081	1106	589	1621
Effective Weighted Sample	1870	174	337	322	296	414	268	171	1031	813	1459	194	201	190	896	950	502	1365
Total	2209	300	330	367	392	322	261	237	1192	984	1843	187	137	43	1057	1119	601	1602
Much earlier than 9pm	116	22	25	23	16	17	8	5	57	57	98	6	7	4	44	66	38	78
	5%	7%	7%	6%	4%	5%	3%	2%	5%	6%	5%	3%	5%	10% ab	4%	6%	6%	5%
A bit earlier than 9pm	279	55	68	48	44	34	17	14	148	128	243	19	13	4	133	143	96	183
	13%	18%	21%	13%	11%	10%	6%	6%	12%	13%	13%	10%	10%	10%	13%	13%	16%	11%
		efg	cdefg	f													b	
About 9pm	1181	149	170	209	228	180	140	105	653	514	974	101	84	22	574	590	339	838
	53%	50%	52%	57%	58%	56%	54%	44%	55%	52%	53%	54%	61%	52%	54%	53%	56%	52%
				g	g													
A bit later than 9pm	361	44	35	49	66	56	59	53	192	166	301	34	20	7	186	170	81	278
	16%	15%	11%	13%	17%	17%	22%	22%	16%	17%	16%	18%	15%	16%	18%	15%	14%	17%
						b	bc	bc										
Much later than 9pm	186	14	20	23	27	29	30	44	105	74	160	14	7	5	78	105	31	155
	8%	5%	6%	6%	7%	9%	11%	18%	9%	8%	9%	8%	5%	11%	7%	9%	5%	10%
							abcde										a	
Don't know	85	16	12	15	11	7	8	16	36	46	67	12	5	1	40	44	15	70
	4%	5%	4%	4%	3%	2%	3%	7%	3%	5%	4%	6%	4%	1%	4%	4%	2%	4%
							e					d						
SUMMARY																		
TOTAL EARLIER THAN 9PM	396	78	93	71	60	51	25	19	206	185	341	25	20	9	178	209	134	262
	18%	26%	28%	19%	15%	16%	9%	8%	17%	19%	19%	14%	15%	20%	17%	19%	22%	16%
		defg	cdefg	fg													b	
TOTAL LATER THAN 9PM	547	57	55	72	93	85	89	97	297	240	461	48	27	11	265	275	113	433
	25%	19%	17%	19%	24%	26%	34%	41%	25%	24%	25%	26%	20%	26%	25%	25%	19%	27%
						b	abcd	abcde										a

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

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

QE4. Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base : Those aged 18 or over who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2215	1911	288	639	1358	2215	-	1691	1872	2043	172	2215	-
Effective Weighted Sample	1870	1603	258	538	1145	1870	-	1414	1580	1720	150	1870	-
Total	2209	1842	347	642	1334	2209	-	1676	1870	2037	172	2209	-
Much earlier than 9pm	116	82	32	41	60	116	**	94	107	111	5	116	**
	5%	4%	9%	6%	4%	5%	**	6%	6%	5%	3%	5%	**
			a										
A bit earlier than 9pm	279	233	45	90	172	279	**	231	241	262	17	279	**
	13%	13%	13%	14%	13%	13%	**	14%	13%	13%	10%	13%	**
About 9pm	1181	1043	132	322	744	1181	**	924	1011	1097	84	1181	**
	53%	57%	38%	50%	56%	53%	**	55%	54%	54%	49%	53%	**
		b											
A bit later than 9pm	361	293	65	107	214	361	**	263	308	337	24	361	**
	16%	16%	19%	17%	16%	16%	**	16%	16%	17%	14%	16%	**
Much later than 9pm	186	129	54	57	108	186	**	111	137	158	28	186	**
	8%	7%	16%	9%	8%	8%	**	7%	7%	8%	16%	8%	**
			a								abc		
Don't know	85	62	19	25	36	85	**	53	65	72	13	85	**
	4%	3%	5%	4%	3%	4%	**	3%	4%	4%	8%	4%	**
											abc		
SUMMARY													
TOTAL EARLIER THAN 9PM	396	315	77	131	232	396	**	325	348	373	22	396	**
	18%	17%	22%	20%	17%	18%	**	19%	19%	18%	13%	18%	**
TOTAL LATER THAN 9PM	547	422	119	164	322	547	**	374	445	495	52	547	**
	25%	23%	34%	26%	24%	25%	**	22%	24%	24%	30%	25%	**
			a										

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QE4. Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base : Those aged 18 or over who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2215	423	1594	579	1317	236	1709
Effective Weighted Sample	1870	352	1347	480	1119	192	1446
Total	2209	418	1586	579	1317	234	1702
Much earlier than 9pm	116 5%	33 8%	67 4%	39 7%	62 5%	19 8%	86 5%
A bit earlier than 9pm	279 13%	50 12%	214 13%	68 12%	190 14%	33 14%	224 13%
About 9pm	1181 53%	185 44%	910 57%	297 51%	738 56%	98 42%	956 56%
A bit later than 9pm	361 16%	89 21%	236 15%	112 19%	197 15%	55 24%	258 15%
Much later than 9pm	186 8%	54 13%	108 7%	59 10%	87 7%	26 11%	124 7%
Don't know	85 4%	7 2%	50 3%	4 1%	43 3%	3 1%	55 3%
SUMMARY							
TOTAL EARLIER THAN 9PM	396 18%	83 20%	281 18%	107 18%	252 19%	52 22%	310 18%
TOTAL LATER THAN 9PM	547 25%	143 34%	345 22%	170 29%	284 22%	81 35%	381 22%

Columns Tested: a,b - a,b - a,b

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

QF1. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television that you found to be offensive? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Yes	418	51	63	46	64	44	70	80	243	169	355	27	27	10	230	179	92	326
	19%	17%	19%	13%	16%	14%	27%	34%	20%	17%	19%	14%	19%	23%	22%	16%	15%	20%
							cde	abcde							b			
No	1592	228	246	291	288	248	164	127	855	715	1319	146	96	31	758	814	471	1117
	72%	75%	74%	79%	74%	77%	63%	54%	71%	73%	71%	78%	70%	71%	71%	73%	78%	69%
		fg	fg	fg	fg	fg											b	
Don't know	205	26	22	31	40	29	28	29	99	101	173	15	14	2	74	127	38	165
	9%	9%	7%	8%	10%	9%	11%	12%	8%	10%	9%	8%	10%	6%	7%	11%	6%	10%
															a			a

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

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

QF1. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television that you found to be offensive? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Yes	418	333	79	154	215	418	**	304	369	390	28	418	**
	19%	18%	23%	24% b	16%	19%	**	18%	20%	19%	16%	19%	**
No	1592	1353	230	438	1027	1592	**	1244	1346	1475	118	1592	**
	72%	73%	66%	68%	77% a	72%	**	74%	72%	72%	68%	72%	**
Don't know	205	159	40	52	95	205	**	133	160	178	27	205	**
	9%	9%	11%	8%	7%	9%	**	8%	9%	9%	16% abc	9%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF1. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television that you found to be offensive? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Yes	418 19%	418 100%	- -%	212 36%	150 11%	94 40%	276 16%
		b		b		b	
No	1592 72%	- -%	1592 100%	317 54%	1108 84%	117 50%	1315 77%
			a		a		a
Don't know	205 9%	- -%	- -%	53 9%	58 4%	23 10%	117 7%
				b			

Columns Tested: a,b - a,b - a,b

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

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	*a	b
Unweighted total	423	31	71	47	55	67	87	65	248	168	295	33	43	52	231	185	93	330
Effective Weighted Sample	352	30	63	41	49	59	71	59	204	142	277	32	40	45	189	157	78	274
Total	418	51	63	46	64	44	70	80	243	169	355	27	27	10	230	179	92	326
Soap or drama	122 29%	**	**	**	**	**	**	**	63 26%	58 34%	100 28%	**	**	**	60 26%	62 35%	**	99 30%
Reality TV	117 28%	**	**	**	**	**	**	**	65 27%	52 31%	101 28%	**	**	**	61 27%	54 30%	**	90 28%
Film	100 24%	**	**	**	**	**	**	**	60 25%	40 24%	89 25%	**	**	**	62 27%	37 21%	**	74 23%
Comedy	95 23%	**	**	**	**	**	**	**	56 23%	36 21%	85 24%	**	**	**	52 23%	41 23%	**	78 24%
News or current affairs programme	89 21%	**	**	**	**	**	**	**	54 22%	34 20%	76 21%	**	**	**	48 21%	37 21%	**	69 21%
General entertainment	77 18%	**	**	**	**	**	**	**	50 20%	27 16%	65 18%	**	**	**	48 21%	29 16%	**	63 19%
Documentary	68 16%	**	**	**	**	**	**	**	43 18%	24 14%	61 17%	**	**	**	41 18%	27 15%	**	50 15%
Game/ quiz show	39 9%	**	**	**	**	**	**	**	18 7%	21 13%	34 10%	**	**	**	25 11%	14 8%	**	29 9%
Music video (on music channel or general channels)	28 7%	**	**	**	**	**	**	**	10 4%	17 10%	26 7%	**	**	**	13 5%	14 8%	**	21 7%
Religious programming	25 6%	**	**	**	**	**	**	**	13 5%	11 7%	20 6%	**	**	**	15 6%	9 5%	**	13 4%
Sports	24 6%	**	**	**	**	**	**	**	17 7%	7 4%	21 6%	**	**	**	18 8%	5 3%	**	16 5%

* indicates a low base size (less than 100)

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

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

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	*a	b
Unweighted total	423	31	71	47	55	67	87	65	248	168	295	33	43	52	231	185	93	330
Effective Weighted Sample	352	30	63	41	49	59	71	59	204	142	277	32	40	45	189	157	78	274
Total	418	51	63	46	64	44	70	80	243	169	355	27	27	10	230	179	92	326
Talent show	21	**	**	**	**	**	**	**	15	6	17	**	**	**	16	5	**	16
	5%	**	**	**	**	**	**	**	6%	3%	5%	**	**	**	7%	3%	**	5%
Children's TV	15	**	**	**	**	**	**	**	10	5	14	**	**	**	11	4	**	3
	4%	**	**	**	**	**	**	**	4%	3%	4%	**	**	**	5%	2%	**	1%
Other types of programme	24	**	**	**	**	**	**	**	13	11	18	**	**	**	14	9	**	23
	6%	**	**	**	**	**	**	**	6%	6%	5%	**	**	**	6%	5%	**	7%
Don't know	9	**	**	**	**	**	**	**	1	8	8	**	**	**	5	4	**	7
	2%	**	**	**	**	**	**	**	1%	5%	2%	**	**	**	2%	2%	**	2%

* indicates a low base size (less than 100)

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

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

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	423	352	66	149	226	423	-	314	372	396	27	423	-
Effective Weighted Sample	352	289	59	125	186	352	-	259	309	328	24	352	-
Total	418	333	79	154	215	418	-	304	369	390	28	418	-
Soap or drama	122	98	**	45	68	122	**	81	102	108	**	122	**
	29%	29%	**	29%	31%	29%	**	27%	28%	28%	**	29%	**
Reality TV	117	98	**	45	60	117	**	87	104	110	**	117	**
	28%	30%	**	29%	28%	28%	**	29%	28%	28%	**	28%	**
Film	100	76	**	38	51	100	**	74	90	94	**	100	**
	24%	23%	**	25%	23%	24%	**	24%	24%	24%	**	24%	**
Comedy	95	67	**	40	41	95	**	66	87	91	**	95	**
	23%	20%	**	26%	19%	23%	**	22%	23%	23%	**	23%	**
News or current affairs programme	89	72	**	32	46	89	**	69	76	81	**	89	**
	21%	21%	**	21%	21%	21%	**	23%	21%	21%	**	21%	**
General entertainment	77	63	**	33	36	77	**	56	72	75	**	77	**
	18%	19%	**	21%	17%	18%	**	18%	19%	19%	**	18%	**
Documentary	68	50	**	22	34	68	**	53	58	65	**	68	**
	16%	15%	**	14%	16%	16%	**	17%	16%	17%	**	16%	**
Game/ quiz show	39	32	**	14	17	39	**	30	39	39	**	39	**
	9%	10%	**	9%	8%	9%	**	10%	11%	10%	**	9%	**
Music video (on music channel or general channels)	28	16	**	10	11	28	**	24	28	28	**	28	**
	7%	5%	**	7%	5%	7%	**	8%	8%	7%	**	7%	**
Religious programming	25	18	**	13	7	25	**	20	24	25	**	25	**
	6%	5%	**	9%	3%	6%	**	7%	6%	6%	**	6%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	423	352	66	149	226	423	-	314	372	396	27	423	-
Effective Weighted Sample	352	289	59	125	186	352	-	259	309	328	24	352	-
Total	418	333	79	154	215	418	-	304	369	390	28	418	-
Sports	24	21	**	11	11	24	**	22	20	24	**	24	**
	6%	6%	**	7%	5%	6%	**	7%	6%	6%	**	6%	**
Talent show	21	14	**	5	14	21	**	19	18	20	**	21	**
	5%	4%	**	3%	7%	5%	**	6%	5%	5%	**	5%	**
Children's TV	15	13	**	6	6	15	**	11	15	15	**	15	**
	4%	4%	**	4%	3%	4%	**	4%	4%	4%	**	4%	**
Other types of programme	24	22	**	5	14	24	**	15	20	22	**	24	**
	6%	7%	**	3%	6%	6%	**	5%	5%	6%	**	6%	**
Don't know	9	8	**	4	3	9	**	7	6	7	**	9	**
	2%	2%	**	2%	1%	2%	**	2%	2%	2%	**	2%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO *b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	*b	a	b	a	b
Unweighted total	423	423	-	211	154	100	270
Effective Weighted Sample	352	352	-	173	130	81	227
Total	418	418	-	212	150	94	276
Soap or drama	122 29%	122 29%	**	68 32%	33 22%	28 30%	75 27%
Reality TV	117 28%	117 28%	**	72 34%	32 21%	33 35%	70 25%
Film	100 24%	100 24%	**	59 28%	31 21%	27 28%	62 23%
Comedy	95 23%	95 23%	**	57 27%	24 16%	24 26%	60 22%
News or current affairs programme	89 21%	89 21%	**	45 21%	33 22%	20 21%	58 21%
General entertainment	77 18%	77 18%	**	43 20%	22 14%	19 20%	50 18%
Documentary	68 16%	68 16%	**	37 17%	25 17%	17 18%	45 16%
Game/ quiz show	39 9%	39 9%	**	22 11%	13 9%	10 11%	26 9%
Music video (on music channel or general channels)	28 7%	28 7%	**	22 10% b	3 2%	11 12%	15 6%
Religious programming	25 6%	25 6%	**	12 6%	10 7%	7 7%	17 6%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO *b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	*b	a	b	a	b
Unweighted total	423	423	-	211	154	100	270
Effective Weighted Sample	352	352	-	173	130	81	227
Total	418	418	-	212	150	94	276
Sports	24 6%	24 6%	**	12 6%	10 7%	5 5%	19 7%
Talent show	21 5%	21 5%	**	12 5%	5 4%	4 5%	14 5%
Children's TV	15 4%	15 4%	**	12 5%	2 1%	7 7%	8 3%
Other types of programme	24 6%	24 6%	**	7 4%	13 8%	2 3%	17 6%
Don't know	9 2%	9 2%	**	1 1%	4 3%	- -%	5 2%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	*a	b
Unweighted total	423	31	71	47	55	67	87	65	248	168	295	33	43	52	231	185	93	330
Effective Weighted Sample	352	30	63	41	49	59	71	59	204	142	277	32	40	45	189	157	78	274
Total	418	51	63	46	64	44	70	80	243	169	355	27	27	10	230	179	92	326
Swearing/ bad/ hurtful words	102	**	**	**	**	**	**	**	65	35	84	**	**	**	53	49	**	86
	24%	**	**	**	**	**	**	**	27%	21%	24%	**	**	**	23%	27%	**	26%
Abuse/ violence/ sexual violence/ gore	93	**	**	**	**	**	**	**	52	38	77	**	**	**	40	50	**	85
	22%	**	**	**	**	**	**	**	21%	22%	22%	**	**	**	17%	28%	**	26%
Sex/ explicit content	91	**	**	**	**	**	**	**	53	38	73	**	**	**	44	45	**	72
	22%	**	**	**	**	**	**	**	22%	23%	21%	**	**	**	19%	25%	**	22%
Misinformation/ bias/ poor journalism	41	**	**	**	**	**	**	**	33	8	34	**	**	**	22	17	**	36
	10%	**	**	**	**	**	**	**	13%	5%	10%	**	**	**	10%	10%	**	11%
									b									
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	34	**	**	**	**	**	**	**	23	11	27	**	**	**	19	10	**	23
	8%	**	**	**	**	**	**	**	9%	6%	8%	**	**	**	8%	6%	**	7%
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	32	**	**	**	**	**	**	**	16	16	25	**	**	**	22	10	**	23
	8%	**	**	**	**	**	**	**	6%	10%	7%	**	**	**	10%	5%	**	7%
Unrealistic expectations/ influencing behaviours/ attitudes	31	**	**	**	**	**	**	**	11	19	30	**	**	**	16	16	**	23
	8%	**	**	**	**	**	**	**	5%	11%	8%	**	**	**	7%	9%	**	7%

* indicates a low base size (less than 100)

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

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

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	*a	b
Unweighted total	423	31	71	47	55	67	87	65	248	168	295	33	43	52	231	185	93	330
Effective Weighted Sample	352	30	63	41	49	59	71	59	204	142	277	32	40	45	189	157	78	274
Total	418	51	63	46	64	44	70	80	243	169	355	27	27	10	230	179	92	326
Racism	23 6%	**	**	**	**	**	**	**	13 5%	10 6%	21 6%	**	**	**	15 7%	8 4%	**	18 6%
Specific mention of TV programme/ channel	17 4%	**	**	**	**	**	**	**	10 4%	7 4%	16 4%	**	**	**	13 6%	4 2%	**	10 3%
Reality TV	12 3%	**	**	**	**	**	**	**	3 1%	9 5%	11 3%	**	**	**	8 4%	4 2%	**	7 2%
Sexism/ homophobia/ transphobia	12 3%	**	**	**	**	**	**	**	8 3%	3 1%	10 3%	**	**	**	5 2%	4 2%	**	8 2%
Smoking/ drugs/ alcohol	10 2%	**	**	**	**	**	**	**	4 2%	6 4%	8 2%	**	**	**	4 2%	6 3%	**	9 3%
Poor impression of advertising	9 2%	**	**	**	**	**	**	**	5 2%	5 3%	8 2%	**	**	**	4 2%	5 3%	**	7 2%
Gambling/ betting	6 1%	**	**	**	**	**	**	**	2 1%	4 2%	6 2%	**	**	**	1 %	5 3%	**	6 2%
Concerns about unsuitable content for children	4 1%	**	**	**	**	**	**	**	4 2%	1 %	4 1%	**	**	**	- %	4 2%	**	2 1%
Other	23 6%	**	**	**	**	**	**	**	11 5%	12 7%	21 6%	**	**	**	15 7%	8 4%	**	19 6%
Prefer not to say	11 3%	**	**	**	**	**	**	**	8 3%	4 2%	8 2%	**	**	**	6 3%	5 3%	**	8 2%

* indicates a low base size (less than 100)

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

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

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	423	352	66	149	226	423	-	314	372	396	27	423	-
Effective Weighted Sample	352	289	59	125	186	352	-	259	309	328	24	352	-
Total	418	333	79	154	215	418	-	304	369	390	28	418	-
Swearing/ bad/ hurtful words	102	85	**	41	50	102	**	61	89	95	**	102	**
	24%	25%	**	26%	23%	24%	**	20%	24%	24%	**	24%	**
Abuse/ violence/ sexual violence/ gore	93	76	**	30	50	93	**	57	75	78	**	93	**
	22%	23%	**	20%	23%	22%	**	19%	20%	20%	**	22%	**
Sex/ explicit content	91	73	**	27	54	91	**	64	78	81	**	91	**
	22%	22%	**	17%	25%	22%	**	21%	21%	21%	**	22%	**
Misinformation/ bias/ poor journalism	41	33	**	16	21	41	**	32	35	38	**	41	**
	10%	10%	**	10%	10%	10%	**	10%	9%	10%	**	10%	**
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	34	27	**	7	23	34	**	25	28	33	**	34	**
	8%	8%	**	4%	11%	8%	**	8%	8%	8%	**	8%	**
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	32	32	**	16	13	32	**	22	26	27	**	32	**
	8%	10%	**	10%	6%	8%	**	7%	7%	7%	**	8%	**
Unrealistic expectations/ influencing behaviours/ attitudes	31	23	**	15	13	31	**	24	29	31	**	31	**
	8%	7%	**	10%	6%	8%	**	8%	8%	8%	**	8%	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	423	352	66	149	226	423	-	314	372	396	27	423	-
Effective Weighted Sample	352	289	59	125	186	352	-	259	309	328	24	352	-
Total	418	333	79	154	215	418	-	304	369	390	28	418	-
Racism	23	12	**	10	12	23	**	16	22	22	**	23	**
	6%	4%	**	7%	5%	6%	**	5%	6%	6%	**	6%	**
Specific mention of TV programme/ channel	17	14	**	9	7	17	**	11	16	16	**	17	**
	4%	4%	**	6%	3%	4%	**	4%	4%	4%	**	4%	**
Reality TV	12	10	**	5	7	12	**	10	10	12	**	12	**
	3%	3%	**	3%	3%	3%	**	3%	3%	3%	**	3%	**
Sexism/ homophobia/ transphobia	12	10	**	1	9	12	**	9	12	12	**	12	**
	3%	3%	**	1%	4%	3%	**	3%	3%	3%	**	3%	**
Smoking/ drugs/ alcohol	10	6	**	2	7	10	**	5	8	8	**	10	**
	2%	2%	**	1%	3%	2%	**	2%	2%	2%	**	2%	**
Poor impression of advertising	9	7	**	5	4	9	**	8	9	9	**	9	**
	2%	2%	**	4%	2%	2%	**	3%	2%	2%	**	2%	**
Gambling/ betting	6	6	**	-	4	6	**	4	6	6	**	6	**
	1%	2%	**	-%	2%	1%	**	1%	2%	1%	**	1%	**
Concerns about unsuitable content for children	4	3	**	2	1	4	**	4	4	4	**	4	**
	1%	1%	**	1%	1%	1%	**	1%	1%	1%	**	1%	**
Other	23	18	**	8	13	23	**	22	20	23	**	23	**
	6%	6%	**	5%	6%	6%	**	7%	5%	6%	**	6%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	423	352	66	149	226	423	-	314	372	396	27	423	-
Effective Weighted Sample	352	289	59	125	186	352	-	259	309	328	24	352	-
Total	418	333	79	154	215	418	-	304	369	390	28	418	-
Prefer not to say	11	7	**	4	3	11	**	11	10	11	**	11	**
	3%	2%	**	2%	1%	3%	**	4%	3%	3%	**	3%	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO *b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	*b	a	b	a	b
Unweighted total	423	423	-	211	154	100	270
Effective Weighted Sample	352	352	-	173	130	81	227
Total	418	418	-	212	150	94	276
Swearing/ bad/ hurtful words	102 24%	102 24%	**	52 25%	32 21%	25 27%	63 23%
Abuse/ violence/ sexual violence/ gore	93 22%	93 22%	**	63 30% b	16 11%	23 25%	50 18%
Sex/ explicit content	91 22%	91 22%	**	55 26%	26 17%	24 26%	51 19%
Misinformation/ bias/ poor journalism	41 10%	41 10%	**	19 9%	17 11%	10 11%	27 10%
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	34 8%	34 8%	**	16 7%	14 9%	8 9%	21 8%
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	32 8%	32 8%	**	15 7%	13 9%	8 8%	17 6%
Unrealistic expectations/ influencing behaviours/ attitudes	31 8%	31 8%	**	18 8%	8 5%	7 8%	23 8%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO *b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	*b	a	b	a	b
Unweighted total	423	423	-	211	154	100	270
Effective Weighted Sample	352	352	-	173	130	81	227
Total	418	418	-	212	150	94	276
Racism	23 6%	23 6%	**	12 6%	8 5%	6 6%	16 6%
Specific mention of TV programme/ channel	17 4%	17 4%	**	9 4%	8 5%	4 4%	11 4%
Reality TV	12 3%	12 3%	**	6 3%	6 4%	4 5%	7 2%
Sexism/ homophobia/ transphobia	12 3%	12 3%	**	9 4%	3 2%	1 1%	11 4%
Smoking/ drugs/ alcohol	10 2%	10 2%	**	5 3%	2 2%	3 3%	4 1%
Poor impression of advertising	9 2%	9 2%	**	5 2%	4 2%	2 2%	7 3%
Gambling/ betting	6 1%	6 1%	**	3 1%	2 1%	3 3%	3 1%
Concerns about unsuitable content for children	4 1%	4 1%	**	3 2%	1 1%	1 2%	3 1%
Other	23 6%	23 6%	**	7 4%	12 8%	3 4%	20 7%
Prefer not to say	11 3%	11 3%	**	5 2%	5 3%	* *%	9 3%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF4. What did you do when you were offended by what you saw? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	*a	b
Unweighted total	423	31	71	47	55	67	87	65	248	168	295	33	43	52	231	185	93	330
Effective Weighted Sample	352	30	63	41	49	59	71	59	204	142	277	32	40	45	189	157	78	274
Total	418	51	63	46	64	44	70	80	243	169	355	27	27	10	230	179	92	326
Continued watching/ did nothing	71	**	**	**	**	**	**	**	53	18	63	**	**	**	45	25	**	51
	17%	**	**	**	**	**	**	**	22%	11%	18%	**	**	**	20%	14%	**	16%
									b									
Stopped watching	206	**	**	**	**	**	**	**	108	94	177	**	**	**	101	100	**	168
	49%	**	**	**	**	**	**	**	44%	56%	50%	**	**	**	44%	56%	**	52%
Watched something else	166	**	**	**	**	**	**	**	98	66	140	**	**	**	97	66	**	130
	40%	**	**	**	**	**	**	**	41%	39%	39%	**	**	**	42%	37%	**	40%
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	33	**	**	**	**	**	**	**	22	11	31	**	**	**	25	7	**	22
	8%	**	**	**	**	**	**	**	9%	7%	9%	**	**	**	11%	4%	**	7%
Complained to the regulator (via letter/ phone/ email/ online)	13	**	**	**	**	**	**	**	8	6	13	**	**	**	8	6	**	8
	3%	**	**	**	**	**	**	**	3%	4%	4%	**	**	**	3%	3%	**	2%
Discussed it with other people	99	**	**	**	**	**	**	**	62	36	84	**	**	**	56	38	**	76
	24%	**	**	**	**	**	**	**	26%	21%	24%	**	**	**	24%	21%	**	23%
Other	13	**	**	**	**	**	**	**	10	3	12	**	**	**	9	4	**	12
	3%	**	**	**	**	**	**	**	4%	2%	3%	**	**	**	4%	2%	**	4%
Don't know	2	**	**	**	**	**	**	**	-	2	1	**	**	**	2	-	**	1
	*%	**	**	**	**	**	**	**	-%	1%	*%	**	**	**	1%	-%	**	*%

* indicates a low base size (less than 100)

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

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

QF4. What did you do when you were offended by what you saw? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	423	352	66	149	226	423	-	314	372	396	27	423	-
Effective Weighted Sample	352	289	59	125	186	352	-	259	309	328	24	352	-
Total	418	333	79	154	215	418	-	304	369	390	28	418	-
Continued watching/ did nothing	71	60	**	30	32	71	**	56	69	69	**	71	**
	17%	18%	**	19%	15%	17%	**	18%	19%	18%	**	17%	**
Stopped watching	206	164	**	78	107	206	**	142	176	186	**	206	**
	49%	49%	**	50%	50%	49%	**	47%	48%	48%	**	49%	**
Watched something else	166	132	**	58	83	166	**	112	145	156	**	166	**
	40%	40%	**	37%	39%	40%	**	37%	39%	40%	**	40%	**
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	33	22	**	17	14	33	**	26	32	32	**	33	**
	8%	6%	**	11%	6%	8%	**	9%	9%	8%	**	8%	**
Complained to the regulator (via letter/ phone/ email/ online)	13	10	**	9	2	13	**	12	13	13	**	13	**
	3%	3%	**	6%	1%	3%	**	4%	4%	3%	**	3%	**
Discussed it with other people	99	82	**	42	45	99	**	77	93	97	**	99	**
	24%	25%	**	27%	21%	24%	**	25%	25%	25%	**	24%	**
Other	13	11	**	5	7	13	**	9	12	13	**	13	**
	3%	3%	**	3%	3%	3%	**	3%	3%	3%	**	3%	**
Don't know	2	1	**	-	2	2	**	2	-	2	**	2	**
	*%	*%	**	-%	1%	*%	**	1%	-%	*%	**	*%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF4. What did you do when you were offended by what you saw? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO *b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	*b	a	b	a	b
Unweighted total	423	423	-	211	154	100	270
Effective Weighted Sample	352	352	-	173	130	81	227
Total	418	418	-	212	150	94	276
Continued watching/ did nothing	71 17%	71 17%	**	34 16%	30 20%	19 21%	47 17%
Stopped watching	206 49%	206 49%	**	103 48%	72 48%	37 39%	140 51%
Watched something else	166 40%	166 40%	**	87 41%	57 38%	43 45%	107 39%
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	33 8%	33 8%	**	26 12%	7 5%	12 13%	19 7%
Complained to the regulator (via letter/ phone/ email/ online)	13 3%	13 3%	**	6 3%	6 4%	2 2%	11 4%
Discussed it with other people	99 24%	99 24%	**	56 27%	33 22%	29 31%	62 22%
Other	13 3%	13 3%	**	10 5%	2 1%	3 3%	11 4%
Don't know	2 *%	2 *%	**	- -%	1 1%	- -%	1 *%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF5. Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months? (SINGLE CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	*a	b
Unweighted total	423	31	71	47	55	67	87	65	248	168	295	33	43	52	231	185	93	330
Effective Weighted Sample	352	30	63	41	49	59	71	59	204	142	277	32	40	45	189	157	78	274
Total	418	51	63	46	64	44	70	80	243	169	355	27	27	10	230	179	92	326
These things should not have been shown	129	**	**	**	**	**	**	**	77	49	111	**	**	**	79	47	**	102
	31%	**	**	**	**	**	**	**	32%	29%	31%	**	**	**	34%	26%	**	31%
Although I was offended, I accept that others should be allowed to see these things	156	**	**	**	**	**	**	**	93	61	131	**	**	**	86	67	**	109
	37%	**	**	**	**	**	**	**	38%	36%	37%	**	**	**	37%	37%	**	34%
I think that these things should only be shown when viewers are likely to expect them – for example after a clear warning to viewers, or late at night, or on a specific type of channel or programme	113	**	**	**	**	**	**	**	62	50	96	**	**	**	53	59	**	96
	27%	**	**	**	**	**	**	**	26%	30%	27%	**	**	**	23%	33%	**	29%
Don't know	20	**	**	**	**	**	**	**	11	8	16	**	**	**	11	7	**	18
	5%	**	**	**	**	**	**	**	4%	5%	5%	**	**	**	5%	4%	**	6%

* indicates a low base size (less than 100)

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

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

QF5. Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months? (SINGLE CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	423	352	66	149	226	423	-	314	372	396	27	423	-
Effective Weighted Sample	352	289	59	125	186	352	-	259	309	328	24	352	-
Total	418	333	79	154	215	418	-	304	369	390	28	418	-
These things should not have been shown	129	103	**	50	68	129	**	93	117	121	**	129	**
	31%	31%	**	32%	31%	31%	**	30%	32%	31%	**	31%	**
Although I was offended, I accept that others should be allowed to see these things	156	124	**	58	80	156	**	122	140	150	**	156	**
	37%	37%	**	37%	37%	37%	**	40%	38%	38%	**	37%	**
I think that these things should only be shown when viewers are likely to expect them – for example after a clear warning to viewers, or late at night, or on a specific type of channel or programme	113	89	**	42	58	113	**	75	94	99	**	113	**
	27%	27%	**	27%	27%	27%	**	25%	26%	25%	**	27%	**
Don't know	20	17	**	4	10	20	**	15	18	20	**	20	**
	5%	5%	**	3%	5%	5%	**	5%	5%	5%	**	5%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF5. Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months? (SINGLE CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO *b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	*b	a	b	a	b
Unweighted total	423	423	-	211	154	100	270
Effective Weighted Sample	352	352	-	173	130	81	227
Total	418	418	-	212	150	94	276
These things should not have been shown	129 31%	129 31%	**	71 33%	41 27%	42 44%	71 26%
Although I was offended, I accept that others should be allowed to see these things	156 37%	156 37%	**	69 33%	69 46%	30 32%	114 41%
I think that these things should only be shown when viewers are likely to expect them – for example after a clear warning to viewers, or late at night, or on a specific type of channel or programme	113 27%	113 27%	**	65 31%	33 22%	22 23%	74 27%
Don't know	20 5%	20 5%	**	7 3%	8 5%	1 1%	17 6%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF6A. Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Too much	480	56	60	57	59	67	87	95	249	227	397	39	30	13	198	275	94	384
	22%	18%	18%	15%	15%	21%	33%	40%	21%	23%	22%	21%	22%	31%	19%	25%	16%	24%
							abcde	abcde						a		a		a
Too little	202	62	46	34	28	21	4	5	101	99	169	17	12	3	135	61	56	145
	9%	20%	14%	9%	7%	7%	2%	2%	8%	10%	9%	9%	9%	8%	13%	5%	9%	9%
		cdefg	defg	fg	f	f									b			
An acceptable amount	1323	148	194	239	265	210	156	111	747	560	1104	115	83	22	644	663	399	922
	60%	49%	59%	65%	67%	65%	60%	47%	62%	57%	60%	61%	61%	51%	61%	59%	66%	57%
				ag	ag	ag	g										b	
Don't know	209	40	30	37	41	24	14	25	100	100	176	18	11	4	84	121	51	157
	9%	13%	9%	10%	10%	7%	5%	11%	8%	10%	10%	9%	8%	10%	8%	11%	8%	10%
		f																

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

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

QF6A. Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Too much	480 22%	366 20%	106 30% a	172 27% b	255 19%	480 22%	** **	328 19%	397 21%	436 21%	44 26%	480 22%	** **
Too little	202 9%	153 8%	47 13% a	71 11%	102 8%	202 9%	** **	174 10%	175 9%	194 10%	8 4%	202 9%	** **
An acceptable amount	1323 60%	1177 64% b	139 40%	336 52%	883 66% a	1323 60%	** **	1033 61% d	1152 61% d	1237 61%	86 50%	1323 60%	** **
Don't know	209 9%	150 8%	57 16% a	65 10%	98 7%	209 9%	** **	147 9%	151 8%	176 9%	34 20% abc	209 9%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF6A. Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Too much	480 22%	175 42% b	232 15%	200 34% b	195 15%	86 37% b	320 19%
Too little	202 9%	37 9%	156 10%	53 9%	138 10%	25 10%	164 10%
An acceptable amount	1323 60%	185 44%	1068 67% a	297 51%	892 68% a	110 47%	1091 64% a
Don't know	209 9%	21 5%	136 9%	33 6%	92 7%	14 6%	133 8%

Columns Tested: a,b - a,b - a,b

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

QF6B. Do you think, in general, that there is too much, too little, or an acceptable amount of violence on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Too much	738	53	65	95	109	126	146	143	390	335	622	54	43	19	286	438	146	588
	33%	17%	20%	26%	28%	39%	56%	60%	33%	34%	34%	28%	32%	44%	27%	39%	24%	37%
						abcd	abcde	abcde						ab		a		a
Too little	128	52	28	16	21	4	4	1	66	62	104	13	8	2	96	30	34	94
	6%	17%	9%	4%	5%	1%	2%	1%	5%	6%	6%	7%	6%	5%	9%	3%	6%	6%
		bcdefg	efg		eg										b			
An acceptable amount	1192	165	214	234	229	175	101	74	671	507	986	108	78	20	613	561	384	806
	54%	54%	65%	64%	58%	54%	39%	31%	56%	51%	53%	57%	57%	46%	58%	50%	64%	50%
		fg	efg	fg	fg	fg									b		b	
Don't know	158	35	23	22	32	17	10	18	72	81	135	14	7	2	66	91	37	120
	7%	11%	7%	6%	8%	5%	4%	8%	6%	8%	7%	7%	5%	5%	6%	8%	6%	7%
		f																

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

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

QF6B. Do you think, in general, that there is too much, too little, or an acceptable amount of violence on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Too much	738 33%	639 35%	93 27%	235 36%	423 32%	738 33%	** **	485 29%	634 34% a	668 33%	70 40% a	738 33%	** **
Too little	128 6%	90 5%	37 11% a	56 9% b	52 4%	128 6%	** **	115 7%	104 6%	119 6%	9 5%	128 6%	** **
An acceptable amount	1192 54%	993 54%	187 54%	305 47%	789 59% a	1192 54%	** **	974 58% d	1029 55% d	1127 55% d	65 38%	1192 54%	** **
Don't know	158 7%	123 7%	32 9%	48 7%	74 6%	158 7%	** **	108 6%	108 6%	129 6%	29 17% abc	158 7%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF6B. Do you think, in general, that there is too much, too little, or an acceptable amount of violence on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Too much	738 33%	223 53% b	419 26%	292 50% b	310 24%	115 49% b	508 30%
Too little	128 6%	33 8%	90 6%	47 8%	74 6%	24 10% b	92 5%
An acceptable amount	1192 54%	141 34%	996 63% a	227 39%	857 65% a	90 39%	1007 59% a
Don't know	158 7%	21 5%	88 6%	17 3%	76 6%	5 2%	100 6%

Columns Tested: a,b - a,b - a,b

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

QF6C. Do you think, in general, that there is too much, too little, or an acceptable amount of swearing on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Too much	626	39	63	75	75	111	124	139	341	273	529	41	40	17	291	329	126	497
	28%	13%	19%	20%	19%	34%	47%	59%	29%	28%	29%	22%	29%	39%	27%	29%	21%	31%
						abcd	abcde	abcde						ab				a
Too little	157	66	33	22	22	8	3	3	84	72	132	12	9	4	107	40	33	124
	7%	22%	10%	6%	6%	2%	1%	1%	7%	7%	7%	6%	7%	9%	10%	4%	5%	8%
		bcdefg	efg	f	f										b			
An acceptable amount	1282	172	214	243	266	189	122	76	713	555	1058	119	83	21	602	663	410	870
	58%	56%	65%	66%	68%	59%	47%	32%	60%	56%	57%	63%	61%	49%	57%	59%	68%	54%
		g	fg	fg	fg	fg	g					d					b	
Don't know	150	29	20	28	29	15	12	18	59	85	127	17	5	1	62	87	32	118
	7%	9%	6%	8%	7%	5%	5%	8%	5%	9%	7%	9%	3%	3%	6%	8%	5%	7%
									a									

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

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

QF6C. Do you think, in general, that there is too much, too little, or an acceptable amount of swearing on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Too much	626 28%	521 28%	98 28%	212 33% b	348 26%	626 28%	** **	397 24%	509 27%	552 27%	75 43% abc	626 28%	** **
Too little	157 7%	112 6%	43 12% a	62 10% b	72 5%	157 7%	** **	139 8%	133 7%	152 7%	5 3%	157 7%	** **
An acceptable amount	1282 58%	1104 60% b	169 48%	326 51%	852 64% a	1282 58%	** **	1046 62% d	1126 60% d	1218 60% d	64 37%	1282 58%	** **
Don't know	150 7%	108 6%	40 11% a	44 7%	65 5%	150 7%	** **	100 6%	108 6%	122 6%	29 17% abc	150 7%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF6C. Do you think, in general, that there is too much, too little, or an acceptable amount of swearing on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Too much	626 28%	216 52% b	339 21%	243 42% b	273 21%	97 42% b	422 25%
Too little	157 7%	41 10%	106 7%	58 10%	83 6%	19 8%	127 7%
An acceptable amount	1282 58%	147 35%	1065 67% a	259 44%	900 68% a	105 45%	1074 63% a
Don't know	150 7%	14 3%	82 5%	22 4%	60 5%	13 6%	85 5%

Columns Tested: a,b - a,b - a,b

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

QF7. Which one of these statements do you agree with most about programmes which show scenes which some people might find particularly violent? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Particularly violent programmes should be available on any channel after 9pm	1174	143	199	226	234	176	122	75	635	525	978	95	75	25	576	577	345	828
	53%	47%	60%	62%	60%	55%	47%	32%	53%	53%	53%	51%	55%	59%	54%	51%	57%	51%
		g	afg	afg	afg	g	g											
Particularly violent programmes should only be allowed, on paid-for TV services which restrict access to viewers aged over 18	553	99	98	85	80	74	61	54	316	232	475	43	24	10	254	293	173	375
	25%	33%	30%	23%	21%	23%	23%	23%	26%	24%	26%	23%	17%	24%	24%	26%	29%	23%
		d	d															
Particularly violent programmes should never be shown on television	305	28	19	23	38	50	57	90	162	134	247	32	20	7	131	172	41	264
	14%	9%	6%	6%	10%	15%	22%	38%	14%	14%	13%	17%	14%	15%	12%	15%	7%	16%
						bc	abcd	abcdef										a
Don't know	183	35	14	33	39	22	22	17	85	95	146	18	18	1	100	78	42	141
	8%	12%	4%	9%	10%	7%	8%	7%	7%	10%	8%	10%	13%	2%	9%	7%	7%	9%
		b			b						d	d	d					

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

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

QF7. Which one of these statements do you agree with most about programmes which show scenes which some people might find particularly violent? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Particularly violent programmes should be available on any channel after 9pm	1174	1021	143	349	734	1174	**	954	1013	1098	76	1174	**
	53%	55%	41%	54%	55%	53%	**	57%	54%	54%	44%	53%	**
		b						d					
Particularly violent programmes should only be allowed, on paid-for TV services which restrict access to viewers aged over 18	553	425	120	159	332	553	**	444	477	524	29	553	**
	25%	23%	34%	25%	25%	25%	**	26%	25%	26%	17%	25%	**
			a					d					
Particularly violent programmes should never be shown on television	305	253	52	102	170	305	**	172	242	264	41	305	**
	14%	14%	15%	16%	13%	14%	**	10%	13%	13%	24%	14%	**
											abc		
Don't know	183	147	34	35	101	183	**	112	144	157	26	183	**
	8%	8%	10%	5%	8%	8%	**	7%	8%	8%	15%	8%	**
											abc		

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF7. Which one of these statements do you agree with most about programmes which show scenes which some people might find particularly violent? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Particularly violent programmes should be available on any channel after 9pm	1174 53%	192 46%	914 57%	254 44%	796 60%	92 39%	970 57%
			a		a		a
Particularly violent programmes should only be allowed, on paid-for TV services which restrict access to viewers aged over 18	553 25%	121 29%	383 24%	198 34%	291 22%	95 41%	398 23%
				b		b	
Particularly violent programmes should never be shown on television	305 14%	90 21%	174 11%	112 19%	132 10%	43 18%	214 13%
		b		b			
Don't know	183 8%	15 4%	121 8%	19 3%	97 7%	4 2%	127 7%
			a		a		a

Columns Tested: a,b - a,b - a,b

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

QF8. Which one of these statements do you agree with most about programmes which show scenes of sexual violence? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Programmes showing sexual violence should be available on any channel after 9pm	924	117	162	183	212	138	74	38	499	412	768	79	58	19	476	437	283	639
	42%	38%	49%	50%	54%	43%	28%	16%	42%	42%	42%	42%	42%	43%	45%	39%	47%	40%
		g	fg	fg	aefg	fg	g										b	
Programmes showing sexual violence should only be allowed on paid-for TV services which restrict access to viewers aged over 18	547	105	104	90	83	75	42	47	309	236	459	49	27	11	252	287	183	360
	25%	35%	32%	25%	21%	23%	16%	20%	26%	24%	25%	26%	20%	26%	24%	26%	31%	22%
		defg	dfg														b	
Programmes showing sexual violence should never be shown on television	556	53	50	57	60	86	120	131	300	245	466	43	35	13	247	303	95	461
	25%	17%	15%	15%	15%	27%	46%	55%	25%	25%	25%	23%	25%	29%	23%	27%	16%	29%
						bcd	abcde	abcde										a
Don't know	188	30	15	37	36	23	25	21	90	92	153	17	17	1	87	93	39	148
	8%	10%	4%	10%	9%	7%	10%	9%	8%	9%	8%	9%	12%	2%	8%	8%	6%	9%
				b							d	d	d					

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

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

QF8. Which one of these statements do you agree with most about programmes which show scenes of sexual violence? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Programmes showing sexual violence should be available on any channel after 9pm	924	801	115	265	590	924	**	777	812	878	46	924	**
	42%	43%	33%	41%	44%	42%	**	46%	43%	43%	27%	42%	**
		b						d	d	d			
Programmes showing sexual violence should only be allowed on paid-for TV services which restrict access to viewers aged over 18	547	414	128	173	318	547	**	447	476	515	32	547	**
	25%	22%	37%	27%	24%	25%	**	27%	25%	25%	18%	25%	**
			a										
Programmes showing sexual violence should never be shown on television	556	481	73	167	333	556	**	342	451	492	64	556	**
	25%	26%	21%	26%	25%	25%	**	20%	24%	24%	37%	25%	**
											abc		
Don't know	188	149	34	40	97	188	**	116	136	158	30	188	**
	8%	8%	10%	6%	7%	8%	**	7%	7%	8%	17%	8%	**
											abc		

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF8. Which one of these statements do you agree with most about programmes which show scenes of sexual violence? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Programmes showing sexual violence should be available on any channel after 9pm	924 42%	130 31%	747 47%	167 29%	676 51%	62 27%	798 47%
			a		a		a
Programmes showing sexual violence should only be allowed on paid-for TV services which restrict access to viewers aged over 18	547 25%	124 30%	377 24%	188 32%	290 22%	85 37%	400 23%
				b		b	
Programmes showing sexual violence should never be shown on television	556 25%	147 35%	340 21%	208 36%	251 19%	76 32%	387 23%
		b		b		b	
Don't know	188 8%	17 4%	128 8%	20 3%	100 8%	11 5%	123 7%
			a		a		

Columns Tested: a,b - a,b - a,b

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

QF9. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television which you thought was harmful or damaging either to you, other adults, or children? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Yes – harmful to me	119 5%	20 7%	20 6%	20 5%	11 3%	14 4%	14 5%	19 8%	70 6%	45 5%	98 5%	13 7%	5 4%	3 7%	56 5%	58 5%	29 5%	90 6%
Yes – harmful to other adults	251 11%	29 10%	37 11%	41 11%	42 11%	26 8%	31 12%	45 19%	156 13%	88 9%	215 12%	16 9%	14 10%	6 14%	120 11%	123 11%	68 11%	183 11%
Yes – harmful to children	412 19%	47 15%	60 18%	58 16%	70 18%	43 13%	66 25%	67 28%	233 19%	173 18%	337 18%	40 21%	24 18%	11 25%	207 19%	199 18%	108 18%	304 19%
SUMMARY																		
ANYTHING HARMFUL	582 26%	86 28%	86 26%	88 24%	95 24%	59 18%	79 30%	90 38%	344 29%	229 23%	483 26%	51 27%	33 24%	16 36%	294 28%	278 25%	160 27%	423 26%
No	1317 59%	185 61%	209 63%	228 62%	253 65%	209 65%	136 52%	96 40%	702 59%	595 60%	1101 60%	117 62%	76 56%	23 52%	655 62%	646 58%	384 64%	927 58%
Don't know	316 14%	34 11%	35 11%	51 14%	44 11%	54 17%	46 18%	51 21%	151 13%	160 16%	263 14%	20 11%	27 20%	5 12%	113 11%	196 17%	57 10%	258 16%

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

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

QF9. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television which you thought was harmful or damaging either to you, other adults, or children? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Yes – harmful to me	119	92	26	45	60	119	**	99	109	117	2	119	**
	5%	5%	7%	7%	4%	5%	**	6%	6%	6%	1%	5%	**
Yes – harmful to other adults	251	200	44	94	119	251	**	196	229	242	9	251	**
	11%	11%	13%	15%	9%	11%	**	12%	12%	12%	5%	11%	**
				b									
Yes – harmful to children	412	330	77	137	227	412	**	312	365	385	27	412	**
	19%	18%	22%	21%	17%	19%	**	19%	19%	19%	15%	19%	**
SUMMARY													
ANYTHING HARMFUL	582	462	111	203	302	582	**	457	517	549	33	582	**
	26%	25%	32%	32%	23%	26%	**	27%	28%	27%	19%	26%	**
				b									
No	1317	1111	197	331	885	1317	**	1017	1104	1210	107	1317	**
	59%	60%	56%	51%	66%	59%	**	60%	59%	59%	62%	59%	**
				a									
Don't know	316	272	41	110	150	316	**	208	255	284	32	316	**
	14%	15%	12%	17%	11%	14%	**	12%	14%	14%	18%	14%	**
				b									

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF9. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television which you thought was harmful or damaging either to you, other adults, or children? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Yes – harmful to me	119 5%	65 15% b	40 3%	119 20% b	- -%	37 16% b	70 4%
Yes – harmful to other adults	251 11%	114 27% b	114 7%	251 43% b	- -%	83 36% b	146 9%
Yes – harmful to children	412 19%	148 35% b	225 14%	412 71% b	- -%	95 40% b	272 16%
SUMMARY							
ANYTHING HARMFUL	582 26%	212 51% b	317 20%	582 100% b	- -%	145 62% b	380 22%
No	1317 59%	150 36%	1108 70% a	- -%	1317 100% a	63 27%	1126 66% a
Don't know	316 14%	55 13%	167 11%	- -%	- -%	26 11%	202 12%

Columns Tested: a,b - a,b - a,b

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

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	582	57	97	94	79	89	95	71	341	232	396	56	56	74	296	276	161	421
Effective Weighted Sample	482	51	87	79	70	79	80	65	283	192	371	50	51	63	242	232	134	348
Total	582	86	86	88	95	59	79	90	344	229	483	51	33	16	294	278	160	423
Film	220	**	**	**	**	**	**	**	123	93	183	**	**	**	120	94	62	158
	38%	**	**	**	**	**	**	**	36%	41%	38%	**	**	**	41%	34%	39%	37%
Reality TV	180	**	**	**	**	**	**	**	116	64	144	**	**	**	90	84	59	121
	31%	**	**	**	**	**	**	**	34%	28%	30%	**	**	**	30%	30%	37%	29%
Soap or drama	172	**	**	**	**	**	**	**	95	73	140	**	**	**	78	93	32	140
	29%	**	**	**	**	**	**	**	28%	32%	29%	**	**	**	26%	34%	20%	33%
																		a
Documentary	127	**	**	**	**	**	**	**	80	43	106	**	**	**	54	71	39	88
	22%	**	**	**	**	**	**	**	23%	19%	22%	**	**	**	18%	26%	24%	21%
News or current affairs programme	100	**	**	**	**	**	**	**	55	45	80	**	**	**	48	48	26	74
	17%	**	**	**	**	**	**	**	16%	19%	17%	**	**	**	16%	17%	16%	18%
General entertainment	83	**	**	**	**	**	**	**	58	24	73	**	**	**	47	34	23	60
	14%	**	**	**	**	**	**	**	17%	10%	15%	**	**	**	16%	12%	14%	14%
Comedy	73	**	**	**	**	**	**	**	41	32	63	**	**	**	39	32	22	51
	13%	**	**	**	**	**	**	**	12%	14%	13%	**	**	**	13%	12%	14%	12%
Music video (on music channel or general channels)	70	**	**	**	**	**	**	**	40	30	62	**	**	**	33	36	25	45
	12%	**	**	**	**	**	**	**	12%	13%	13%	**	**	**	11%	13%	15%	11%
Game/ quiz show	34	**	**	**	**	**	**	**	20	14	32	**	**	**	22	10	13	21
	6%	**	**	**	**	**	**	**	6%	6%	7%	**	**	**	7%	4%	8%	5%
Talent show	32	**	**	**	**	**	**	**	23	8	27	**	**	**	13	17	4	28
	5%	**	**	**	**	**	**	**	7%	4%	5%	**	**	**	4%	6%	2%	7%

* indicates a low base size (less than 100)

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

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

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	582	57	97	94	79	89	95	71	341	232	396	56	56	74	296	276	161	421
Effective Weighted Sample	482	51	87	79	70	79	80	65	283	192	371	50	51	63	242	232	134	348
Total	582	86	86	88	95	59	79	90	344	229	483	51	33	16	294	278	160	423
Religious programming	31	**	**	**	**	**	**	**	17	12	25	**	**	**	21	9	11	20
	5%	**	**	**	**	**	**	**	5%	5%	5%	**	**	**	7%	3%	7%	5%
Sports	25	**	**	**	**	**	**	**	18	6	19	**	**	**	9	16	10	15
	4%	**	**	**	**	**	**	**	5%	3%	4%	**	**	**	3%	6%	6%	4%
Children's TV	21	**	**	**	**	**	**	**	9	11	18	**	**	**	13	6	8	13
	4%	**	**	**	**	**	**	**	3%	5%	4%	**	**	**	5%	2%	5%	3%
Other types of programme	17	**	**	**	**	**	**	**	10	7	13	**	**	**	10	6	5	12
	3%	**	**	**	**	**	**	**	3%	3%	3%	**	**	**	4%	2%	3%	3%
Don't know	21	**	**	**	**	**	**	**	7	10	18	**	**	**	10	8	4	16
	4%	**	**	**	**	**	**	**	2%	5%	4%	**	**	**	3%	3%	3%	4%

* indicates a low base size (less than 100)

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

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

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	582	482	93	200	314	582	-	461	513	549	33	582	-
Effective Weighted Sample	482	395	82	167	257	482	-	378	427	454	28	482	-
Total	582	462	111	203	302	582	-	457	517	549	33	582	-
Film	220	172	**	83	107	220	**	180	197	211	**	220	**
	38%	37%	**	41%	35%	38%	**	39%	38%	38%	**	38%	**
Reality TV	180	153	**	57	99	180	**	135	158	166	**	180	**
	31%	33%	**	28%	33%	31%	**	29%	31%	30%	**	31%	**
Soap or drama	172	150	**	62	90	172	**	125	154	160	**	172	**
	29%	32%	**	30%	30%	29%	**	27%	30%	29%	**	29%	**
Documentary	127	103	**	44	66	127	**	103	112	121	**	127	**
	22%	22%	**	22%	22%	22%	**	22%	22%	22%	**	22%	**
News or current affairs programme	100	87	**	34	55	100	**	81	91	94	**	100	**
	17%	19%	**	17%	18%	17%	**	18%	18%	17%	**	17%	**
General entertainment	83	66	**	29	43	83	**	63	77	80	**	83	**
	14%	14%	**	14%	14%	14%	**	14%	15%	15%	**	14%	**
Comedy	73	51	**	34	28	73	**	48	66	70	**	73	**
	13%	11%	**	17%	9%	13%	**	11%	13%	13%	**	13%	**
Music video (on music channel or general channels)	70	46	**	26	29	70	**	61	61	68	**	70	**
	12%	10%	**	13%	10%	12%	**	13%	12%	12%	**	12%	**
Game/ quiz show	34	26	**	12	12	34	**	25	32	33	**	34	**
	6%	6%	**	6%	4%	6%	**	5%	6%	6%	**	6%	**
Talent show	32	24	**	10	17	32	**	22	30	32	**	32	**
	5%	5%	**	5%	5%	5%	**	5%	6%	6%	**	5%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	582	482	93	200	314	582	-	461	513	549	33	582	-
Effective Weighted Sample	482	395	82	167	257	482	-	378	427	454	28	482	-
Total	582	462	111	203	302	582	-	457	517	549	33	582	-
Religious programming	31	27	**	14	11	31	**	27	29	30	**	31	**
	5%	6%	**	7%	4%	5%	**	6%	6%	5%	**	5%	**
Sports	25	23	**	13	8	25	**	18	23	25	**	25	**
	4%	5%	**	7%	3%	4%	**	4%	5%	4%	**	4%	**
Children's TV	21	15	**	11	7	21	**	18	20	21	**	21	**
	4%	3%	**	6%	2%	4%	**	4%	4%	4%	**	4%	**
Other types of programme	17	16	**	5	11	17	**	12	13	14	**	17	**
	3%	3%	**	3%	4%	3%	**	3%	2%	2%	**	3%	**
Don't know	21	12	**	9	6	21	**	14	14	17	**	21	**
	4%	3%	**	4%	2%	4%	**	3%	3%	3%	**	4%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO b
Significance Level: 99%		a	b	a	*b	a	b
Unweighted total	582	211	317	582	-	151	372
Effective Weighted Sample	482	173	264	482	-	121	313
Total	582	212	317	582	-	145	380
Film	220	81	117	220	**	68	133
	38%	38%	37%	38%	**	47%	35%
Reality TV	180	71	91	180	**	42	115
	31%	33%	29%	31%	**	29%	30%
Soap or drama	172	82	70	172	**	51	101
	29%	39%	22%	29%	**	35%	27%
		b					
Documentary	127	39	71	127	**	35	81
	22%	19%	23%	22%	**	24%	21%
News or current affairs programme	100	34	57	100	**	26	64
	17%	16%	18%	17%	**	18%	17%
General entertainment	83	39	36	83	**	22	54
	14%	18%	11%	14%	**	15%	14%
Comedy	73	51	18	73	**	23	43
	13%	24%	6%	13%	**	16%	11%
		b					
Music video (on music channel or general channels)	70	28	30	70	**	28	41
	12%	13%	10%	12%	**	19%	11%
Game/ quiz show	34	24	8	34	**	9	22
	6%	11%	2%	6%	**	6%	6%
		b					

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO b
Significance Level: 99%		a	b	a	*b	a	b
Unweighted total	582	211	317	582	-	151	372
Effective Weighted Sample	482	173	264	482	-	121	313
Total	582	212	317	582	-	145	380
Talent show	32 5%	14 7%	14 4%	32 5%	**	9 6%	22 6%
Religious programming	31 5%	14 6%	16 5%	31 5%	**	12 8%	18 5%
Sports	25 4%	9 4%	14 4%	25 4%	**	6 4%	18 5%
Children's TV	21 4%	18 8% b	2 1%	21 4%	**	6 4%	15 4%
Other types of programme	17 3%	7 3%	10 3%	17 3%	**	2 2%	10 3%
Don't know	21 4%	2 1%	17 5%	21 4%	**	1 1%	14 4%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF11. What kind of things in the programme were harmful or damaging?

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	582	57	97	94	79	89	95	71	341	232	396	56	56	74	296	276	161	421
Effective Weighted Sample	482	51	87	79	70	79	80	65	283	192	371	50	51	63	242	232	134	348
Total	582	86	86	88	95	59	79	90	344	229	483	51	33	16	294	278	160	423
Abuse/ violence/ sexual violence/ gore	325 56%	**	**	**	**	**	**	**	192 56%	126 55%	263 55%	**	**	**	141 48%	181 65%	82 51%	243 57%
Sex/ explicit content	95 16%	**	**	**	**	**	**	**	60 17%	35 15%	79 16%	**	**	**	50 17%	44 16%	30 19%	65 15%
Swearing/ bad/ hurtful words	74 13%	**	**	**	**	**	**	**	35 10%	40 17%	65 13%	**	**	**	36 12%	37 13%	14 9%	60 14%
Unrealistic expectations/ influencing behaviours/ attitudes	67 12%	**	**	**	**	**	**	**	43 13%	23 10%	52 11%	**	**	**	31 11%	35 13%	20 12%	48 11%
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	38 6%	**	**	**	**	**	**	**	18 5%	19 8%	28 6%	**	**	**	18 6%	18 7%	10 6%	28 7%
Smoking/ drugs/ alcohol	29 5%	**	**	**	**	**	**	**	18 5%	12 5%	25 5%	**	**	**	14 5%	16 6%	7 4%	22 5%
Misinformation/ bias/ poor journalism	21 4%	**	**	**	**	**	**	**	13 4%	6 3%	15 3%	**	**	**	17 6%	4 1%	5 3%	16 4%
Reality TV	19 3%	**	**	**	**	**	**	**	14 4%	5 2%	17 4%	**	**	**	11 4%	9 3%	5 3%	14 3%

* indicates a low base size (less than 100)

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

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

QF11. What kind of things in the programme were harmful or damaging?

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	582	57	97	94	79	89	95	71	341	232	396	56	56	74	296	276	161	421
Effective Weighted Sample	482	51	87	79	70	79	80	65	283	192	371	50	51	63	242	232	134	348
Total	582	86	86	88	95	59	79	90	344	229	483	51	33	16	294	278	160	423
Gambling/ betting	16 3%	**	**	**	**	**	**	**	10 3%	5 2%	15 3%	**	**	**	5 2%	9 3%	3 2%	14 3%
Sexism/ homophobia/ transphobia	15 3%	**	**	**	**	**	**	**	11 3%	4 2%	14 3%	**	**	**	6 2%	6 2%	2 2%	13 3%
Concerns about unsuitable content for children	12 2%	**	**	**	**	**	**	**	10 3%	2 1%	10 2%	**	**	**	6 2%	6 2%	5 3%	7 2%
Racism	12 2%	**	**	**	**	**	**	**	8 2%	4 2%	12 2%	**	**	**	6 2%	5 2%	1 1%	11 3%
Specific mention of TV programme/ channel	10 2%	**	**	**	**	**	**	**	8 2%	3 1%	9 2%	**	**	**	7 2%	4 1%	5 3%	6 1%
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	10 2%	**	**	**	**	**	**	**	6 2%	5 2%	9 2%	**	**	**	6 2%	4 2%	1 1%	9 2%
Poor impression of advertising	8 1%	**	**	**	**	**	**	**	2 1%	5 2%	7 2%	**	**	**	3 1%	3 1%	1 1%	6 2%
Other	24 4%	**	**	**	**	**	**	**	12 3%	12 5%	20 4%	**	**	**	12 4%	12 4%	2 1%	22 5%
Prefer not to say	9 2%	**	**	**	**	**	**	**	4 1%	5 2%	6 1%	**	**	**	7 2%	2 1%	4 2%	5 1%

* indicates a low base size (less than 100)

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

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

QF11. What kind of things in the programme were harmful or damaging?

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	582	482	93	200	314	582	-	461	513	549	33	582	-
Effective Weighted Sample	482	395	82	167	257	482	-	378	427	454	28	482	-
Total	582	462	111	203	302	582	-	457	517	549	33	582	-
Abuse/ violence/ sexual violence/ gore	325	265	**	123	161	325	**	249	289	305	**	325	**
	56%	57%	**	61%	53%	56%	**	54%	56%	56%	**	56%	**
Sex/ explicit content	95	67	**	31	48	95	**	70	84	86	**	95	**
	16%	14%	**	15%	16%	16%	**	15%	16%	16%	**	16%	**
Swearing/ bad/ hurtful words	74	60	**	30	35	74	**	52	68	70	**	74	**
	13%	13%	**	15%	12%	13%	**	11%	13%	13%	**	13%	**
Unrealistic expectations/ influencing behaviours/ attitudes	67	54	**	23	36	67	**	51	57	63	**	67	**
	12%	12%	**	11%	12%	12%	**	11%	11%	12%	**	12%	**
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	38	33	**	11	24	38	**	29	35	35	**	38	**
	6%	7%	**	5%	8%	6%	**	6%	7%	6%	**	6%	**
Smoking/ drugs/ alcohol	29	24	**	10	15	29	**	23	26	28	**	29	**
	5%	5%	**	5%	5%	5%	**	5%	5%	5%	**	5%	**
Misinformation/ bias/ poor journalism	21	18	**	6	12	21	**	20	19	20	**	21	**
	4%	4%	**	3%	4%	4%	**	4%	4%	4%	**	4%	**
Reality TV	19	18	**	1	19	19	**	18	18	18	**	19	**
	3%	4%	**	*a	6%	3%	**	4%	4%	3%	**	3%	**

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

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

QF11. What kind of things in the programme were harmful or damaging?

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	582	482	93	200	314	582	-	461	513	549	33	582	-
Effective Weighted Sample	482	395	82	167	257	482	-	378	427	454	28	482	-
Total	582	462	111	203	302	582	-	457	517	549	33	582	-
Gambling/ betting	16 3%	13 3%	** **	4 2%	7 2%	16 3%	** **	10 2%	14 3%	14 3%	** **	16 3%	** **
Sexism/ homophobia/ transphobia	15 3%	13 3%	** **	3 2%	10 3%	15 3%	** **	11 2%	13 2%	13 2%	** **	15 3%	** **
Concerns about unsuitable content for children	12 2%	11 2%	** **	1 1%	9 3%	12 2%	** **	11 2%	10 2%	11 2%	** **	12 2%	** **
Racism	12 2%	7 1%	** **	5 2%	4 1%	12 2%	** **	9 2%	11 2%	12 2%	** **	12 2%	** **
Specific mention of TV programme/ channel	10 2%	9 2%	** **	3 2%	4 1%	10 2%	** **	7 1%	9 2%	9 2%	** **	10 2%	** **
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	10 2%	9 2%	** **	3 1%	6 2%	10 2%	** **	10 2%	10 2%	10 2%	** **	10 2%	** **
Poor impression of advertising	8 1%	4 1%	** **	3 1%	3 1%	8 1%	** **	4 1%	6 1%	6 1%	** **	8 1%	** **
Other	24 4%	19 4%	** **	7 3%	15 5%	24 4%	** **	20 4%	24 5%	24 4%	** **	24 4%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF11. What kind of things in the programme were harmful or damaging?

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	582	482	93	200	314	582	-	461	513	549	33	582	-
Effective Weighted Sample	482	395	82	167	257	482	-	378	427	454	28	482	-
Total	582	462	111	203	302	582	-	457	517	549	33	582	-
Prefer not to say	9	8	**	3	3	9	**	8	6	9	**	9	**
	2%	2%	**	1%	1%	2%	**	2%	1%	2%	**	2%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF11. What kind of things in the programme were harmful or damaging?

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO b
Significance Level: 99%							
Unweighted total	582	211	317	582	-	151	372
Effective Weighted Sample	482	173	264	482	-	121	313
Total	582	212	317	582	-	145	380
Abuse/ violence/ sexual violence/ gore	325 56%	109 51%	188 59%	325 56%	**	86 59%	203 53%
Sex/ explicit content	95 16%	48 22% b	37 12%	95 16%	**	28 19%	57 15%
Swearing/ bad/ hurtful words	74 13%	40 19% b	25 8%	74 13%	**	18 12%	46 12%
Unrealistic expectations/ influencing behaviours/ attitudes	67 12%	24 11%	38 12%	67 12%	**	21 15%	42 11%
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	38 6%	12 6%	20 6%	38 6%	**	6 4%	26 7%
Smoking/ drugs/ alcohol	29 5%	11 5%	13 4%	29 5%	**	10 7%	18 5%
Misinformation/ bias/ poor journalism	21 4%	14 7%	7 2%	21 4%	**	7 5%	13 4%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF11. What kind of things in the programme were harmful or damaging?

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO b
Significance Level: 99%		a	b	a	*b	a	b
Unweighted total	582	211	317	582	-	151	372
Effective Weighted Sample	482	173	264	482	-	121	313
Total	582	212	317	582	-	145	380
Reality TV	19 3%	9 4%	9 3%	19 3%	**	8 6%	10 3%
Gambling/ betting	16 3%	6 3%	10 3%	16 3%	**	3 2%	11 3%
Sexism/ homophobia/ transphobia	15 3%	5 2%	7 2%	15 3%	**	3 2%	10 3%
Concerns about unsuitable content for children	12 2%	4 2%	7 2%	12 2%	**	4 3%	7 2%
Racism	12 2%	4 2%	8 3%	12 2%	**	6 4%	6 1%
Specific mention of TV programme/ channel	10 2%	5 2%	3 1%	10 2%	**	3 2%	5 1%
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	10 2%	6 3%	4 1%	10 2%	**	2 1%	9 2%
Poor impression of advertising	8 1%	3 1%	5 2%	8 1%	**	1 1%	5 1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF11. What kind of things in the programme were harmful or damaging?

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO b
Significance Level: 99%							
Unweighted total	582	211	317	582	-	151	372
Effective Weighted Sample	482	173	264	482	-	121	313
Total	582	212	317	582	-	145	380
Other	24	9	13	24	**	5	18
	4%	4%	4%	4%	**	4%	5%
Prefer not to say	9	1	5	9	**	1	5
	2%	1%	2%	2%	**	1%	1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF12. What did you do when you saw something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	582	57	97	94	79	89	95	71	341	232	396	56	56	74	296	276	161	421
Effective Weighted Sample	482	51	87	79	70	79	80	65	283	192	371	50	51	63	242	232	134	348
Total	582	86	86	88	95	59	79	90	344	229	483	51	33	16	294	278	160	423
Continued watching/ did nothing	126 22%	**	**	**	**	**	**	**	84 25%	40 17%	106 22%	**	**	**	70 24%	52 19%	34 22%	91 22%
Stopped watching	258 44%	**	**	**	**	**	**	**	142 41%	112 49%	213 44%	**	**	**	115 39%	137 49%	64 40%	194 46%
Watched something else	218 37%	**	**	**	**	**	**	**	134 39%	79 35%	181 38%	**	**	**	110 37%	106 38%	63 39%	155 37%
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	38 7%	**	**	**	**	**	**	**	24 7%	15 6%	33 7%	**	**	**	24 8%	13 5%	12 8%	26 6%
Complained to the regulator (via letter/ phone/ email/ online)	13 2%	**	**	**	**	**	**	**	11 3%	3 1%	11 2%	**	**	**	7 2%	5 2%	7 5%	6 1%
Discussed it with other people	121 21%	**	**	**	**	**	**	**	75 22%	45 20%	108 22%	**	**	**	60 20%	57 21%	31 19%	90 21%
Other	8 1%	**	**	**	**	**	**	**	5 1%	3 1%	5 1%	**	**	**	6 2%	1 1%	2 1%	5 1%
Don't know	9 2%	**	**	**	**	**	**	**	6 2%	3 1%	9 2%	**	**	**	3 1%	6 2%	4 3%	4 1%

* indicates a low base size (less than 100)

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

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

QF12. What did you do when you saw something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	582	482	93	200	314	582	-	461	513	549	33	582	-
Effective Weighted Sample	482	395	82	167	257	482	-	378	427	454	28	482	-
Total	582	462	111	203	302	582	-	457	517	549	33	582	-
Continued watching/ did nothing	126	89	**	48	61	126	**	98	115	120	**	126	**
	22%	19%	**	24%	20%	22%	**	21%	22%	22%	**	22%	**
Stopped watching	258	198	**	91	129	258	**	202	230	243	**	258	**
	44%	43%	**	45%	43%	44%	**	44%	45%	44%	**	44%	**
Watched something else	218	173	**	71	120	218	**	171	191	208	**	218	**
	37%	38%	**	35%	40%	37%	**	37%	37%	38%	**	37%	**
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	38	30	**	24	9	38	**	35	37	37	**	38	**
	7%	7%	**	12%	3%	7%	**	8%	7%	7%	**	7%	**
				b									
Complained to the regulator (via letter/ phone/ email/ online)	13	11	**	7	4	13	**	13	13	13	**	13	**
	2%	2%	**	3%	1%	2%	**	3%	3%	2%	**	2%	**
Discussed it with other people	121	99	**	39	63	121	**	98	105	110	**	121	**
	21%	21%	**	19%	21%	21%	**	21%	20%	20%	**	21%	**
Other	8	8	**	4	4	8	**	5	8	8	**	8	**
	1%	2%	**	2%	1%	1%	**	1%	1%	1%	**	1%	**
Don't know	9	7	**	2	4	9	**	7	6	9	**	9	**
	2%	2%	**	1%	1%	2%	**	1%	1%	2%	**	2%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF12. What did you do when you saw something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO b
Significance Level: 99%		a	b	a	*b	a	b
Unweighted total	582	211	317	582	-	151	372
Effective Weighted Sample	482	173	264	482	-	121	313
Total	582	212	317	582	-	145	380
Continued watching/ did nothing	126 22%	44 21%	78 25%	126 22%	**	27 18%	92 24%
Stopped watching	258 44%	111 52% b	120 38%	258 44%	**	73 50%	159 42%
Watched something else	218 37%	83 39%	110 35%	218 37%	**	54 37%	141 37%
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	38 7%	19 9%	19 6%	38 7%	**	14 9%	23 6%
Complained to the regulator (via letter/ phone/ email/ online)	13 2%	9 4%	4 1%	13 2%	**	5 3%	9 2%
Discussed it with other people	121 21%	53 25%	49 15%	121 21%	**	33 22%	74 20%
Other	8 1%	6 3%	2 1%	8 1%	**	1 1%	7 2%
Don't know	9 2%	- -%	9 3%	9 2%	**	- -%	7 2%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QF13. As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Yes	248	53	47	32	26	27	33	29	133	112	208	16	14	9	142	104	75	173
	11%	17%	14%	9%	7%	8%	13%	12%	11%	11%	11%	9%	10%	20%	13%	9%	12%	11%
		cde	de											abc	b			
No	1648	213	254	290	308	254	181	148	920	705	1378	147	95	29	791	832	459	1185
	74%	70%	77%	79%	79%	79%	69%	63%	77%	72%	75%	78%	70%	66%	74%	74%	76%	74%
			g	fg	g	fg			b									
Don't know	319	39	30	45	58	41	47	59	144	169	260	25	27	6	129	183	66	250
	14%	13%	9%	12%	15%	13%	18%	25%	12%	17%	14%	13%	20%	14%	12%	16%	11%	16%
							b	abcde		a					a			

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

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

QF13. As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Yes	248	189	57	101	113	248	**	208	227	240	8	248	**
	11%	10%	16%	16%	8%	11%	**	12%	12%	12%	5%	11%	**
			a	b				d	d	d			
No	1648	1393	242	441	1078	1648	**	1282	1411	1535	113	1648	**
	74%	75%	69%	68%	81%	74%	**	76%	75%	75%	66%	74%	**
					a			d					
Don't know	319	263	50	103	146	319	**	191	238	268	51	319	**
	14%	14%	14%	16%	11%	14%	**	11%	13%	13%	30%	14%	**
				b							abc		

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF13. As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Yes	248	110	116	150	82	88	138
	11%	26%	7%	26%	6%	37%	8%
		b		b		b	
No	1648	243	1324	349	1162	118	1388
	74%	58%	83%	60%	88%	51%	81%
			a		a		a
Don't know	319	65	152	84	72	28	182
	14%	16%	10%	14%	5%	12%	11%
		b		b			

Columns Tested: a,b - a,b - a,b

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

QF14. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... Have you seen anything on television where you were concerned about the adults taking part in the programme in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
Yes	292	55	49	39	44	25	39	41	167	123	250	24	11	8	156	127	87	205
	13%	18%	15%	11%	11%	8%	15%	17%	14%	12%	14%	13%	8%	18%	15%	11%	15%	13%
		e	e				e	e						c				
No	1646	217	257	281	302	262	185	141	899	728	1364	146	105	31	798	830	458	1184
	74%	71%	78%	77%	77%	82%	71%	60%	75%	74%	74%	77%	77%	72%	75%	74%	76%	74%
			g	g	g	afg												
Don't know	276	33	24	47	45	34	38	54	132	134	232	19	20	4	108	163	55	219
	12%	11%	7%	13%	12%	11%	15%	23%	11%	14%	13%	10%	15%	10%	10%	15%	9%	14%
							b	abcde								a		

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

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

QF14. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... Have you seen anything on television where you were concerned about the adults taking part in the programme in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	d	a	*b
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
Yes	292	238	50	115	140	292	**	231	267	276	17	292	**
	13%	13%	14%	18% b	10%	13%	**	14%	14%	13%	10%	13%	**
No	1646	1390	243	439	1078	1646	**	1285	1397	1533	114	1646	**
	74%	75%	70%	68%	81% a	74%	**	76% d	74%	75%	66%	74%	**
Don't know	276	217	56	90	119	276	**	167	211	235	42	276	**
	12%	12%	16%	14% b	9%	12%	**	10%	11%	11%	24% abc	12%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF14. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... Have you seen anything on television where you were concerned about the adults taking part in the programme in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
Yes	292 13%	134 32% b	137 9%	173 30% b	94 7%	83 35% b	183 11%
No	1646 74%	223 53%	1335 84% a	342 59%	1149 87% a	120 51%	1378 81% a
Don't know	276 12%	61 15% b	121 8%	68 12% b	74 6%	31 13%	146 9%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

Table 61

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

QF13/ QF14. WHETHER SEEN ANYTHING WHERE YOU WERE CONCERNED ABOUT CHILDREN OR YOUNG PEOPLE OR ABOUT ADULTS TAKING PART IN THE PROGRAMME IN THE LAST 12 MONTHS

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2219	190	381	370	331	452	310	185	1232	956	1566	213	222	218	1084	1107	589	1625
Effective Weighted Sample	1873	177	337	322	296	414	268	171	1034	814	1461	194	201	190	898	951	502	1368
Total	2215	305	330	367	392	322	261	237	1197	985	1847	188	137	43	1062	1120	601	1608
CHILDREN OR YOUNG PEOPLE AND ADULTS	123 6%	23 7%	26 8%	15 4%	18 5%	12 4%	15 6%	14 6%	68 6%	54 5%	104 6%	7 4%	8 6%	5 11% a	75 7% b	47 4%	43 7%	80 5%
CHILDREN OR YOUNG PEOPLE AND NOT ADULTS	125 6%	31 10% d	21 6% d	17 5%	8 2%	15 5%	18 7%	15 6% d	65 5%	58 6%	105 6%	9 5%	6 5%	4 9%	67 6%	58 5%	32 5%	92 6%
ADULTS AND NOT CHILDREN OR YOUNG PEOPLE	169 8%	32 10% e	23 7%	24 6%	26 7%	14 4%	23 9%	27 11% e	99 8%	69 7%	147 8% c	16 9% c	3 2%	3 7%	80 8%	81 7%	45 7%	124 8%
EITHER CHILDREN OR YOUNG PEOPLE OR ADULTS	417 19%	85 28% cde	70 21% de	56 15%	52 13%	40 13%	57 22% de	56 24% de	232 19%	180 18%	355 19%	33 17%	17 13%	12 27% c	223 21%	185 17%	120 20%	297 18%
NEITHER CHILDREN OR YOUNG PEOPLE NOR ADULTS	1798 81%	220 72%	260 79%	311 85% a	340 87% abfg	282 87% abfg	205 78%	181 76%	966 81%	805 82%	1491 81%	156 83%	119 87% d	32 73%	839 79%	935 83%	481 80%	1311 82%

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

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

QF13/ QF14. WHETHER SEEN ANYTHING WHERE YOU WERE CONCERNED ABOUT CHILDREN OR YOUNG PEOPLE OR ABOUT ADULTS TAKING PART IN THE PROGRAMME IN THE LAST 12 MONTHS

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	2219	1913	290	641	1360	2219	-	1695	1876	2047	172	2219	-
Effective Weighted Sample	1873	1605	260	540	1147	1873	-	1417	1583	1723	150	1873	-
Total	2215	1845	349	644	1337	2215	-	1682	1876	2043	172	2215	-
CHILDREN OR YOUNG PEOPLE AND ADULTS	123 6%	94 5%	27 8%	62 10% b	45 3%	123 6%	** **	101 6%	114 6%	118 6%	5 3%	123 6%	** **
CHILDREN OR YOUNG PEOPLE AND NOT ADULTS	125 6%	95 5%	30 9%	39 6%	69 5%	125 6%	** **	107 6%	113 6%	122 6%	3 2%	125 6%	** **
ADULTS AND NOT CHILDREN OR YOUNG PEOPLE	169 8%	143 8%	23 6%	53 8%	96 7%	169 8%	** **	129 8%	153 8%	158 8%	11 7%	169 8%	** **
EITHER CHILDREN OR YOUNG PEOPLE OR ADULTS	417 19%	333 18%	80 23%	153 24% b	209 16%	417 19%	** **	338 20% d	380 20% d	398 19%	19 11%	417 19%	** **
NEITHER CHILDREN OR YOUNG PEOPLE NOR ADULTS	1798 81%	1513 82%	269 77%	491 76%	1129 84% a	1798 81%	** **	1344 80%	1496 80%	1645 81%	153 89% ab	1798 81%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF13/ QF14. WHETHER SEEN ANYTHING WHERE YOU WERE CONCERNED ABOUT CHILDREN OR YOUNG PEOPLE OR ABOUT ADULTS TAKING PART IN THE PROGRAMME IN THE LAST 12 MONTHS

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2219	423	1598	582	1317	236	1713
Effective Weighted Sample	1873	352	1350	482	1119	192	1449
Total	2215	418	1592	582	1317	234	1708
CHILDREN OR YOUNG PEOPLE AND ADULTS	123 6%	65 16% b	45 3%	82 14% b	34 3%	52 22% b	60 3%
CHILDREN OR YOUNG PEOPLE AND NOT ADULTS	125 6%	44 11% b	71 4%	68 12% b	49 4%	36 15% b	78 5%
ADULTS AND NOT CHILDREN OR YOUNG PEOPLE	169 8%	69 16% b	92 6%	91 16% b	60 5%	31 13% b	124 7%
EITHER CHILDREN OR YOUNG PEOPLE OR ADULTS	417 19%	178 43% b	208 13%	241 41% b	142 11%	119 51% b	262 15%
NEITHER CHILDREN OR YOUNG PEOPLE NOR ADULTS	1798 81%	240 57%	1384 87% a	342 59%	1174 89% a	115 49%	1446 85% a

Columns Tested: a,b - a,b - a,b

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

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	409	53	78	57	45	58	71	47	232	173	289	35	29	56	214	187	114	295
Effective Weighted Sample	337	49	70	49	39	51	58	42	188	146	270	31	27	48	175	156	96	242
Total	417	85	70	56	52	40	57	56	232	180	355	33	17	12	223	185	120	297
Reality TV	149 36%	**	**	**	**	**	**	**	97 42%	53 29%	123 35%	**	**	**	63 28%	82 44%	44 37%	105 35%
Film	108 26%	**	**	**	**	**	**	**	51 22%	55 30%	91 26%	**	**	**	62 28%	45 24%	36 30%	71 24%
Soap or drama	86 21%	**	**	**	**	**	**	**	42 18%	44 25%	72 20%	**	**	**	41 18%	44 24%	12 10%	74 25%
Documentary	77 19%	**	**	**	**	**	**	**	42 18%	32 18%	69 19%	**	**	**	42 19%	33 18%	31 26%	46 16%
General entertainment	70 17%	**	**	**	**	**	**	**	43 19%	26 14%	63 18%	**	**	**	45 20%	26 14%	26 22%	44 15%
News or current affairs programme	46 11%	**	**	**	**	**	**	**	25 11%	18 10%	40 11%	**	**	**	21 9%	22 12%	11 9%	35 12%
Comedy	41 10%	**	**	**	**	**	**	**	21 9%	20 11%	38 11%	**	**	**	29 13%	10 5%	11 9%	29 10%
Game/ quiz show	40 10%	**	**	**	**	**	**	**	24 10%	16 9%	35 10%	**	**	**	25 11%	14 7%	14 12%	26 9%
Talent show	31 7%	**	**	**	**	**	**	**	15 7%	16 9%	29 8%	**	**	**	14 6%	17 9%	5 4%	26 9%
Music video (on music channel or general channels)	30 7%	**	**	**	**	**	**	**	16 7%	14 7%	26 7%	**	**	**	18 8%	11 6%	15 12%	15 5%

* indicates a low base size (less than 100)

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

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

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	409	53	78	57	45	58	71	47	232	173	289	35	29	56	214	187	114	295
Effective Weighted Sample	337	49	70	49	39	51	58	42	188	146	270	31	27	48	175	156	96	242
Total	417	85	70	56	52	40	57	56	232	180	355	33	17	12	223	185	120	297
Religious programming	30	**	**	**	**	**	**	**	18	10	23	**	**	**	22	6	14	16
	7%	**	**	**	**	**	**	**	8%	5%	7%	**	**	**	10%	3%	12%	5%
Sports	25	**	**	**	**	**	**	**	15	10	24	**	**	**	14	10	12	13
	6%	**	**	**	**	**	**	**	6%	5%	7%	**	**	**	6%	6%	10%	4%
Children's TV	23	**	**	**	**	**	**	**	13	11	22	**	**	**	17	7	12	12
	6%	**	**	**	**	**	**	**	6%	6%	6%	**	**	**	7%	4%	10%	4%
Other types of programme	12	**	**	**	**	**	**	**	6	6	9	**	**	**	9	3	3	8
	3%	**	**	**	**	**	**	**	3%	3%	2%	**	**	**	4%	1%	3%	3%
Don't know	18	**	**	**	**	**	**	**	12	5	16	**	**	**	6	10	2	16
	4%	**	**	**	**	**	**	**	5%	3%	5%	**	**	**	3%	6%	2%	5%

* indicates a low base size (less than 100)

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

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

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	409	338	68	151	209	409	-	333	366	389	20	409	-
Effective Weighted Sample	337	275	60	123	171	337	-	272	303	320	18	337	-
Total	417	333	80	153	209	417	-	338	380	398	19	417	-
Reality TV	149	129	**	48	83	149	**	118	137	142	**	149	**
	36%	39%	**	31%	40%	36%	**	35%	36%	36%	**	36%	**
Film	108	82	**	40	52	108	**	93	102	105	**	108	**
	26%	25%	**	26%	25%	26%	**	28%	27%	26%	**	26%	**
Soap or drama	86	68	**	34	41	86	**	69	81	84	**	86	**
	21%	20%	**	22%	20%	21%	**	20%	21%	21%	**	21%	**
Documentary	77	59	**	33	32	77	**	59	69	73	**	77	**
	19%	18%	**	21%	15%	19%	**	17%	18%	18%	**	19%	**
General entertainment	70	52	**	30	34	70	**	57	65	70	**	70	**
	17%	16%	**	19%	16%	17%	**	17%	17%	18%	**	17%	**
News or current affairs programme	46	35	**	19	19	46	**	36	40	42	**	46	**
	11%	11%	**	12%	9%	11%	**	11%	11%	10%	**	11%	**
Comedy	41	30	**	18	19	41	**	31	35	41	**	41	**
	10%	9%	**	12%	9%	10%	**	9%	9%	10%	**	10%	**
Game/ quiz show	40	31	**	21	18	40	**	33	36	38	**	40	**
	10%	9%	**	14%	8%	10%	**	10%	10%	10%	**	10%	**
Talent show	31	27	**	10	16	31	**	23	25	28	**	31	**
	7%	8%	**	6%	8%	7%	**	7%	7%	7%	**	7%	**
Music video (on music channel or general channels)	30	22	**	9	16	30	**	27	24	29	**	30	**
	7%	7%	**	6%	8%	7%	**	8%	6%	7%	**	7%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	409	338	68	151	209	409	-	333	366	389	20	409	-
Effective Weighted Sample	337	275	60	123	171	337	-	272	303	320	18	337	-
Total	417	333	80	153	209	417	-	338	380	398	19	417	-
Religious programming	30	23	**	12	11	30	**	30	25	30	**	30	**
	7%	7%	**	8%	5%	7%	**	9%	7%	7%	**	7%	**
Sports	25	16	**	15	7	25	**	22	22	23	**	25	**
	6%	5%	**	9%	3%	6%	**	7%	6%	6%	**	6%	**
Children's TV	23	20	**	14	7	23	**	20	22	23	**	23	**
	6%	6%	**	9%	3%	6%	**	6%	6%	6%	**	6%	**
Other types of programme	12	12	**	5	4	12	**	8	9	10	**	12	**
	3%	3%	**	3%	2%	3%	**	2%	2%	3%	**	3%	**
Don't know	18	14	**	6	9	18	**	15	16	17	**	18	**
	4%	4%	**	4%	4%	4%	**	5%	4%	4%	**	4%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	409	187	193	239	135	124	246
Effective Weighted Sample	337	148	165	195	114	99	206
Total	417	178	208	241	142	119	262
Reality TV	149 36%	58 32%	82 40%	87 36%	50 35%	42 36%	96 37%
Film	108 26%	45 25%	47 22%	64 26%	32 23%	33 28%	65 25%
Soap or drama	86 21%	52 29%	29 14%	54 22%	23 16%	32 27%	51 19%
Documentary	77 19%	39 22%	31 15%	51 21%	20 14%	27 23%	42 16%
General entertainment	70 17%	40 22%	24 11%	46 19%	21 15%	26 22%	39 15%
News or current affairs programme	46 11%	19 10%	19 9%	34 14%	11 7%	14 12%	23 9%
Comedy	41 10%	27 15%	10 5%	22 9%	14 10%	16 13%	20 8%
Game/ quiz show	40 10%	22 12%	17 8%	26 11%	13 9%	8 7%	30 12%
Talent show	31 7%	14 8%	15 7%	16 7%	13 9%	7 6%	22 8%
Music video (on music channel or general channels)	30 7%	13 7%	16 8%	16 7%	10 7%	11 9%	18 7%

Columns Tested: a,b - a,b - a,b

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

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	409	187	193	239	135	124	246
Effective Weighted Sample	337	148	165	195	114	99	206
Total	417	178	208	241	142	119	262
Religious programming	30 7%	14 8%	16 8%	17 7%	12 8%	13 11%	16 6%
Sports	25 6%	9 5%	14 7%	15 6%	7 5%	6 5%	17 7%
Children's TV	23 6%	16 9%	7 3%	18 7%	6 4%	7 6%	16 6%
Other types of programme	12 3%	6 4%	4 2%	4 2%	6 4%	2 2%	5 2%
Don't know	18 4%	8 4%	9 5%	8 3%	10 7%	6 5%	11 4%

Columns Tested: a,b - a,b - a,b

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

QG1. Please think about the types of programmes your child watches 'live' at the time they are shown on scheduled TV or which have been recorded for them to watch later – thinking specifically about TV programmes that are on during the day and evening up until 9pm. How concerned are you, if at all, by the types of things your child has seen 'live' on scheduled TV before 9pm in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on scheduled TV)

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	518	30	144	196	107	38	3	-	306	207	365	50	39	64	256	260	518	-
Effective Weighted Sample	439	28	131	167	92	33	3	-	259	175	348	47	37	57	210	228	439	-
Total	524	49	132	192	123	25	3	-	302	216	445	43	24	12	249	274	524	-
Very concerned	27	**	7	7	8	**	**	**	17	10	25	**	**	**	17	10	27	**
	5%	**	5%	4%	7%	**	**	**	5%	5%	6%	**	**	**	7%	4%	5%	**
Fairly concerned	73	**	19	25	12	**	**	**	40	34	64	**	**	**	37	37	73	**
	14%	**	15%	13%	10%	**	**	**	13%	16%	14%	**	**	**	15%	13%	14%	**
Not very concerned	212	**	53	69	56	**	**	**	130	81	181	**	**	**	94	118	212	**
	40%	**	40%	36%	45%	**	**	**	43%	38%	41%	**	**	**	38%	43%	40%	**
Not at all concerned	184	**	47	80	39	**	**	**	98	82	147	**	**	**	88	95	184	**
	35%	**	35%	42%	31%	**	**	**	32%	38%	33%	**	**	**	35%	35%	35%	**
SUMMARY																		
TOTAL CONCERNED	100	**	26	32	21	**	**	**	56	44	89	**	**	**	54	46	100	**
	19%	**	20%	17%	17%	**	**	**	19%	20%	20%	**	**	**	22%	17%	19%	**
TOTAL NOT CONCERNED	396	**	100	149	94	**	**	**	228	163	329	**	**	**	182	213	396	**
	76%	**	76%	78%	76%	**	**	**	75%	75%	74%	**	**	**	73%	78%	76%	**
Don't know	28	**	6	10	8	**	**	**	18	10	27	**	**	**	13	15	28	**
	5%	**	5%	5%	7%	**	**	**	6%	4%	6%	**	**	**	5%	5%	5%	**

* indicates a low base size (less than 100)

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

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

QG1. Please think about the types of programmes your child watches 'live' at the time they are shown on scheduled TV or which have been recorded for them to watch later – thinking specifically about TV programmes that are on during the day and evening up until 9pm. How concerned are you, if at all, by the types of things your child has seen 'live' on scheduled TV before 9pm in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on scheduled TV)

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Unweighted total	518	433	81	111	356	518	-	458	454	501	17	518	-
Effective Weighted Sample	439	362	74	96	301	439	-	384	384	423	16	439	-
Total	524	422	96	115	354	524	-	453	461	504	20	524	-
Very concerned	27	15	**	10	13	27	**	23	22	24	**	27	**
	5%	4%	**	9%	4%	5%	**	5%	5%	5%	**	5%	**
Fairly concerned	73	53	**	21	40	73	**	65	65	72	**	73	**
	14%	12%	**	18%	11%	14%	**	14%	14%	14%	**	14%	**
Not very concerned	212	175	**	34	159	212	**	192	195	209	**	212	**
	40%	41%	**	30%	45%	40%	**	42%	42%	41%	**	40%	**
				a									
Not at all concerned	184	163	**	45	127	184	**	155	159	175	**	184	**
	35%	39%	**	39%	36%	35%	**	34%	34%	35%	**	35%	**
SUMMARY													
TOTAL CONCERNED	100	68	**	31	54	100	**	87	86	96	**	100	**
	19%	16%	**	27%	15%	19%	**	19%	19%	19%	**	19%	**
TOTAL NOT CONCERNED	396	339	**	80	287	396	**	347	354	384	**	396	**
	76%	80%	**	69%	81%	76%	**	77%	77%	76%	**	76%	**
Don't know	28	16	**	5	13	28	**	19	21	24	**	28	**
	5%	4%	**	4%	4%	5%	**	4%	5%	5%	**	5%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QG1. Please think about the types of programmes your child watches 'live' at the time they are shown on scheduled TV or which have been recorded for them to watch later – thinking specifically about TV programmes that are on during the day and evening up until 9pm. How concerned are you, if at all, by the types of things your child has seen 'live' on scheduled TV before 9pm in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on scheduled TV)

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	518	84	401	146	334	69	415
Effective Weighted Sample	439	71	340	121	285	58	350
Total	524	84	407	144	340	70	413
Very concerned	27 5%	** **	6 2%	17 12% b	6 2%	** **	10 3%
Fairly concerned	73 14%	** **	48 12%	39 27% b	30 9%	** **	40 10%
Not very concerned	212 40%	** **	177 43%	54 38%	144 42%	** **	180 44%
Not at all concerned	184 35%	** **	159 39%	29 20%	145 43% a	** **	165 40%
SUMMARY							
TOTAL CONCERNED	100 19%	** **	54 13%	57 39% b	36 11%	** **	51 12%
TOTAL NOT CONCERNED	396 76%	** **	336 83%	83 57%	289 85% a	** **	345 84%
Don't know	28 5%	** **	17 4%	5 3%	15 4%	** **	17 4%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	a	*b
Unweighted total	100	7	28	35	18	11	1	-	56	44	75	9	2	14	57	43	100	-
Effective Weighted Sample	84	7	27	29	15	9	1	-	47	36	70	9	2	13	45	39	84	-
Total	100	13	26	32	21	7	1	-	56	44	89	7	1	3	54	46	100	-
Bad language	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	45	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	45%	**
Sex or sexually explicit content	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	41	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	41%	**
Nudity	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	38	**
	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	38%	**
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36%	**
Violence (in general)	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	35	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	35%	**
Lack of respect towards adults	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28%	**
Portrayal of anti-social behaviour	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	26	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	26%	**
Unsuitable content aired too early/ pre-watershed	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25%	**

* indicates a low base size (less than 100)

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

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

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	a	*b
Unweighted total	100	7	28	35	18	11	1	-	56	44	75	9	2	14	57	43	100	-
Effective Weighted Sample	84	7	27	29	15	9	1	-	47	36	70	9	2	13	45	39	84	-
Total	100	13	26	32	21	7	1	-	56	44	89	7	1	3	54	46	100	-
Makes me feel embarrassed or uncomfortable watching with my child/ children	25 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25	**
Glamorisation of certain lifestyles	23 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	19 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	19	**
Invasion of privacy	15 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15	**
Negative portrayal or objectification of women	14 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14	**
Other	2 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**
Don't know	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**

* indicates a low base size (less than 100)

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

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

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	a	*b	*a	*b	*c	*d	a	*b
Significance Level: 99%													
Unweighted total	100	71	28	29	57	100	-	89	86	97	3	100	-
Effective Weighted Sample	84	59	24	25	46	84	-	74	72	81	3	84	-
Total	100	68	31	31	54	100	-	87	86	96	4	100	-
Bad language	45	**	**	**	**	45	**	**	**	**	**	45	**
	45%	**	**	**	**	45%	**	**	**	**	**	45%	**
Sex or sexually explicit content	41	**	**	**	**	41	**	**	**	**	**	41	**
	41%	**	**	**	**	41%	**	**	**	**	**	41%	**
Nudity	38	**	**	**	**	38	**	**	**	**	**	38	**
	38%	**	**	**	**	38%	**	**	**	**	**	38%	**
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	36	**	**	**	**	36	**	**	**	**	**	36	**
	36%	**	**	**	**	36%	**	**	**	**	**	36%	**
Violence (in general)	35	**	**	**	**	35	**	**	**	**	**	35	**
	35%	**	**	**	**	35%	**	**	**	**	**	35%	**
Lack of respect towards adults	28	**	**	**	**	28	**	**	**	**	**	28	**
	28%	**	**	**	**	28%	**	**	**	**	**	28%	**
Portrayal of anti-social behaviour	26	**	**	**	**	26	**	**	**	**	**	26	**
	26%	**	**	**	**	26%	**	**	**	**	**	26%	**
Unsuitable content aired too early/ pre-watershed	25	**	**	**	**	25	**	**	**	**	**	25	**
	25%	**	**	**	**	25%	**	**	**	**	**	25%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	a	*b	*a	*b	*c	*d	a	*b
Significance Level: 99%													
Unweighted total	100	71	28	29	57	100	-	89	86	97	3	100	-
Effective Weighted Sample	84	59	24	25	46	84	-	74	72	81	3	84	-
Total	100	68	31	31	54	100	-	87	86	96	4	100	-
Makes me feel embarrassed or uncomfortable watching with my child/ children	25 25%	** **	** **	** **	** **	25 25%	** **	** **	** **	** **	** **	25 25%	** **
Glamorisation of certain lifestyles	23 23%	** **	** **	** **	** **	23 23%	** **	** **	** **	** **	** **	23 23%	** **
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	19 19%	** **	** **	** **	** **	19 19%	** **	** **	** **	** **	** **	19 19%	** **
Invasion of privacy	15 15%	** **	** **	** **	** **	15 15%	** **	** **	** **	** **	** **	15 15%	** **
Negative portrayal or objectification of women	14 14%	** **	** **	** **	** **	14 14%	** **	** **	** **	** **	** **	14 14%	** **
Other	2 2%	** **	** **	** **	** **	2 2%	** **	** **	** **	** **	** **	2 2%	** **
Don't know	3 3%	** **	** **	** **	** **	3 3%	** **	** **	** **	** **	** **	3 3%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES	NO	YES	NO	YES	NO
Significance Level: 99%		*a	*b	*a	*b	*a	*b
Unweighted total	100	37	52	57	36	41	53
Effective Weighted Sample	84	31	45	49	29	35	43
Total	100	36	54	57	36	42	51
Bad language	45	**	**	**	**	**	**
	45%	**	**	**	**	**	**
Sex or sexually explicit content	41	**	**	**	**	**	**
	41%	**	**	**	**	**	**
Nudity	38	**	**	**	**	**	**
	38%	**	**	**	**	**	**
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	36	**	**	**	**	**	**
	36%	**	**	**	**	**	**
Violence (in general)	35	**	**	**	**	**	**
	35%	**	**	**	**	**	**
Lack of respect towards adults	28	**	**	**	**	**	**
	28%	**	**	**	**	**	**
Portrayal of anti-social behaviour	26	**	**	**	**	**	**
	26%	**	**	**	**	**	**
Unsuitable content aired too early/ pre-watershed	25	**	**	**	**	**	**
	25%	**	**	**	**	**	**

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Columns Tested: a,b - a,b - a,b

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QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO *b	YES *a	NO *b	YES *a	NO *b
Significance Level: 99%							
Unweighted total	100	37	52	57	36	41	53
Effective Weighted Sample	84	31	45	49	29	35	43
Total	100	36	54	57	36	42	51
Makes me feel embarrassed or uncomfortable watching with my child/ children	25 25%	**	**	**	**	**	**
Glamorisation of certain lifestyles	23 23%	**	**	**	**	**	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	19 19%	**	**	**	**	**	**
Invasion of privacy	15 15%	**	**	**	**	**	**
Negative portrayal or objectification of women	14 14%	**	**	**	**	**	**
Other	2 2%	**	**	**	**	**	**
Don't know	3 3%	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
BBC national radio stations - such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music	1128 47%	102 28%	160 41%	194 47%	212 52%	170 51%	140 53%	151 63%	700 55%	416 38%	951 48%	87 40%	72 50%	19 39%	572 49%	546 45%	313 47%	814 47%
			a	a	ab	ab	ab	abce	b									
National commercial radio stations - so those with advertisements, such as Classic FM, talkSPORT, Absolute or Kiss	853 35%	84 23%	131 34%	160 39%	160 39%	135 40%	104 39%	80 33%	518 40%	326 30%	717 36%	66 30%	58 40%	13 26%	443 38%	402 33%	260 39%	593 34%
			a	a	a	a	a		b		d		d					
Local commercial radio stations - so those with advertisements such as Clyde 1, Key 103, Heart or Hallam FM	593 25%	68 19%	79 20%	108 26%	145 36%	102 30%	68 26%	24 10%	332 26%	257 24%	464 23%	76 35%	37 26%	15 32%	275 24%	312 26%	190 28%	403 23%
			g	g	abcfg	abg	g					a		a				
BBC local radio stations for your local area - services such as BBC Radio Leeds or BBC Three Counties Radio	476 20%	56 16%	65 17%	64 16%	77 19%	77 23%	71 27%	67 28%	279 22%	193 18%	397 20%	38 18%	24 16%	17 35%	267 23%	206 17%	121 18%	353 20%
						c	abc	abc						abc	b			

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

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

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750	
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471	
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733	
Community radio stations - Not-for-profit stations which provide services to specific small local areas or groups of people	113 5%	23 6%	18 5%	28 7%	14 3%	11 3%	10 4%	9 4%	70 5%	43 4%	96 5%	12 6%	2 2%	2 4%	62 5%	50 4%	44 7%	69 4%	
None of these	584 24%	112 31%	122 32%	93 23%	77 19%	70 21%	59 22%	52 21%	253 20%	315 29%	477 24%	63 29%	33 23%	11 24%	266 23%	305 25%	139 21%	442 25%	
Don't know	66 3%	26 7%	7 2%	12 3%	13 3%	4 1%	2 1%	3 1%	22 2%	39 4%	59 3%	1 *	5 4%	* 1%	34 3%	29 2%	17 3%	48 3%	
SUMMARY																			
ANY RADIO	1757 73%	223 62%	256 67%	305 74%	319 78%	263 78%	204 77%	186 77%	1008 79%	729 67%	1462 73%	153 70%	106 74%	36 75%	863 74%	873 72%	510 77%	1243 72%	
ANY COMMERCIAL RADIO	1179 49%	134 37%	172 45%	216 53%	237 58%	189 56%	134 51%	97 40%	684 53%	483 45%	964 48%	111 51%	80 56%	24 49%	578 50%	590 49%	362 54%	817 47%	

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

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QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
BBC national radio stations - such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music	1128 47%	985 50% b	132 32%	306 44%	734 51% a	1088 49% b	40 21%	861 47% d	993 52% ad	1057 48% d	71 32%	1097 49% b	32 19%
National commercial radio stations - so those with advertisements, such as Classic FM, talkSPORT, Absolute or Kiss	853 35%	739 37% b	108 26%	233 33%	565 39%	824 37% b	29 15%	678 37% d	748 39% d	806 37% d	48 21%	832 37% b	22 13%
Local commercial radio stations - so those with advertisements such as Clyde 1, Key 103, Heart or Hallam FM	593 25%	534 27% b	57 14%	180 26%	365 25%	568 26% b	25 13%	492 27% d	514 27% d	563 26% d	30 13%	574 26% b	19 12%

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

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

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months?
(MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
BBC local radio stations for your local area - services such as BBC Radio Leeds or BBC Three Counties Radio	476 20%	409 21%	68 17%	133 19%	291 20%	461 21% b	15 8%	348 19%	415 22%	443 20%	33 15%	466 21% b	11 6%
Community radio stations - Not-for-profit stations which provide services to specific small local areas or groups of people	113 5%	77 4%	34 8% a	40 6%	65 5%	101 5%	12 6%	85 5%	90 5%	102 5%	11 5%	101 5%	11 7%
None of these	584 24%	445 23%	131 32% a	177 25%	330 23%	478 22%	106 55% a	420 23% b	361 19%	491 22%	94 42% abc	488 22%	96 58% a
Don't know	66 3%	36 2%	26 6% a	16 2%	15 1%	53 2%	13 7% a	46 3%	35 2%	53 2%	13 6% bc	55 2%	11 7% a
SUMMARY													
ANY RADIO	1757 73%	1492 76% b	250 61%	506 72%	1094 76%	1684 76% b	73 38%	1355 74% d	1505 79% acd	1639 75% d	117 52%	1697 76% b	59 36%

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

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

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	Total	WHITE a	MINORITY ETHNIC b	ANY a	NONE b	YES a	NO b	SVOD a	BVOD b	EITHER c	NO d	YES a	NO b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
ANY COMMERCIAL RADIO	1179	1028	145	339	755	1136	43	938	1022	1110	70	1147	32
	49%	52%	35%	48%	52%	51%	22%	52%	54%	51%	31%	51%	19%
		b				b		d	d	d		b	

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

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

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
BBC national radio stations - such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music	1128 47%	234 56%	775 49%	313 54%	629 48%	112 46%	900 49%
National commercial radio stations - so those with advertisements, such as Classic FM, talkSPORT, Absolute or Kiss	853 35%	182 44%	588 37%	227 39%	500 38%	91 37%	682 37%
Local commercial radio stations - so those with advertisements such as Clyde 1, Key 103, Heart or Hallam FM	593 25%	116 28%	404 25%	137 24%	356 27%	74 30%	465 25%
BBC local radio stations for your local area - services such as BBC Radio Leeds or BBC Three Counties Radio	476 20%	116 28% b	304 19%	154 26% b	255 19%	68 28% b	361 20%

Columns Tested: a,b - a,b - a,b

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

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Community radio stations - Not-for-profit stations which provide services to specific small local areas or groups of people	113 5%	36 9% b	53 3%	32 5%	57 4%	11 5%	86 5%
None of these	584 24%	62 15%	369 23% a	98 17%	309 23% a	42 17%	429 23%
Don't know	66 3%	3 1%	27 2%	9 2%	18 1%	6 3%	29 2%
SUMMARY							
ANY RADIO	1757 73%	352 84% b	1197 75%	475 82% b	991 75%	195 80%	1379 75%
ANY COMMERCIAL RADIO	1179 49%	235 56%	820 51%	303 52%	695 53%	133 55%	929 51%

Columns Tested: a,b - a,b - a,b

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

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	*g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1198	86	201	209	198	268	158	78	709	476	828	125	126	119	598	592	347	850
Effective Weighted Sample	1013	79	176	184	179	246	137	71	599	403	774	113	113	104	496	510	304	709
Total	1179	134	172	216	237	189	134	97	684	483	964	111	80	24	578	590	362	817
It could go up quite a bit before it bothered me	46 4%	** **	15 9% f	5 2%	8 4%	7 3%	2 1%	** **	23 3%	22 4%	42 4%	2 2%	1 1%	1 3%	37 6% b	8 1%	15 4%	30 4%
A little more would not bother me	166 14%	** **	29 17%	28 13%	29 12%	24 12%	17 13%	** **	91 13%	73 15%	139 14%	17 15%	7 9%	4 17%	83 14%	82 14%	61 17%	106 13%
The present levels don't bother me, but I would not want any more	622 53%	** **	75 44%	103 48%	137 58% b	107 56%	82 61% b	** **	356 52%	261 54%	503 52%	57 51%	48 60%	14 58%	310 54%	307 52%	199 55%	423 52%
There is already more than I am happy with	328 28%	** **	47 27%	75 35%	60 25%	48 25%	32 24%	** **	211 31%	115 24%	268 28%	31 28%	24 30%	5 22%	139 24%	185 31% a	79 22%	250 31% a
Don't know	17 1%	** **	5 3%	4 2%	2 1%	4 2%	1 1%	** **	3 *% a	13 3% a	12 1%	5 4%	- -%	- -%	10 2%	7 1%	9 2%	8 1%
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	212 18%	** **	44 26%	34 16%	37 16%	30 16%	19 14%	** **	114 17%	95 20%	180 19%	19 17%	8 10%	5 20%	120 21%	91 15%	76 21%	136 17%

* indicates a low base size (less than 100)

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

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

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	*g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1198	86	201	209	198	268	158	78	709	476	828	125	126	119	598	592	347	850
Effective Weighted Sample	1013	79	176	184	179	246	137	71	599	403	774	113	113	104	496	510	304	709
Total	1179	134	172	216	237	189	134	97	684	483	964	111	80	24	578	590	362	817
NOT HAPPY WITH ANY INCREASE	950	**	123	178	197	155	114	**	567	375	772	88	72	19	449	492	277	673
	81%	**	71%	83%	83%	82%	85%	**	83%	78%	80%	79%	90%	80%	78%	83%	77%	82%
					b		b											

* indicates a low base size (less than 100)

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

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

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	*d	a	*b
Unweighted total	1198	1068	125	340	777	1156	42	958	1034	1128	70	1165	33
Effective Weighted Sample	1013	898	112	287	656	978	35	803	876	952	61	986	27
Total	1179	1028	145	339	755	1136	43	938	1022	1110	70	1147	32
It could go up quite a bit before it bothered me	46	35	11	14	30	43	**	39	41	45	**	44	**
	4%	3%	7%	4%	4%	4%	**	4%	4%	4%	**	4%	**
A little more would not bother me	166	127	39	44	110	164	**	134	151	162	**	164	**
	14%	12%	27%	13%	15%	14%	**	14%	15%	15%	**	14%	**
			a										
The present levels don't bother me, but I would not want any more	622	563	57	176	404	600	**	483	532	576	**	608	**
	53%	55%	39%	52%	53%	53%	**	52%	52%	52%	**	53%	**
			b										
There is already more than I am happy with	328	290	33	98	204	317	**	269	291	315	**	319	**
	28%	28%	23%	29%	27%	28%	**	29%	28%	28%	**	28%	**
Don't know	17	12	5	6	8	13	**	12	7	12	**	13	**
	1%	1%	3%	2%	1%	1%	**	1%	1%	1%	**	1%	**
SUMMARY													
HAPPY WITH AT LEAST A SMALL INCREASE	212	163	50	59	140	207	**	174	192	207	**	208	**
	18%	16%	34%	17%	19%	18%	**	19%	19%	19%	**	18%	**
			a										

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	*d	a	*b
Unweighted total	1198	1068	125	340	777	1156	42	958	1034	1128	70	1165	33
Effective Weighted Sample	1013	898	112	287	656	978	35	803	876	952	61	986	27
Total	1179	1028	145	339	755	1136	43	938	1022	1110	70	1147	32
NOT HAPPY WITH ANY INCREASE	950	854	90	274	607	916	**	752	823	890	**	926	**
	81%	83%	63%	81%	80%	81%	**	80%	80%	80%	**	81%	**
		b											

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	1198	246	827	298	711	133	948
Effective Weighted Sample	1013	203	703	251	603	110	803
Total	1179	235	820	303	695	133	929
It could go up quite a bit before it bothered me	46 4%	18 8% b	24 3%	15 5%	23 3%	11 8%	34 4%
A little more would not bother me	166 14%	43 18%	106 13%	58 19% b	85 12%	21 16%	136 15%
The present levels don't bother me, but I would not want any more	622 53%	97 41%	457 56% a	141 46%	389 56%	54 40%	500 54% a
There is already more than I am happy with	328 28%	77 33%	222 27%	89 29%	188 27%	47 35%	248 27%
Don't know	17 1%	- -%	12 1%	- -%	9 1%	- -%	11 1%
SUMMARY							
HAPPY WITH AT LEAST A SMALL INCREASE	212 18%	61 26% b	130 16%	73 24% b	108 16%	32 24%	170 18%

Columns Tested: a,b - a,b - a,b

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

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	1198	246	827	298	711	133	948
Effective Weighted Sample	1013	203	703	251	603	110	803
Total	1179	235	820	303	695	133	929
NOT HAPPY WITH ANY INCREASE	950	174	678	229	577	101	747
	81%	74%	83%	76%	83%	76%	80%
			a				

Columns Tested: a,b - a,b - a,b

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

QH3. This next section of questions is about offensive content on radio – so anything which has offended you or which you thought was inappropriate. In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)

Base : Those who have listened to any radio in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65-74 f	75+ g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	1765	141	296	298	270	371	243	146	1043	702	1243	171	171	180	882	868	497	1265
Effective Weighted Sample	1489	130	262	262	242	339	209	134	876	598	1162	154	154	157	734	742	425	1062
Total	1757	223	256	305	319	263	204	186	1008	729	1462	153	106	36	863	873	510	1243
Yes	79 5%	21 10% ce	12 5%	8 3%	17 5%	5 2%	8 4%	8 4%	52 5%	27 4%	68 5%	5 3%	3 2%	3 9%	47 5%	31 4%	28 6%	51 4%
No	1624 92%	193 87%	237 92%	285 94%	298 93%	249 95% a	190 93%	171 92%	931 92%	676 93%	1347 92%	145 95%	99 94%	32 89%	784 91%	825 94% a	465 91%	1157 93%
Don't know	54 3%	9 4%	7 3%	12 4%	4 1%	9 3%	5 2%	8 4%	25 2%	26 4%	46 3%	2 1%	4 4%	1 2%	33 4%	18 2%	17 3%	35 3%

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

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

QH3. This next section of questions is about offensive content on radio – so anything which has offended you or which you thought was inappropriate. In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)

Base : Those who have listened to any radio in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE a	MINORITY ETHNIC b	ANY a	NONE b	YES a	NO *b	SVOD a	BVOD b	EITHER c	NO d	YES a	NO *b
Significance Level: 99%													
Unweighted total	1765	1543	211	499	1117	1694	71	1373	1506	1649	116	1705	60
Effective Weighted Sample	1489	1292	190	419	944	1429	61	1149	1273	1390	100	1439	51
Total	1757	1492	250	506	1094	1684	73	1355	1505	1639	117	1697	59
Yes	79	61	18	33	38	71	**	66	68	75	5	71	**
	5%	4%	7%	7%	3%	4%	**	5%	4%	5%	4%	4%	**
No	1624	1398	212	456	1036	1564	**	1252	1395	1516	108	1577	**
	92%	94%	85%	90%	95%	93%	**	92%	93%	92%	92%	93%	**
		b			a								
Don't know	54	34	20	17	19	50	**	36	43	49	5	50	**
	3%	2%	8%	3%	2%	3%	**	3%	3%	3%	4%	3%	**
			a										

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QH3. This next section of questions is about offensive content on radio – so anything which has offended you or which you thought was inappropriate. In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)

Base : Those who have listened to any radio in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	1765	356	1203	465	998	195	1390
Effective Weighted Sample	1489	294	1019	389	848	160	1176
Total	1757	352	1197	475	991	195	1379
Yes	79 5%	49 14%	19 2%	50 10%	16 2%	28 15%	43 3%
No	1624 92%	291 82%	1156 97%	410 86%	957 97%	158 81%	1308 95%
Don't know	54 3%	13 4%	21 2%	16 3%	18 2%	9 5%	29 2%

Columns Tested: a,b - a,b - a,b

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

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b
Unweighted total	81	14	16	9	12	10	13	7	51	30	53	7	5	16	49	30	24	57
Effective Weighted Sample	63	12	14	7	12	8	10	6	42	21	49	7	4	13	36	25	21	41
Total	79	21	12	8	17	5	8	8	52	27	68	5	3	3	47	31	28	51
News or current affairs programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comedy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Talk show/ phone-in	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Documentary/ history	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
General entertainment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arts/ music	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sports programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Drama	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Game/ quiz show	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Religious programming	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Children's programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

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

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

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b
Unweighted total	81	14	16	9	12	10	13	7	51	30	53	7	5	16	49	30	24	57
Effective Weighted Sample	63	12	14	7	12	8	10	6	42	21	49	7	4	13	36	25	21	41
Total	79	21	12	8	17	5	8	8	52	27	68	5	3	3	47	31	28	51
Other types of programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

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

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

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b
Significance Level: 99%													
Unweighted total	81	65	16	34	38	71	10	66	67	75	6	71	10
Effective Weighted Sample	63	49	13	27	29	56	7	52	53	59	4	56	7
Total	79	61	18	33	38	71	9	66	68	75	5	71	9
News or current affairs programme	**	**	**	**	**	**	**	**	**	**	**	**	**
Comedy	**	**	**	**	**	**	**	**	**	**	**	**	**
Talk show/ phone-in	**	**	**	**	**	**	**	**	**	**	**	**	**
Documentary/ history	**	**	**	**	**	**	**	**	**	**	**	**	**
General entertainment	**	**	**	**	**	**	**	**	**	**	**	**	**
Arts/ music	**	**	**	**	**	**	**	**	**	**	**	**	**
Sports programme	**	**	**	**	**	**	**	**	**	**	**	**	**
Drama	**	**	**	**	**	**	**	**	**	**	**	**	**
Game/ quiz show	**	**	**	**	**	**	**	**	**	**	**	**	**
Religious programming	**	**	**	**	**	**	**	**	**	**	**	**	**
Children's programme	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b
Significance Level: 99%													
Unweighted total	81	65	16	34	38	71	10	66	67	75	6	71	10
Effective Weighted Sample	63	49	13	27	29	56	7	52	53	59	4	56	7
Total	79	61	18	33	38	71	9	66	68	75	5	71	9
Other types of programme	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO *b	YES *a	NO *b	YES *a	NO *b
Significance Level: 99%							
Unweighted total	81	48	20	46	19	30	43
Effective Weighted Sample	63	37	16	37	14	23	33
Total	79	49	19	50	16	28	43
News or current affairs programme	**	**	**	**	**	**	**
Comedy	**	**	**	**	**	**	**
Talk show/ phone-in	**	**	**	**	**	**	**
Documentary/ history	**	**	**	**	**	**	**
General entertainment	**	**	**	**	**	**	**
Arts/ music	**	**	**	**	**	**	**
Sports programme	**	**	**	**	**	**	**
Drama	**	**	**	**	**	**	**
Game/ quiz show	**	**	**	**	**	**	**
Religious programming	**	**	**	**	**	**	**
Children's programme	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES	NO	YES	NO	YES	NO
Significance Level: 99%		*a	*b	*a	*b	*a	*b
Unweighted total	81	48	20	46	19	30	43
Effective Weighted Sample	63	37	16	37	14	23	33
Total	79	49	19	50	16	28	43
Other types of programme	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b

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

QH5. What kinds of things in the programme offended you?

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b
Unweighted total	81	14	16	9	12	10	13	7	51	30	53	7	5	16	49	30	24	57
Effective Weighted Sample	63	12	14	7	12	8	10	6	42	21	49	7	4	13	36	25	21	41
Total	79	21	12	8	17	5	8	8	52	27	68	5	3	3	47	31	28	51
Swearing/ bad/ hurtful words	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Misinformation/ bias/ poor journalism	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unrealistic expectations/ influencing behaviours/ attitudes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Racism	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Abuse/ violence/ sexual violence/ gore	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sex/ explicit content	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

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

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

QH5. What kinds of things in the programme offended you?

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b
Unweighted total	81	14	16	9	12	10	13	7	51	30	53	7	5	16	49	30	24	57
Effective Weighted Sample	63	12	14	7	12	8	10	6	42	21	49	7	4	13	36	25	21	41
Total	79	21	12	8	17	5	8	8	52	27	68	5	3	3	47	31	28	51
Concerns about unsuitable content for children	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sexism/ homophobia/ transphobia	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Prefer not to say	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

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

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

QH5. What kinds of things in the programme offended you?

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b
Significance Level: 99%													
Unweighted total	81	65	16	34	38	71	10	66	67	75	6	71	10
Effective Weighted Sample	63	49	13	27	29	56	7	52	53	59	4	56	7
Total	79	61	18	33	38	71	9	66	68	75	5	71	9
Swearing/ bad/ hurtful words	**	**	**	**	**	**	**	**	**	**	**	**	**
Misinformation/ bias/ poor journalism	**	**	**	**	**	**	**	**	**	**	**	**	**
Unrealistic expectations/ influencing behaviours/ attitudes	**	**	**	**	**	**	**	**	**	**	**	**	**
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**
Racism	**	**	**	**	**	**	**	**	**	**	**	**	**
Abuse/ violence/ sexual violence/ gore	**	**	**	**	**	**	**	**	**	**	**	**	**
Sex/ explicit content	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QH5. What kinds of things in the programme offended you?

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b
Significance Level: 99%													
Unweighted total	81	65	16	34	38	71	10	66	67	75	6	71	10
Effective Weighted Sample	63	49	13	27	29	56	7	52	53	59	4	56	7
Total	79	61	18	33	38	71	9	66	68	75	5	71	9
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	**	**	**	**	**	**	**	**	**	**	**	**	**
Concerns about unsuitable content for children	**	**	**	**	**	**	**	**	**	**	**	**	**
Sexism/ homophobia/ transphobia	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**
Prefer not to say	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QH5. What kinds of things in the programme offended you?

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO *b	YES *a	NO *b	YES *a	NO *b
Significance Level: 99%							
Unweighted total	81	48	20	46	19	30	43
Effective Weighted Sample	63	37	16	37	14	23	33
Total	79	49	19	50	16	28	43
Swearing/ bad/ hurtful words	**	**	**	**	**	**	**
Misinformation/ bias/ poor journalism	**	**	**	**	**	**	**
Unrealistic expectations/ influencing behaviours/ attitudes	**	**	**	**	**	**	**
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	**	**	**	**	**	**	**
Racism	**	**	**	**	**	**	**
Abuse/ violence/ sexual violence/ gore	**	**	**	**	**	**	**
Sex/ explicit content	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QH5. What kinds of things in the programme offended you?

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO *b	YES *a	NO *b	YES *a	NO *b
Significance Level: 99%							
Unweighted total	81	48	20	46	19	30	43
Effective Weighted Sample	63	37	16	37	14	23	33
Total	79	49	19	50	16	28	43
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Concerns about unsuitable content for children	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Sexism/ homophobia/ transphobia	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Prefer not to say	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QH6. What did you do when you were offended by what you heard on the radio? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b
Unweighted total	81	14	16	9	12	10	13	7	51	30	53	7	5	16	49	30	24	57
Effective Weighted Sample	63	12	14	7	12	8	10	6	42	21	49	7	4	13	36	25	21	41
Total	79	21	12	8	17	5	8	8	52	27	68	5	3	3	47	31	28	51
Continued listening/ did nothing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Stopped listening	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Listened to something else	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Complained to the broadcaster (via letter/ phone/ email/ online)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Complained to the regulator (via letter/ phone/ email/ online)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Discussed it with other people	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

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

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

QH6. What did you do when you were offended by what you heard on the radio? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b
Significance Level: 99%													
Unweighted total	81	65	16	34	38	71	10	66	67	75	6	71	10
Effective Weighted Sample	63	49	13	27	29	56	7	52	53	59	4	56	7
Total	79	61	18	33	38	71	9	66	68	75	5	71	9
Continued listening/ did nothing	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Stopped listening	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Listened to something else	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Complained to the broadcaster (via letter/ phone/ email/ online)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Complained to the regulator (via letter/ phone/ email/ online)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Discussed it with other people	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QH6. What did you do when you were offended by what you heard on the radio? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO *b	YES *a	NO *b	YES *a	NO *b
Significance Level: 99%							
Unweighted total	81	48	20	46	19	30	43
Effective Weighted Sample	63	37	16	37	14	23	33
Total	79	49	19	50	16	28	43
Continued listening/ did nothing	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Stopped listening	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Listened to something else	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Complained to the broadcaster (via letter/ phone/ email/ online)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Complained to the regulator (via letter/ phone/ email/ online)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Discussed it with other people	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QJ1. We're interested in your views on the regulation of radio – meaning any rules or guidelines that should be followed in terms of what can and what can't be broadcast on radio. As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can't be broadcast on radio? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Yes	1410	161	209	240	274	205	174	148	829	564	1174	127	80	30	690	705	384	1022
	59%	45%	54%	59%	67%	61%	66%	61%	65%	52%	59%	58%	55%	62%	59%	58%	58%	59%
			a	ab	a	ab	a	b										
No	356	106	84	68	38	24	15	21	165	184	298	28	23	7	205	144	118	236
	15%	29%	22%	17%	9%	7%	6%	9%	13%	17%	15%	13%	16%	14%	18%	12%	18%	14%
		cdefg	defg	def											b			
Don't know	640	94	92	102	97	108	76	72	289	336	526	62	42	11	268	357	164	475
	27%	26%	24%	25%	24%	32%	29%	30%	23%	31%	26%	29%	29%	24%	23%	30%	25%	27%
						b			a						a			

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

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

QJ1. We're interested in your views on the regulation of radio – meaning any rules or guidelines that should be followed in terms of what can and what can't be broadcast on radio. As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can't be broadcast on radio? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Yes	1410	1205	194	399	914	1310	100	1095	1169	1303	107	1325	85
	59%	61%	48%	57%	63%	59%	52%	60%	61%	60%	48%	59%	51%
		b			a			d	d	d			
No	356	263	89	106	197	339	17	277	282	316	40	342	15
	15%	13%	22%	15%	14%	15%	9%	15%	15%	14%	18%	15%	9%
			a										
Don't know	640	506	124	194	328	566	75	449	450	564	76	573	68
	27%	26%	30%	28%	23%	26%	39%	25%	24%	26%	34%	26%	41%
							a				ab		a

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

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

QJ1. We're interested in your views on the regulation of radio – meaning any rules or guidelines that should be followed in terms of what can and what can't be broadcast on radio. As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can't be broadcast on radio? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Yes	1410 59%	299 71%	924 58%	354 61%	809 61%	161 66%	1100 60%
No	356 15%	49 12%	266 17%	82 14%	225 17%	34 14%	273 15%
Don't know	640 27%	70 17%	403 25%	147 25%	284 22%	48 20%	464 25%

Columns Tested: a,b - a,b - a,b

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

QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)

Base : Those who say that radio programmes are regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1423	100	239	240	232	289	205	118	860	545	1005	140	128	150	720	690	382	1038
Effective Weighted Sample	1202	93	212	209	208	264	177	108	721	467	941	126	115	129	598	594	324	877
Total	1410	161	209	240	274	205	174	148	829	564	1174	127	80	30	690	705	384	1022
Ofcom/ Office of Communications	526	46	72	93	123	86	65	40	351	171	444	50	21	10	280	241	147	377
	37%	29%	34%	39%	45%	42%	38%	27%	42%	30%	38%	40%	27%	34%	41%	34%	38%	37%
BSC/ Broadcasting Standards Commission	379	24	40	67	73	70	51	53	229	144	313	31	27	8	186	192	85	294
	27%	15%	19%	28%	27%	34%	30%	36%	28%	25%	27%	25%	33%	27%	27%	27%	22%	29%
						ab	a	ab										
ASA/ Advertising Standards Authority	96	6	12	10	19	13	14	22	48	46	78	11	6	2	48	48	24	70
	7%	3%	6%	4%	7%	7%	8%	15%	6%	8%	7%	8%	7%	7%	7%	7%	6%	7%
								abc										
Radio stations themselves	92	23	25	15	12	9	6	2	51	41	72	9	9	2	39	50	32	60
	7%	14%	12%	6%	4%	5%	3%	1%	6%	7%	6%	7%	11%	8%	6%	7%	8%	6%
		defg	defg															
BBC	58	16	16	6	10	2	4	5	27	31	53	-	4	2	32	27	27	32
	4%	10%	7%	2%	4%	1%	2%	4%	3%	6%	5%	-%	5%	6%	5%	4%	7%	3%
		cef	e											b			b	
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	40	13	7	8	3	4	2	3	20	20	32	6	2	*	24	16	18	22
	3%	8%	3%	4%	1%	2%	1%	2%	2%	3%	3%	5%	2%	1%	3%	2%	5%	2%
		def																
Radiocentre	14	2	6	5	-	-	*	-	3	11	13	-	-	1	6	7	7	7
	1%	1%	3%	2%	-%	-%	*%	-%	*%	2%	1%	-%	-%	2%	1%	1%	2%	1%
			e						a									

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

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

QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)

Base : Those who say that radio programmes are regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1423	100	239	240	232	289	205	118	860	545	1005	140	128	150	720	690	382	1038
Effective Weighted Sample	1202	93	212	209	208	264	177	108	721	467	941	126	115	129	598	594	324	877
Total	1410	161	209	240	274	205	174	148	829	564	1174	127	80	30	690	705	384	1022
Other response	1	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-	1
	%	-%	-%	-%	-%	%	-%	-%	%	-%	-%	%	-%	-%	%	-%	-%	%
Don't know	205	31	32	35	34	19	32	22	99	100	170	19	12	5	75	123	45	159
	15%	20%	15%	14%	12%	9%	18%	15%	12%	18%	14%	15%	15%	15%	11%	17%	12%	16%
							e			a						a		

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

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

QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)

Base : Those who say that radio programmes are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	1423	1249	166	401	926	1330	93	1111	1178	1318	105	1345	78
Effective Weighted Sample	1202	1048	149	341	781	1122	81	930	996	1110	92	1134	68
Total	1410	1205	194	399	914	1310	100	1095	1169	1303	107	1325	85
Ofcom/ Office of Communications	526	468	55	118	371	482	**	419	440	483	43	488	**
	37%	39%	29%	29%	41%	37%	**	38%	38%	37%	40%	37%	**
					a								
BSC/ Broadcasting Standards Commission	379	330	48	107	250	368	**	282	326	354	25	373	**
	27%	27%	25%	27%	27%	28%	**	26%	28%	27%	24%	28%	**
ASA/ Advertising Standards Authority	96	79	16	33	55	95	**	67	80	86	10	96	**
	7%	7%	8%	8%	6%	7%	**	6%	7%	7%	9%	7%	**
Radio stations themselves	92	76	16	31	56	85	**	76	79	90	2	87	**
	7%	6%	8%	8%	6%	7%	**	7%	7%	7%	2%	7%	**
BBC	58	44	14	20	33	53	**	49	52	53	5	55	**
	4%	4%	7%	5%	4%	4%	**	4%	4%	4%	5%	4%	**
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	40	23	15	17	18	34	**	34	30	38	2	34	**
	3%	2%	8%	4%	2%	3%	**	3%	3%	3%	2%	3%	**
			a										
Radiocentre	14	12	2	7	4	13	**	13	12	14	-	13	**
	1%	1%	1%	2%	*%	1%	**	1%	1%	1%	-%	1%	**
Other response	1	1	-	-	1	1	**	1	1	1	-	1	**
	*%	*%	-%	-%	*%	*%	**	*%	*%	*%	-%	*%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)

Base : Those who say that radio programmes are regulated

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b
Significance Level: 99%													
Unweighted total	1423	1249	166	401	926	1330	93	1111	1178	1318	105	1345	78
Effective Weighted Sample	1202	1048	149	341	781	1122	81	930	996	1110	92	1134	68
Total	1410	1205	194	399	914	1310	100	1095	1169	1303	107	1325	85
Don't know	205	172	28	67	126	179	**	156	149	185	19	179	**
	15%	14%	14%	17%	14%	14%	**	14%	13%	14%	18%	13%	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)

Base : Those who say that radio programmes are regulated

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	1423	295	950	348	821	160	1114
Effective Weighted Sample	1202	251	798	291	695	133	940
Total	1410	299	924	354	809	161	1100
Ofcom/ Office of Communications	526 37%	104 35%	352 38%	135 38%	294 36%	60 37%	404 37%
BSC/ Broadcasting Standards Commission	379 27%	76 25%	264 29%	94 27%	233 29%	32 20%	316 29%
ASA/ Advertising Standards Authority	96 7%	29 10%	60 6%	28 8%	54 7%	13 8%	71 6%
Radio stations themselves	92 7%	21 7%	58 6%	14 4%	64 8%	11 7%	76 7%
BBC	58 4%	19 7%	33 4%	27 8%	21 3%	15 9%	38 3%
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	40 3%	10 3%	22 2%	12 3%	22 3%	8 5%	27 2%
Radiocentre	14 1%	7 2%	6 1%	2 *	8 1%	3 2%	10 1%
Other response	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%
Don't know	205 15%	32 11%	131 14%	43 12%	113 14%	18 11%	156 14%

Columns Tested: a,b - a,b - a,b

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

QJ3. Do you think the amount of regulation for radio shows is too much, too little, or about the right amount? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Too much	116	38	25	17	17	11	5	4	66	50	97	11	7	2	84	28	38	78
	5%	11%	7%	4%	4%	3%	2%	2%	5%	5%	5%	5%	5%	4%	7%	2%	6%	5%
		cdefg	f												b			
Too little	131	36	30	22	18	10	8	7	61	69	107	14	6	3	77	52	55	74
	5%	10%	8%	5%	4%	3%	3%	3%	5%	6%	5%	7%	4%	7%	7%	4%	8%	4%
		efg	e														b	
About the right amount	1465	186	223	260	263	225	169	137	830	620	1225	123	86	31	711	737	421	1042
	61%	52%	58%	63%	64%	67%	64%	57%	65%	57%	61%	57%	59%	64%	61%	61%	63%	60%
				a	a	ab	a		b									
Don't know	695	100	106	111	111	91	83	92	326	344	569	68	46	12	291	391	152	539
	29%	28%	28%	27%	27%	27%	31%	38%	25%	32%	28%	31%	32%	25%	25%	32%	23%	31%
								ce		a						a		a

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

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

QJ3. Do you think the amount of regulation for radio shows is too much, too little, or about the right amount? (SINGLE CODE)

Base : All respondents

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Too much	116 5%	86 4%	30 7%	40 6%	65 4%	106 5%	10 5%	103 6%	94 5%	107 5%	9 4%	106 5%	10 6%
Too little	131 5%	92 5%	37 9% a	58 8% b	55 4%	121 5%	10 5%	105 6%	103 5%	119 5%	12 5%	121 5%	10 6%
About the right amount	1465 61%	1242 63% b	213 52%	397 57%	946 66% a	1387 63% b	78 41%	1136 62% d	1242 65% d	1367 63% d	98 44%	1406 63% b	59 35%
Don't know	695 29%	553 28%	127 31%	204 29%	373 26%	601 27%	94 49% a	477 26%	463 24%	590 27%	105 47% abc	607 27%	88 53% a

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

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

QJ3. Do you think the amount of regulation for radio shows is too much, too little, or about the right amount? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Too much	116 5%	33 8% b	69 4%	41 7%	65 5%	22 9% b	83 5%
Too little	131 5%	37 9% b	76 5%	57 10% b	55 4%	36 15% b	81 4%
About the right amount	1465 61%	265 63%	1030 65%	354 61%	873 66%	132 54%	1201 65% a
Don't know	695 29%	84 20%	419 26%	130 22%	325 25%	53 22%	473 26%

Columns Tested: a,b - a,b - a,b

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

QK1. Thinking just about programmes you have watched on these catch-up and on-demand services... In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (MULTI CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2183	219	424	387	322	423	267	141	1245	914	1529	217	213	224	1066	1086	618	1559
Effective Weighted Sample	1835	202	374	337	288	387	229	131	1041	774	1425	194	193	194	880	930	523	1307
Total	2183	348	363	383	381	303	224	182	1212	945	1809	196	133	45	1045	1102	629	1546
Yes – caused concern to me	107	20	14	19	16	17	14	7	64	43	90	8	6	3	43	62	29	76
	5%	6%	4%	5%	4%	6%	6%	4%	5%	5%	5%	4%	4%	7%	4%	6%	5%	5%
Yes – caused concern to other adults	81	21	17	14	8	8	9	4	57	23	66	7	5	3	32	48	22	56
	4%	6%	5%	4%	2%	3%	4%	2%	5%	2%	4%	3%	4%	7%	3%	4%	4%	4%
Yes – caused concern to children	117	23	23	17	23	14	12	6	75	41	98	12	4	3	54	61	37	80
	5%	7%	6%	4%	6%	5%	5%	3%	6%	4%	5%	6%	3%	7%	5%	6%	6%	5%
SUMMARY																		
ANYTHING OF CONCERN	243	54	45	35	45	29	24	11	154	87	205	21	11	7	105	134	77	163
	11%	15%	13%	9%	12%	10%	11%	6%	13%	9%	11%	11%	8%	16%	10%	12%	12%	11%
No	1827	275	306	326	319	260	189	151	1003	805	1513	166	112	35	898	903	522	1301
	84%	79%	84%	85%	84%	86%	84%	83%	83%	85%	84%	85%	84%	80%	86%	82%	83%	84%
Don't know	113	19	11	21	18	13	11	19	54	52	92	9	10	2	42	65	30	82
	5%	5%	3%	6%	5%	4%	5%	11%	4%	6%	5%	4%	8%	5%	4%	6%	5%	5%

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

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

QK1. Thinking just about programmes you have watched on these catch-up and on-demand services... In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (MULTI CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE a	MINORITY ETHNIC b	ANY a	NONE b	YES a	NO b	SVOD a	BVOD b	EITHER c	NO *d	YES a	NO b
Significance Level: 99%													
Unweighted total	2183	1852	313	617	1350	2047	136	1829	1901	2183	-	2072	111
Effective Weighted Sample	1835	1546	279	518	1134	1723	112	1527	1603	1835	-	1743	92
Total	2183	1788	373	619	1329	2043	140	1821	1901	2183	-	2068	115
Yes – caused concern to me	107 5%	80 4%	27 7%	41 7%	51 4%	104 5%	3 2%	101 6%	95 5%	107 5%	** **	104 5%	3 2%
Yes – caused concern to other adults	81 4%	62 3%	18 5%	33 5%	39 3%	80 4%	* *%	71 4%	72 4%	81 4%	** **	80 4%	* *%
Yes – caused concern to children	117 5%	76 4%	39 11% a	29 5%	74 6%	111 5%	7 5%	101 6%	98 5%	117 5%	** **	112 5%	5 5%
SUMMARY													
ANYTHING OF CONCERN	243 11%	173 10%	68 18% a	84 14%	126 10%	234 11%	9 7%	223 12%	209 11%	243 11%	** **	236 11%	8 7%
No	1827 84%	1536 86% b	278 74%	499 81%	1163 88% a	1697 83%	130 93% a	1519 83%	1590 84%	1827 84%	** **	1721 83%	106 92%
Don't know	113 5%	79 4%	27 7%	36 6% b	39 3%	112 5%	1 1%	80 4%	102 5%	113 5%	** **	112 5%	1 1%

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK1. Thinking just about programmes you have watched on these catch-up and on-demand services... In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (MULTI CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2183	396	1480	549	1211	244	1829
Effective Weighted Sample	1835	328	1247	454	1027	199	1544
Total	2183	390	1476	549	1211	243	1827
Yes – caused concern to me	107 5%	56 14% b	37 3%	61 11% b	31 3%	107 44% b	- -%
Yes – caused concern to other adults	81 4%	34 9% b	39 3%	60 11% b	15 1%	81 33% b	- -%
Yes – caused concern to children	117 5%	35 9% b	65 4%	72 13% b	26 2%	117 48% b	- -%
SUMMARY							
ANYTHING OF CONCERN	243 11%	94 24% b	117 8%	145 26% b	63 5%	243 100% b	- -%
No	1827 84%	273 70%	1308 89% a	378 69%	1118 92% a	- -%	1827 100% a
Don't know	113 5%	23 6%	51 3%	26 5%	30 2%	- -%	- -%

Columns Tested: a,b - a,b - a,b

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

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	*b	a	*b	*c	*d	a	b	*a	b
Unweighted total	244	34	49	41	36	44	31	9	155	87	169	23	18	34	107	134	76	166
Effective Weighted Sample	199	31	45	32	33	37	27	8	127	70	157	20	17	30	85	111	64	133
Total	243	54	45	35	45	29	24	11	154	87	205	21	11	7	105	134	77	163
Film	99 41%	**	**	**	**	**	**	**	55 36%	**	82 40%	**	**	**	44 42%	53 40%	**	67 41%
Soap or drama	72 30%	**	**	**	**	**	**	**	47 31%	**	62 30%	**	**	**	26 25%	45 34%	**	54 33%
Reality TV	56 23%	**	**	**	**	**	**	**	38 24%	**	45 22%	**	**	**	19 18%	34 25%	**	38 23%
Documentary	53 22%	**	**	**	**	**	**	**	33 22%	**	41 20%	**	**	**	20 19%	33 24%	**	36 22%
General entertainment	43 18%	**	**	**	**	**	**	**	24 16%	**	32 16%	**	**	**	23 21%	20 15%	**	29 18%
Comedy	32 13%	**	**	**	**	**	**	**	19 13%	**	29 14%	**	**	**	13 13%	18 14%	**	23 14%
Music video (on music channel or general channels)	24 10%	**	**	**	**	**	**	**	15 10%	**	22 11%	**	**	**	15 15%	9 7%	**	16 10%
Religious programming	21 9%	**	**	**	**	**	**	**	14 9%	**	17 8%	**	**	**	13 12%	8 6%	**	11 6%
News or current affairs programme	20 8%	**	**	**	**	**	**	**	13 8%	**	12 6%	**	**	**	12 12%	8 6%	**	10 6%
Children's TV	14 6%	**	**	**	**	**	**	**	10 7%	**	12 6%	**	**	**	8 7%	6 5%	**	5 3%
Game/ quiz show	13 5%	**	**	**	**	**	**	**	5 3%	**	11 6%	**	**	**	7 7%	4 3%	**	6 3%

* indicates a low base size (less than 100)

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

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

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	*b	a	*b	*c	*d	a	b	*a	b
Unweighted total	244	34	49	41	36	44	31	9	155	87	169	23	18	34	107	134	76	166
Effective Weighted Sample	199	31	45	32	33	37	27	8	127	70	157	20	17	30	85	111	64	133
Total	243	54	45	35	45	29	24	11	154	87	205	21	11	7	105	134	77	163
Talent show	9	**	**	**	**	**	**	**	7	**	7	**	**	**	1	8	**	5
	4%	**	**	**	**	**	**	**	4%	**	3%	**	**	**	1%	6%	**	3%
Sports	9	**	**	**	**	**	**	**	6	**	7	**	**	**	4	5	**	2
	4%	**	**	**	**	**	**	**	4%	**	3%	**	**	**	4%	4%	**	2%
Other types of programme	8	**	**	**	**	**	**	**	6	**	4	**	**	**	4	4	**	7
	3%	**	**	**	**	**	**	**	4%	**	2%	**	**	**	4%	3%	**	4%
Don't know	3	**	**	**	**	**	**	**	3	**	3	**	**	**	-	3	**	2
	1%	**	**	**	**	**	**	**	2%	**	1%	**	**	**	-%	2%	**	1%

* indicates a low base size (less than 100)

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

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

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	244	181	61	79	136	236	8	224	212	244	-	237	7
Effective Weighted Sample	199	144	53	64	110	192	7	182	173	199	-	193	6
Total	243	173	68	84	126	234	9	223	209	243	-	236	8
Film	99	67	**	**	55	95	**	91	82	99	**	97	**
	41%	39%	**	**	43%	41%	**	41%	39%	41%	**	41%	**
Soap or drama	72	58	**	**	40	70	**	65	69	72	**	70	**
	30%	33%	**	**	31%	30%	**	29%	33%	30%	**	30%	**
Reality TV	56	44	**	**	29	54	**	50	51	56	**	54	**
	23%	25%	**	**	23%	23%	**	22%	24%	23%	**	23%	**
Documentary	53	35	**	**	29	52	**	51	46	53	**	52	**
	22%	21%	**	**	23%	22%	**	23%	22%	22%	**	22%	**
General entertainment	43	33	**	**	18	41	**	39	38	43	**	41	**
	18%	19%	**	**	14%	18%	**	17%	18%	18%	**	18%	**
Comedy	32	21	**	**	14	32	**	28	27	32	**	32	**
	13%	12%	**	**	11%	14%	**	13%	13%	13%	**	14%	**
Music video (on music channel or general channels)	24	15	**	**	10	23	**	24	20	24	**	23	**
	10%	8%	**	**	8%	10%	**	11%	10%	10%	**	10%	**
Religious programming	21	15	**	**	4	21	**	21	20	21	**	21	**
	9%	9%	**	**	3%	9%	**	9%	9%	9%	**	9%	**
News or current affairs programme	20	16	**	**	10	20	**	17	20	20	**	20	**
	8%	9%	**	**	8%	9%	**	8%	9%	8%	**	8%	**
Children's TV	14	10	**	**	8	13	**	13	10	14	**	13	**
	6%	6%	**	**	6%	5%	**	6%	5%	6%	**	5%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	244	181	61	79	136	236	8	224	212	244	-	237	7
Effective Weighted Sample	199	144	53	64	110	192	7	182	173	199	-	193	6
Total	243	173	68	84	126	234	9	223	209	243	-	236	8
Game/ quiz show	13	9	**	**	1	13	**	11	13	13	**	13	**
	5%	5%	**	**	1%	5%	**	5%	6%	5%	**	5%	**
Talent show	9	6	**	**	5	8	**	7	8	9	**	8	**
	4%	3%	**	**	4%	4%	**	3%	4%	4%	**	4%	**
Sports	9	6	**	**	1	9	**	9	6	9	**	9	**
	4%	3%	**	**	1%	4%	**	4%	3%	4%	**	4%	**
Other types of programme	8	6	**	**	5	6	**	8	3	8	**	6	**
	3%	3%	**	**	4%	3%	**	4%	2%	3%	**	3%	**
Don't know	3	3	**	**	-	3	**	2	3	3	**	3	**
	1%	2%	**	**	-%	1%	**	1%	1%	1%	**	1%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO *b
Significance Level: 99%		a	b	a	*b	a	*b
Unweighted total	244	100	114	151	60	244	-
Effective Weighted Sample	199	81	94	121	51	199	-
Total	243	94	117	145	63	243	-
Film	99 41%	38 41%	41 35%	62 42%	** **	99 41%	** **
Soap or drama	72 30%	28 29%	34 29%	43 29%	** **	72 30%	** **
Reality TV	56 23%	21 22%	25 21%	42 29%	** **	56 23%	** **
Documentary	53 22%	21 22%	23 20%	33 23%	** **	53 22%	** **
General entertainment	43 18%	24 25%	14 12%	34 23%	** **	43 18%	** **
Comedy	32 13%	20 21%	10 8%	23 16%	** **	32 13%	** **
Music video (on music channel or general channels)	24 10%	12 13%	9 7%	16 11%	** **	24 10%	** **
Religious programming	21 9%	14 14%	7 6%	17 12%	** **	21 9%	** **
News or current affairs programme	20 8%	9 9%	8 7%	16 11%	** **	20 8%	** **
Children's TV	14 6%	9 9%	4 4%	10 7%	** **	14 6%	** **

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO *b
Significance Level: 99%		a	b	a	*b	a	*b
Unweighted total	244	100	114	151	60	244	-
Effective Weighted Sample	199	81	94	121	51	199	-
Total	243	94	117	145	63	243	-
Game/ quiz show	13 5%	7 7%	4 3%	9 6%	** **	13 5%	** **
Talent show	9 4%	4 4%	3 3%	4 3%	** **	9 4%	** **
Sports	9 4%	4 4%	5 5%	8 6%	** **	9 4%	** **
Other types of programme	8 3%	2 3%	4 3%	2 1%	** **	8 3%	** **
Don't know	3 1%	- -%	1 1%	- -%	** **	3 1%	** **

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	*b	a	*b	*c	*d	a	b	*a	b
Unweighted total	244	34	49	41	36	44	31	9	155	87	169	23	18	34	107	134	76	166
Effective Weighted Sample	199	31	45	32	33	37	27	8	127	70	157	20	17	30	85	111	64	133
Total	243	54	45	35	45	29	24	11	154	87	205	21	11	7	105	134	77	163
Netflix	146 60%	**	**	**	**	**	**	**	93 60%	**	126 62%	**	**	**	70 66%	75 56%	**	102 63%
BBC iPlayer	63 26%	**	**	**	**	**	**	**	37 24%	**	54 26%	**	**	**	28 27%	34 25%	**	41 25%
Amazon Prime Video	55 23%	**	**	**	**	**	**	**	35 23%	**	45 22%	**	**	**	28 27%	26 20%	**	32 19%
ITV Hub or ITV Hub+	49 20%	**	**	**	**	**	**	**	32 21%	**	41 20%	**	**	**	17 16%	30 23%	**	32 19%
All4/ All4+ (previously 4OD)	34 14%	**	**	**	**	**	**	**	19 12%	**	30 15%	**	**	**	17 16%	17 13%	**	20 12%
My5 (previously Demand 5)	20 8%	**	**	**	**	**	**	**	11 7%	**	14 7%	**	**	**	7 6%	12 9%	**	11 7%
Sky On Demand or Sky Go	18 7%	**	**	**	**	**	**	**	12 8%	**	14 7%	**	**	**	10 9%	7 5%	**	6 4%
Disney+	16 6%	**	**	**	**	**	**	**	8 5%	**	13 7%	**	**	**	10 10%	5 3%	**	7 4%
NOW	10 4%	**	**	**	**	**	**	**	5 3%	**	8 4%	**	**	**	6 6%	4 3%	**	4 2%
Apple TV+	8 3%	**	**	**	**	**	**	**	4 3%	**	8 4%	**	**	**	7 6%	1 1%	**	6 4%
Discovery+	5 2%	**	**	**	**	**	**	**	4 3%	**	5 3%	**	**	**	4 3%	2 1%	**	3 2%

* indicates a low base size (less than 100)

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

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

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	*b	a	*b	*c	*d	a	b	*a	b
Unweighted total	244	34	49	41	36	44	31	9	155	87	169	23	18	34	107	134	76	166
Effective Weighted Sample	199	31	45	32	33	37	27	8	127	70	157	20	17	30	85	111	64	133
Total	243	54	45	35	45	29	24	11	154	87	205	21	11	7	105	134	77	163
STV Player/ STV Player VIP (Scotland)	5 2%	**	**	**	**	**	**	**	1 1%	**	3 1%	**	**	**	2 2%	2 1%	**	4 2%
S4C Clic (Welsh language)	2 1%	**	**	**	**	**	**	**	1 1%	**	2 1%	**	**	**	2 2%	- -%	**	1 1%
UKTV Play	1 1%	**	**	**	**	**	**	**	- -%	**	1 1%	**	**	**	1 1%	- -%	**	1 1%
Virgin TV Catch-up or Virgin TV GoMedia Anywhere	1 1%	**	**	**	**	**	**	**	- -%	**	1 1%	**	**	**	1 1%	- -%	**	1 1%
Starzplay	1 *%	**	**	**	**	**	**	**	1 1%	**	1 *%	**	**	**	1 1%	- -%	**	- -%
Any other catch-up or on-demand services	* *%	**	**	**	**	**	**	**	- -%	**	- -%	**	**	**	* *%	- -%	**	- -%
Can't remember	21 9%	**	**	**	**	**	**	**	13 9%	**	18 9%	**	**	**	7 7%	13 9%	**	17 10%

* indicates a low base size (less than 100)

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

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

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	244	181	61	79	136	236	8	224	212	244	-	237	7
Effective Weighted Sample	199	144	53	64	110	192	7	182	173	199	-	193	6
Total	243	173	68	84	126	234	9	223	209	243	-	236	8
Netflix	146	95	**	**	78	139	**	143	117	146	**	141	**
	60%	55%	**	**	62%	60%	**	64%	56%	60%	**	60%	**
BBC iPlayer	63	43	**	**	31	63	**	55	62	63	**	63	**
	26%	25%	**	**	25%	27%	**	25%	30%	26%	**	27%	**
Amazon Prime Video	55	41	**	**	33	51	**	52	50	55	**	53	**
	23%	24%	**	**	26%	22%	**	23%	24%	23%	**	22%	**
ITV Hub or ITV Hub+	49	38	**	**	28	49	**	42	49	49	**	49	**
	20%	22%	**	**	22%	21%	**	19%	23%	20%	**	21%	**
All4/ All4+ (previously 4OD)	34	25	**	**	14	34	**	31	31	34	**	34	**
	14%	15%	**	**	11%	14%	**	14%	15%	14%	**	14%	**
My5 (previously Demand 5)	20	14	**	**	10	20	**	16	19	20	**	20	**
	8%	8%	**	**	8%	9%	**	7%	9%	8%	**	9%	**
Sky On Demand or Sky Go	18	13	**	**	7	18	**	16	17	18	**	18	**
	7%	8%	**	**	6%	8%	**	7%	8%	7%	**	8%	**
Disney+	16	11	**	**	8	13	**	15	13	16	**	14	**
	6%	6%	**	**	6%	5%	**	7%	6%	6%	**	6%	**
NOW	10	8	**	**	5	10	**	10	10	10	**	10	**
	4%	5%	**	**	4%	4%	**	5%	5%	4%	**	4%	**
Apple TV+	8	5	**	**	3	6	**	8	6	8	**	6	**
	3%	3%	**	**	2%	3%	**	3%	3%	3%	**	3%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	244	181	61	79	136	236	8	224	212	244	-	237	7
Effective Weighted Sample	199	144	53	64	110	192	7	182	173	199	-	193	6
Total	243	173	68	84	126	234	9	223	209	243	-	236	8
Discovery+	5	5	**	**	3	5	**	4	5	5	**	5	**
	2%	3%	**	**	2%	2%	**	2%	3%	2%	**	2%	**
STV Player/ STV Player VIP (Scotland)	5	4	**	**	-	5	**	4	5	5	**	5	**
	2%	2%	**	**	-%	2%	**	2%	3%	2%	**	2%	**
S4C Clic (Welsh language)	2	2	**	**	-	2	**	2	2	2	**	2	**
	1%	1%	**	**	-%	1%	**	1%	1%	1%	**	1%	**
UKTV Play	1	1	**	**	-	1	**	1	1	1	**	1	**
	1%	1%	**	**	-%	1%	**	1%	1%	1%	**	1%	**
Virgin TV Catch-up or Virgin TV GoMedia Anywhere	1	1	**	**	-	1	**	1	1	1	**	1	**
	1%	1%	**	**	-%	1%	**	1%	1%	1%	**	1%	**
Starzplay	1	-	**	**	1	1	**	1	1	1	**	1	**
	*%	-%	**	**	1%	*%	**	*%	*%	*%	**	*%	**
Any other catch-up or on-demand services	*	*	**	**	*	*	**	*	*	*	**	*	**
	*%	*%	**	**	*%	*%	**	*%	*%	*%	**	*%	**
Can't remember	21	17	**	**	7	19	**	15	17	21	**	19	**
	9%	10%	**	**	5%	8%	**	7%	8%	9%	**	8%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO *b
Significance Level: 99%		a	b	a	*b	a	*b
Unweighted total	244	100	114	151	60	244	-
Effective Weighted Sample	199	81	94	121	51	199	-
Total	243	94	117	145	63	243	-
Netflix	146 60%	58 62%	71 60%	87 60%	** **	146 60%	** **
BBC iPlayer	63 26%	32 34%	22 19%	50 35%	** **	63 26%	** **
Amazon Prime Video	55 23%	25 26%	25 21%	32 22%	** **	55 23%	** **
ITV Hub or ITV Hub+	49 20%	23 25%	19 16%	34 23%	** **	49 20%	** **
All4/ All4+ (previously 4OD)	34 14%	19 21%	10 9%	21 15%	** **	34 14%	** **
My5 (previously Demand 5)	20 8%	9 9%	7 6%	12 8%	** **	20 8%	** **
Sky On Demand or Sky Go	18 7%	9 10%	6 5%	14 10%	** **	18 7%	** **
Disney+	16 6%	6 6%	6 5%	11 7%	** **	16 6%	** **
NOW	10 4%	3 4%	5 4%	5 4%	** **	10 4%	** **
Apple TV+	8 3%	5 5%	1 1%	1 1%	** **	8 3%	** **

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO *b
Significance Level: 99%		a	b	a	*b	a	*b
Unweighted total	244	100	114	151	60	244	-
Effective Weighted Sample	199	81	94	121	51	199	-
Total	243	94	117	145	63	243	-
Discovery+	5 2%	4 4%	2 2%	3 2%	** **	5 2%	** **
STV Player/ STV Player VIP (Scotland)	5 2%	3 3%	1 1%	3 2%	** **	5 2%	** **
S4C Clic (Welsh language)	2 1%	2 2%	- -%	1 1%	** **	2 1%	** **
UKTV Play	1 1%	1 1%	- -%	- -%	** **	1 1%	** **
Virgin TV Catch-up or Virgin TV GoMedia Anywhere	1 1%	1 1%	- -%	- -%	** **	1 1%	** **
Starzplay	1 *%	1 1%	- -%	1 1%	** **	1 *%	** **
Any other catch-up or on-demand services	* *%	* *%	- -%	* *%	** **	* *%	** **
Can't remember	21 9%	8 8%	9 8%	13 9%	** **	21 9%	** **

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	*b	a	*b	*c	*d	a	b	*a	b
Unweighted total	244	34	49	41	36	44	31	9	155	87	169	23	18	34	107	134	76	166
Effective Weighted Sample	199	31	45	32	33	37	27	8	127	70	157	20	17	30	85	111	64	133
Total	243	54	45	35	45	29	24	11	154	87	205	21	11	7	105	134	77	163
Abuse/ violence/ sexual violence/ gore	112 46%	**	**	**	**	**	**	**	67 43%	**	93 45%	**	**	**	43 41%	68 51%	**	82 50%
Sex/ explicit content	52 21%	**	**	**	**	**	**	**	33 22%	**	42 21%	**	**	**	23 22%	29 22%	**	40 25%
Swearing/ bad/ hurtful words	37 15%	**	**	**	**	**	**	**	25 16%	**	30 15%	**	**	**	14 14%	21 15%	**	24 15%
Unrealistic expectations/ influencing behaviours/ attitudes	24 10%	**	**	**	**	**	**	**	18 11%	**	22 11%	**	**	**	8 7%	17 12%	**	18 11%
Concerns about unsuitable content for children	22 9%	**	**	**	**	**	**	**	18 11%	**	19 9%	**	**	**	8 7%	14 10%	**	13 8%
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	20 8%	**	**	**	**	**	**	**	13 8%	**	15 7%	**	**	**	10 10%	9 7%	**	11 7%
Smoking/ drugs/ alcohol	16 6%	**	**	**	**	**	**	**	7 5%	**	13 6%	**	**	**	9 9%	6 5%	**	13 8%
Specific mention of TV programme/ channel	14 6%	**	**	**	**	**	**	**	10 7%	**	13 6%	**	**	**	4 3%	9 7%	**	10 6%

* indicates a low base size (less than 100)

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

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

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	*b	a	*b	*c	*d	a	b	*a	b
Unweighted total	244	34	49	41	36	44	31	9	155	87	169	23	18	34	107	134	76	166
Effective Weighted Sample	199	31	45	32	33	37	27	8	127	70	157	20	17	30	85	111	64	133
Total	243	54	45	35	45	29	24	11	154	87	205	21	11	7	105	134	77	163
Racism	4 2%	**	**	**	**	**	**	**	4 3%	**	4 2%	**	**	**	4 4%	- -%	**	2 1%
Reality TV	4 2%	**	**	**	**	**	**	**	4 3%	**	4 2%	**	**	**	1 1%	1 1%	**	1 1%
Sexism/ homophobia/ transphobia	4 2%	**	**	**	**	**	**	**	2 2%	**	4 2%	**	**	**	2 2%	2 1%	**	2 1%
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	3 1%	**	**	**	**	**	**	**	1 1%	**	3 1%	**	**	**	2 2%	1 1%	**	2 1%
Poor impression of advertising	3 1%	**	**	**	**	**	**	**	1 1%	**	3 1%	**	**	**	1 1%	1 1%	**	1 1%
Misinformation/ bias/ poor journalism	3 1%	**	**	**	**	**	**	**	1 *%	**	1 *%	**	**	**	2 2%	1 1%	**	1 1%
Gambling/ betting	2 1%	**	**	**	**	**	**	**	1 1%	**	2 1%	**	**	**	2 2%	* *%	**	1 1%
Other	9 4%	**	**	**	**	**	**	**	5 3%	**	7 4%	**	**	**	5 5%	4 3%	**	5 3%
Prefer not to say	5 2%	**	**	**	**	**	**	**	1 1%	**	3 2%	**	**	**	2 2%	3 2%	**	4 2%

* indicates a low base size (less than 100)

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

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

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	244	181	61	79	136	236	8	224	212	244	-	237	7
Effective Weighted Sample	199	144	53	64	110	192	7	182	173	199	-	193	6
Total	243	173	68	84	126	234	9	223	209	243	-	236	8
Abuse/ violence/ sexual violence/ gore	112	85	**	**	60	109	**	104	95	112	**	109	**
	46%	49%	**	**	47%	46%	**	47%	45%	46%	**	46%	**
Sex/ explicit content	52	28	**	**	26	50	**	47	40	52	**	50	**
	21%	16%	**	**	20%	21%	**	21%	19%	21%	**	21%	**
Swearing/ bad/ hurtful words	37	25	**	**	25	37	**	29	32	37	**	37	**
	15%	14%	**	**	20%	16%	**	13%	15%	15%	**	16%	**
Unrealistic expectations/ influencing behaviours/ attitudes	24	17	**	**	12	24	**	24	21	24	**	24	**
	10%	10%	**	**	9%	10%	**	11%	10%	10%	**	10%	**
Concerns about unsuitable content for children	22	18	**	**	17	19	**	19	20	22	**	20	**
	9%	10%	**	**	14%	8%	**	9%	10%	9%	**	9%	**
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	20	10	**	**	8	19	**	20	16	20	**	19	**
	8%	6%	**	**	6%	8%	**	9%	8%	8%	**	8%	**
Smoking/ drugs/ alcohol	16	7	**	**	7	16	**	15	14	16	**	16	**
	6%	4%	**	**	6%	7%	**	7%	7%	6%	**	7%	**

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

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

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	244	181	61	79	136	236	8	224	212	244	-	237	7
Effective Weighted Sample	199	144	53	64	110	192	7	182	173	199	-	193	6
Total	243	173	68	84	126	234	9	223	209	243	-	236	8
Specific mention of TV programme/ channel	14	9	**	**	5	12	**	12	12	14	**	12	**
	6%	5%	**	**	4%	5%	**	6%	6%	6%	**	5%	**
Racism	4	3	**	**	3	4	**	3	3	4	**	4	**
	2%	2%	**	**	2%	2%	**	1%	2%	2%	**	2%	**
Reality TV	4	3	**	**	1	4	**	1	4	4	**	4	**
	2%	2%	**	**	1%	2%	**	1%	2%	2%	**	2%	**
Sexism/ homophobia/ transphobia	4	2	**	**	4	4	**	4	3	4	**	4	**
	2%	1%	**	**	3%	2%	**	2%	1%	2%	**	2%	**
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	3	3	**	**	2	2	**	3	1	3	**	2	**
	1%	1%	**	**	2%	1%	**	1%	1%	1%	**	1%	**
Poor impression of advertising	3	1	**	**	1	3	**	3	3	3	**	3	**
	1%	1%	**	**	1%	1%	**	1%	1%	1%	**	1%	**
Misinformation/ bias/ poor journalism	3	3	**	**	1	2	**	3	2	3	**	2	**
	1%	1%	**	**	1%	1%	**	1%	1%	1%	**	1%	**
Gambling/ betting	2	1	**	**	1	2	**	2	1	2	**	2	**
	1%	1%	**	**	1%	1%	**	1%	1%	1%	**	1%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	244	181	61	79	136	236	8	224	212	244	-	237	7
Effective Weighted Sample	199	144	53	64	110	192	7	182	173	199	-	193	6
Total	243	173	68	84	126	234	9	223	209	243	-	236	8
Other	9	7	**	**	4	9	**	9	9	9	**	9	**
	4%	4%	**	**	3%	4%	**	4%	4%	4%	**	4%	**
Prefer not to say	5	5	**	**	2	5	**	4	5	5	**	5	**
	2%	3%	**	**	2%	2%	**	2%	3%	2%	**	2%	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO *b
Significance Level: 99%		a	b	a	*b	a	*b
Unweighted total	244	100	114	151	60	244	-
Effective Weighted Sample	199	81	94	121	51	199	-
Total	243	94	117	145	63	243	-
Abuse/ violence/ sexual violence/ gore	112 46%	36 38%	57 49%	71 49%	**	112 46%	**
Sex/ explicit content	52 21%	22 23%	21 18%	34 23%	**	52 21%	**
Swearing/ bad/ hurtful words	37 15%	18 20%	14 12%	26 18%	**	37 15%	**
Unrealistic expectations/ influencing behaviours/ attitudes	24 10%	7 8%	11 9%	14 10%	**	24 10%	**
Concerns about unsuitable content for children	22 9%	6 7%	11 10%	12 8%	**	22 9%	**
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	20 8%	9 9%	8 6%	14 10%	**	20 8%	**
Smoking/ drugs/ alcohol	16 6%	10 11%	3 3%	11 8%	**	16 6%	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO *b
Significance Level: 99%		a	b	a	*b	a	*b
Unweighted total	244	100	114	151	60	244	-
Effective Weighted Sample	199	81	94	121	51	199	-
Total	243	94	117	145	63	243	-
Specific mention of TV programme/ channel	14 6%	4 4%	9 7%	7 5%	** **	14 6%	** **
Racism	4 2%	3 3%	1 1%	3 2%	** **	4 2%	** **
Reality TV	4 2%	1 1%	3 2%	3 2%	** **	4 2%	** **
Sexism/ homophobia/ transphobia	4 2%	1 1%	2 2%	* *%	** **	4 2%	** **
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	3 1%	2 2%	- -%	1 1%	** **	3 1%	** **
Poor impression of advertising	3 1%	1 2%	1 1%	1 1%	** **	3 1%	** **
Misinformation/ bias/ poor journalism	3 1%	2 2%	- -%	1 1%	** **	3 1%	** **
Gambling/ betting	2 1%	1 1%	1 1%	1 1%	** **	2 1%	** **
Other	9 4%	4 4%	5 4%	5 4%	** **	9 4%	** **

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched?

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO *b
Significance Level: 99%							
Unweighted total	244	100	114	151	60	244	-
Effective Weighted Sample	199	81	94	121	51	199	-
Total	243	94	117	145	63	243	-
Prefer not to say	5 2%	1 1%	2 2%	2 1%	** **	5 2%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b

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

QK5. What did you do when you saw something of concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	*b	a	*b	*c	*d	a	b	*a	b
Unweighted total	244	34	49	41	36	44	31	9	155	87	169	23	18	34	107	134	76	166
Effective Weighted Sample	199	31	45	32	33	37	27	8	127	70	157	20	17	30	85	111	64	133
Total	243	54	45	35	45	29	24	11	154	87	205	21	11	7	105	134	77	163
Continued watching/ did nothing	48	**	**	**	**	**	**	**	29	**	39	**	**	**	23	25	**	36
	20%	**	**	**	**	**	**	**	19%	**	19%	**	**	**	22%	19%	**	22%
Stopped watching	132	**	**	**	**	**	**	**	78	**	110	**	**	**	57	71	**	87
	54%	**	**	**	**	**	**	**	51%	**	54%	**	**	**	54%	53%	**	53%
Watched something else	72	**	**	**	**	**	**	**	44	**	57	**	**	**	29	43	**	51
	30%	**	**	**	**	**	**	**	29%	**	28%	**	**	**	27%	32%	**	31%
Complained to the broadcaster/ service (via letter/ phone/ email/ online)	18	**	**	**	**	**	**	**	10	**	14	**	**	**	12	5	**	11
	7%	**	**	**	**	**	**	**	6%	**	7%	**	**	**	11%	4%	**	7%
Complained to the regulator (via letter/ phone/ email/ online)	11	**	**	**	**	**	**	**	6	**	10	**	**	**	6	4	**	4
	4%	**	**	**	**	**	**	**	4%	**	5%	**	**	**	6%	3%	**	3%
Discussed it with other people	52	**	**	**	**	**	**	**	40	**	42	**	**	**	18	33	**	40
	21%	**	**	**	**	**	**	**	26%	**	21%	**	**	**	18%	25%	**	24%
Other	2	**	**	**	**	**	**	**	1	**	2	**	**	**	1	2	**	1
	1%	**	**	**	**	**	**	**	1%	**	1%	**	**	**	1%	1%	**	1%
Don't know	1	**	**	**	**	**	**	**	1	**	1	**	**	**	-	1	**	1
	1%	**	**	**	**	**	**	**	1%	**	1%	**	**	**	-%	1%	**	1%

* indicates a low base size (less than 100)

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

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

QK5. What did you do when you saw something of concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	*b	a	*b	*c	*d	a	b	*a	b
Unweighted total	244	34	49	41	36	44	31	9	155	87	169	23	18	34	107	134	76	166
Effective Weighted Sample	199	31	45	32	33	37	27	8	127	70	157	20	17	30	85	111	64	133
Total	243	54	45	35	45	29	24	11	154	87	205	21	11	7	105	134	77	163
SUMMARY																		
COMPLAINED TO A THIRD PARTY	25	**	**	**	**	**	**	**	14	**	21	**	**	**	15	9	**	14
	10%	**	**	**	**	**	**	**	9%	**	10%	**	**	**	14%	7%	**	8%

* indicates a low base size (less than 100)

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

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

QK5. What did you do when you saw something of concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	244	181	61	79	136	236	8	224	212	244	-	237	7
Effective Weighted Sample	199	144	53	64	110	192	7	182	173	199	-	193	6
Total	243	173	68	84	126	234	9	223	209	243	-	236	8
Continued watching/ did nothing	48	32	**	**	24	46	**	45	45	48	**	46	**
	20%	18%	**	**	19%	20%	**	20%	21%	20%	**	20%	**
Stopped watching	132	96	**	**	65	128	**	117	113	132	**	129	**
	54%	56%	**	**	52%	54%	**	52%	54%	54%	**	55%	**
Watched something else	72	53	**	**	41	71	**	63	60	72	**	71	**
	30%	31%	**	**	32%	30%	**	28%	29%	30%	**	30%	**
Complained to the broadcaster/ service (via letter/ phone/ email/ online)	18	11	**	**	4	18	**	18	16	18	**	18	**
	7%	6%	**	**	3%	8%	**	8%	8%	7%	**	8%	**
Complained to the regulator (via letter/ phone/ email/ online)	11	9	**	**	5	11	**	11	9	11	**	11	**
	4%	5%	**	**	4%	5%	**	5%	4%	4%	**	5%	**
Discussed it with other people	52	37	**	**	24	50	**	49	44	52	**	50	**
	21%	21%	**	**	19%	21%	**	22%	21%	21%	**	21%	**
Other	2	2	**	**	1	2	**	2	2	2	**	2	**
	1%	1%	**	**	1%	1%	**	1%	1%	1%	**	1%	**
Don't know	1	1	**	**	-	1	**	1	1	1	**	1	**
	1%	1%	**	**	-%	1%	**	1%	1%	1%	**	1%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK5. What did you do when you saw something of concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	244	181	61	79	136	236	8	224	212	244	-	237	7
Effective Weighted Sample	199	144	53	64	110	192	7	182	173	199	-	193	6
Total	243	173	68	84	126	234	9	223	209	243	-	236	8
SUMMARY													
COMPLAINED TO A THIRD PARTY	25	17	**	**	9	25	**	25	22	25	**	25	**
	10%	10%	**	**	7%	11%	**	11%	10%	10%	**	11%	**

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK5. What did you do when you saw something of concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO *b
Significance Level: 99%		a	b	a	*b	a	*b
Unweighted total	244	100	114	151	60	244	-
Effective Weighted Sample	199	81	94	121	51	199	-
Total	243	94	117	145	63	243	-
Continued watching/ did nothing	48 20%	15 15%	26 22%	29 20%	** **	48 20%	** **
Stopped watching	132 54%	62 66%	53 45%	80 55%	** **	132 54%	** **
Watched something else	72 30%	25 26%	35 30%	48 33%	** **	72 30%	** **
Complained to the broadcaster/ service (via letter/ phone/ email/ online)	18 7%	10 11%	8 7%	14 10%	** **	18 7%	** **
Complained to the regulator (via letter/ phone/ email/ online)	11 4%	6 7%	5 4%	8 6%	** **	11 4%	** **
Discussed it with other people	52 21%	22 23%	22 19%	33 23%	** **	52 21%	** **
Other	2 1%	2 3%	- -%	2 1%	** **	2 1%	** **
Don't know	1 1%	1 2%	- -%	1 1%	** **	1 1%	** **

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QK5. What did you do when you saw something of concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO *b	YES a	NO *b
Significance Level: 99%							
Unweighted total	244	100	114	151	60	244	-
Effective Weighted Sample	199	81	94	121	51	199	-
Total	243	94	117	145	63	243	-
SUMMARY							
COMPLAINED TO A THIRD PARTY	25 10%	14 15%	11 9%	19 13%	** **	25 10%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b

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

QK6. You said you complained to the broadcaster or service/ the broadcaster or service and the regulator/ the regulator about the content that caused concern. Who was this?

Base : Those who complained to the broadcaster/ service and/ or the regulator having seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b
Unweighted total	21	6	5	7	1	2	-	-	12	9	16	3	1	1	12	8	10	11
Effective Weighted Sample	18	5	5	6	1	2	-	-	10	8	15	2	1	1	10	7	9	9
Total	25	10	5	7	1	2	-	-	14	11	21	3	1	*	15	9	11	14
The TV channel/ service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Ofgem	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Ofcom	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember/ not specific/ prefer not to say/ not answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

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

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

QK6. You said you complained to the broadcaster or service/ the broadcaster or service and the regulator/ the regulator about the content that caused concern. Who was this?

Base : Those who complained to the broadcaster/ service and/ or the regulator having seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b
Significance Level: 99%													
Unweighted total	21	13	8	9	8	21	-	21	18	21	-	21	-
Effective Weighted Sample	18	11	7	7	7	18	-	18	15	18	-	18	-
Total	25	17	8	11	9	25	-	25	22	25	-	25	-
The TV channel/ service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Ofgem	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Ofcom	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember/ not specific/ prefer not to say/ not answered	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK6. You said you complained to the broadcaster or service/ the broadcaster or service and the regulator/ the regulator about the content that caused concern. Who was this?

Base : Those who complained to the broadcaster/ service and/ or the regulator having seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES	NO	YES	NO	YES	NO
Significance Level: 99%		*a	*b	*a	*b	*a	*b
Unweighted total	21	11	10	16	3	21	-
Effective Weighted Sample	18	9	9	14	2	18	-
Total	25	14	11	19	4	25	-
The TV channel/ service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Ofgem	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Ofcom	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Can't remember/ not specific/ prefer not to say/ not answered	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b

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

QK7. Please think about the types of programmes your child watches on these catch-up and on-demand services – such as (SERVICES FROM QA6 AND QA7). How concerned are you, if at all, by the types of things your child has seen on these services in the last 12 months? (SINGLE CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on catch-up or on-demand services)

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	583	42	166	221	111	40	3	-	342	237	410	57	43	73	273	307	583	-
Effective Weighted Sample	492	39	148	190	97	35	3	-	290	199	390	52	41	63	222	268	492	-
Total	594	70	148	217	129	26	3	-	341	248	503	50	26	14	265	326	594	-
Very concerned	20	**	4	4	4	**	**	**	17	3	19	**	**	**	16	5	20	**
	3%	**	3%	2%	3%	**	**	**	5%	1%	4%	**	**	**	6%	2%	3%	**
															b			
Fairly concerned	77	**	13	30	12	**	**	**	43	34	68	**	**	**	38	39	77	**
	13%	**	9%	14%	10%	**	**	**	13%	14%	14%	**	**	**	14%	12%	13%	**
Not very concerned	192	**	52	59	49	**	**	**	127	66	169	**	**	**	88	103	192	**
	32%	**	35%	27%	38%	**	**	**	37%	26%	34%	**	**	**	33%	32%	32%	**
Not at all concerned	271	**	74	108	60	**	**	**	138	128	218	**	**	**	109	160	271	**
	46%	**	50%	50%	46%	**	**	**	40%	52%	43%	**	**	**	41%	49%	46%	**
Don't know	34	**	6	14	4	**	**	**	16	17	29	**	**	**	15	19	34	**
	6%	**	4%	7%	3%	**	**	**	5%	7%	6%	**	**	**	6%	6%	6%	**
SUMMARY																		
TOTAL CONCERNED	97	**	17	35	17	**	**	**	60	37	87	**	**	**	54	44	97	**
	16%	**	11%	16%	13%	**	**	**	18%	15%	17%	**	**	**	20%	13%	16%	**
TOTAL NOT CONCERNED	463	**	126	168	108	**	**	**	265	194	387	**	**	**	197	263	463	**
	78%	**	85%	77%	84%	**	**	**	78%	78%	77%	**	**	**	74%	81%	78%	**

* indicates a low base size (less than 100)

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

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

QK7. Please think about the types of programmes your child watches on these catch-up and on-demand services – such as (SERVICES FROM QA6 AND QA7). How concerned are you, if at all, by the types of things your child has seen on these services in the last 12 months? (SINGLE CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on catch-up or on-demand services)

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	583	485	93	131	395	544	39	539	501	583	-	550	33
Effective Weighted Sample	492	404	84	111	334	460	33	453	424	492	-	465	28
Total	594	479	108	136	396	550	43	542	509	594	-	556	38
Very concerned	20 3%	11 2%	** **	8 6%	11 3%	20 4%	** **	20 4%	20 4%	20 3%	** **	20 4%	** **
Fairly concerned	77 13%	50 10%	** **	22 16%	38 10%	76 14%	** **	72 13%	68 13%	77 13%	** **	76 14%	** **
Not very concerned	192 32%	158 33%	** **	40 29%	136 34%	186 34%	** **	177 33%	178 35%	192 32%	** **	187 34%	** **
Not at all concerned	271 46%	230 48%	** **	59 43%	192 49%	243 44%	** **	248 46%	220 43%	271 46%	** **	247 44%	** **
Don't know	34 6%	30 6%	** **	8 6%	19 5%	26 5%	** **	25 5%	22 4%	34 6%	** **	26 5%	** **
SUMMARY													
TOTAL CONCERNED	97 16%	61 13%	** **	29 22%	49 12%	96 17%	** **	92 17%	89 17%	97 16%	** **	96 17%	** **
TOTAL NOT CONCERNED	463 78%	388 81%	** **	99 73%	328 83%	428 78%	** **	425 78%	399 78%	463 78%	** **	434 78%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK7. Please think about the types of programmes your child watches on these catch-up and on-demand services – such as (SERVICES FROM QA6 AND QA7). How concerned are you, if at all, by the types of things your child has seen on these services in the last 12 months? (SINGLE CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on catch-up or on-demand services)

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES	NO	YES	NO	YES	NO
Significance Level: 99%		*a	b	a	b	*a	b
Unweighted total	583	89	422	154	345	73	490
Effective Weighted Sample	492	75	358	128	293	61	413
Total	594	88	431	153	351	73	495
Very concerned	20	**	6	13	7	**	10
	3%	**	1%	9%	2%	**	2%
				b			
Fairly concerned	77	**	47	41	29	**	33
	13%	**	11%	27%	8%	**	7%
				b			
Not very concerned	192	**	146	56	112	**	171
	32%	**	34%	36%	32%	**	34%
Not at all concerned	271	**	214	40	189	**	258
	46%	**	50%	26%	54%	**	52%
				a			
Don't know	34	**	18	3	14	**	24
	6%	**	4%	2%	4%	**	5%
SUMMARY							
TOTAL CONCERNED	97	**	53	54	36	**	43
	16%	**	12%	36%	10%	**	9%
				b			
TOTAL NOT CONCERNED	463	**	360	96	300	**	428
	78%	**	84%	63%	86%	**	87%
				a			

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b
Unweighted total	90	14	19	36	13	7	1	-	56	34	68	6	6	10	53	37	90	-
Effective Weighted Sample	76	13	17	31	12	6	1	-	49	27	64	6	6	9	43	33	76	-
Total	97	23	17	35	17	5	1	-	60	37	87	5	4	2	54	44	97	-
Violence (in general)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Bad language	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Glamorisation of certain lifestyles	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sex or sexually explicit content	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unsuitable content directed towards children	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lack of respect towards adults	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Portrayal of anti-social behaviour	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

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

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

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b
Unweighted total	90	14	19	36	13	7	1	-	56	34	68	6	6	10	53	37	90	-
Effective Weighted Sample	76	13	17	31	12	6	1	-	49	27	64	6	6	9	43	33	76	-
Total	97	23	17	35	17	5	1	-	60	37	87	5	4	2	54	44	97	-
Nudity	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Makes me feel embarrassed or uncomfortable watching with my child/ children	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Negative portrayal or objectification of women	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Invasion of privacy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

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

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

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b
Significance Level: 99%													
Unweighted total	90	60	28	26	48	89	1	85	82	90	-	89	1
Effective Weighted Sample	76	49	25	23	40	75	1	72	69	76	-	75	1
Total	97	61	33	29	49	96	1	92	89	97	-	96	1
Violence (in general)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Bad language	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Glamorisation of certain lifestyles	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sex or sexually explicit content	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Unsuitable content directed towards children	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lack of respect towards adults	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b
Significance Level: 99%													
Unweighted total	90	60	28	26	48	89	1	85	82	90	-	89	1
Effective Weighted Sample	76	49	25	23	40	75	1	72	69	76	-	75	1
Total	97	61	33	29	49	96	1	92	89	97	-	96	1
Portrayal of anti-social behaviour	**	**	**	**	**	**	**	**	**	**	**	**	**
Nudity	**	**	**	**	**	**	**	**	**	**	**	**	**
Makes me feel embarrassed or uncomfortable watching with my child/ children	**	**	**	**	**	**	**	**	**	**	**	**	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**
Negative portrayal or objectification of women	**	**	**	**	**	**	**	**	**	**	**	**	**
Invasion of privacy	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
	*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b	
Significance Level: 99%													
Unweighted total	90	60	28	26	48	89	1	85	82	90	-	89	1
Effective Weighted Sample	76	49	25	23	40	75	1	72	69	76	-	75	1
Total	97	61	33	29	49	96	1	92	89	97	-	96	1
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO *b	YES *a	NO *b	YES *a	NO *b
Significance Level: 99%							
Unweighted total	90	36	45	53	31	49	38
Effective Weighted Sample	76	30	39	44	26	41	33
Total	97	35	53	54	36	50	43
Violence (in general)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Bad language	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Glamorisation of certain lifestyles	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Sex or sexually explicit content	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Unsuitable content directed towards children	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Lack of respect towards adults	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Portrayal of anti-social behaviour	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO *b	YES *a	NO *b	YES *a	NO *b
Significance Level: 99%							
Unweighted total	90	36	45	53	31	49	38
Effective Weighted Sample	76	30	39	44	26	41	33
Total	97	35	53	54	36	50	43
Nudity	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Makes me feel embarrassed or uncomfortable watching with my child/ children	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Negative portrayal or objectification of women	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Invasion of privacy	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QL1A. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Yes - regulated	1591	205	256	279	304	233	180	135	911	659	1323	147	88	33	765	806	460	1124
	66%	57%	66%	68%	74%	69%	68%	56%	71%	61%	66%	68%	61%	68%	66%	67%	69%	65%
			ag	ag	ag				b									
No - not regulated	223	78	47	41	16	17	16	7	111	110	189	14	16	4	132	87	72	151
	9%	22%	12%	10%	4%	5%	6%	3%	9%	10%	9%	7%	11%	8%	11%	7%	11%	9%
		bcd	efg	deg	deg										b			
Don't know	593	78	82	89	89	88	69	99	262	315	486	55	41	11	267	315	134	458
	25%	22%	21%	22%	22%	26%	26%	41%	20%	29%	24%	25%	28%	24%	23%	26%	20%	26%
								abcdef		a								a

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

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

QL1A. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Yes - regulated	1591	1347	232	452	1014	1500	91	1266	1352	1498	93	1515	76
	66%	68%	57%	65%	70%	68%	48%	70%	71%	69%	41%	68%	45%
		b				b		d	d	d		b	
No - not regulated	223	160	58	64	119	206	17	185	188	213	9	212	11
	9%	8%	14%	9%	8%	9%	9%	10%	10%	10%	4%	9%	7%
			a					d	d				
Don't know	593	467	117	183	306	509	84	371	360	471	122	513	80
	25%	24%	29%	26%	21%	23%	44%	20%	19%	22%	54%	23%	48%
							a				abc		a

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

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

QL1A. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Yes - regulated	1591	287	1107	401	938	164	1282
	66%	69%	69%	69%	71%	67%	70%
No - not regulated	223	46	145	63	123	34	176
	9%	11%	9%	11%	9%	14%	10%
Don't know	593	85	341	119	256	46	380
	25%	20%	21%	20%	19%	19%	21%

Columns Tested: a,b - a,b - a,b

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

QL1B. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Yes - regulated	1209	173	202	230	230	188	118	69	676	522	992	120	71	26	595	595	372	832
	50%	48%	52%	56%	56%	56%	44%	29%	53%	48%	50%	56%	49%	54%	51%	49%	56%	48%
		g	g	fg	fg	fg	g										b	
No - not regulated	402	108	95	76	49	28	29	17	214	179	332	35	27	8	207	185	142	260
	17%	30%	25%	19%	12%	8%	11%	7%	17%	17%	17%	16%	19%	16%	18%	15%	21%	15%
		cdefg	defg	efg													b	
Don't know	796	80	88	103	130	121	118	155	393	382	674	61	47	14	361	426	152	641
	33%	22%	23%	25%	32%	36%	45%	64%	31%	35%	34%	28%	33%	29%	31%	35%	23%	37%
				b	abc	abcd	abcdef										a	

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

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

QL1B. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Yes - regulated	1209	1011	190	348	769	1131	78	999	1013	1145	65	1145	64
	50%	51%	47%	50%	53%	51%	40%	55%	53%	52%	29%	51%	38%
								d	d	d		b	
No - not regulated	402	300	93	102	240	366	36	338	332	384	18	374	27
	17%	15%	23%	15%	17%	17%	18%	19%	17%	18%	8%	17%	16%
			a					d	d	d			
Don't know	796	662	124	249	431	717	79	483	556	654	142	720	76
	33%	34%	31%	36%	30%	32%	41%	27%	29%	30%	63%	32%	45%
											abc		a

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

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

QL1B. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Yes - regulated	1209	201	859	285	743	115	993
	50%	48%	54%	49%	56%	47%	54%
				a			
No - not regulated	402	85	249	116	211	49	320
	17%	20%	16%	20%	16%	20%	17%
Don't know	796	133	485	182	365	79	525
	33%	32%	30%	31%	28%	32%	29%

Columns Tested: a,b - a,b - a,b

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

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1606	125	303	283	257	322	210	106	945	643	1129	168	140	169	798	791	455	1147
Effective Weighted Sample	1354	118	263	244	231	298	183	98	793	545	1055	154	126	147	659	680	385	966
Total	1591	205	256	279	304	233	180	135	911	659	1323	147	88	33	765	806	460	1124
Ofcom/ Office of Communications	573	48	98	105	133	90	60	39	369	202	483	53	28	9	288	277	168	402
	36%	24%	38%	38%	44%	39%	34%	29%	41%	31%	37%	36%	31%	28%	38%	34%	37%	36%
			a	a	a	a			b									
BSC/ Broadcasting Standards Commission	315	22	30	53	61	62	51	35	180	127	249	35	25	6	146	167	75	240
	20%	11%	12%	19%	20%	27%	29%	26%	20%	19%	19%	24%	28%	19%	19%	21%	16%	21%
						ab	ab	ab										
ASA/ Advertising Standards Authority	112	5	16	12	20	18	19	22	52	60	97	8	5	3	53	58	18	92
	7%	3%	6%	4%	7%	8%	11%	17%	6%	9%	7%	5%	5%	8%	7%	7%	4%	8%
								abcde										a
The broadcasters themselves	101	22	24	21	15	10	6	4	52	48	80	11	7	3	42	58	32	69
	6%	11%	9%	8%	5%	5%	3%	3%	6%	7%	6%	8%	8%	10%	5%	7%	7%	6%
BBC	88	29	30	10	11	3	1	3	40	48	75	7	4	2	49	38	38	49
	6%	14%	12%	3%	4%	1%	1%	2%	4%	7%	6%	5%	5%	5%	6%	5%	8%	4%
		cdefg	cdefg															b
ITC/ Independent Television Commission	69	15	3	10	19	14	6	3	46	23	61	3	3	1	33	36	21	48
	4%	7%	1%	3%	6%	6%	3%	2%	5%	3%	5%	2%	3%	4%	4%	5%	5%	4%
		b			b	b												
BBFC/ British Board of Film Classification	56	18	11	8	6	5	2	5	36	18	49	3	3	1	36	18	19	36
	3%	9%	4%	3%	2%	2%	1%	4%	4%	3%	4%	2%	3%	3%	5%	2%	4%	3%
		def																

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

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

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1606	125	303	283	257	322	210	106	945	643	1129	168	140	169	798	791	455	1147
Effective Weighted Sample	1354	118	263	244	231	298	183	98	793	545	1055	154	126	147	659	680	385	966
Total	1591	205	256	279	304	233	180	135	911	659	1323	147	88	33	765	806	460	1124
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	49	11	11	8	7	6	2	3	21	28	42	5	1	1	30	19	23	26
	3%	5%	4%	3%	2%	3%	1%	2%	2%	4%	3%	3%	1%	2%	4%	2%	5%	2%
																	b	
Other response	2	2	-	-	-	-	-	-	-	2	2	-	-	-	2	-	-	2
	*%	1%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%
Don't know	226	33	33	54	32	23	31	20	114	104	185	22	12	7	86	134	67	160
	14%	16%	13%	19%	11%	10%	17%	15%	12%	16%	14%	15%	14%	20%	11%	17%	14%	14%
				de												a		
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	792	123	125	121	139	119	89	76	428	353	655	72	48	17	390	394	225	562
	50%	60%	49%	43%	46%	51%	49%	56%	47%	54%	49%	49%	54%	52%	51%	49%	49%	50%
		c																
NET - ALL OTHER OPTIONS AND DON'T KNOW NOT INCLUDING OFCOM	1018	156	158	174	171	143	119	96	542	457	840	94	60	24	476	529	292	722
	64%	76%	62%	62%	56%	61%	66%	71%	59%	69%	63%	64%	69%	72%	62%	66%	63%	64%
		bcde							a									

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

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

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	1606	1400	197	456	1028	1515	91	1286	1360	1515	91	1530	76
Effective Weighted Sample	1354	1171	178	385	867	1278	76	1075	1150	1274	80	1291	63
Total	1591	1347	232	452	1014	1500	91	1266	1352	1498	93	1515	76
Ofcom/ Office of Communications	573	501	69	126	399	539	**	482	501	544	**	546	**
	36%	37%	30%	28%	39%	36%	**	38%	37%	36%	**	36%	**
					a								
BSC/ Broadcasting Standards Commission	315	287	25	103	203	304	**	232	287	303	**	309	**
	20%	21%	11%	23%	20%	20%	**	18%	21%	20%	**	20%	**
		b											
ASA/ Advertising Standards Authority	112	93	19	32	71	109	**	74	93	100	**	110	**
	7%	7%	8%	7%	7%	7%	**	6%	7%	7%	**	7%	**
The broadcasters themselves	101	91	10	36	57	95	**	82	85	95	**	97	**
	6%	7%	4%	8%	6%	6%	**	6%	6%	6%	**	6%	**
BBC	88	60	29	36	45	87	**	74	78	84	**	87	**
	6%	4%	12%	8%	4%	6%	**	6%	6%	6%	**	6%	**
			a										
ITC/ Independent Television Commission	69	53	16	16	51	68	**	54	54	65	**	68	**
	4%	4%	7%	4%	5%	5%	**	4%	4%	4%	**	4%	**
BBFC/ British Board of Film Classification	56	41	13	19	27	50	**	48	47	51	**	50	**
	3%	3%	6%	4%	3%	3%	**	4%	4%	3%	**	3%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	1606	1400	197	456	1028	1515	91	1286	1360	1515	91	1530	76
Effective Weighted Sample	1354	1171	178	385	867	1278	76	1075	1150	1274	80	1291	63
Total	1591	1347	232	452	1014	1500	91	1266	1352	1498	93	1515	76
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	49	29	18	19	27	46	**	42	39	47	**	46	**
	3%	2%	8% a	4%	3%	3%	**	3%	3%	3%	**	3%	**
Other response	2	2	-	2	-	2	**	2	2	2	**	2	**
	*%	*%	-%	*%	-%	*%	**	*%	*%	*%	**	*%	**
Don't know	226	192	32	63	133	201	**	175	165	207	**	201	**
	14%	14%	14%	14%	13%	13%	**	14%	12%	14%	**	13%	**
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	792	654	131	263	481	759	**	608	686	747	**	768	**
	50%	49%	56%	58% b	47%	51%	**	48%	51%	50%	**	51%	**
NET - ALL OTHER OPTIONS AND DON'T KNOW NOT INCLUDING OFCOM	1018	846	163	326	615	960	**	784	851	954	**	969	**
	64%	63%	70%	72% b	61%	64%	**	62%	63%	64%	**	64%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	1606	287	1128	395	951	164	1297
Effective Weighted Sample	1354	241	948	330	805	135	1093
Total	1591	287	1107	401	938	164	1282
Ofcom/ Office of Communications	573 36%	102 35%	411 37%	134 33%	353 38%	60 37%	467 36%
BSC/ Broadcasting Standards Commission	315 20%	72 25%	206 19%	96 24%	171 18%	26 16%	264 21%
ASA/ Advertising Standards Authority	112 7%	13 4%	82 7%	26 7%	65 7%	9 6%	88 7%
The broadcasters themselves	101 6%	18 6%	68 6%	14 4%	70 7%	11 7%	86 7%
BBC	88 6%	23 8%	61 6%	38 9% b	46 5%	18 11% b	67 5%
ITC/ Independent Television Commission	69 4%	6 2%	59 5%	13 3%	48 5%	4 3%	59 5%
BBFC/ British Board of Film Classification	56 3%	13 5%	31 3%	18 5%	28 3%	3 2%	45 4%
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	49 3%	12 4%	30 3%	15 4%	27 3%	8 5%	34 3%

Columns Tested: a,b - a,b - a,b

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

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	1606	287	1128	395	951	164	1297
Effective Weighted Sample	1354	241	948	330	805	135	1093
Total	1591	287	1107	401	938	164	1282
Other response	2	-	2	-	2	-	2
	*%	-%	*%	-%	*%	-%	*%
Don't know	226	27	158	46	128	24	171
	14%	9%	14%	11%	14%	15%	13%
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	792	158	538	221	457	80	644
	50%	55%	49%	55%	49%	49%	50%
NET - ALL OTHER OPTIONS AND DON'T KNOW NOT INCLUDING OFCOM	1018	185	696	266	585	104	815
	64%	65%	63%	67%	62%	63%	64%

Columns Tested: a,b - a,b - a,b

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

QL3. Do you think the amount of regulation (i.e. official rules) for TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5 is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services either are or are not regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1814	175	354	326	270	348	230	111	1051	742	1279	181	166	188	917	875	527	1283
Effective Weighted Sample	1525	163	311	281	242	320	200	103	880	627	1192	162	150	163	755	752	445	1077
Total	1814	283	303	321	320	249	196	142	1021	769	1512	162	104	37	896	892	532	1275
Too much	121	47	28	16	13	13	3	2	64	57	99	11	8	3	84	34	38	81
	7%	17%	9%	5%	4%	5%	1%	2%	6%	7%	7%	7%	8%	8%	9%	4%	7%	6%
		cdefg	f												b			
Too little	187	49	33	27	27	22	20	9	94	91	159	19	6	4	99	83	56	128
	10%	17%	11%	8%	8%	9%	10%	7%	9%	12%	11%	12%	5%	10%	11%	9%	10%	10%
		cde																
About the right amount	1302	155	219	239	242	193	146	107	739	548	1081	116	79	27	634	653	394	905
	72%	55%	72%	75%	76%	77%	75%	75%	72%	71%	71%	72%	76%	73%	71%	73%	74%	71%
			a	a	a	a	a	a										
Don't know	203	32	23	38	38	21	27	24	124	73	173	16	11	3	79	122	43	160
	11%	11%	8%	12%	12%	9%	14%	17%	12%	9%	11%	10%	11%	9%	9%	14%	8%	13%
								b							a			

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

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

QL3. Do you think the amount of regulation (i.e. official rules) for TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5 is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services either are or are not regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	*b
Unweighted total	1814	1559	242	512	1145	1709	105	1460	1534	1713	101	1727	87
Effective Weighted Sample	1525	1301	217	430	965	1439	86	1216	1293	1436	88	1454	71
Total	1814	1506	290	516	1133	1706	108	1450	1541	1712	102	1727	87
Too much	121 7%	91 6%	30 10%	39 8%	72 6%	105 6%	17 16% a	105 7%	94 6%	114 7%	8 8%	105 6%	** **
Too little	187 10%	138 9%	50 17% a	68 13% b	89 8%	176 10%	11 10%	155 11%	160 10%	174 10%	14 13%	180 10%	** **
About the right amount	1302 72%	1118 74% b	171 59%	350 68%	852 75% a	1250 73% b	51 48%	1039 72%	1134 74% d	1240 72%	62 61%	1267 73%	** **
Don't know	203 11%	160 11%	39 14%	59 11%	120 11%	174 10%	29 27% a	151 10%	153 10%	185 11%	19 18%	176 10%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QL3. Do you think the amount of regulation (i.e. official rules) for TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5 is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services either are or are not regulated

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	1814	331	1264	459	1062	196	1460
Effective Weighted Sample	1525	277	1062	382	898	161	1227
Total	1814	333	1252	464	1061	198	1458
Too much	121 7%	30 9%	73 6%	38 8%	63 6%	25 13% b	88 6%
Too little	187 10%	71 21% b	88 7%	92 20% b	67 6%	69 35% b	98 7%
About the right amount	1302 72%	205 62%	970 77% a	299 64%	823 78% a	88 44%	1122 77% a
Don't know	203 11%	27 8%	121 10%	35 8%	108 10%	15 8%	150 10%

Columns Tested: a,b - a,b - a,b

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

QL4. Do you think the amount of regulation (i.e. official rules) for TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+ is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that paid-for on-demand services either are or are not regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	*g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1619	174	347	312	240	304	174	68	923	678	1118	170	155	176	830	766	505	1111
Effective Weighted Sample	1351	162	304	268	213	277	150	63	766	571	1041	150	140	152	677	655	427	922
Total	1611	281	297	306	279	216	146	86	890	701	1324	155	97	34	802	780	514	1092
Too much	101	34	23	14	11	13	3	**	48	52	83	9	5	3	69	28	32	67
	6%	12%	8%	5%	4%	6%	2%	**	5%	7%	6%	6%	5%	10%	9%	4%	6%	6%
		cdf													b			
Too little	223	48	44	40	35	21	22	**	131	86	188	22	7	5	112	99	82	140
	14%	17%	15%	13%	13%	10%	15%	**	15%	12%	14%	14%	7%	15%	14%	13%	16%	13%
About the right amount	1112	172	206	222	199	158	102	**	611	492	908	111	72	22	548	553	360	751
	69%	61%	69%	73%	71%	73%	70%	**	69%	70%	69%	71%	74%	64%	68%	71%	70%	69%
		a																
Don't know	175	27	24	30	35	23	20	**	100	70	145	13	13	4	73	100	41	134
	11%	10%	8%	10%	12%	11%	13%	**	11%	10%	11%	8%	14%	11%	9%	13%	8%	12%

* indicates a low base size (less than 100)

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

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

QL4. Do you think the amount of regulation (i.e. official rules) for TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+ is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that paid-for on-demand services either are or are not regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	1619	1372	234	454	1022	1509	110	1346	1345	1535	84	1530	89
Effective Weighted Sample	1351	1137	208	378	854	1261	90	1116	1125	1278	73	1279	73
Total	1611	1311	283	450	1008	1498	113	1338	1345	1529	82	1520	91
Too much	101 6%	79 6%	22 8%	38 8%	53 5%	88 6%	13 11%	90 7%	80 6%	96 6%	** **	90 6%	** **
Too little	223 14%	156 12%	62 22% a	76 17% b	112 11%	207 14%	16 14%	177 13%	187 14%	209 14%	** **	210 14%	** **
About the right amount	1112 69%	934 71% b	170 60%	287 64% b	734 73% a	1043 70%	69 61%	950 71%	938 70%	1067 70%	** **	1058 70%	** **
Don't know	175 11%	143 11%	29 10%	49 11%	109 11%	160 11%	15 13%	121 9%	140 10%	157 10%	** **	163 11%	** **

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QL4. Do you think the amount of regulation (i.e. official rules) for TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+ is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that paid-for on-demand services either are or are not regulated

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	1619	284	1124	402	952	162	1324
Effective Weighted Sample	1351	237	936	333	799	133	1103
Total	1611	285	1108	401	953	164	1313
Too much	101 6%	22 8%	65 6%	23 6%	62 6%	19 12% b	77 6%
Too little	223 14%	74 26% b	112 10%	99 25% b	82 9%	65 40% b	136 10%
About the right amount	1112 69%	166 58%	818 74% a	243 61%	711 75% a	69 42%	971 74% a
Don't know	175 11%	24 8%	113 10%	35 9%	99 10%	11 7%	130 10%

Columns Tested: a,b - a,b - a,b

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

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750	
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471	
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733	
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	122 5%	25 7%	20 5%	21 5%	14 4%	21 6%	10 4%	11 4%	57 4%	64 6%	97 5%	14 7%	7 5%	3 7%	69 6%	52 4%	31 5%	91 5%
2	(2.0)	173 7%	50 14%	33 9%	17 4%	30 7%	21 6%	18 7%	4 2%	88 7%	85 8%	151 8%	14 7%	4 3%	3 7%	106 9%	66 5%	47 7%	123 7%
3	(3.0)	868 36%	120 33%	151 39%	157 38%	150 37%	123 36%	93 35%	74 31%	513 40%	344 32%	731 37%	69 32%	53 37%	15 30%	439 38%	412 34%	243 36%	625 36%
4	(4.0)	404 17%	56 16%	73 19%	77 19%	67 16%	59 17%	46 17%	25 11%	232 18%	167 15%	339 17%	32 15%	24 17%	8 18%	189 16%	210 17%	144 22%	260 15%
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown	(5.0)	349 14%	35 10%	35 9%	57 14%	78 19%	55 16%	44 16%	46 19%	189 15%	153 14%	282 14%	36 17%	21 15%	9 18%	137 12%	209 17%	90 13%	257 15%

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

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

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
I don't have an opinion on this	492	75	73	80	70	58	54	81	204	269	396	51	35	10	223	258	112	377
	20%	21%	19%	20%	17%	17%	20%	34%	16%	25%	20%	23%	24%	20%	19%	21%	17%	22%
							abcdef			a								
1-2 NO REGULATION	295	74	53	38	44	42	29	15	145	149	248	29	11	7	175	118	78	214
	12%	21%	14%	9%	11%	13%	11%	6%	11%	14%	12%	13%	8%	14%	15%	10%	12%	12%
		cdefg													b			
4-5 REGULATION	752	91	108	134	145	114	89	71	421	320	622	69	45	17	325	419	233	517
	31%	25%	28%	33%	35%	34%	34%	29%	33%	30%	31%	32%	31%	36%	28%	35%	35%	30%
															a			
Mean score	3.4	3.1	3.2	3.4	3.5	3.4	3.4	3.6	3.4	3.3	3.3	3.4	3.4	3.4	3.2	3.5	3.4	3.3
				a	ab	a	ab	ab							a			
Standard deviation	1.08	1.10	1.00	1.04	1.07	1.11	1.06	1.13	1.03	1.13	1.06	1.17	1.06	1.19	1.07	1.08	1.03	1.09
Standard error	.02	.08	.05	.06	.06	.06	.07	.10	.03	.04	.03	.09	.08	.08	.03	.04	.04	.03

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

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

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
		a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%														
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163	
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136	
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167	
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	122 5%	102 5%	21 5%	42 6%	71 5%	109 5%	13 7%	99 5%	94 5%	111 5%	11 5%	109 5%	13 8%
2	(2.0)	173 7%	141 7%	29 7%	43 6%	114 8%	158 7%	15 8%	155 8%	141 7%	165 8%	8 4%	161 7%	12 7%
3	(3.0)	868 36%	751 38% b	110 27%	222 32%	585 41% a	830 37% b	38 20%	693 38% d	748 39% d	815 37% d	53 24%	837 37% b	31 18%
4	(4.0)	404 17%	327 17%	73 18%	122 18%	245 17%	386 17%	18 9%	311 17% d	353 19% d	386 18% d	18 8%	391 17% b	13 8%

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

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

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
		a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%														
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163	
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136	
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167	
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown	(5.0)	349	273	72	118	191	331	18	253	279	314	35	335	14
		14%	14%	18%	17%	13%	15%	9%	14%	15%	14%	16%	15%	8%
I don't have an opinion on this	492	378	102	153	234	401	90	310	287	393	99	408	84	
	20%	19%	25%	22% b	16%	18%	47% a	17%	15%	18%	44% abc	18%	50% a	
1-2 NO REGULATION	295	242	50	85	185	267	28	253	235	276	19	271	25	
	12%	12%	12%	12%	13%	12%	15%	14%	12%	13%	9%	12%	15%	
4-5 REGULATION	752	601	145	240	436	717	36	564	632	699	53	725	27	
	31%	30%	36%	34%	30%	32% b	19%	31%	33% d	32%	24%	32% b	16%	
Mean score	3.4	3.3	3.5	3.4	3.3	3.4 b	3.1	3.3	3.4	3.3	3.5	3.4 b	3.0	
Standard deviation	1.08	1.06	1.15	1.14	1.04	1.06	1.24	1.07	1.05	1.07	1.21	1.06	1.27	
Standard error	.02	.03	.07	.05	.03	.02	.12	.03	.03	.03	.11	.02	.14	

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

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

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		YES a	NO b	YES a	NO b	YES a	NO b	
Significance Level: 99%								
Unweighted total	2407	423	1599	582	1318	244	1838	
Effective Weighted Sample	2029	352	1351	482	1120	199	1552	
Total	2407	418	1593	582	1318	243	1838	
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	122 5%	15 4%	90 6%	23 4%	82 6%	8 3%	104 6%
2	(2.0)	173 7%	25 6%	119 7%	38 7%	106 8%	16 7%	144 8%
3	(3.0)	868 36%	163 39%	612 38%	223 38%	510 39%	76 31%	716 39%
4	(4.0)	404 17%	81 19%	281 18%	109 19%	224 17%	58 24%	313 17%
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown	(5.0)	349 14%	82 20%	211 13%	115 20%	175 13%	63 26%	232 13%

Columns Tested: a,b - a,b - a,b

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

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
I don't have an opinion on this	492 20%	52 12%	280 18%	75 13%	221 17%	22 9%	328 18% a
1-2 NO REGULATION	295 12%	41 10%	209 13%	62 11%	188 14%	24 10%	248 13%
4-5 REGULATION	752 31%	163 39% b	492 31%	224 38% b	399 30%	121 50% b	546 30%
Mean score	3.4	3.5 b	3.3	3.5 b	3.3	3.7 b	3.3
Standard deviation	1.08	1.04	1.06	1.06	1.08	1.07	1.06
Standard error	.02	.05	.03	.05	.03	.07	.03

Columns Tested: a,b - a,b - a,b

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

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750	
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471	
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733	
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	131	36	29	15	16	21	9	4	63	67	103	16	8	3	85	44	37	94
		5%	10%	8%	4%	4%	6%	4%	2%	5%	6%	5%	7%	6%	7%	7%	4%	5%	5%
			cd	fg												b			
2	(2.0)	224	48	43	37	34	27	25	10	124	99	193	18	9	3	140	82	56	165
		9%	13%	11%	9%	8%	8%	9%	4%	10%	9%	10%	9%	6%	6%	12%	7%	8%	9%
			g	g												b			
3	(3.0)	761	104	140	139	135	113	79	51	450	305	623	64	58	16	383	365	226	535
		32%	29%	36%	34%	33%	34%	30%	21%	35%	28%	31%	29%	40%	33%	33%	30%	34%	31%
				g	g	g	g			b									
4	(4.0)	421	61	77	73	72	63	48	26	247	168	358	37	18	8	183	231	137	284
		18%	17%	20%	18%	18%	19%	18%	11%	19%	15%	18%	17%	12%	16%	16%	19%	21%	16%
				g															

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

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

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750	
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471	
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733	
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown	(5.0)	358	38	36	70	80	56	39	39	189	162	292	36	21	9	123	229	110	246
		15%	11%	9%	17%	19%	17%	15%	16%	15%	15%	15%	17%	14%	18%	11%	19%	16%	14%
				b	ab	b										a			
I don't have an opinion on this	512	73	60	76	72	56	64	111	211	282	427	45	30	10	249	254	100	409	
		21%	20%	16%	19%	18%	24%	46%	16%	26%	21%	21%	21%	21%	21%	21%	15%	24%	
							b	abcdef		a								a	
1-2 NO REGULATION	355	85	72	52	51	48	34	14	186	166	297	35	18	6	225	126	93	259	
		15%	23%	19%	13%	12%	14%	6%	15%	15%	15%	16%	12%	13%	19%	10%	14%	15%	
			cdefg	g		g									b				
4-5 REGULATION	779	100	113	143	152	120	87	65	435	330	651	73	39	16	306	461	247	530	
		32%	28%	29%	35%	37%	36%	33%	34%	30%	33%	34%	27%	34%	26%	38%	37%	31%	
															a	b			
Mean score	3.3	3.1	3.1	3.4	3.5	3.4	3.4	3.7	3.3	3.3	3.3	3.3	3.3	3.4	3.1	3.5	3.4	3.3	
				ab	ab	ab	ab	abe								a			
Standard deviation	1.12	1.19	1.07	1.07	1.10	1.14	1.08	1.08	1.08	1.17	1.11	1.20	1.09	1.18	1.12	1.09	1.10	1.13	
Standard error	.03	.09	.06	.06	.07	.06	.07	.11	.03	.04	.03	.09	.08	.08	.04	.04	.05	.03	

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

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

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
		a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%														
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163	
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136	
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167	
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	131 5%	102 5%	27 7%	46 7%	77 5%	109 5%	22 11% a	113 6%	96 5%	122 6%	9 4%	111 5%	20 12% a
2	(2.0)	224 9%	188 10%	34 8%	57 8%	146 10%	208 9%	16 8%	196 11% d	188 10%	214 10%	10 5%	210 9%	14 9%
3	(3.0)	761 32%	642 33%	112 27%	194 28%	505 35% a	708 32%	53 27%	626 34% d	636 33% d	718 33% d	43 19%	718 32%	42 25%
4	(4.0)	421 18%	346 18%	73 18%	120 17%	264 18%	411 19% b	10 5%	337 19% d	368 19% d	403 18% d	18 8%	412 18% b	9 5%

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

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

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
		a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%														
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163	
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136	
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167	
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown	(5.0)	358	281	74	115	196	337	20	262	292	325	33	343	15
		15%	14%	18%	16%	14%	15%	11%	14%	15%	15%	15%	15%	9%
I don't have an opinion on this	512	413	88	168	251	441	71	287	321	400	112	447	66	
	21%	21%	22%	24%	17%	20%	37%	16%	17%	18%	50%	20%	39%	
				b			a				abc		a	
1-2 NO REGULATION	355	290	62	104	223	317	38	309	283	336	19	320	35	
	15%	15%	15%	15%	15%	14%	20%	17%	15%	15%	8%	14%	21%	
								d		d				
4-5 REGULATION	779	627	147	234	460	749	30	599	661	728	51	755	24	
	32%	32%	36%	34%	32%	34%	16%	33%	35%	33%	23%	34%	14%	
						b		d	d	d		b		
Mean score	3.3	3.3	3.4	3.4	3.3	3.4	2.9	3.3	3.4	3.3	3.5	3.4	2.8	
						b						b		
Standard deviation	1.12	1.10	1.20	1.19	1.08	1.10	1.27	1.12	1.10	1.11	1.22	1.10	1.28	
Standard error	.03	.03	.07	.05	.03	.03	.12	.03	.03	.03	.11	.03	.13	

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

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

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	131 5%	89 6%	17 3%	87 7% a	9 4%	112 6%
2	(2.0)	224 9%	158 10%	66 11%	119 9%	21 9%	187 10%
3	(3.0)	761 32%	513 32%	190 33%	436 33%	72 30%	618 34%
4	(4.0)	421 18%	297 19%	122 21%	230 17%	65 27% b	325 18%
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown	(5.0)	358 15%	228 14%	107 18%	186 14%	56 23% b	250 14%

Columns Tested: a,b - a,b - a,b

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

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
I don't have an opinion on this	512 21%	63 15%	308 19%	80 14%	259 20%	19 8%	346 19%
1-2 NO REGULATION	355 15%	56 13%	247 15%	83 14%	206 16%	31 13%	299 16%
4-5 REGULATION	779 32%	158 38%	525 33%	229 39%	416 32%	121 50%	574 31%
Mean score	3.3	3.5	3.3	3.5 b	3.3	3.6 b	3.3
Standard deviation	1.12	1.10	1.11	1.07	1.13	1.09	1.11
Standard error	.03	.06	.03	.05	.03	.07	.03

Columns Tested: a,b - a,b - a,b

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

QM2. At the moment, what can be shown on broadcast TV – so channels like BBC or ITV – is more regulated than what can be shown on catch-up and on-demand services like ITV Hub, Netflix or Amazon Prime Video. How do you feel about this difference? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Broadcast TV should be regulated more than catch-up and on-demand services	446	91	101	85	74	41	31	23	269	176	373	40	24	8	209	229	140	302
	19%	25%	26%	21%	18%	12%	12%	10%	21%	16%	19%	19%	17%	17%	18%	19%	21%	17%
		efg	defg	efg					b									
Broadcast TV and catch-up and on-demand services should be regulated to the same level	1386	157	191	210	248	239	185	156	786	579	1149	126	83	27	641	730	349	1035
	58%	44%	50%	51%	61%	71%	70%	65%	61%	53%	58%	58%	58%	57%	55%	61%	52%	60%
					ab	abcd	abc	abc	b									a
Catch-up and on-demand services should be regulated more than broadcast TV	185	47	36	35	23	18	14	13	91	90	154	16	11	4	108	71	64	119
	8%	13%	9%	8%	6%	5%	5%	5%	7%	8%	8%	7%	8%	8%	9%	6%	10%	7%
		def													b			
Don't know	391	66	57	80	65	39	35	49	137	238	322	34	26	9	205	177	113	277
	16%	18%	15%	19%	16%	11%	13%	20%	11%	22%	16%	16%	18%	18%	18%	15%	17%	16%
				e				e		a								

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

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

QM2. At the moment, what can be shown on broadcast TV – so channels like BBC or ITV – is more regulated than what can be shown on catch-up and on-demand services like ITV Hub, Netflix or Amazon Prime Video. How do you feel about this difference? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES			WATCHED LIVE OR ON-DEMAND BROADCAST TV		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	b	a	b	c	d	a	b
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Broadcast TV should be regulated more than catch-up and on-demand services	446 19%	352 18%	89 22%	118 17%	300 21%	398 18%	48 25%	393 22% d	353 19% d	425 19% d	20 9%	405 18%	41 24%
Broadcast TV and catch-up and on-demand services should be regulated to the same level	1386 58%	1196 61% b	182 45%	391 56%	889 62%	1332 60% b	54 28%	1044 57% d	1173 62% d	1282 59% d	104 47%	1344 60% b	42 25%
Catch-up and on-demand services should be regulated more than broadcast TV	185 8%	132 7%	49 12% a	69 10% b	80 6%	165 7%	19 10%	130 7%	137 7%	164 8%	20 9%	169 8%	16 9%
Don't know	391 16%	292 15%	88 22% a	121 17% b	170 12%	320 14%	71 37% a	254 14%	238 13%	312 14%	79 35% abc	322 14%	69 41% a

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

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

QM2. At the moment, what can be shown on broadcast TV – so channels like BBC or ITV – is more regulated than what can be shown on catch-up and on-demand services like ITV Hub, Netflix or Amazon Prime Video. How do you feel about this difference? (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Broadcast TV should be regulated more than catch-up and on-demand services	446 19%	78 19%	291 18%	116 20%	242 18%	56 23%	360 20%
Broadcast TV and catch-up and on-demand services should be regulated to the same level	1386 58%	270 65%	965 61%	367 63%	795 60%	153 63%	1085 59%
Catch-up and on-demand services should be regulated more than broadcast TV	185 8%	39 9%	108 7%	51 9%	97 7%	18 7%	137 7%
Don't know	391 16%	31 7%	228 14%	49 8%	185 14%	17 7%	256 14%
			a		a		a

Columns Tested: a,b - a,b - a,b

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

QN1. Some TV services – like Freeview, Sky and Virgin – have settings for parental controls which restrict what can be watched. A PIN or password would need to be entered to watch something that’s been restricted. Did you know about being able to set a PIN or password like this before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	527	29	147	205	104	39	3	-	306	214	372	43	43	69	258	267	527	-
Effective Weighted Sample	445	27	131	176	89	34	3	-	259	179	355	41	40	61	209	235	445	-
Total	529	46	133	203	119	25	3	-	302	220	452	38	27	13	247	282	529	-
Yes	433	**	104	165	106	**	**	**	241	187	364	**	**	**	194	238	433	**
	82%	**	78%	82%	89%	**	**	**	80%	85%	81%	**	**	**	79%	85%	82%	**
No	97	**	29	37	13	**	**	**	61	34	88	**	**	**	53	44	97	**
	18%	**	22%	18%	11%	**	**	**	20%	15%	19%	**	**	**	21%	15%	18%	**

* indicates a low base size (less than 100)

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

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

QN1. Some TV services – like Freeview, Sky and Virgin – have settings for parental controls which restrict what can be watched. A PIN or password would need to be entered to watch something that’s been restricted. Did you know about being able to set a PIN or password like this before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Unweighted total	527	435	88	115	358	518	9	468	461	509	18	522	5
Effective Weighted Sample	445	362	80	99	300	438	7	391	387	428	17	440	5
Total	529	422	102	120	352	523	7	459	464	509	20	525	5
Yes	433	358	**	99	291	428	**	373	386	416	**	430	**
	82%	85%	**	83%	83%	82%	**	81%	83%	82%	**	82%	**
No	97	64	**	21	61	95	**	86	78	93	**	95	**
	18%	15%	**	17%	17%	18%	**	19%	17%	18%	**	18%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QN1. Some TV services – like Freeview, Sky and Virgin – have settings for parental controls which restrict what can be watched. A PIN or password would need to be entered to watch something that’s been restricted. Did you know about being able to set a PIN or password like this before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	527	84	402	140	336	66	426
Effective Weighted Sample	445	70	341	115	286	55	357
Total	529	82	408	136	341	66	420
Yes	433	**	336	108	284	**	348
	82%	**	82%	79%	83%	**	83%
No	97	**	72	28	57	**	72
	18%	**	18%	21%	17%	**	17%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QN2. Do you have these parental controls in place on your home TV service? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	527	29	147	205	104	39	3	-	306	214	372	43	43	69	258	267	527	-
Effective Weighted Sample	445	27	131	176	89	34	3	-	259	179	355	41	40	61	209	235	445	-
Total	529	46	133	203	119	25	3	-	302	220	452	38	27	13	247	282	529	-
Yes, parental controls are set	273	**	66	114	59	**	**	**	145	125	226	**	**	**	113	159	273	**
	52%	**	50%	56%	50%	**	**	**	48%	57%	50%	**	**	**	46%	56%	52%	**
No, parental controls have not been set	144	**	32	49	46	**	**	**	88	54	122	**	**	**	71	73	144	**
	27%	**	24%	24%	38%	**	**	**	29%	25%	27%	**	**	**	29%	26%	27%	**
Don't know whether parental controls have been set	13	**	5	3	-	**	**	**	7	6	12	**	**	**	9	4	13	**
	2%	**	3%	1%	-%	**	**	**	2%	3%	3%	**	**	**	4%	1%	2%	**
Don't think our TV service has this function	3	**	1	-	1	**	**	**	1	1	3	**	**	**	-	3	3	**
	1%	**	1%	-%	1%	**	**	**	*%	1%	1%	**	**	**	-%	1%	1%	**
NOT AWARE OF TV SERVICE PARENTAL CONTROLS	97	**	29	37	13	**	**	**	61	34	88	**	**	**	53	44	97	**
	18%	**	22%	18%	11%	**	**	**	20%	15%	19%	**	**	**	21%	15%	18%	**

* indicates a low base size (less than 100)

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

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

QN2. Do you have these parental controls in place on your home TV service? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	527	435	88	115	358	518	9	468	461	509	18	522	5
Effective Weighted Sample	445	362	80	99	300	438	7	391	387	428	17	440	5
Total	529	422	102	120	352	523	7	459	464	509	20	525	5
Yes, parental controls are set	273	225	**	62	180	269	**	233	239	259	**	271	**
	52%	53%	**	52%	51%	52%	**	51%	52%	51%	**	52%	**
No, parental controls have not been set	144	124	**	29	103	143	**	125	131	141	**	143	**
	27%	29%	**	24%	29%	27%	**	27%	28%	28%	**	27%	**
Don't know whether parental controls have been set	13	7	**	7	6	13	**	13	13	13	**	13	**
	2%	2%	**	6%	2%	2%	**	3%	3%	3%	**	2%	**
Don't think our TV service has this function	3	3	**	1	1	3	**	1	3	3	**	3	**
	1%	1%	**	1%	*%	1%	**	*%	1%	1%	**	1%	**
NOT AWARE OF TV SERVICE PARENTAL CONTROLS	97	64	**	21	61	95	**	86	78	93	**	95	**
	18%	15%	**	17%	17%	18%	**	19%	17%	18%	**	18%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QN2. Do you have these parental controls in place on your home TV service? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	527	84	402	140	336	66	426
Effective Weighted Sample	445	70	341	115	286	55	357
Total	529	82	408	136	341	66	420
Yes, parental controls are set	273 52%	** **	208 51%	73 54%	170 50%	** **	218 52%
No, parental controls have not been set	144 27%	** **	117 29%	28 21%	105 31%	** **	118 28%
Don't know whether parental controls have been set	13 2%	** **	8 2%	5 4%	8 2%	** **	11 3%
Don't think our TV service has this function	3 1%	** **	3 1%	1 1%	1 *%	** **	1 *%
NOT AWARE OF TV SERVICE PARENTAL CONTROLS	97 18%	** **	72 18%	28 21%	57 17%	** **	72 17%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QN3. Some programmes and films on TV catch-up services (like the BBC iPlayer, ITV Hub and All4) show a guidance label or G rating which let viewers know when the programme may be unsuitable for younger audiences. Did you know about guidance labels on these catch-up services before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	651	45	193	247	122	41	3	-	367	276	462	63	49	77	304	344	651	-
Effective Weighted Sample	554	42	173	215	107	36	3	-	314	233	441	58	46	66	250	302	554	-
Total	666	73	173	247	143	27	3	-	368	289	565	55	30	15	298	365	666	-
Yes	404	**	110	152	76	**	**	**	213	186	347	**	**	**	190	212	404	**
	61%	**	63%	61%	53%	**	**	**	58%	64%	61%	**	**	**	64%	58%	61%	**
No	262	**	64	95	67	**	**	**	156	103	218	**	**	**	108	154	262	**
	39%	**	37%	39%	47%	**	**	**	42%	36%	39%	**	**	**	36%	42%	39%	**

* indicates a low base size (less than 100)

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

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

QN3. Some programmes and films on TV catch-up services (like the BBC iPlayer, ITV Hub and All4) show a guidance label or G rating which let viewers know when the programme may be unsuitable for younger audiences. Did you know about guidance labels on these catch-up services before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
Significance Level: 99%		a	b	a	b	a	*b	a	b	c	*d	a	*b
Unweighted total	651	533	112	146	432	589	62	572	528	618	33	599	52
Effective Weighted Sample	554	447	103	125	367	502	53	482	448	523	31	509	45
Total	666	526	132	152	433	601	66	574	537	629	37	608	58
Yes	404	320	81	110	247	370	**	346	340	384	**	375	**
	61%	61%	61%	73% b	57%	62%	**	60%	63%	61%	**	62%	**
No	262	206	51	42	186	230	**	228	197	244	**	233	**
	39%	39%	39%	27%	43% a	38%	**	40%	37%	39%	**	38%	**

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QN3. Some programmes and films on TV catch-up services (like the BBC iPlayer, ITV Hub and All4) show a guidance label or G rating which let viewers know when the programme may be unsuitable for younger audiences. Did you know about guidance labels on these catch-up services before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	651	93	459	161	376	76	518
Effective Weighted Sample	554	78	392	134	322	64	438
Total	666	92	472	160	385	77	522
Yes	404	**	289	99	238	**	321
	61%	**	61%	62%	62%	**	62%
No	262	**	182	60	147	**	200
	39%	**	39%	38%	38%	**	38%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

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

QN4. Do you have a parental lock on any TV catch up services (like BBC iPlayer, ITV Hub and All4) – so a PIN or password is needed to watch something with a guidance label or G rating? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	651	45	193	247	122	41	3	-	367	276	462	63	49	77	304	344	651	-
Effective Weighted Sample	554	42	173	215	107	36	3	-	314	233	441	58	46	66	250	302	554	-
Total	666	73	173	247	143	27	3	-	368	289	565	55	30	15	298	365	666	-
Yes, any parental locks have been set	230	**	61	89	40	**	**	**	117	110	199	**	**	**	98	129	230	**
	35%	**	35%	36%	28%	**	**	**	32%	38%	35%	**	**	**	33%	35%	35%	**
No, parental locks have not been set	157	**	47	54	35	**	**	**	85	71	131	**	**	**	83	74	157	**
	24%	**	27%	22%	25%	**	**	**	23%	24%	23%	**	**	**	28%	20%	24%	**
Don't know whether parental locks have been set	17	**	2	8	1	**	**	**	11	6	16	**	**	**	8	9	17	**
	3%	**	1%	3%	1%	**	**	**	3%	2%	3%	**	**	**	3%	2%	3%	**
NOT AWARE OF GUIDANCE LABELS	262	**	64	95	67	**	**	**	156	103	218	**	**	**	108	154	262	**
	39%	**	37%	39%	47%	**	**	**	42%	36%	39%	**	**	**	36%	42%	39%	**

* indicates a low base size (less than 100)

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

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

QN4. Do you have a parental lock on any TV catch up services (like BBC iPlayer, ITV Hub and All4) – so a PIN or password is needed to watch something with a guidance label or G rating? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b
Significance Level: 99%													
Unweighted total	651	533	112	146	432	589	62	572	528	618	33	599	52
Effective Weighted Sample	554	447	103	125	367	502	53	482	448	523	31	509	45
Total	666	526	132	152	433	601	66	574	537	629	37	608	58
Yes, any parental locks have been set	230	182	46	66	141	220	**	195	200	220	**	223	**
	35%	35%	35%	44%	33%	37%	**	34%	37%	35%	**	37%	**
No, parental locks have not been set	157	130	26	39	101	139	**	139	131	153	**	141	**
	24%	25%	20%	25%	23%	23%	**	24%	24%	24%	**	23%	**
Don't know whether parental locks have been set	17	9	8	6	5	11	**	12	9	12	**	11	**
	3%	2%	6%	4%	1%	2%	**	2%	2%	2%	**	2%	**
			a										
NOT AWARE OF GUIDANCE LABELS	262	206	51	42	186	230	**	228	197	244	**	233	**
	39%	39%	39%	27%	43%	38%	**	40%	37%	39%	**	38%	**
					a								

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b

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

QN4. Do you have a parental lock on any TV catch up services (like BBC iPlayer, ITV Hub and All4) – so a PIN or password is needed to watch something with a guidance label or G rating? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES *a	NO b	YES a	NO b	YES *a	NO b
Significance Level: 99%							
Unweighted total	651	93	459	161	376	76	518
Effective Weighted Sample	554	78	392	134	322	64	438
Total	666	92	472	160	385	77	522
Yes, any parental locks have been set	230 35%	** **	166 35%	70 44%	132 34%	** **	177 34%
No, parental locks have not been set	157 24%	** **	113 24%	25 16%	101 26%	** **	138 26%
Don't know whether parental locks have been set	17 3%	** **	10 2%	4 3%	5 1%	** **	7 1%
NOT AWARE OF GUIDANCE LABELS	262 39%	** **	182 39%	60 38%	147 38%	** **	200 38%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

HOURS SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
None	65 3%	2 *%	1 *%	- -%	4 1%	5 1%	18 7%	35 15%	14 1%	45 4%	53 3%	7 3%	2 2%	2 5%	28 2%	35 3%	1 *%	64 4%
							abcde	abcdef		a								a
Up to 2 hours	61 3%	- -%	5 1%	7 2%	7 2%	9 3%	7 3%	25 11%	23 2%	35 3%	56 3%	2 1%	2 1%	1 2%	23 2%	36 3%	8 1%	52 3%
							abcdef											
3 to 5 hours	197 8%	28 8%	31 8%	40 10%	30 7%	29 9%	15 6%	25 11%	73 6%	121 11%	171 9%	10 5%	12 9%	3 6%	98 8%	97 8%	57 9%	139 8%
										a								
6 to 8 hours	186 8%	38 11%	28 7%	31 8%	29 7%	24 7%	24 9%	12 5%	104 8%	78 7%	148 7%	20 9%	13 9%	6 12%	84 7%	97 8%	50 7%	134 8%
9 to 11 hours	226 9%	53 15%	47 12%	27 6%	32 8%	31 9%	22 8%	15 6%	128 10%	94 9%	178 9%	25 11%	18 12%	6 12%	115 10%	110 9%	71 11%	155 9%
		cg	c															
12 to 15 hours	316 13%	42 12%	46 12%	61 15%	47 11%	56 17%	34 13%	30 12%	172 13%	140 13%	261 13%	31 14%	16 11%	8 17%	149 13%	162 13%	87 13%	229 13%
16 to 22 hours	440 18%	68 19%	63 16%	68 17%	84 21%	60 18%	55 21%	41 17%	256 20%	177 16%	369 18%	32 15%	32 22%	7 15%	213 18%	223 18%	127 19%	313 18%
Over 22 hours	856 36%	119 33%	155 40%	160 39%	170 42%	118 35%	86 32%	47 20%	488 38%	361 33%	712 36%	84 39%	47 32%	15 30%	428 37%	418 35%	246 37%	607 35%
		g	g	g	g	g	g											
Don't know/ unsure	60 2%	11 3%	9 2%	15 4%	7 2%	5 2%	4 1%	9 4%	25 2%	31 3%	51 3%	6 3%	2 1%	1 2%	25 2%	28 2%	18 3%	39 2%

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

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

HOURS SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
None	65 3%	60 3%	5 1%	29 4%	30 2%	57 3%	8 4%	16 1%	27 1%	29 1%	36 16% abc	57 3%	8 5%
Up to 2 hours	61 3%	52 3%	9 2%	26 4%	26 2%	54 2%	7 3%	24 1%	39 2%	42 2%	19 8% abc	55 2%	5 3%
3 to 5 hours	197 8%	147 7%	50 12% a	64 9%	100 7%	185 8%	12 6%	132 7%	144 8%	175 8%	22 10%	186 8%	11 7%
6 to 8 hours	186 8%	148 7%	35 9%	54 8%	107 7%	170 8%	16 8%	146 8%	145 8%	175 8%	11 5%	174 8%	12 7%
9 to 11 hours	226 9%	170 9%	52 13%	47 7%	146 10%	211 10%	15 8%	174 10%	190 10%	212 10%	14 6%	214 10%	12 7%
12 to 15 hours	316 13%	267 14%	44 11%	75 11%	202 14%	297 13%	19 10%	239 13%	258 14%	287 13%	30 13%	302 13%	15 9%
16 to 22 hours	440 18%	370 19%	66 16%	132 19%	269 19%	417 19%	23 12%	346 19%	374 20%	409 19%	31 14%	421 19%	19 12%
Over 22 hours	856 36%	719 36%	134 33%	259 37%	536 37%	773 35%	83 43%	717 39% d	687 36% d	811 37% d	46 20%	780 35%	76 46% a
Don't know/ unsure	60 2%	41 2%	13 3%	14 2%	22 2%	51 2%	9 5%	27 1%	37 2%	43 2%	17 7% abc	51 2%	9 5%

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

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

HOURS SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
None	65 3%	21 5%	31 2%	9 2%	35 3%	4 2%	23 1%
Up to 2 hours	61 3%	17 4%	30 2%	20 3%	24 2%	7 3%	32 2%
3 to 5 hours	197 8%	42 10%	125 8%	49 8%	108 8%	21 9%	145 8%
6 to 8 hours	186 8%	46 11%	109 7%	55 9%	91 7%	32 13%	135 7%
9 to 11 hours	226 9%	41 10%	158 10%	51 9%	131 10%	18 8%	185 10%
12 to 15 hours	316 13%	51 12%	224 14%	71 12%	184 14%	21 9%	249 14%
16 to 22 hours	440 18%	72 17%	297 19%	119 20%	238 18%	43 17%	350 19%
Over 22 hours	856 36%	121 29%	593 37%	198 34%	484 37%	87 36%	699 38%
Don't know/ unsure	60 2%	8 2%	26 2%	11 2%	22 2%	10 4%	20 1%

Columns Tested: a,b - a,b - a,b

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

WAYS THE HOUSEHOLD USES TO CONNECT TO THE INTERNET AT HOME (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2073	269	326	351	369	304	243	213	1152	896	1714	187	130	43	969	1077	577	1491
	86%	74%	85%	86%	90%	90%	92%	89%	90%	83%	86%	86%	90%	89%	83%	89%	87%	86%
			a	a	a	a	ab	a	b							a		
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	930	179	180	175	169	115	70	42	520	397	772	88	55	15	440	472	309	618
	39%	49%	47%	43%	41%	34%	26%	17%	41%	37%	39%	41%	38%	31%	38%	39%	46%	36%
		efg	efg	fg	fg	g											b	
Neither – Do not connect to the internet at home	64	16	3	10	4	6	9	16	27	33	55	6	2	1	43	20	11	52
	3%	5%	1%	2%	1%	2%	3%	7%	2%	3%	3%	3%	1%	3%	4%	2%	2%	3%
		bd						bde							b			
Don't know	69	20	16	13	7	4	2	8	24	37	59	5	5	1	33	31	17	51
	3%	5%	4%	3%	2%	1%	1%	3%	2%	3%	3%	2%	3%	2%	3%	3%	3%	3%
		ef	ef															

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

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

WAYS THE HOUSEHOLD USES TO CONNECT TO THE INTERNET AT HOME (MULTI CODE)

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
	a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2073	1741	314	583	1306	1926	147	1609	1681	1924	149	1951	122
	86%	88%	77%	83%	91%	87%	77%	88%	88%	88%	67%	87%	73%
		b			a	b		d	d	d		b	
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	930	742	182	263	569	861	69	788	772	888	42	872	59
	39%	38%	45%	38%	40%	39%	36%	43%	41%	41%	19%	39%	35%
								d	d	d			
Neither – Do not connect to the internet at home	64	49	14	33	22	58	5	26	28	30	34	58	5
	3%	2%	4%	5%	2%	3%	3%	1%	1%	1%	15%	3%	3%
				b							abc		
Don't know	69	42	21	15	16	55	15	40	43	53	17	55	14
	3%	2%	5%	2%	1%	2%	8%	2%	2%	2%	7%	2%	9%
			a				a				abc		a

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

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

WAYS THE HOUSEHOLD USES TO CONNECT TO THE INTERNET AT HOME (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	2073 86%	361 86%	1413 89%	486 83%	1177 89% a	199 82%	1651 90% a
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	930 39%	158 38%	636 40%	246 42%	518 39%	125 51% b	730 40%
Neither – Do not connect to the internet at home	64 3%	13 3%	37 2%	12 2%	39 3%	4 2%	27 1%
Don’t know	69 3%	7 2%	21 1%	14 2%	12 1%	6 3%	27 1%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

RESPONDENT'S WORKING STATUS (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
In full time employment	1089	130	252	273	261	143	25	4	707	374	913	97	57	21	609	470	418	671
	45%	36%	65%	67%	64%	42%	9%	2%	55%	35%	46%	45%	39%	45%	52%	39%	63%	39%
		fg	aefg	aefg	aefg	fg	g		b						b		b	
In part time employment	309	44	57	58	58	66	16	11	133	174	261	22	21	6	91	210	119	186
	13%	12%	15%	14%	14%	19%	6%	4%	10%	16%	13%	10%	14%	12%	8%	17%	18%	11%
		g	fg	fg	fg	fg			a						a		b	
Unemployed	137	30	22	26	34	20	5	-	10	124	119	8	7	3	66	68	28	109
	6%	8%	6%	6%	8%	6%	2%	-%	1%	11%	6%	4%	5%	6%	6%	6%	4%	6%
		fg	g	fg	fg	fg			a									
A student	141	119	15	4	3	-	*	-	110	27	115	18	6	2	68	69	9	128
	6%	33%	4%	1%	1%	-%	*%	-%	9%	2%	6%	8%	4%	5%	6%	6%	1%	7%
		bcdefg	cdefg						b									a
Full-time responsibility for home/ family	118	14	22	31	27	20	4	-	36	81	91	18	6	3	23	94	63	55
	5%	4%	6%	8%	7%	6%	1%	-%	3%	7%	5%	8%	4%	7%	2%	8%	10%	3%
		g	fg	fg	fg	fg			a						a		b	
Retired	505	1	1	1	7	63	212	220	246	246	413	46	37	10	262	240	3	502
	21%	*%	*%	*%	2%	19%	80%	91%	19%	23%	21%	21%	25%	20%	23%	20%	*%	29%
						abcd	abcde	abcdef										a
Other	57	6	6	9	14	21	2	-	27	28	44	6	5	1	24	30	16	41
	2%	2%	1%	2%	3%	6%	1%	-%	2%	3%	2%	3%	4%	3%	2%	2%	2%	2%
						bcfg												
Prefer not to say	52	16	11	7	6	4	2	6	13	29	42	3	5	2	19	25	10	41
	2%	4%	3%	2%	1%	1%	1%	2%	1%	3%	2%	1%	4%	3%	2%	2%	1%	2%
		f							a									

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

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

RESPONDENT'S WORKING STATUS (SINGLE CODE)

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
In full time employment	1089	892	181	216	769	1013	76	910	920	1033	56	1027	62
	45%	45%	45%	31%	53%	46%	39%	50%	48%	47%	25%	46%	37%
					a			d	d	d			
In part time employment	309	255	54	78	198	292	17	255	255	296	13	293	17
	13%	13%	13%	11%	14%	13%	9%	14%	13%	14%	6%	13%	10%
								d	d	d			
Unemployed	137	110	27	71	44	102	35	91	80	107	30	105	32
	6%	6%	7%	10%	3%	5%	18%	5%	4%	5%	13%	5%	19%
				b			a				abc		a
A student	141	64	75	50	72	113	28	134	97	137	4	116	25
	6%	3%	18%	7%	5%	5%	15%	7%	5%	6%	2%	5%	15%
			a				a	bd					a
Full-time responsibility for home/ family	118	97	20	43	54	101	17	100	89	110	9	105	13
	5%	5%	5%	6%	4%	5%	9%	6%	5%	5%	4%	5%	8%
Retired	505	481	22	194	279	498	6	253	379	405	99	498	6
	21%	24%	5%	28%	19%	22%	3%	14%	20%	19%	44%	22%	4%
		b		b		b		a	a	a	abc	b	
Other	57	43	14	34	15	53	4	45	48	54	3	53	4
	2%	2%	3%	5%	1%	2%	2%	2%	3%	2%	1%	2%	2%
				b									
Prefer not to say	52	31	14	13	7	43	8	32	34	41	11	43	8
	2%	2%	3%	2%	1%	2%	4%	2%	2%	2%	5%	2%	5%
				b							abc		

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

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

RESPONDENT'S WORKING STATUS (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
In full time employment	1089	159	786	267	650	119	882
	45%	38%	49%	46%	49%	49%	48%
		a					
In part time employment	309	52	218	58	188	36	243
	13%	12%	14%	10%	14%	15%	13%
Unemployed	137	16	70	19	60	7	93
	6%	4%	4%	3%	5%	3%	5%
A student	141	17	85	39	64	29	102
	6%	4%	5%	7%	5%	12%	6%
						b	
Full-time responsibility for home/ family	118	19	70	25	60	8	96
	5%	4%	4%	4%	5%	3%	5%
Retired	505	138	307	154	249	37	352
	21%	33%	19%	26%	19%	15%	19%
		b		b			
Other	57	10	37	11	30	4	43
	2%	2%	2%	2%	2%	2%	2%
Prefer not to say	52	8	21	10	16	2	25
	2%	2%	1%	2%	1%	1%	1%

Columns Tested: a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER - 2022. MAY/ JUNE AND OCTOBER/ NOVEMBER 2022.

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

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
English/ Welsh/ Scottish/ Northern Irish/ British	1873	201	269	304	330	304	247	218	963	887	1516	189	134	34	892	958	502	1369
	78%	56%	70%	74%	81%	90%	93%	91%	75%	82%	76%	87%	93%	71%	77%	79%	75%	79%
			a	a	ab	abcd	abcd	abcd		a		ad	ad					
Irish	33	7	6	2	7	4	2	5	23	10	19	3	1	10	18	14	6	26
	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	21%	2%	1%	1%	2%
														abc				
Gypsy, Traveller or Irish Traveller	*	-	*	-	-	-	-	-	-	*	-	-	-	*	*	-	*	-
	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%
Any other White background	67	9	7	25	11	7	7	1	41	26	60	5	2	*	27	36	18	49
	3%	2%	2%	6%	3%	2%	3%	*%	3%	2%	3%	2%	1%	*%	2%	3%	3%	3%
				beg														
White and Black Caribbean	14	4	4	-	1	3	*	1	10	5	9	3	2	-	11	4	4	10
	1%	1%	1%	-%	*%	1%	*%	*%	1%	*%	*%	1%	1%	-%	1%	*%	1%	1%
White and Black African	12	5	3	2	-	1	-	-	10	1	11	1	-	-	8	4	7	5
	*%	1%	1%	1%	-%	*%	-%	-%	1%	*%	1%	*%	-%	-%	1%	*%	1%	*%
White and Asian	15	4	4	2	3	1	-	-	8	7	15	-	-	*	7	8	2	13
	1%	1%	1%	1%	1%	*%	-%	-%	1%	1%	1%	-%	-%	1%	1%	1%	*%	1%
Any other mixed/ multiple ethnic background	18	6	3	2	5	2	-	-	8	8	17	-	1	-	8	10	7	11
	1%	2%	1%	1%	1%	1%	-%	-%	1%	1%	1%	-%	1%	-%	1%	1%	1%	1%

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

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

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Indian	44 2%	7 2%	15 4%	10 2%	6 1%	1 *%	3 1%	3 1%	35 3%	9 1%	43 2%	- -%	1 *%	* 1%	29 3%	15 1%	13 2%	31 2%
Pakistani	67 3%	24 7%	14 4%	17 4%	10 2%	2 1%	- -%	- -%	33 3%	32 3%	63 3%	3 1%	- -%	1 3%	31 3%	35 3%	27 4%	39 2%
Bangladeshi	32 1%	14 4%	2 *%	7 2%	7 2%	- -%	1 1%	- -%	16 1%	14 1%	32 2%	- -%	- -%	- -%	14 1%	18 1%	13 2%	19 1%
Chinese	13 1%	3 1%	5 1%	1 *%	4 1%	- -%	- -%	- -%	10 1%	2 *%	10 *%	2 1%	1 1%	- -%	5 *%	8 1%	3 *%	10 1%
Any other Asian background	18 1%	7 2%	5 1%	1 *%	1 *%	2 *%	1 *%	- -%	13 1%	4 *%	17 1%	1 *%	- -%	- -%	13 1%	4 *%	4 1%	13 1%
Caribbean	47 2%	11 3%	9 2%	5 1%	9 2%	6 2%	2 1%	4 2%	25 2%	22 2%	46 2%	- -%	1 1%	* *%	20 2%	27 2%	16 2%	31 2%
African	90 4%	39 11%	22 6%	16 4%	9 2%	2 1%	- -%	1 1%	53 4%	35 3%	82 4%	7 3%	- -%	1 2%	59 5%	29 2%	32 5%	57 3%
Any other Black/ African/ Caribbean background	12 *%	4 1%	1 *%	2 1%	3 1%	1 *%	1 *%	- -%	2 *%	8 1%	12 1%	- -%	- -%	- -%	4 *%	7 1%	2 *%	8 *%
Arab	16 1%	10 3%	1 *%	1 *%	- -%	- -%	- -%	3 1%	13 1%	1 *%	16 1%	- -%	- -%	- -%	5 *%	9 1%	1 *%	14 1%

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

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

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Any other ethnic background	11 *%	- -%	4 1%	3 1%	3 1%	1 *%	1 *%	- -%	6 *%	5 *%	10 *%	- -%	1 1%	* *%	2 *%	7 1%	1 *%	9 *%
Prefer not to say	27 1%	6 2%	9 2%	6 1%	1 *%	- -%	- -%	4 2%	13 1%	8 1%	21 1%	4 2%	1 1%	* 1%	9 1%	12 1%	8 1%	18 1%
		e	e					e										

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

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

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
English/ Welsh/ Scottish/ Northern Irish/ British	1873	1873	-	570	1147	1760	113	1401	1521	1698	175	1775	98
	78%	95%	-%	82%	80%	79%	59%	77%	80%	78%	78%	79%	59%
		b				b						b	
Irish	33	33	-	18	14	30	2	26	25	29	3	31	2
	1%	2%	-%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%
				b									
Gypsy, Traveller or Irish Traveller	*	*	-	-	*	-	*	*	*	*	-	*	-
	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	-%
Any other White background	67	67	-	14	40	55	12	51	50	60	7	56	11
	3%	3%	-%	2%	3%	2%	6%	3%	3%	3%	3%	3%	6%
		b					a						a
White and Black Caribbean	14	-	14	3	9	14	-	9	13	13	1	14	-
	1%	-%	3%	*%	1%	1%	-%	1%	1%	1%	*%	1%	-%
			a										
White and Black African	12	-	12	4	8	11	1	11	9	12	-	11	1
	*%	-%	3%	1%	1%	1%	*%	1%	*%	1%	-%	*%	*%
			a										
White and Asian	15	-	15	6	5	13	2	13	12	14	1	13	2
	1%	-%	4%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%
			a										

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

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

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Any other mixed/ multiple ethnic background	18 1%	- -%	18 5% a	6 1%	9 1%	17 1%	1 1%	14 1%	12 1%	15 1%	3 1%	17 1%	1 1%
Indian	44 2%	- -%	44 11% a	8 1%	27 2%	40 2%	4 2%	33 2%	32 2%	40 2%	4 2%	40 2%	4 3%
Pakistani	67 3%	- -%	67 16% a	12 2%	32 2%	55 2%	11 6%	48 3%	42 2%	57 3%	10 4%	61 3%	6 3%
Bangladeshi	32 1%	- -%	32 8% a	10 1%	12 1%	24 1%	8 4% a	29 2%	23 1%	29 1%	3 1%	24 1%	8 5% a
Chinese	13 1%	- -%	13 3% a	1 *% a	10 1%	6 *% a	7 4% a	10 1%	4 *% a	11 1%	1 1%	6 *% a	7 4% a
Any other Asian background	18 1%	- -%	18 4% a	1 *% a	13 1%	17 1%	1 *% a	18 1%	11 1%	18 1%	- -%	17 1%	1 1%
Caribbean	47 2%	- -%	47 12% a	16 2%	27 2%	43 2%	4 2%	38 2%	33 2%	41 2%	6 3%	43 2%	4 2%
African	90 4%	- -%	90 22% a	22 3%	54 4%	79 4%	11 6%	79 4%	72 4%	86 4%	4 2%	79 4%	11 7%

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

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

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		
	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	
	a	b	a	b	a	b	a	b	c	d	a	b	
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Any other Black/ African/ Caribbean background	12	-	12	-	6	11	1	9	7	12	-	12	-
	*%	-%	3%	-%	*%	*%	*%	*%	*%	1%	-%	1%	-%
			a										
Arab	16	-	16	-	12	12	3	11	8	14	1	12	3
	1%	-%	4%	-%	1%	1%	2%	1%	*%	1%	1%	1%	2%
			a										
Any other ethnic background	11	-	11	3	6	8	3	8	7	11	-	8	3
	*%	-%	3%	*%	*%	*%	1%	*%	*%	1%	-%	*%	2%
			a										
Prefer not to say	27	-	-	4	9	20	6	14	19	23	4	22	4
	1%	-%	-%	1%	1%	1%	3%	1%	1%	1%	2%	1%	3%
							a						

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

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

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
English/ Welsh/ Scottish/ Northern Irish/ British	1873 78%	316 76%	1299 82%	442 76%	1060 80%	162 67%	1473 80% a
Irish	33 1%	6 2%	22 1%	11 2%	16 1%	7 3%	21 1%
Gypsy, Traveller or Irish Traveller	* *%	- -%	- -%	- -%	- -%	- -%	* *%
Any other White background	67 3%	10 2%	32 2%	9 2%	35 3%	3 1%	52 3%
White and Black Caribbean	14 1%	1 *%	11 1%	8 1%	6 *%	3 1%	10 1%
White and Black African	12 *%	- -%	10 1%	2 *%	6 *%	1 *%	11 1%
White and Asian	15 1%	6 1%	4 *%	5 1%	7 1%	5 2%	8 *%
Any other mixed/ multiple ethnic background	18 1%	3 1%	14 1%	2 *%	15 1%	3 1%	13 1%

Columns Tested: a,b - a,b - a,b

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

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Indian	44 2%	13 3%	23 1%	17 3%	21 2%	11 5%	29 2%
Pakistani	67 3%	15 3%	34 2%	16 3%	30 2%	6 3%	47 3%
Bangladeshi	32 1%	8 2%	9 1%	10 2%	7 1%	6 2%	18 1%
Chinese	13 1%	2 *%	4 *%	1 *%	3 *%	3 1%	9 *%
Any other Asian background	18 1%	2 *%	13 1%	3 *%	13 1%	5 2%	12 1%
Caribbean	47 2%	6 1%	33 2%	7 1%	32 2%	3 1%	35 2%
African	90 4%	19 4%	55 3%	36 6%	36 3%	15 6%	64 4%
Any other Black/ African/ Caribbean background	12 *%	- -%	8 1%	- -%	8 1%	3 1%	6 *%
Arab	16 1%	6 1%	7 *%	5 1%	7 1%	3 1%	10 1%
Any other ethnic background	11 *%	- -%	5 *%	* *%	6 *%	3 1%	6 *%

Columns Tested: a,b - a,b - a,b

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

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Prefer not to say	27 1%	6 1%	9 1%	9 2%	9 1%	3 1%	14 1%

Columns Tested: a,b - a,b - a,b

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

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Hearing? Poor hearing, partial hearing, or are deaf	158 7%	12 3%	9 2%	12 3%	21 5%	22 7%	24 9%	58 24%	70 5%	81 7%	133 7%	12 6%	11 7%	3 6%	96 8%	55 5%	25 4%	133 8%
						b	bc	abcdef							b			a
Eyesight? Poor vision, colour blindness, partial sight, or are blind	149 6%	27 7%	19 5%	20 5%	26 6%	16 5%	16 6%	25 10%	62 5%	84 8%	120 6%	18 8%	8 5%	4 7%	84 7%	61 5%	29 4%	119 7%
										a								
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	161 7%	17 5%	8 2%	14 3%	23 6%	33 10%	23 9%	43 18%	68 5%	89 8%	132 7%	14 6%	13 9%	3 6%	82 7%	73 6%	22 3%	139 8%
						bc	bc	abcdef										a
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	67 3%	9 3%	5 1%	4 1%	12 3%	16 5%	3 1%	17 7%	21 2%	44 4%	54 3%	4 2%	6 4%	2 5%	31 3%	34 3%	11 2%	56 3%
						bc		bcb		a								

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

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

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Breathing? Breathlessness or chest pains	104	17	6	10	13	25	9	24	50	53	83	9	11	2	53	49	13	91
	4%	5%	1%	3%	3%	7%	3%	10%	4%	5%	4%	4%	8%	4%	5%	4%	2%	5%
						bc		bcd										a
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	73	16	10	18	17	8	1	2	33	39	58	6	7	2	30	38	20	53
	3%	4%	3%	4%	4%	3%	*%	1%	3%	4%	3%	3%	5%	4%	3%	3%	3%	3%
		f		f	f													
Difficulty with speech? e.g. due to stroke, stutter or stammer	19	7	6	3	1	1	-	-	5	10	17	1	-	1	10	5	8	11
	1%	2%	2%	1%	*%	*%	-%	-%	*%	1%	1%	*%	-%	2%	1%	*%	1%	1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	62	20	22	9	6	5	-	-	31	31	53	4	5	1	32	24	20	43
	3%	6%	6%	2%	1%	2%	-%	-%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%
		defg	defg															

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

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

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Your mental health? Anxiety, depression, or trauma-related conditions, for example	268	55	54	54	47	43	10	5	111	152	214	28	19	7	106	151	75	191
	11%	15%	14%	13%	12%	13%	4%	2%	9%	14%	11%	13%	13%	15%	9%	13%	11%	11%
		fg	fg	fg	fg	fg				a								
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	96	3	9	8	20	23	16	16	40	51	76	10	8	2	32	63	18	78
	4%	1%	2%	2%	5%	7%	6%	7%	3%	5%	4%	5%	5%	5%	3%	5%	3%	5%
						abc	abc	abc								a		
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1439	181	245	266	262	202	171	111	865	560	1204	128	79	28	684	747	433	1002
	60%	50%	64%	65%	64%	60%	65%	46%	67%	52%	60%	59%	55%	57%	59%	62%	65%	58%
			ag	ag	ag	g	ag		b								b	
Prefer not to say	150	18	29	27	23	18	18	16	52	88	123	17	7	4	70	69	37	111
	6%	5%	8%	7%	6%	5%	7%	7%	4%	8%	6%	8%	5%	7%	6%	6%	6%	6%
										a								
Don't know	118	43	21	19	20	10	4	1	49	68	103	9	5	2	70	47	44	74
	5%	12%	6%	5%	5%	3%	1%	1%	4%	6%	5%	4%	4%	3%	6%	4%	7%	4%
		bcdefg	fg															

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

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

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Hearing? Poor hearing, partial hearing, or are deaf	158 7%	146 7%	11 3%	158 23% b	- -%	151 7%	8 4%	92 5%	123 6%	133 6%	25 11% ac	153 7%	6 3%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	149 6%	126 6%	23 6%	149 21% b	- -%	139 6%	9 5%	104 6%	118 6%	131 6%	18 8%	140 6%	8 5%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	161 7%	141 7%	20 5%	161 23% b	- -%	153 7%	8 4%	100 5%	117 6%	128 6%	33 15% abc	153 7%	8 5%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	67 3%	59 3%	8 2%	67 10% b	- -%	64 3%	2 1%	43 2%	51 3%	54 2%	12 5%	64 3%	2 1%

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

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

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Breathing? Breathlessness or chest pains	104 4%	85 4%	19 5%	104 15% b	- -%	95 4%	10 5%	75 4%	75 4%	92 4%	12 5%	95 4%	10 6%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	73 3%	60 3%	13 3%	73 10% b	- -%	64 3%	9 5%	65 4%	58 3%	72 3%	2 1%	67 3%	7 4%
Difficulty with speech? e.g. due to stroke, stutter or stammer	19 1%	11 1%	6 1%	19 3% b	- -%	17 1%	2 1%	13 1%	13 1%	15 1%	3 2%	19 1%	- -%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	62 3%	51 3%	11 3%	62 9% b	- -%	53 2%	10 5%	53 3%	49 3%	56 3%	7 3%	53 2%	10 6%

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

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

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Your mental health? Anxiety, depression, or trauma-related conditions, for example	268	234	32	268	-	236	32	223	212	248	20	238	30
	11%	12%	8%	38% b	-%	11%	17%	12%	11%	11%	9%	11%	18% a
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	96	85	11	96	-	85	11	62	77	82	14	86	10
	4%	4%	3%	14% b	-%	4%	6%	3%	4%	4%	6%	4%	6%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1439	1201	229	-	1439	1337	102	1125	1159	1329	111	1353	86
	60%	61%	56%	-%	100% a	60%	53%	62% d	61% d	61% d	49%	60%	51%
Prefer not to say	150	98	43	-	-	133	17	94	107	128	22	133	17
	6%	5%	10% a	-%	-%	6%	9%	5%	6%	6%	10% a	6%	10%
Don't know	118	71	42	-	-	100	18	92	88	107	11	103	15
	5%	4%	10% a	-%	-%	5%	10% a	5%	5%	5%	5%	5%	9%

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

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

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Hearing? Poor hearing, partial hearing, or are deaf	158 7%	39 9%	102 6%	53 9% b	71 5%	15 6%	115 6%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	149 6%	32 8%	96 6%	45 8%	73 6%	22 9%	109 6%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	161 7%	36 9%	100 6%	49 8%	77 6%	14 6%	112 6%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	67 3%	16 4%	40 2%	20 3%	34 3%	6 2%	45 2%

Columns Tested: a,b - a,b - a,b

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

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Breathing? Breathlessness or chest pains	104 4%	19 5%	65 4%	31 5%	43 3%	9 4%	79 4%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	73 3%	19 4%	41 3%	28 5% b	28 2%	12 5%	52 3%
Difficulty with speech? e.g. due to stroke, stutter or stammer	19 1%	5 1%	10 1%	6 1%	10 1%	4 1%	8 *%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	62 3%	16 4%	34 2%	23 4%	25 2%	12 5%	38 2%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	268 11%	51 12%	175 11%	59 10%	135 10%	26 11%	210 11%

Columns Tested: a,b - a,b - a,b

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

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	96 4%	26 6%	52 3%	30 5%	38 3%	13 5%	64 3%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1439 60%	215 51%	1028 65% a	302 52%	886 67% a	126 52%	1164 63% a
Prefer not to say	150 6%	29 7%	76 5%	50 9% b	52 4%	19 8%	92 5%
Don't know	118 5%	19 5%	51 3%	26 5%	49 4%	14 6%	73 4%

Columns Tested: a,b - a,b - a,b

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

RESPONDENT'S SEXUALITY (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Heterosexual or straight	2093	284	328	342	365	305	252	216	1116	950	1725	197	126	44	1006	1076	603	1484
	87%	79%	85%	84%	89%	90%	95%	90%	87%	88%	86%	91%	88%	91%	87%	89%	91%	86%
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Gay or lesbian	80	14	15	23	15	5	4	3	60	18	65	6	8	1	51	28	9	71
	3%	4%	4%	6%	4%	2%	2%	1%	5%	2%	3%	3%	5%	2%	4%	2%	1%	4%
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Bisexual	83	32	19	18	4	8	2	-	37	45	72	4	6	1	42	36	24	58
	3%	9%	5%	4%	1%	2%	1%	-%	3%	4%	4%	2%	4%	2%	4%	3%	4%	3%
		defg	dfg	dfg					a	b	a	b	c	d	a	b	a	b
Prefer to use another term	8	2	2	2	-	-	-	1	2	5	7	1	1	-	1	3	1	7
	*%	*%	1%	1%	-%	-%	-%	1%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Prefer not to say	144	28	20	24	25	19	7	20	68	65	129	9	4	2	63	63	29	113
	6%	8%	5%	6%	6%	6%	3%	8%	5%	6%	6%	4%	3%	5%	5%	5%	4%	7%
		f						f										

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

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

RESPONDENT'S SEXUALITY (SINGLE CODE)

Base : All respondents

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Heterosexual or straight	2093	1726	353	575	1313	1943	150	1587	1662	1900	192	1964	128
	87%	87%	87%	82%	91%	88%	78%	87%	87%	87%	86%	88%	77%
					a	b						b	
Gay or lesbian	80	71	8	37	40	71	8	64	64	73	7	72	7
	3%	4%	2%	5%	3%	3%	4%	4%	3%	3%	3%	3%	4%
				b									
Bisexual	83	67	16	36	41	68	15	73	63	79	4	69	14
	3%	3%	4%	5%	3%	3%	8%	4%	3%	4%	2%	3%	8%
							a						a
Prefer to use another term	8	6	1	5	1	6	1	6	6	8	-	6	1
	*%	*%	*%	1%	*%	*%	1%	*%	*%	*%	-%	*%	1%
Prefer not to say	144	102	28	46	43	126	18	91	106	124	21	128	16
	6%	5%	7%	7%	3%	6%	9%	5%	6%	6%	9%	6%	10%
				b									

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

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

RESPONDENT'S SEXUALITY (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%		a	b	a	b	a	b
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Heterosexual or straight	2093	358	1420	510	1170	211	1612
	87%	86%	89%	88%	89%	87%	88%
Gay or lesbian	80	15	52	21	42	4	67
	3%	4%	3%	4%	3%	2%	4%
Bisexual	83	11	54	17	48	9	68
	3%	3%	3%	3%	4%	4%	4%
Prefer to use another term	8	1	3	2	-	1	5
	*%	*%	*%	*%	-%	*%	*%
Prefer not to say	144	32	64	32	57	18	85
	6%	8%	4%	6%	4%	7%	5%
		b					

Columns Tested: a,b - a,b - a,b

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

WHETHER RESPONDENT'S CURRENT GENDER IDENTITY IS THE SAME AS THAT ASSIGNED AT BIRTH (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2407	227	449	411	345	473	314	188	1316	1052	1693	241	234	239	1186	1189	651	1750
Effective Weighted Sample	2029	210	397	359	309	434	271	174	1103	894	1578	216	212	206	982	1021	554	1471
Total	2407	361	385	409	409	337	265	241	1283	1083	1998	217	144	48	1163	1207	666	1733
Yes	2307	330	363	383	403	331	262	235	1236	1038	1910	209	142	47	1113	1176	636	1666
	96%	91%	94%	94%	98%	98%	99%	98%	96%	96%	96%	96%	98%	98%	96%	97%	95%	96%
				abc	abc	abc												
No	47	22	8	11	2	2	2	-	20	26	39	6	1	*	26	11	16	30
	2%	6%	2%	3%	1%	1%	1%	-%	2%	2%	2%	3%	1%	1%	2%	1%	2%	2%
		defg																
Prefer not to say	53	9	14	15	4	4	1	6	27	19	49	2	1	1	24	20	14	37
	2%	3%	4%	4%	1%	1%	*%	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%
			f	f														

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

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

WHETHER RESPONDENT'S CURRENT GENDER IDENTITY IS THE SAME AS THAT ASSIGNED AT BIRTH (SINGLE CODE)

Base : All respondents

	ETHNICITY			IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV	
	Total	WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b
Significance Level: 99%													
Unweighted total	2407	2044	340	696	1456	2219	188	1829	1901	2183	224	2244	163
Effective Weighted Sample	2029	1711	304	588	1228	1873	156	1527	1603	1835	194	1893	136
Total	2407	1973	407	699	1439	2215	192	1821	1901	2183	224	2240	167
Yes	2307	1917	373	666	1415	2132	176	1759	1828	2101	207	2153	154
	96%	97%	92%	95%	98%	96%	92%	97%	96%	96%	92%	96%	92%
		b			a	b		d		d			
No	47	30	15	24	11	37	10	31	36	38	9	39	8
	2%	2%	4%	3%	1%	2%	5%	2%	2%	2%	4%	2%	5%
			a	b		a							
Prefer not to say	53	26	19	9	12	46	7	31	37	45	8	48	5
	2%	1%	5%	1%	1%	2%	3%	2%	2%	2%	4%	2%	3%
			a										

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

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

WHETHER RESPONDENT'S CURRENT GENDER IDENTITY IS THE SAME AS THAT ASSIGNED AT BIRTH (SINGLE CODE)

Base : All respondents

	Total	SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%							
Unweighted total	2407	423	1599	582	1318	244	1838
Effective Weighted Sample	2029	352	1351	482	1120	199	1552
Total	2407	418	1593	582	1318	243	1838
Yes	2307	403	1545	561	1278	233	1781
	96%	97%	97%	96%	97%	96%	97%
No	47	7	25	8	28	3	32
	2%	2%	2%	1%	2%	1%	2%
Prefer not to say	53	7	23	14	12	7	25
	2%	2%	1%	2%	1%	3%	1%

Columns Tested: a,b - a,b - a,b